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# Django Based Pinterest Clone

Deeksha Yadav<sup>1</sup>, Jumana Modi<sup>2</sup>, Kajal Sunhare<sup>3</sup>, Kavita Namdeo<sup>4</sup>, Shivshankar Rajput<sup>5</sup>

<sup>1, 2, 3</sup> Student, <sup>4, 5</sup> Professor, Department of Computer Science and Engineering, Acropolis Institute of Technology and Research, Indore, Madhya Pradesh, India.

**Abstract:** The project aims to design and implement a website that displays user uploaded data and allows infinite scrolling. We are developing the project using Django framework, where every user from anywhere around the world can share their creativity in the form of Pins in front of everyone. There will also be some other technologies for giving the project a complete form that are HTML and CSS etc. In the present climate, there's a remarkable increase in users getting attracted towards social media sites, Pinterest Clone therefore Script renders like a boon for social media activists. It allows users to save, share, and like pins/images to get connected and stay in touch with heterogeneous people globally.

**Keyword:** Pinterest, Clone, social media, Ideas, Django

## I. INTRODUCTION

Pinterest Clone is a prominent photo sharing and publishing website which allows members to post photos by choosing various categories on different boards using 'Pin'. Collections of single-themed Pins are referred to as Pin Boards and users are considered to be pinned to that board. Pinterest Clone OpenSource possesses qualities that are required for a photo sharing website. In addition, it is also a social media platform for sharing valuable ideas, interest and creating pin boards for new ideas that can generate lots of interest among members.

Every pin is a thought. It is one of the useful things for members because by saving the pin, they can use it to add the content. Boards are where users can collect their pins. Each board put in the picture of what others think about. Members can even follow the boards whose pins they like. Our Pinterest Clone lets user discover things in a unique and graphical way. It's one of the good ways because members might come across something they like while browsing the boards. It lets users get connected with new people every day, sharing the same interest. It's a nice way of getting in touch with people and exploring a lot about them. Like their hobbies, passions, and values.

Also, the website is not intended for some specific target audience. Individuals from any and every field may benefit from the website. And can use the website for uplifting knowledge, having fun and for informational purposes.

## II. PROBLEM STATEMENT

Pinterest Clone is a platform where user can showcase their knowledge, Interests, and creative ideas in front of everyone. By doing so one can get a good confidence on their ideas and can do something great with it. When we talk about remembering something important which we want to use to execute some future plans, pin boards can help us because one can pin their interest, important ideas and thoughts on it and can anytime go through it when needed. It's one of the useful things for members because by saving the pin, they can use it to add the content.

### A. Survey

Pinterest originally seemed to start with interests in the home arts like *cooking, decorating, fashion, gardening*, and other topics of interests to women. But over time it has diversified its user base to all gender and age groups.

