

## **Brooklyn Outdoor Film Festival**

### **Project summary:**

Our team is charged with building a website for the Brooklyn outdoor film festival. The idea is to give the festival organiser an online platform where she can display festival information, films to be shown, and regularly updated news and announcements. The website should also allow her to take reservations.

### **Stakeholders:**

- UX designer
- Frontend developer
- Backend developer
- Jennifer – the event organiser
- QA tester

### **Goals:**

- Build a user-friendly prototype for the front end of a film festival website.
- Build a well organised backend database to store user information.
- Help people discover films through the medium of the website.
- Make sure the website contains a booking form, information about the festival, information about the film schedule, and relevant website and social links.
- Come up with a relevant website URL
- Complete the project within a 4 month timeframe

### **Budget: \$3,500**

#### **Services**

Domain cost + ssl cert: \$50

Hosting (server rental): \$150

#### **Salaries:**

Front end developer pay: \$600

UX designer pay: \$600

Back end developer pay: \$600

QA tester: \$300

**Miscellaneous:**

Marketing: \$400

Travel expenses: \$300

Material and supplies: \$500

**Technical Specs:**

Technologies to use:

Bootstrap 4, for rapid development and responsive design.

Sass, for custom modifications to the bootstrap code base.

mySQL and PHP for the database and backend programming.

Design:

Design is user friendly with simple navigation. All points of interest to the user are located on a single page, minimizing complexity and choice fatigue. The colours are subdued and mild to build trust and a sense of being welcomed.

**Domain name suggestion:** brooklynfilmfest.com

The domain name makes the site easy to find and is searchable in search engines. It also tells the person searching exactly what it is.

**Timeline (4 months to completion):**

Month 1:

- Fill out UX/UI questionnaire
- Sketch a rough first website design
- Get feedback on design implementation
- Build out initial prototype of frontend of the website based on feedback
- Repeat the feedback and prototype build stages

Month 2:

- Have an agreed upon prototype of the website's frontend
- Plan out the database with UML
- Get feedback on the UML and suggested database layout
- Redraw the UML layout based on feedback

- Build out the database
- Connect the frontend and back end of the website

Month 3:

- Test all functionality of the website manually
- Test functionality of the website programmatically
- Address any bugs that are noted
- All bugs should be fixed and user experience issues addressed

Month 4:

- Implement any final changes that have been agreed upon
- Launch website
- Make adjustments and improvements based on user feedback