Project Brief

Watch It Outside – Boston Edition

Summary:

The project is to make a website whose purpose is to communicate about an outdoor film festival.

This website will also display information about the event, the movies that will be screened, announcements and will offer capacity for the audience to book seats in advance.

Stakeholders:

Clara Dunn – Event organizer
clara.dunn@gmail.com
Simon Tirant – Full-stack developer
simon.tirant@gmail.com

Goal:

To design and create, in a month and for $3.500, a website to inform the public and communicate about the outdoor film festival, organised by Watch It Outside events Co. from 2022 August 5th to 8th in the evenings – 6p.m. to midnight – in the Boston Public Garden. This website also must to get the reservations for a maximum of 1.500 people by screening.

Timeline:

Task	Estimated duration
Website conception and design (colour palette, wireframe and mock-up)	**2 days**
Content integration:	**5 days**
- Header	1 day
- Footer	1 day
- About and news	1 day
- Movie Cards	1 day
- Form	1 day
Navigation and form behaviours:	**7 days**
- Navigation behaviour and scrolling effects	2 days
- Form behaviour and error handling	5 days
Back-end development:	**4 days**
- Form validation (security and conditions)	2 days
- Automatic e-mail initialisation	1 day
- MySQL installation	1 day
Test and adjustments	**2 days**
Deployment	**1 day**
Total duration	**21 days**

Budget:

Item	Price
Web hosting and domain name:	**$97.25**
- 12 months pro web hosting on OVH	$97.25
- 12 months domain name (*https://boston-film-festival.com*)	$0.00 (first year only, then $135.26)
Development:	**$3400**
- Design and mock-up	$500
- Integration	$400
- Front-end development	$1000
- Back-end development	$1000
- Tests, corrections and deployment	$500
Total	**$3497.25**

Technical specifications:

I have made the choice of displaying the website content in a single page so the visitor can easily find all the informations he needs in one place. He can though navigate inside this page with a fixed header, which can send him to the selected section by clicking on the links. On the same idea, a small fixed arrow on the bottom left of the page lets the visitor go up on click.

For the colours, I was inspired by classical black and white movies; so I decided to mainly use white with some different shades of grey. But I also used blue for buttons and links so they can catch the visitor's attention. The movies posters and images will also be more visible because of the discrete colour palette, this way the content is put in the spotlight.

For integration, I used HTML and Bootstrap – with some CSS – to quickly develop interactive components such as a carousel or tabs. Bootstrap also allowed me to easily make the website responsive, so the content stay accessible on mobiles and tablets. CSS, with its transition and keyframes properties, was important to make some little animations – like shaking the up arrow on hover – so the website be more vivid, like a movie.

The front-end behaviour is handled with vanilla JavaScript, so the website stay lightweight. It allows me to make a smooth vertical scrolling when the visitor clicks on the section; idem with the up arrow. But it also allows me to track the visitor position

on the web page, so I can activate the specific link in the navigation bar to highlight it when scrolling. This way, the user always knows where he is.

I can also manipulate the form behaviour with JavaScript. For example, when the user clicks on the button at the bottom of a movie card, the form will automatically be completed with the informations to book a seat for this specific movie. He could then click to add lines in the form to register for other shows by clicking on another movie card or by completing the inputs that just were created.

The form inputs are also contextual. I mean that if you click for a specific date, like August 5th, you can then only select movies that are screened on this day. This list is changed if you modify the date.

Concerning the back-end development, I'll use PHP for the form validation, to check if the data received is safe and consistent. The PHP mailer library will allow us to automatically send e-mails: to Clara Dunn so she can book the seats for the visitor who made the registration, but also to the visitor himself so he can have a confirmation of his registration with all the informations he entered in the form.

I also planned to set up a simple MySQL database, so the registrations made through the form will be kept in memory: each movie will have its own table that will be completed with the informations of the visitor who made a registration. PHP will create the entries in the database, depending on what movies were selected by the user, only if the 1 500 people limit is not reached yet for each screening. If so, the front-end part can receive the information to deactivate the movie button and the choice in the select input. Clara Dunn will have a reading access to PHP MyAdmin to consult the reservations.