iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 9 **Issue:** XI **Month of publication:** November 2021

DOI: https://doi.org/10.22214/ijraset.2021.39031

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 9 Issue XI Nov 2021- Available at www.ijraset.com

Django Based Pinterest Clone

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Abstract: ***The project aims to design and implement a website that displays user uploaded data and allows infinite scrolling. We are developingthe 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 Clonetherefore Script renders like a boon for social media activists. It allows users to save, share, and like pins/images to get connectedand 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 usersare considered to 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 platformfor sharing valuable ideas, interest and creating pin boards fornew 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 thecontent. Boards are where users can collect their pins. Each board put in the picture of what others think about. Memberscan 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 upliftingknowledge, 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 andcan 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 usefulthings for members because by saving the pin, they can use itto add the content.

A. Survey

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

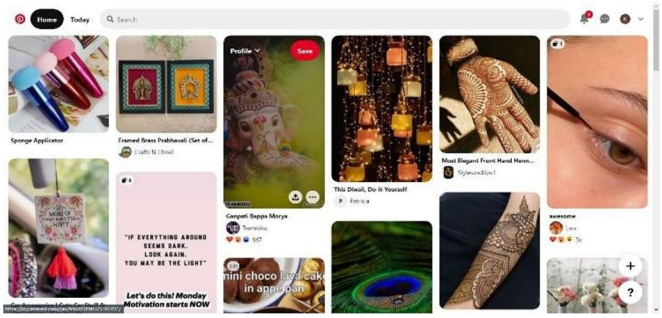


Figure 1: Home page

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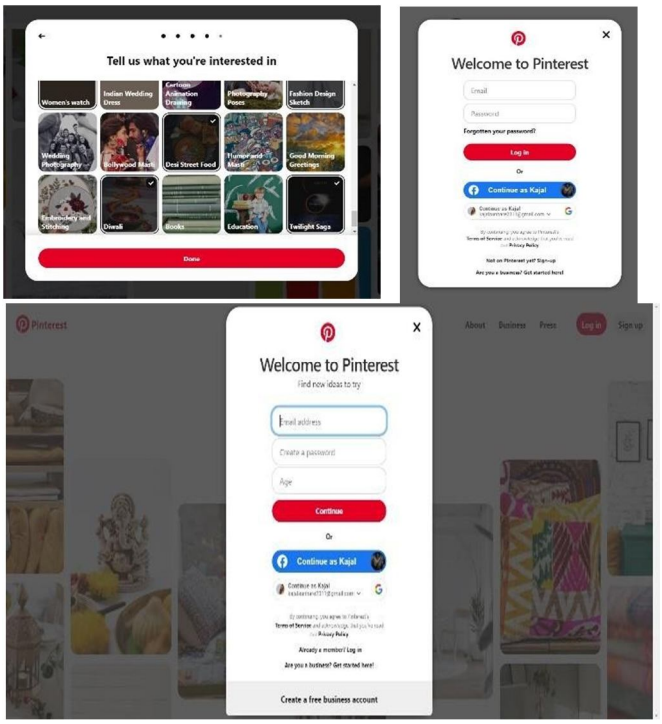


Figure 2: Interest, Login and Signup page of already existingsystem

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 arehighly conducive, but in our opinion, there needs to be a likedpins panel. Which may help users in a way that they can diveinto 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 andcommunicate with them related to their services.
5) Promotion of brand or service among people/showcasethe 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 functionalityto create organised idea boards online which are accessible to other users.
2) To connect everyone in the world through the thingsthey find interesting.
3) Platform from where users can get inspiration for theircareers or hobbies.
4) Platform through which users can showcase theircreativity, skills and interests.
5) Place from where brands and services may bepromoted.

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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.

