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| Brooklyn  Outdoor Film Festival |
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| * August 2018 -     5th - 8th |
| From 17:30 – 01:30 |
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**Preface**

For this assignment, I have to meet all the requirements of the client requests (Jennifer Viala), conducting a (non-functional) website in HTML and CSS with Bootstrap, adding a pre-register form (which closes the registering when it reaches the maximum of 5000 people). Also included should be a news-section page, for Jennifer Viala, to make relevant announcements regarding to the Brooklyn Outdoor Film Festival. Also, the webpage should contain icons to social media, in either the navigation bar, footer, and links that are referring to Brooklyn’s news site.  
The last thing that needs to be created, consists out of a domain-name which is fitting for her event, either ending with/org or .com.

**Project Brief**

Summary:

To suit the needs of Jennifer Viala, for creating the (prototype) website Brooklyn Outdoor Film Festival, a mock-up website needs to be developed, to represent the Brooklyn Outdoor Film Festival in August 2018, (accessible for all ages).   
Therefore, the following obligations are required in developing this prototype web-development project: coding the mock-up website in HTML and CSS with Bootstrap (a pre-registration form, that limits registration at 5000 people), a news page with relevant announcements for the film-festival, noticeable links to the webpage of Brooklyn’s news-site and social media references and a suitable domain name, ending with either .org or .com.

Stakeholders:

The stakeholders for this project are:

1. Jennifer Viala, the founder of Brooklyn Vibes Events Co, and is also this year’s organizer of Brooklyn Outdoor Film Festival;  
2. Ayesha Steenhuisen, CEO at “Ayesha Steenhuisen Web-Developing” creating the (mock-up) website for all Jennifers Viala’s requests;  
3. UX designer Micheal Reay, to test, analyse and optimize user-experiences of the prototype.

Goals:

The goal is to release a prototype website, where all the requirements of Jennifer Viala are met: HTML CSS code using Bootstrap, a pre-registration form which lists peoples registration up to 5000 maximum, a news page section, links to the Brooklyn’s news website, social media icons, a domain name.   
To insure Jennifer Viala for the best user experience for her Brooklyn Film Festival, my employee Micheal Reay (UX Designer) will conduct a series of tests, to certify that all requirements by Jennifer Viala, for this project are met and guaranteed the best user experience possible.

Budget:

Make a (prototype) website: 80 hours: Ayesha Steenhuisen $ 30,- per hour, total cost: $ 2400,-  
Create a great user experience: 40 hours: Micheal Reay $ 25,- per hour, total cost: $ 1000,-   
Maintenance website for a year: $ 100,- for a year, total cost $ 100,-  
  
**Total costs:**  $ 3500,-

Timeline:

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| **Steps** | **Substeps** | **Duration** | **Date** |
| Create a (mockup) website, with all the necessary acquirements of Jennifer Viala, with a great user-experience | Create a mockup (website) with all the requirements for Jennifer; | 3 days | 01-04-2018/ 04-04-2018 |
| Meet up with Jennifer, show her the prototype-website, the possible domain-names together with your budget- plan. Get the green light for your budget and mockup-website; | 1 to 2 days | 04-04-2018/ 06-04-2018 |
| Work on the final prototype of the website; | 1 week | 09-04-2018/ 13-04-2018 |
| Meet up with Jennifer to show her the last edition of the prototype and make additional revisions for the final stage of the mock-up website (make sure the revisions are signed off positive by Jennifer, before leaving); | 2 days | 14-04-2018/ 15-04-2018 |
| Create functional website | 3 to 5 days | 16-04-2018/20-04-2018 |
| Meet up with Jennifer to discuss the website and possible revisions concerning user-experience. | A few hours | 20-04-2018 |
| Create, test and analyse user stories and revise the website according to the most agreeable user-experiences. Make needed revisions for the functional website if needed; | 1 week | 23-04-2018/28-04-2018 |
| Show Jennifer the last functional website and launch it, with its final domain-name when obtaining clearance. | A few hours | 29/04-2018 |

Technical Specifications:

1. To create the Bootstrap project, I have first made a sketch to imbed all the requirements that the project was in need for: HTML CSS with Bootstrap, a pre-register form (which can hold up to 5000 enlisted people), a news-section page, social-media icons, and links to the Brooklyn’s news-site.  
  
2. a. For the (mainly) html side of Bootstrap I used the following components: navigation bar, dropdowns, cards (header, footer, card-deck), buttons, forms, jumbotrons and progressbars.  
 b. To further enhance my Bootstrap page, I added CSS with bootstrap build: <https://bootstrap.build/>.   
  
3. To promote the Brooklyn Film Festival as much as possible, I made a logo of the Brooklyn-Outdoor Film Festival icon (as you can see on the left in the header), in the navigation bar, and on all the buttons (on cards and jumbotrons).   
  
4. Furthermore, I opted for a vintage theme, using mainly the colours turquoise, purple, black and white. This vintage theme is also to be found in the carousel on the homepage, where a slideshow of old movies are presented, cards and jumbotrons and sections of the web-page that hold the same colours.

3. The domain name I have chosen for the website is the following: brooklynoutdoorfilmfestival.com.