

# Project Brief

## 1. Summary

**Brooklyn Vibes Events Co.**, based in Brooklyn, NY, aims to design a website for the Brooklyn Outdoor Film Festival. The company just got the approval to show movies at Brooklyn Bridge Park this year from August 5th through 8th, from 6pm to midnight. The company needs to display information about the festival, the films they are showing, and regularly published news or announcements about the festival.

## 2. Stakeholders

We've assigned one person, Alice, as the official Project Manager for this project. She will be your point person and will be responsible for making sure our team stays on time, and makes decisions together. There is two other person in the team who will be responsible for development of the website, they are Aly and Marie. They will be reported to Alice.

## 3. Goals

We would like the general user to engage in the following activities on our website. Items are listed in order of importance:

- Announce the upcoming shows
- Take reservations
- Follow us on social media channels like Twitter, Instagram and Facebook
- Adapt the back-end of the website to ensure efficient, easy-to-update interface
- Improve visibility on the internet

## 4. Budget & Timeline

Project Steps	Duration	Date	Costs
HTML / CSS integration of page templates	20 days	December 21, 2018	\$1,500
Responsive adaptation of page templates	15 days	January 10, 2019	\$900
Project management	5 days	January 25, 2019	\$700
Total			\$3,100

## 5. Technical specifications

- Front-end website design will reflect the Brooklyn Outdoor Film Festival corporate identity and brand guidelines
- Website will be done with responsive design (i.e. site to adjust according to multi-device screen requirements)
- Website should contain inter-linkages between content and other automatic ways to find content within content
- Social media (Facebook, Twitter, Instagram), Email
- Website content must be easy to populate, update, add or change information
- Updating process should maximise automation (especially for site-interlinkages, such as related films, publications and vice-versa, etc.)
- Updating process should avoid duplication of content and work
- The website will have as address [www.boff.com](http://www.boff.com)
- The website will be hosted on [www.ibracilinks.com](http://www.ibracilinks.com)