

Project Brief

Client: Name: Clara Dunn (Company: Watch it Outside)
Project: Website for Watch it outside Boston edition Event August 5th to 8th
Date: October 10, 2020
Document: Version: 2.0

Assignment summary:

The organization of the film festival from August 5th to 8th at Boston Public Garden for up to 1,500 people of all ages needs a website for advertisement and registration.

Stakeholders:

Client: Clara Dunn (Organizer of Watch It Outside)
Developer: Redhwane Dehak

Goals:

The website must include the following content:

- Information about the presented films
- Regularly published news or announcements about the festival
- links to the city of Boston's news website, the Boston Public Garden's website, and our Twitter, Instagram, and Facebook accounts somewhere on the page (navigation bar, footer links, etc).
- pre-registration form
- professional web-address .com or .org
- the advertisement and website of the event has to appeal to audiences of all ages

Technical specifications:

The Website will be created with HTML5, CSS3 for be compatible with the popular browsers and with the CSS framework Bootstrap 4 which provides a responsive grid. Therefore the website can be displayed correctly in every device and screen size.

Layout:

The website has a mainly single page homepage with a menu leading to the different sections welcome, about, movie selection, reservation, contact, news, newsletter subscription. There is only another page which can be reached by the links in the news section.

The reservation functionality can be reached in different ways for easy usability: button on the banner on the top of the page, movie information box, registration section or menu entry which leads to the registration section.

Design:

The main colors are dark-blue, dark red, white, grey.

Homepage sections:

Welcome:	A banner with a title and Boston public garden photo and a button to go directly to a registration form
About:	More information about the festival, the dates and festival photo
Movies:	the movies are displayed in a 4-column-grid for large screens, 2-column-grid for medium screens and 1-column-grid for small screens like smartphones. On every movie display there is a button to an info box (bootstrap modal), that contains the movie's date, story, trailer and a button to go to the registration form, another to close the info box.
Reservation:	a pre-registration form with two input fields for name and email, two lists for select a movie and the quantity of tickets. Also, there is a box with practical information.
Contact:	a form for contact the festival organization, it has inputs fields for name, E-Mail address, subject, message and send button. Also, there is a box with a map which show the location of the festival.
News:	Recent news with date of post, picture and links to the separate news page which contains all the news articles in full length.
Newsletter:	a form with an input field for email address for newsletter subscription
Footer:	the footer contains important links to the city of Boston's news website and the Boston public garden's website, and three links to Twitter, Instagram and Facebook and contact information address, phone number and e-mail.

Timeline:

Steps	Tasks	Duration	Date
Design	choose photos, logo, mockups, technical specifications	1 week	14 October
Hosting	choose hosting, domain, server		
Prototype	prototype of the webpage with all design elements and technology included	1 week	21 Oct
Presentation	pre-presentation of the prototype of the website to the customer	2 days	23 Oct
Enhancement	Improvement of the prototype according to customers feedback	1 week	30 Oct
Test	test all functionalities of the website		
Publication	connect the website to the server with a domain	1 week	6 Nov
	setting the website online		

Cost structure: Budget: \$3,500

Item	Details	Cost
Hosting	1 year fee	100\$
Domain	watchitoutside.com 1 year fee	50\$
Design	Photos and logo	800\$
Website development (front and backend)	Including all agreed functionalities	2500\$
Total		3450\$