

Project Background: Pinterest Group Board Finder

The goal of this project is to build a free service that helps Pinterest users more easily find and join [Group Boards](#) on Pinterest - a Pinterest Group Board Finder. For Tailwind, this service will serve primarily as a lead generation tool (to acquire new potential customers) and value-added free service to build goodwill among Pinners.

Project Requirements:

Confidentiality: Code and data provided *can not under any circumstances* be shared with or used by any person or company other than Tailwind, and can not be made available as open source software.

Homepage (will eventually live at tailwindapp.com/pinterest-group-board-finder)

- Page design should be responsive, to automatically resize with browser size
- The page header should mimic the tailwindapp.com homepage with
 - Tailwind logo on the left linking to <https://tailwindapp.com>
 - Navigation dropdown menu labeled "Browse Group Boards" which shows the Pinterest categories on hover and links to the Category Browse Pages (below)
 - ~~Link to "Add my Boards" which triggers the OAuth signup process with some messaging to the effect: Create a free Tailwind account to add your Group Boards to the directory. You'll also get a Free Trial of Tailwind Plus to help you schedule Pins and analyze your performance."~~
 - ~~Sign Up and Free Trial buttons on the right~~
 - Assume that the user is already is logged in. There is no need to show the `Sign Up` or `Login` buttons.
- Users should land on a homepage that presents the provided hero and subhero text,
 - Hero (H1): Pinterest Group Board Finder
 - Subhero (H2): Request to join any Group Board with a click
 - Text (H3): The most complete and up-to-date directory of Pinterest Group Boards
- Below the H1-H3, the page should invite users to search for group boards by a keyword (or phrase) or to browse group boards by [Pinterest category](#) (starting with Animals and Pets; the first four listed are not static categories)
 - When a user executes a search or selects a category, they should be brought to a new page (see below) that shows the results of the query
- Below those options should be a table of the 25 Top Pinterest Group Boards (ordered by descending follower count)
 - The following fields should be included in each row of the table:
 - Board Name
 - Hovering over the Board Name should show the Board Description in a tooltip
 - The Board Name field should link to the board on Pinterest
 - Board owner's Pinterest avatar

- Should link to the board owner's profile on Pinterest
 - Board owner's username
 - Should link to the board owner's profile on Pinterest
 - Board Category
 - Should link to category directory page
 - (count of) Followers
 - (count of) Collaborators
 - (count of) Pins
 - Virality Score (Repins divided by Pins)
 - Should have a "?" icon with tooltip explaining this metric
 - ~~Last Updated: time since data for this board was last updated~~
 - **CTA (button)** to "Request to Join" the Board
- At the end of / below the table there should be a **CTA** inviting users to to see more group boards. This could be a `More` button which would extend the list and show top 100 group boards. Follow instructions in the **CTA** section below to see how this would change.

● CTAs

- ~~When clicked, check to see if user's browser is already logged in; if it is, take appropriate action~~
- ~~If not, present Pinterest OAuth flow (Tailwind can provide this)~~
- ~~Upon completion of OAuth, request user email (must be valid to join group boards easily) and password to complete their free account~~
 - ~~Upon completion, user should now be logged in~~
- ~~Notify them that their free Tailwind account has been created. They can now search or browse the group board directory as much as they wish, request to join group boards with a single click, and will get a free trial of Tailwind Plus to help them schedule Pins and monitor their success on Pinterest.~~
 - ~~CTA to move on: "OK, I got it."~~
- Redirect to the appropriate resulting action based on the CTA used:
 - Request to join board:
 - Show modal explaining steps to join Group Board ~~and presenting button to follow the request board:~~
 - To request to join this board ~~Follow the Board.~~
 - Display a text area (500 characters) to include a message when you request to join.
 - The modal will have a `Send` button which would notify the board owner about the user's request to join.
 - Tailwind will notify the board owner of your request. Do not worry about sending the message. Make a function call to a placeholder function `sendMessage` which will receive the appropriate parameters (board_id, message).
 - Close the modal after user hits on `Send`

- Update the original button CTA to indicate that the request has already been sent. Change it to `Cancel Request`.
- If user clicks on `Cancel Request` the button should change back to `Request to Join`
- See top 100 group boards (home page CTA below the tribe list):
 - Expand the top 25 boards table to show the top 100 boards
 - Change CTA at bottom of table to direct the user to search or select a category to see more boards

Category Browse Pages: shown if user selects a Category (from the Browse Category button in nav bar) or clicks on a Category in a board row

- URL structure should append category name at end of homepage url.
 - Convention should be to ignore punctuation and conjunctions, and to use underscores between words (e.g. /animals_pets)
- Users should land on a page that presents the provided hero and subhero text
 - Hero (H1): Explore Top [Category Name] Pinterest Group Boards
 - Subhero (H2): Request to Join any group board with a click
 - Text (H3): [number of boards] [Category Name] Group Boards found!
- Page navigation / design should let users switch Categories or Search, as on the homepage
- A table showing group board data should appear, as on the homepage.
 - ~~If user is not logged in, should show only top 25 with option to sign up / log in to see more.~~
 - ~~If user is logged in,~~ Show the data in a paginated format, 100 at a time.

Search Result Pages: shown if user searches for boards by keyword or phrase

- URL structure should *dynamically* append
pinterest-group-board-finder/search/[keyword-phrase]
 - Convention should be to use underscores between words (e.g. /animals_pets)
- Users should land on a page that presents the provided hero and subhero text
 - Hero (H1): Search Results: [Keyword] Pinterest Group Boards
 - Subhero (H2): Request to Join any group board with a click
 - Text (H3): [number of boards] Group Boards found related to [Keyword]
- Page navigation / design should let users select a Categories or Search again, as on the homepage
- A table showing relevant group board data for that search term should appear, as on the homepage
 - ~~If user is not logged in, should show only top 25 with option to sign up / log in to see more.~~
 - ~~If user is logged in,~~ Show the data in a paginated format, 100 at a time.

Page Footers:

- All pages should have a footer mimicking the footer on tailwindapp.com

Data that needs to be stored:

- ~~User_id, user_email, password, authentication token, created_at timestamp, last_authenticated timestamp~~
- ~~Log of all actions taken with user_id taking the action and timestamp of action~~
 - ~~Search query action with related search query term~~
 - ~~Number of results returned for search query with search query term~~
 - ~~Category click with category name~~
 - ~~Request to join action with related board_id~~
 - ~~Click to follow board with related board_id~~
 - ~~User log-in~~
 - ~~User log-out~~

We Will Provide:

- Private Github repo to store the code - <https://github.com/tailwind/okcoders>
- Sample Group Board data to use in creating the directory / results pages. This has been added to the repo.
- Style guide: color palette, fonts, logo file, etc
 1. Logo: <https://d31a41pz1c3dkr.cloudfront.net/img/tailwind-logo.indexed@2x.png>

2. Color Palette and how it is used

tailwind-blue: #0793CA; (most of our buttons are this color e.g search, update, request. If in doubt use this color you will never go wrong)

button-green: #51B11D; (buttons which create something. I don't think this is needed)

disabled-button: #ddd;

green-highlight: #51b11d; (success messages, success notification)

important-red: #dc0800; (error messages, validation error etc)

3. Fonts: Use default bootstrap font

- [Pinterest category list](#) (start with Animals and Pets; the first four are not real categories)
- ~~Some background on OAuth endpoints that will be helpful to you~~
 - ~~Note: You should use a dev version of the public Pinterest API for this; please DO NOT submit it for approval. We will swap in our Partner API access for the public API before we would put this live.~~

Do not use OAuth.