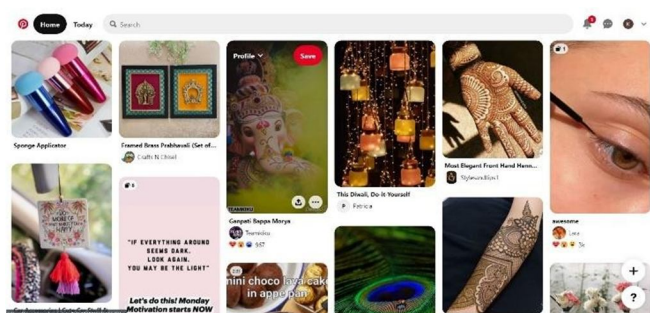


Figure 1: Home page

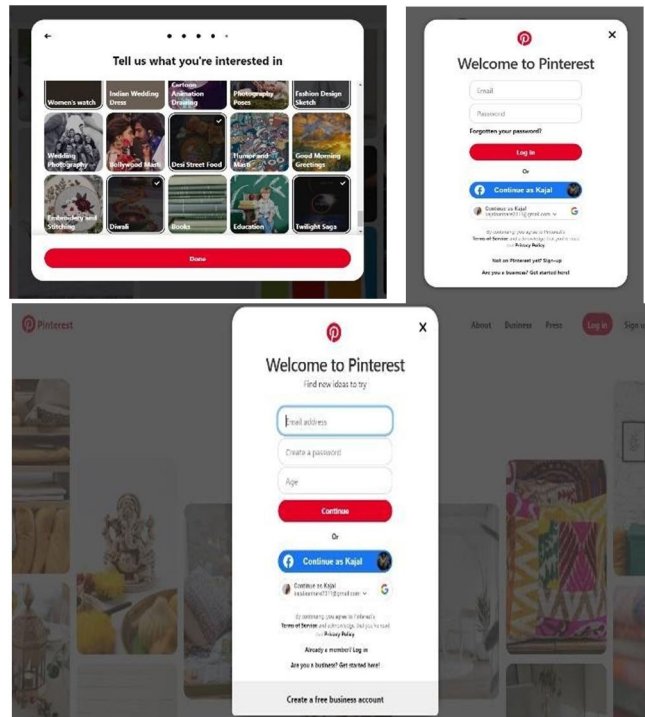


Figure 2: Interest, Login and Signup page of already existingsystem

Pinterest is a visual discovery engine for finding ideas like arts, home, and style inspiration, and more. With billions of Pins on Pinterest, users will always find ideas to spark inspiration. When one discovers Pins, they love, they can save them to boards to keep their ideas organized and easy to find.

Although Pinterest is a complete platform, all its features are highly conducive, but in our opinion, there needs to be a liked pins panel. Which may help users in a way that they can dive into the panel to get a recap of their interests.

### B. Advantages

- 1) Capable of driving massive traffic.
- 2) Beneficial for the business growth.
- 3) Great way to connect with people.
- 4) Users can create a community of their followers and communicate with them related to their services.
- 5) Promotion of brand or service among people/showcase the best assets of brand or service through Pinterest.

### C. Disadvantages

- 1) Can be addictive.
- 2) There are problems of copyright infringement.
- 3) Pinterest is becoming redundant.

## III. METHODOLOGY

### A. Objectives

- 1) To facilitate searching and to provide the functionality to create organized idea boards online which are accessible to other users.
- 2) To connect everyone in the world through the things they find interesting.
- 3) Platform from where users can get inspiration for their careers or hobbies.
- 4) Platform through which users can showcase their creativity, skills and interests.
- 5) Place from where brands and services may be promoted.

**B. Description & Design**

Firstly, when the user visits a website for the first time, he will be asked to create an account. After creating an account, an interest window will appear, wherein users can select the fields of their interests shown over there. After completing the account creation process, the user will be redirected to explore the home page. There will be three main options available for exploring on the home page namely, home, search, and your profile.

