**Summary**

The developer (Rohan Chauhan) will design and build a fully functional website to advertise for and raise awareness about the Brooklyn Outdoor Film Festival. The website will have fully detailed Home, News, About, Schedule, and Directions sections along with a future movies section and a submission form for event registration. The website will also scale responsively to different screen sizes, including standard monitors, tablets, and mobile devices.

**Stakeholders**

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Responsibilities** |
| Jennifer Viala | Owner | Set up social media accounts  Write news articles |
| Rohan Chauhan | Web Developer | Design and build Graphical User Interface (GUI) and back-end functionality of site  Find media for site  Purchase Domain Name |

**Target**

* Design a responsive film festival news/registration website using HTML/CSS and the Bootstrap framework
* Create the Home, News, About, Schedule, and Directions sections of the website
* Build a submission form for event registration to garner 5,000 registrants
* Purchase a domain name and deploy the site for public viewing

**Budget**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage** | **Price** | **Length of time** | **Total** |
| Design | £90/day | 12 days | £1080 |
| Coding | £90/hour | 11 hours | £990 |
| Test/Release | £90/day | 7 days | £490 |
| Domain/URL | £5/month +£10 URL purchase | 3 months at least | £25 |
| Hidden Expenses/ Emergency Funds | £500 | N/A | £500 |
| **Total** | | | £3085 |

**Timeline**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage** | **Details** | **Length of Time** | **Dates** |
| Design | Design the overall layout/wireframe of the website  Strategically plan out Calls to Action and interactive sections of website  Design the graphical interface of the website for screens, tablets, and mobile  Find/pay for images to be displayed on the site | 3 days  1 day  7 days  1 day | Jun. 2-4  Jun. 5  Jun. 6-14  Jun. 17 |
| Coding | Build the Home section of the website  Build the registration form  Place registration form in the Home section  Build the News section of the website  Create the About section of the website  Build the Schedule section of the website  Build the Directions section of the website  Create a navigation bar to navigate to each of these sections from anywhere on the page  Create a footer with links to social media and partners  Place images in appropriate sections on the site  Enable hyperlinks to partners, IMDB, and other sections of this website | 1 hour  1 hour  1 hour  3 hours  1 hour  2 hours  1 hour  1 hour | Jun. 18  Jun. 18  Jun. 18  Jun. 19  Jun. 19  Jun. 19  Jun. 20  Jun. 20 |
| Test/Release | Test site for bugs  Register domain name  Upload site to hosting space  Fix bugs/Integrate client feedback (limited service) | 3 days  1 day  2 days  1 day | Jun. 21-24  Jun. 24  Jun. 24-25  Jun. 26 |
| **Site Launch** | | **Jun. 27** | |

**Technical Specifications**

**Overall Design:** The picture of the Brooklyn Bridge at night matches the time and location of the film festival and sets the theme for the rest of the webpage. A combination of dark and light shades of grey and black complements the tones of the image, a darker hue of black to match the picture of the bridge and a combination of lighter greys to complement the blue in the movie posters.

**Single-page Setup:** By limiting users to a single page, they will be less likely to wander away from the main goal of the site – registration. By keeping them in one place, they will be far more likely to fill out the form than if they had the option to leave it behind. Additionally, the fact that the registration form is near the top with additional buttons alongside showings adds ease of use and redirects focus back to registration

**Bootstrap:** The Bootstrap framework will allow for easy scalability, enabling users to access the information on the site not only on computers but also on tablets and mobiles.

**Fixed Navigation Bar:** By fixing the navigation bar to the top of the page, users will always be able to navigate to the various sections of the site with ease.

**Registration Form:** The registration form will allow users to inform us if they will be coming and when. The form is displayed at the forefront of the website so users can register the moment they accessed the site. Also, many users won’t scroll down the page, so putting it at the top will garner more submissions.

**Database:** While the registration form will allow users to register, the data will still need to be organized for easy viewing and assessment. The easy-to-read database will allow an administrator to view: a) *who is coming*, b) *which film they are coming for*, and c) *which viewing of the film they will be at*. The database will show how many people have registered for each film so registration can be closed when the venue reaches capacity.

**Domain Name Suggestions:** brooklynfilmfestival.com, brooklynoutdoorfilm.com, brooklynfilmfest.com, boff.com, boff.org