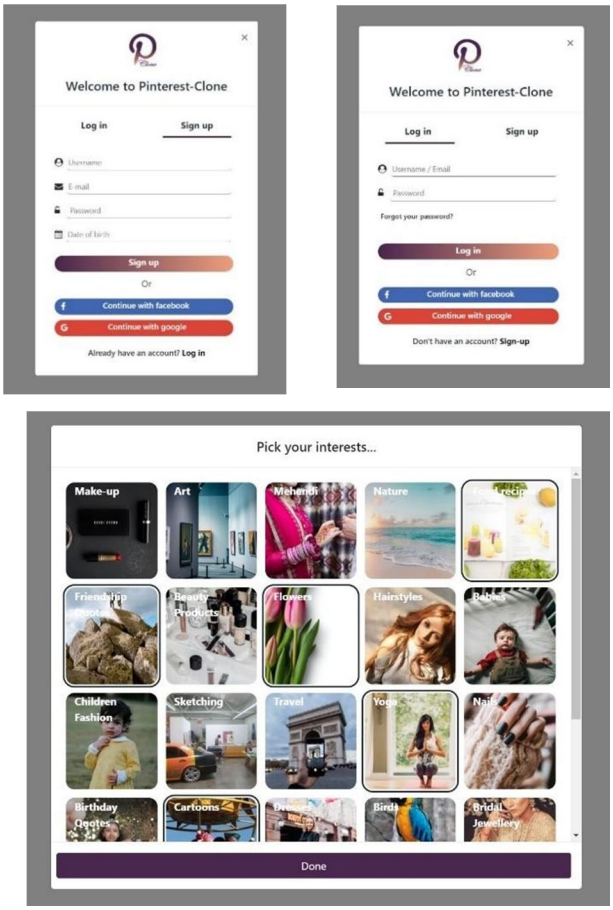


Figure 3: Signup, Login and Interest Page of our website"Pinterest Clone"

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 profilesection 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.

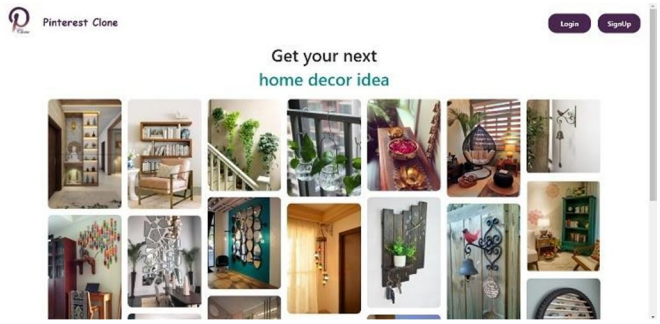


Figure 4: Home page (when user isn't logged in)

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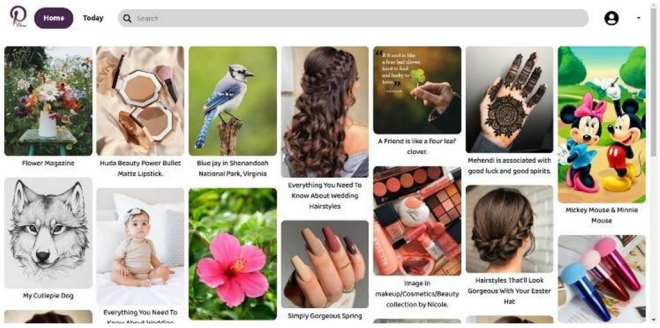


Figure 5: Home Page according to one's interest (When user islogged in)

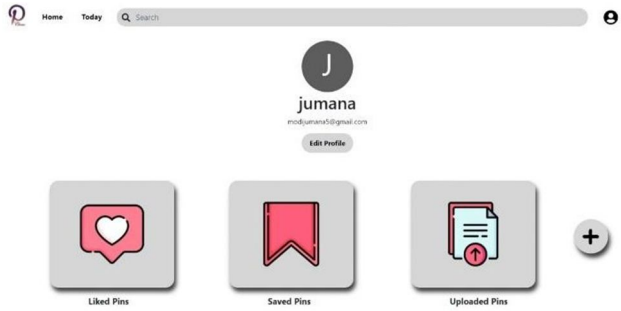


Figure 6: Profile Section Page

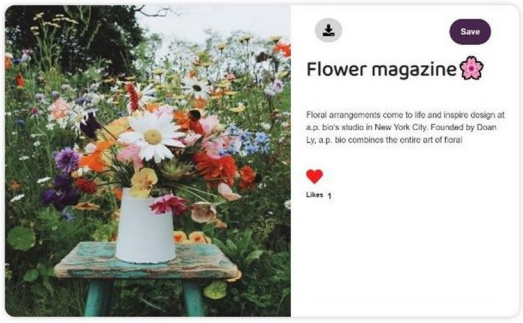


Figure 7: Image Description Page

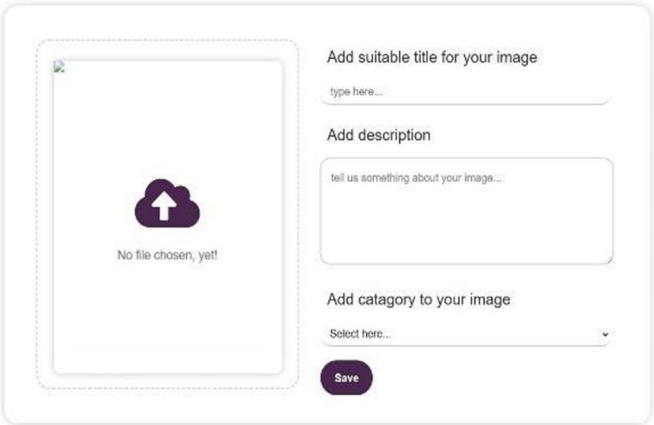


Figure 7: Image Upload Page

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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 thebottom of the browser to view more pins.
7) Settings - Edit member details, upload profile image, setnotifications, change password.

