

Help Me Understand 3 Things About Pinterest, Please!

This would be more in the "Chris Boivin doesn't know" category.

I have a Pinterest account. I've pinned a few things and scanned a few boards. I follow a few boards related to some things I'm interested in, but still I maybe go there once every 1-2 weeks tops. I truly don't get it.

I'm not trying to belittle anyone who is a regular pinner by any means by saying that I don't get it. I know that I am not in the user demographic (reportedly 97% of pinners are women), but I would like to know why that is, too.

It boils down to three main question categories:

1. **Are women the target demographic or is that incidental?** If you are a woman, what do you think about the service appeals to women? If you are a man, what is your experience like that may suggest it's not built or operating for men.
2. **If you are active, what keeps you on there and what keeps you coming back?** Is it the layout? Content? Functionality? Usability? Percentage of your social network that is on there? What?
3. **If you were on Pinterest but have abandoned it, or lapsed in your participation, why do you think that is?** What was it that took you away or has kept you away for a period of time? Did you hit a wall? Get bored? Get confused or frustrated? Figure out another way to do what you did there?

I partly ask this out of personal curiosity, but I also know that with this network totally blowing up that Pinterest is going to be on the minds of everyone when it comes to business strategies (especially marketing and sales strategies, since there seems to be a tie-in there).

Let me hear it! Call me names! Tell me that it's a secret like when they separated the boys and girls in 4th grade. Whatever you like, but please help me understand what the deal is with Pinterest! Thank you in advance for your comments and links!!!

- Chris