PROJECT BRIEF

Client: Watch it Outside events Co.

Project: Boston edition film festival website

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Summary

Watch it Outside events Co. is organising an outdoor summer film festival in Boston Public Garden, Boston, from August 5-8 2020. The main goal of the event is to show that films can appeal to audiences of all ages.

In order to promote the festival they need an event website which reflects the event's main goal. It should also display information about the festival, the films they are showing, and regularly published news or announcements, and include links to Boston's news and Public Garden websites. The film festival is free, but since space in Boston Public Garden is limited to a maximum of 1500 people at a time, the site needs a registration form where people can register for a free ticket.

Stakeholders

1. Clara Dunn - founder of Watch it Outside events Co. / event organiser
2. Nicole Sentis - freelance designer / front-end developer
3. Jane Doe - content writer / photographer

Goals

The overall goal is to design and develop a website that reflects the event's main goal and layout requirements and have it up and running by January 2020.

- The design should reflect that films can appeal to audiences of all ages
- The design should make it easy for people to find the information they are looking for (e.g. what films are showing and when) and to register for the event
- The site should display
    - Information about the festival
    - The films they are showing
    - News and announcements about the festival
    - Links to Boston's news website(s)
    - Link to the Boston Public Garden website
    - Links to event's social media (e.g. Twitter, Instagram, Facebook)
    - A registration form for free tickets that keeps track of how many people have tickets per day, so not more than 1500 tickets per day

Budget

The budget to get the website up and running is $3,500.

Timeline

It should take about 4-4,5 months to get the site up and running, which means with a start in early September 2019, the site could be launched by the end of December 2019/early January 2020.

I. Planning (2-3 weeks)
- Week 1: meeting with all stakeholders to discuss client's requirements.
- Week 1: Write a project brief based on the client's specifications and email to all stakeholders (2 days).
- Week 2: Feedback from stakeholders by email (3-5 days).
- Week 2-3: Make changes to the project brief where necessary until approved.

II. Design and front-end (6 weeks)
- Week 4-6: Design a first static version of the site in Bootstrap based on client's requirements.
- Week 6: Client/stakeholders meeting to ask for feedback.
- Week 7-9: Implement feedback until approved.
- Week 9 (or whenever content is ready): Update site with static real content (1 day).

III. Preliminary content (ongoing)

Week 4-ongoing: while the website is being designed, the organiser and content-writer can start thinking about and creating the actual content for the site (e.g 'About', selection of films, images to use).

- Static content - e.g. hero text, About Us, (4 weeks)
- Dynamic content - e.g. film information, news (ongoing)

IV. Backend Integration (6 weeks)

Week 7-13: After the first version of the site has been created and while waiting for feedback, the backend development can start:

- Week 8-11: Set up backend environment / admin site / database in Google Firebase in order to
  - Store info of users who registered for tickets (e.g. name, email, no of tickets, day) in order to be able to inform people when tickets are not available anymore.
  - Store film information in order to display this dynamically on the site.
  - Create news articles and display this dynamically on the site.
- Week 12-13: Integrate with front-end.

V. Testing, review and site launch (6 weeks)
- Week 14: Present finished site to client and show how admin site works to dynamically add/update/delete films or news articles.
- Week 14-15: Client can test site and see if everything works the way it should.
- Week 15-16: Implement any necessary changes based on client's feedback.
- Week 17: Site will be launched.

Technical Specifications

Note: until any of the real content is provided, I will use placeholder text and images.

Layout and navigation
- **Single-page layout:** since this is a website with not too many features, I have chosen to use a single-page layout, instead of a page for every feature (e.g.: about, films, news). The advantage of that is that everything the user needs to know, can be found on the same page, just by scrolling down. This makes it harder for users to miss any important information.
- **Fixed navbar with scrollspy:** to make navigation even easier, I have also included a fixed navbar with scrollspy, which means users can always see where they currently are and easily navigate to another element on the page. I have also used some JavaScript to make the transitions smooth.
- **Responsive layout:** since the audience for this film festival is likely going to be diverse, and the devices they will be using to view the site will be too, I have made the site fully responsive.
- **Pre-register buttons**: since signing up for the event is important for the organiser in order to keep track of how many people are coming at any given time, I have made it easy for users to get to the registration form by not only providing a link in the navbar, but also by including two pre-register buttons in different places on the page.

