



« *Watch It Outside* »

Boston Film Festival 2020

Boston Film Festival 2020: PROJECT BRIEF

I- Summary

The context:

The « Watch It Outside » Boston Film Festival 2020 (**Bff 2020**) is organized by Clara Dunn is the founder of Watch it outside events Co. and is organizing an outdoor film festival in Boston. She hopes to select and show films from **August 5th to 8th** in Boston Public Garden, a park in Boston that can hold up to **1,500 people**. With the **Bff 2020**, she wants to show that films can appeal to audiences of all ages, and she wants her advertisements and publications to reflect that same idea.

So their needs the web site “Bff2020.com” will help to **communicate online** about the « Watch It Outside » film festival in order to publicize the festival, to announce the upcoming showings to publish news or announcements about the festival and to take reservations.

II- The Stakeholders

1- The Owner

Responsible to give all the information and the instructions to the web developer so that the developer can exactly know the needs of the film festival and especially the functions to apply to the web site.

2- The Developer

Responsible for creating the technological tool (website) to help the film festival reach its goals. To understand the needs of the client and the owner to; make the website much more useful for the client and profitable for the owner.

III- Goals

The website will help to publicize the Film Festival 2020; Announcement and information about the festival will be available, and the owner would be able to estimate through the registration form how many people to come so that they can close registration as soon as the reception capacity is reached.



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IV- Timeline

Phases	Tasks	Duration	Date
Requirements gathering	Have an interview with the owner to take all the requirements for the website	2 hours	July 01
Design	Brand, Colour, fonts and layout	3 days	July 01 to July 04
Coding	Code the website	2 weeks	July 04 to July 18
Prelaunch activities	Tests for responsiveness and browser compatibility	12 days	July 18 to July 30
	Get a domain name; Here for the Film Festival we suggested: “Bff.com” And website launch	4 hour	July 30

V- The Budget

The owner has a maximum of 3500 € to invest and according to that point, the budget will be distributed has follows:

	Duration = 30 days
Fees = 30 days * 100 \$ per day	Total of fees = 3000 \$
Domain + Hosting	120 \$
Other expenses	200 \$
TOTAL	3320 \$



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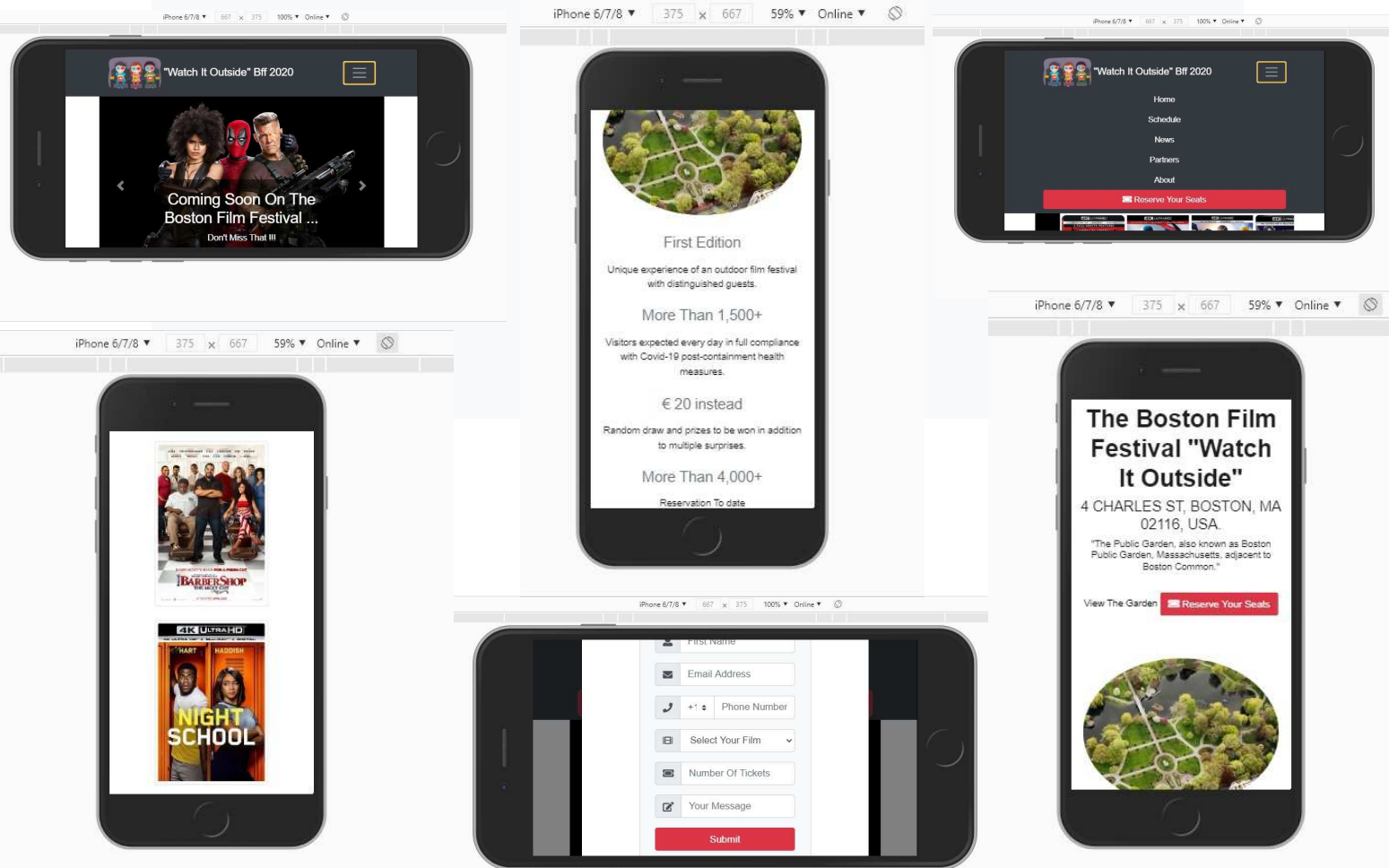
VI- Technical Specifications

