

PROJECT BRIEF

SUMMARY

Create a website to promote the outdoor film festival in Boston called "Watch it outside Boston Edition". Organized from August 5th to August 8th, this event aims at gathering 1500 persons in Boston Public Garden and will show films that can appeal to everyone.

STAKEHOLDERS

- founder of Watch it outside events Co. : Clara Dunn
- freelance designer : John Piket
- freelance front-end developer : Bastien Ratat

GOALS

- display information about an outdoor film festival
- communicate about scheduled upcoming films
- publish news or announcements about the festival
- redirect the visitor to the Boston's news website, the Boston Public Garden's website and Twitter, Instagram and Facebook account of Watch it
- create a pre-registration form that closes whenever 1500 people have pre-registered

TARGET CUSTOMERS

- Families : spend some quality family time together
- coworkers : after work, have the chance to change their mind by watching some films
- teenagers : enjoy spare time with friends to watch interesting films in a fantastic park
- retired : gather retired people to help them socialize through unique films in a relaxing atmosphere

BUDGET

- designer rate : \$1725
 - developer rate : \$1725
 - Services : \$50 for domain name and hosting service
- Total : \$3500

TIMELINE

- meeting (founder of Watch it, developer and designer) to determine deadlines (1 hour, May 1st)
- brainstorming (founder of Watch it and designer) to explore the design possibilities (2 hours, May 2nd)
- meeting (founder of Watch it and developer) to discuss the domain name and hosting plan such as prices and duration (1 hour, May 2nd)
- design the website mock up and simulate the user flow (1 week, May 3rd)
- meeting (founder of Watch it and designer) to correct design and/or validate it (1 hour, May 10th)
- meeting (founder of Watch it, developer and designer) to explain the developer how the design mock up should be integrated (1 hour, May 11th)
- develop the landing page following the design mock up (1 day, May 12th)
- meeting (founder of Watch it and developer) to correct the landing page development and/or validate it (1 hour, May 13th)
- develop pre-registration and about pages (2 days, May 15th)
- meeting (founder of Watch it and developer) to correct the pre-registration and about pages and/or validate it (1 hour, May 16th)
- choose a domain name and host the website (1 hour, May 17th)
- maintain the code (until the event, May 17th)

TECHNICAL SPECIFICATIONS

- website that respects the graphic chart established between the company founder and the designer
- responsive website with a smooth design non only on desktop, but also medium and small devices such as tablets and mobile phone
- functional pre-registration form that displays an alert whenever the number of pre-registered people reaches 1500