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BSIT 4-1

Case Study No. 1 - Pinterest: A Picture is Worth a Thousand Words

Case Study Questions:

1. Why does Pinterest view Google as its primary competitor?
2. Why does Pinterest focus on the smartphone platform when it develops new features and products?
3. Why is copyright infringement a potential issue for Pinterest?

Case Study Answers:

1. Why does Pinterest view Google as its primary competitor?

Pinterest competes with the tech-giant that is Google, aiming to beat it in one of its field.

Pinterest is an e-commerce company that primarily uses visual components in attracting, captivating, and providing rich experience to its users. While Google, as we all know, started out as a search-engine that have grown to be a multi-billion worth company that have extended, and continues to do so, to different sectors in the technology field. Google is the go-to platform for everyone's *search* needs. People are more aware and knowledgeable with Google than with Pinterest. A quick search for anything and Google will display millions of result, not only does Google provide searchers the images they are looking for, they also provide links to other websites, videos, maps, businesses, information, and much more than what Pinterest provide. Not only does Google beat Pinterest in the field of image media, Google also displays images posted in Pinterest.

Pinterest can only serve the users with images they have on their databases, they can only give what they have unlike Google which can serve the users with images from different sources (including Pinterest). Searchers have more options with Google than with Pinterest, but of course, Google does not focus in providing the same quality when it comes to image contents and features available in Pinterest.

2. Why does Pinterest focus on the smartphone platform when it develops new features and products?

The continuous growth of smartphone, in usage and acquisition, has lead businesses and strategies to take note of it and it promises to give significant benefits once invested in. Almost in every graph and

statistics, the mobile platform is leading and has successfully overcome the desktop and other platforms.

First of all, smartphones are more accessible than the other platforms. Websites can be accessed anywhere and anytime. This is one of the reasons why companies such as Pinterest, prioritize innovation and updates such as the development of new features and products in smartphones because it can yield to better and faster results.

Secondly, it is very well known that there is always a possibility of risk and failure when doing changes. Pinterest is no exception to this. Every new feature, every new business move, can either lead to benefits or losses. This is why Pinterest, and almost every company there is, targets the smartphone demography because it can easily and immediately evaluate such information. Once a new feature is rolled to production, it is only a matter of minutes before it can test and see the results. With that major save in time, Pinterest can make appropriate response and move accordingly as needed.

Last but not the least, users prefer to browse and use the Pinterest application in whatever condition they are in, be it they are slacking, laying in the bed, in commutes, walking, etc. compared to when using the desktop platform where they are using it in a limited manner and condition. This benefit proves to be more than that as there are higher usage of their product in the mobile platform.

3. Why is copyright infringement a potential issue for Pinterest?

For a company that provides the ability of sharing content, it is not surprising that the possibility of violating law such as copyright is lurking within the vicinity of Pinterest. Giving users such ability leads to potential abuse and misuse of the platform. Though Pinterest is doing the obvious and most basic actions in countering such potential issue. There are still edge cases where they can fall into lawsuits and loss of money or damaged brand.

Though Pinterest makes sure that users who register to the site agree to their terms of services, we all know, we might even be perpetrators, that almost everyone bypasses that part when it comes to registration. As such, users are unaware of the consequences their actions are causing both for themselves and for the company as well.

Most internet users are not educated about such digital protection granted to the original creators, they are unaware that posting, reusing, and other activities can pose problems so they haply go on to break such law.

Of course, there are more actions and preventive measures that Pinterest can take in order to fully remain safe and protected against such infringement. Increase in security and developing programs to detect potential cause of issue and responding to it correctly and immediately.