The technological solution used here is **HTML and CSS with Bootstrap 4.5.0** because it's very responsive and automatically first set for mobiles and tablets (which are more than 40% of the web traffic) but for computers too.

The tool here is a very simple website with on the header a Navbar, navigation menu with headings “**Schedule**”, “**News**”, “**Partners**”, “**About**”; an advertising slider and right down the “**Schedule**” previously mentioned, with the movies to come on the festival from the 5th to the 8th and finally links of the festival's partners and a button in the navbar call to action with registration.

The website colors chosen here are **BLACK and RED**. And finally on the footer we have social network icons and a link of the Boston Public Garden.

The Website is totally responsive: Here is the mobile view (iPhone 6/7/8)





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Here The Tablet iPad Pro view

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Home Schedule News Partners About Reserve Your Seats

A Wide Range Of Sensational Movies In A Great Natural Environment.
Fantastic, Animation, Thrillers And Many Others Kind Of Movies To Please Everyone.

Schedule

Day 1 Aug 5th	Day 2 Aug 6th	Day 3 Aug 7th	Day 4 Aug 8th
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Registration

Book Now

First Name
Email Address
Phone Number
Select Your Film
Number Of Tickets
Your Message
Submit
Have an account? login

Schedule

Day 1 Aug 5th	Day 2 Aug 6th	Day 3 Aug 7th	Day 4 Aug 8th
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The Boston Film Festival "Watch It Outside"
4 CHARLES ST. BOSTON, MA 02116, USA.
"The Public Garden, also known as Boston Public Garden, Massachusetts, adjacent to Boston Common."

First Edition
Unique experience of an outdoor film festival with distinguished guests.

More Than 1,500+
Visitors expected every day in full compliance with Covid-19 post-containment health measures.

€20 instead
Random draw and prizes to be won in addition to multiple surprises.

More Than 4,000+
Reservation To date

Public Garden
4 Charles St. Boston, MA 02116
49° 55' 42" N 71° 03' 45" W
Open all day

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News

Fun In The Afternoon
Outdoor activities, games, crafts, multiple prizes, drinks, outdoor films of the city of Boston and guest screens to enjoy the park in the afternoon with the children.

Guest Star at each preview:
Our original preview: A must see at "Watch It Outside" - unpublished episodes from the last season of Casa del Papel come and discover how the Professor and his team look to the wall but neither and determined more than ever!