B. Admin Features

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

V. APPLICATIONS

Pinterest has found ways to allow content creators to make iteasier 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 beingadopted by the private and public sector, gaining popularity at lightning speed. Pinterest launched as a beta site in March2010 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 bypresent online education scenario we found that 40% ofcollege 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 gapidentified in the existing system. It is impossible to know what direction Pinterest will take andwhether 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.

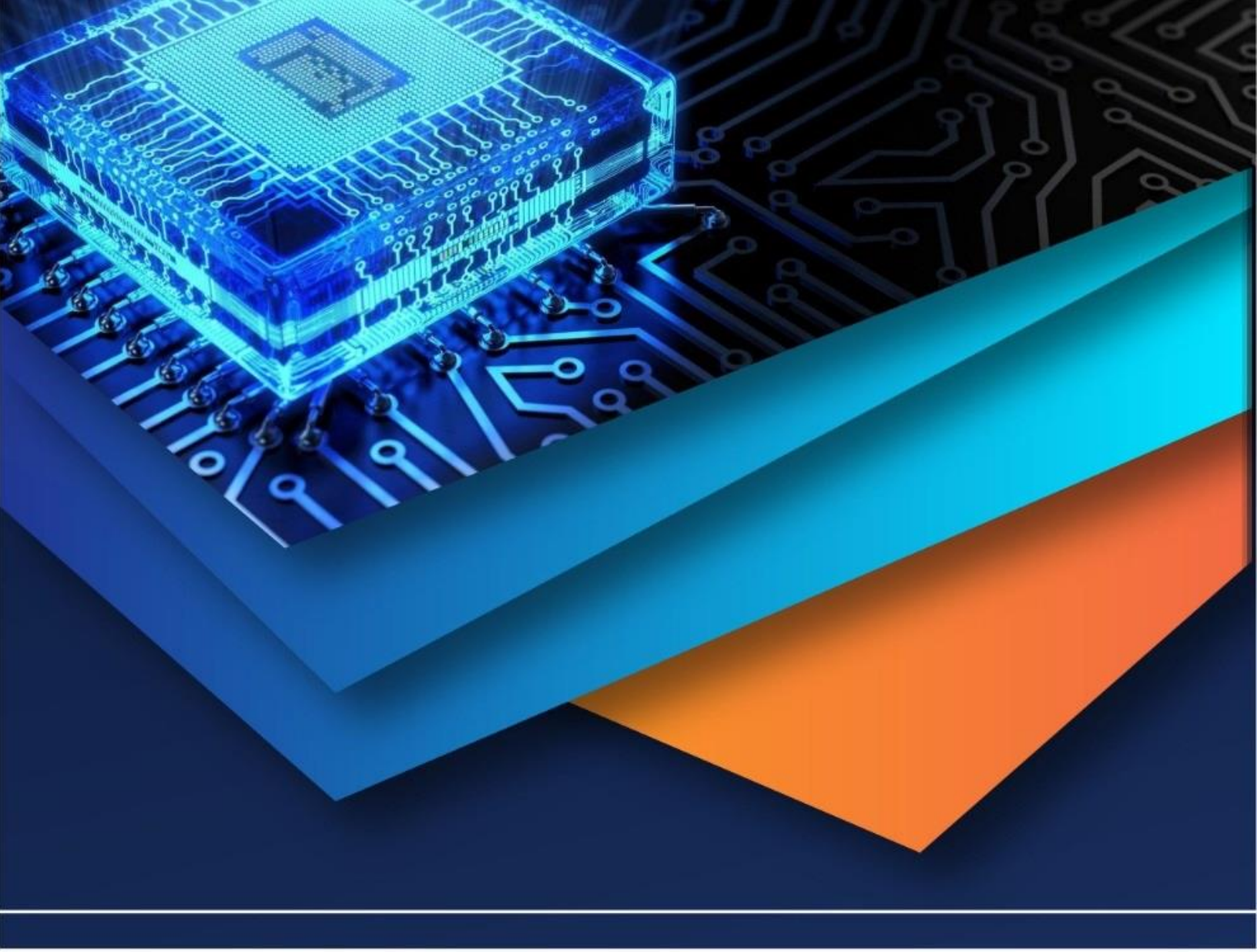
VIII. ACKNOWLEDGEMENTS

We as the authors would like to extend a special thanks of vote to the reviewers of this paper for their valuable suggestions to improve this paper. We also want to thank Prof. Kavita Namdeo and Prof. Shivshankar Rajput for their invaluable guidance and support.

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