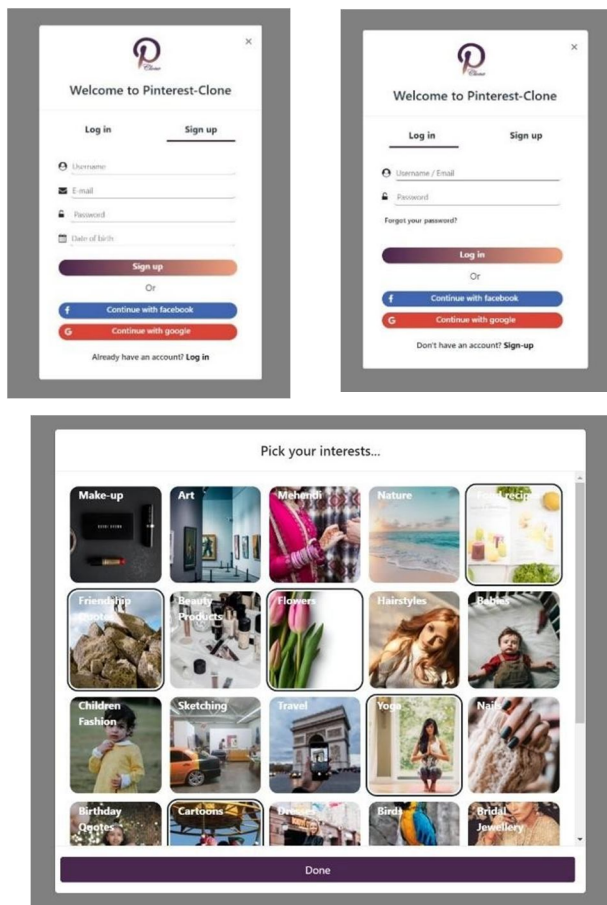


Figure 3: Signup, Login and Interest Page of our website“Pinterest Clone”

Home page will flaunt images related to all those categories which the user has selected. In the search tab you can search your interests. And in the Profile section, you can look up what you have liked, saved and uploaded. Also, in the profile section you can create pins. Pins are the images that users wish to upload onto their profile, that will then be available for all.

Other than these features, there will also be a settings window. Where you can perform actions like edit profile, account settings, notifications, add account, switch account, logout and many more.

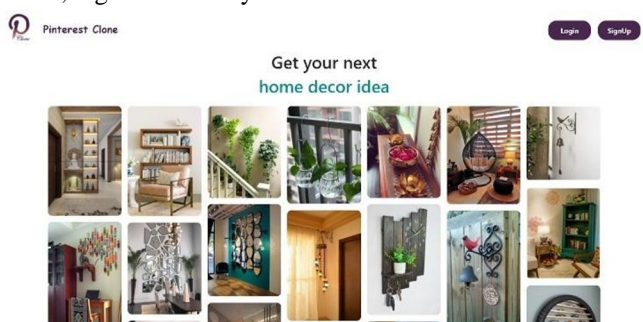


Figure 4: Home page (when user isn't logged in)

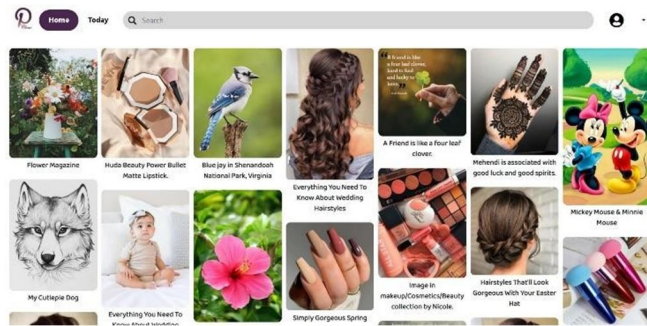


Figure 5: Home Page according to one's interest (When user is logged in)