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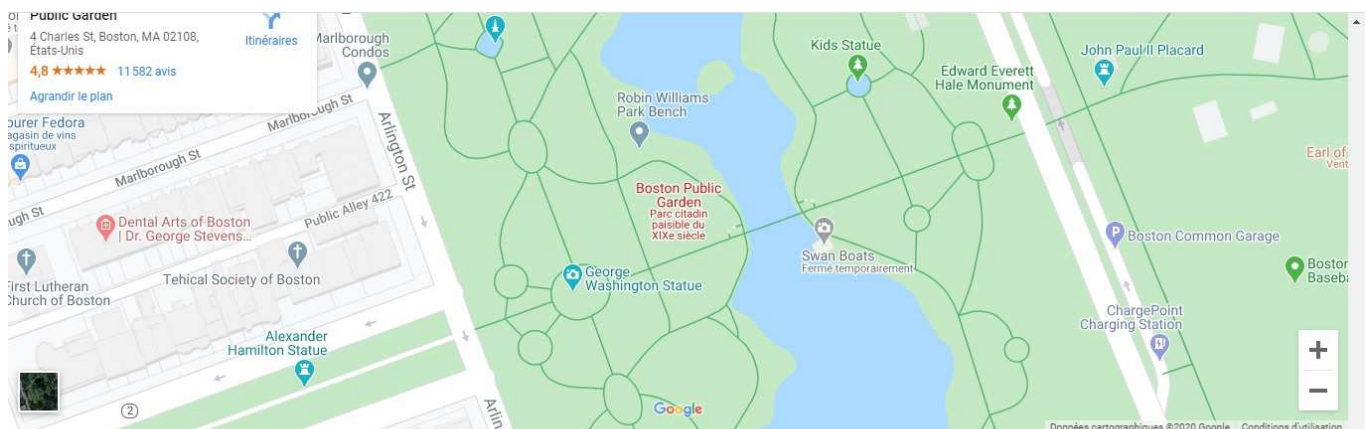
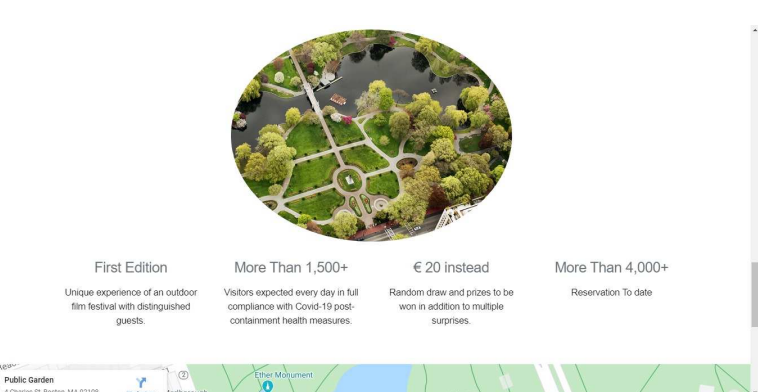
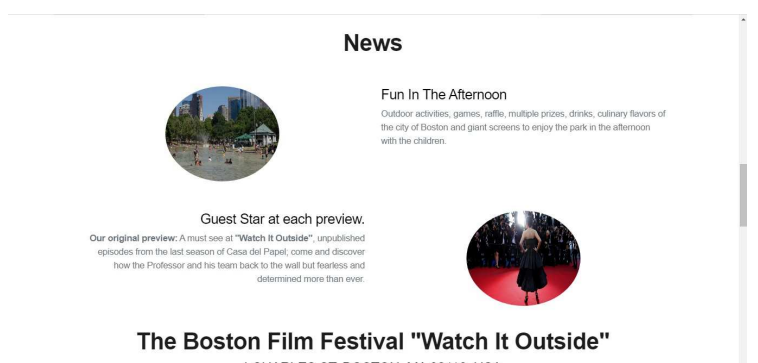
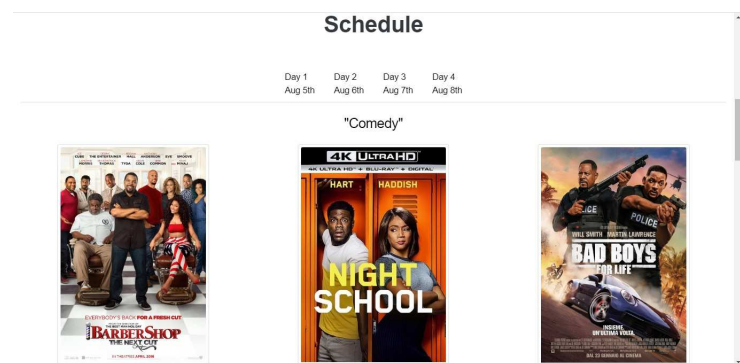
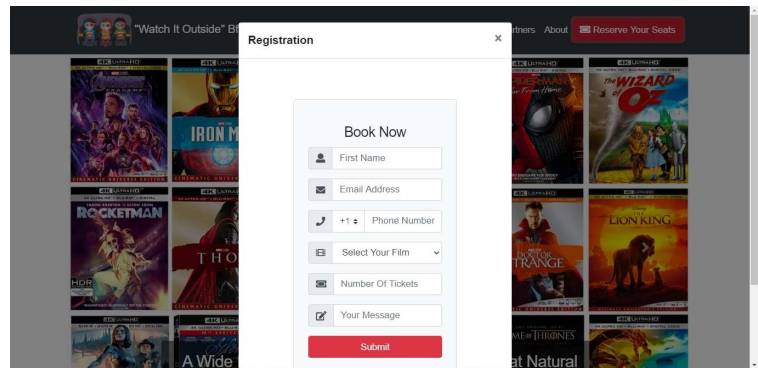
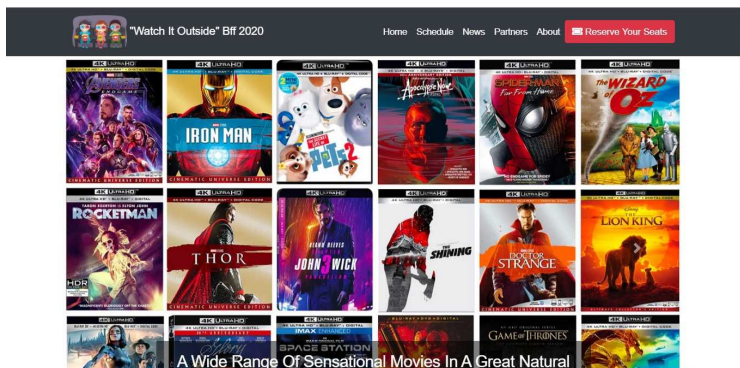
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Here is The Computer view



Our Partners:
The Boston Public Garden is registered to the National Public Parks
And The Boston City News.