Website sections and elements

- **Jumbotron section:** this section is meant to draw visitors' attention and quickly give them an overview of what, when and where the event is and how to register for it. I have used a full-width background image, big title text, subtitle, borders and a big orange 'pre-register' button in order to achieve this. This is the only section (apart from the location section) that has a full-width. The other sections are contained within a Bootstrap container.

- **About section:** in this section the organiser can write a few paragraphs about the festival (e.g. how it started, how it is a free event, what the main goal of the event is). I have included the 3 social media icons as well, which will be linked to the event's social media pages as soon as they are created.

- **What's on section:** this section is all about the event's showings. Because this is a single-page site, I did not want to have a very long list of films. So I chose to use a Bootstrap accordion that groups the films per day into 'cards'. Each day can be opened and closed by clicking on its card's header. This way visitors will get an overview of what's on each day without having to scroll too much. As placeholder showings I chose a selection of 4 movies for each day - 1 Disney movie, 1 other movie for all ages, 1 movie for 12 years and older and 1 movie for 15 years and older - to reflect an audience of all ages.

- **Festival news section:** this section will show a grid of (latest) news articles/announcements in the form of Bootstrap 'cards'. Each card will have an image, title, short text and 'read more' button. When clicked, the article/announcement opens into a modal. This way visitors can get a quick overview of the latest news and can choose what news they actually want to read.

- **Location section:** since the location of the festival is very nice, I wanted to draw attention to it by making it stand out and providing space for an image. I made this section full-width, and divided it into two columns, with the left being a big (placeholder) background image of Boston Public Garden and the right one showing the address, the location on Google maps, and a link to the park's website.

- **Pre-register section:** I chose to make a big form to make it easier to read and fill in the right details. The design is quite basic, but in order to make it a little more interesting, I added an abstract 'shadow' on the right and bottom.

- **Footer:** In the footer I have added the social media icons, links to Boston's news and Boston Public Garden websites, and brief summary of the event's when & where.

Design and colour palette

I chose to use a modern grid layout with sharp lines (e.g. no border-radius) and blocks of different colours to divide the different sections in order to provide a clear layout that makes it easy to navigate the page.

In terms of colour I chose a palette that vaguely resembles a sunset/night sky, which reflects the time of day the event is being held: beige, burnt orange, dark brownish purple and dark blue. It is also a colour scheme that is not too formal, with orange being considered a friendly, welcoming colour. I have used orange - the brightest colour - as a primary colour for highlights and details, buttons and important information, while the more neutral white and dark brown are used for most of the texts.

The body background of a starry sky with dark blue overlay that is visible in some of the sections provide a bit of a playful, 'magical' touch.

For the fonts I chose three easy to read fonts from Google fonts: Comfortaa, Raleway and Spinnaker. All three are sans-serif fonts with rounded corners that can balance the sharp edges of the coloured blocks and buttons.

Backend

Since you need to store the user information that comes through when someone submits the registration form and you also need to regularly add news articles, the site needs a backend/database. Also, it would be convenient to store movies in the database and dynamically display them on the site, as you could then always change a movie last minute without having to touch the source code. Since the budget is too low to also hire a backend developer there are two options: create a Wordpress website with the front-end design as a custom theme or use Google Firebase as the backend, which is relatively easy to set up for a frontend developer like myself and to use by a non-tech person.

Domain name and hosting

In terms of web hosting, I would like to suggest Bluehost, which is ranked as one of the top web hosts and is relatively cheap.

In terms of a domain name, I would suggest to buy the domain name www.watch-it-outside-boston.com.