

PROJECT BRIEF – BROOKLYN OUTDOOR FILM FESTIVAL



Creative Brief: Client

Client: Brooklyn Vibes Events Co.

Project: Create Film Festival
Website

End Date: 22/02/2019

Doc Version: 1.0

Ricardo Jacinto

BROOKLYN VIBES EVENTS CO.



1 – Summary

Our client, Jennifer Viala, Co founder of Brooklyn Vibes events CO decided to organize the Brooklyn's Outdoor Film Festival for this year and she wants us to create a website in order to promote it.

The venue holds up to 5000 people and will take place from August 5th to 8th at Brooklyn Bridge Park.

2 - Stakeholders:

Project Manager:	Bismark Frimpong
Lead Developer:	Ricardo Jacinto
Lead Designer:	Travis Lawrence
Mobile Developer:	Bapu Patil
CFO:	Mark Cuban

3 - Goals:

The client wishes to implement the following goals throughout the project:

- Film selection needs to appeal to all audiences;
- Display information about the festival, showcased films and regularly published news or announcements;
- Display that shows are free;
- Site must be accomplished with html, CSS and Bootstrap;



- Add links to the following webpages, somewhere on the page(navigation bar, footer links, etc):
 - City of Brooklyn news website;
 - Brooklyn Bridge Park's website;
- Links to twitter, Instagram and twitter must be icons;
- Implement pre-registration section in order to determine how many people will come to the festival and if it reaches the reservation cap (5000 tickets available), close registration.
- Acquire a domain relevant to the site's theme;

4 - Budget:

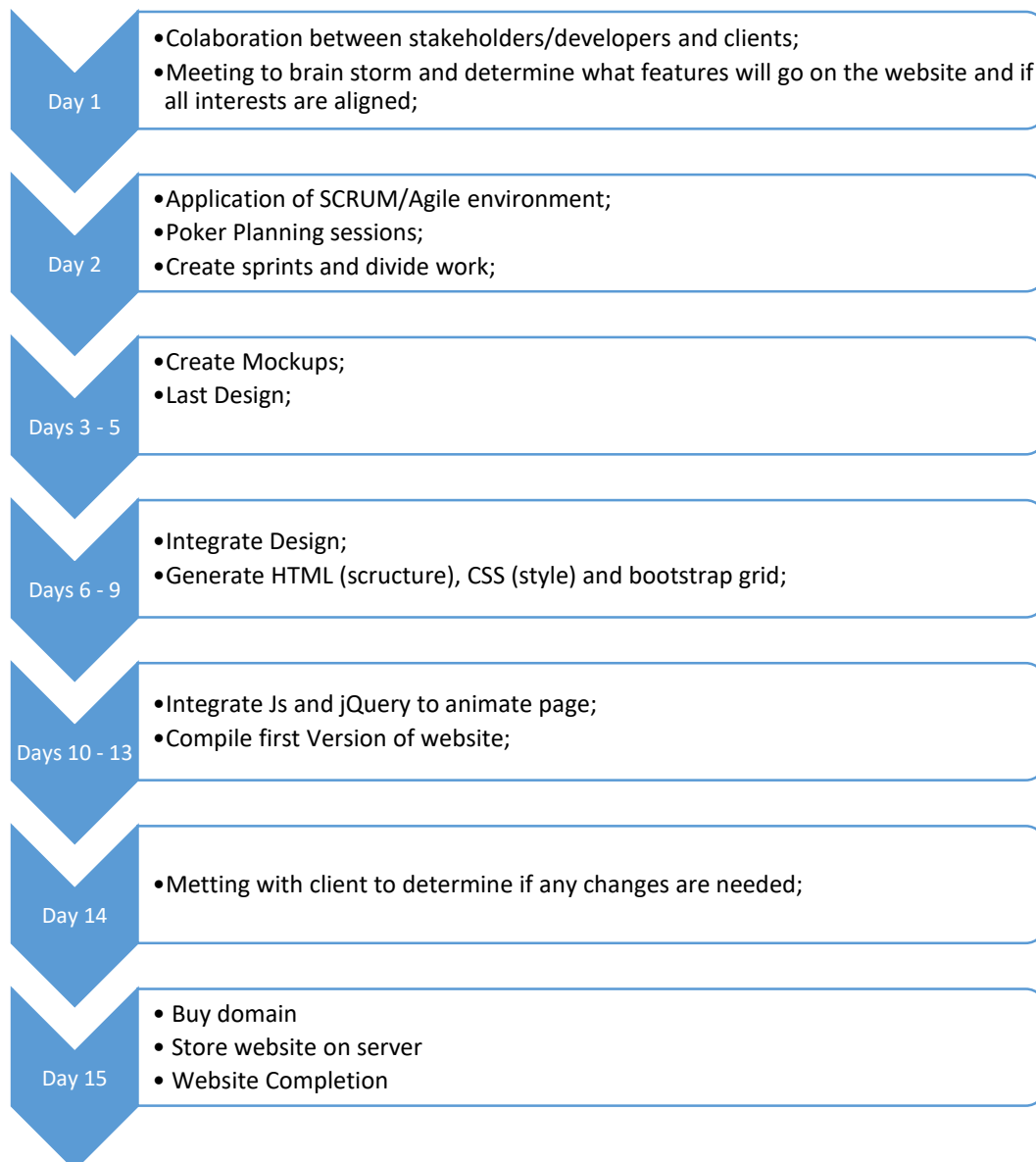
The client has a budget of \$3500 to get the website up and running:

Development	Amount	Comments
Research	\$200	
Consulting fees	\$200	
Web Design	\$750	
Graphic Design	\$500	
Coding	\$1750	
Domain Name Purchase	\$100	
Total Development Cost	\$3500	



4 – Timeline

The client as provided 15 days to complete the project. With that said the project needs to be delivered on the 22nd of February 2009. Here is how the project will be structured, step by step on a timeline basis:





5 – Technical specifications

To improve user experience:

- Added hover effects on links;
- Added a sticky navbar;
- Implemented an active class (change colors) on navbar items when they are clicked;
- Hamburger menu on mobile view;

Responsive design:

- Bootstrap grid;
- Code to make design responsive and scalable on mobile views;

Pre-registration form:

- Added regex constraints for email;
- All input fields need to be filled in order to activate button;
- You can only take 5 tickets per person;
- Range of values which permits it's users to only take 5000 tickets;
- Number of tickets selected can't be bigger than the available ones (when you have less than 5 tickets available);
- Added user constraints to all input fields;