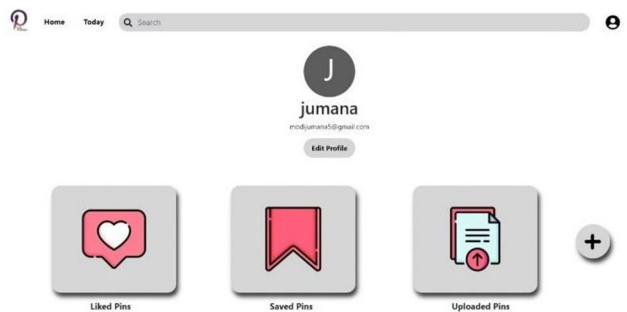


Figure 6: Profile Section Page

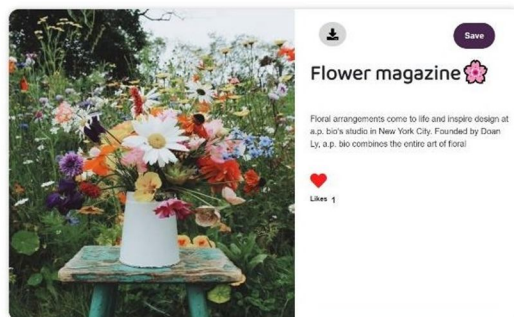


Figure 7: Image Description Page

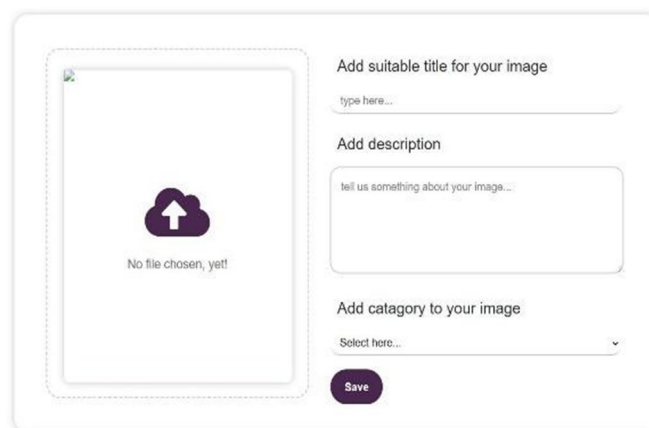


Figure 7: Image Upload Page

#### IV. FEATURES

The website intends to implement and design features mentioned below:

##### A. User Features

- 1) User-interface similar to Pinterest.com.
- 2) Pin Search Engine
- 3) Signup / Login member account system.
- 4) Upload Pins - Upload images directly from your desktop.
- 5) Function to Like Pin, Set Pin as Favourite, Report Pins.
- 6) Auto-loading of more pins when users scroll down to the bottom of the browser to view more pins.
- 7) Settings - Edit member details, upload profile image, set notifications, change password.

##### B. Admin Features

- 1) Manage Category - Add/Edit/Delete categories for Pinterest Clone site.
- 2) Manage Users - Search/Edit/Delete users.
- 3) Manage Pins - View/Delete Pinterest Pins created by your members. Admin can also view/edit the pins.
- 4) Site Settings - Edit admin name, email password, site URL, site slogan, enable/disable maintenance mode.

#### V. APPLICATIONS

Pinterest has found ways to allow content creators to make it easier to pin their content or share their boards with anyone visiting their site. Content creators can add a "Pin It" or "Follow Me" button to their website, signalling that pinning is encouraged and/or they are active on Pinterest themselves. The most common application of Pinterest is personal use, for example collecting recipes from a variety of sources or compiling inspirational images and relevant articles to help when planning a wedding. The site is becoming more and more popular for business and educational use.

#### VI. RESULTS AND DISCUSSIONS

There are many new and upcoming social media sites; some have rapidly gained popularity while others have faded. Pinterest is becoming a social media powerhouse and is being adopted by the private and public sector, gaining popularity at lightning speed. Pinterest launched as a beta site in March 2010 and today has more than 25 million unique visitors per month (Site Analytics) and drives more traffic than Google+, LinkedIn, and YouTube combined. One area of interest in higher education is exploring the use of Pinterest in teaching and instruction. A 2006 study and by present online education scenario we found that 40% of college students were visual learners. Pinterest is a tool that has great potential to enable educators to capitalize on the visual aspect of teaching. As a social medium, its main focus is the ability to share an image and link quickly and easily, while providing an opportunity for conversation. Websites may not work accurately with 100% efficiency sometimes, due to technical issues or any other reasons.

#### VII. CONCLUSION

After Comparing all the essential requirements and features of existing system we have implemented an image sharing and social media service designed to enable saving and discovery of information on the internet using images and photos in the form of pin, along with fulfilling the gap identified in the existing system. It is impossible to know what direction Pinterest will take and whether its popularity will last. Copyright will continue to present challenges for both content creators and content users. Social media tools like Pinterest will continue to change but at this time they offer useful ways for to engage in outreach and education.

#### VIII. ACKNOWLEDGEMENTS

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- [4] Available at - "<https://ourspace.uregina.ca/bitstream/handle/10294/6759/Pinterest%20as%20a%20Tool.pdf?sequence=1&isAllowed=y>".
- [5] Available at - "<https://docs.djangoproject.com/en/3.2/>".



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