WATCH IT OUTSIDE EVENTS CO.

Summary:

Expected delivery: February, 2020
Client's project: Watch it outside events co.
Estimated duration: around 1 month
Overview:
The company **organise an outdoor film festival in Boston** this year called 'Watch it outside Boston edition'. They intend the festival to start **from August 5th to 8th** in a park in Boston this time, a place that could holp up to 1500 people.
In order to succeed Clara Dunn the founder ask for a website relevant for this event, permitting her **communicate online** about the festival, list movies and calendar of the festival, and make announcements about the festival.
The website should carry links about Boston places, and the festival social network's links. Finally people should be able to **register to movie sessions**.

Stakeholders:

<u>Freelance web developer:</u> Cyrille ACHI
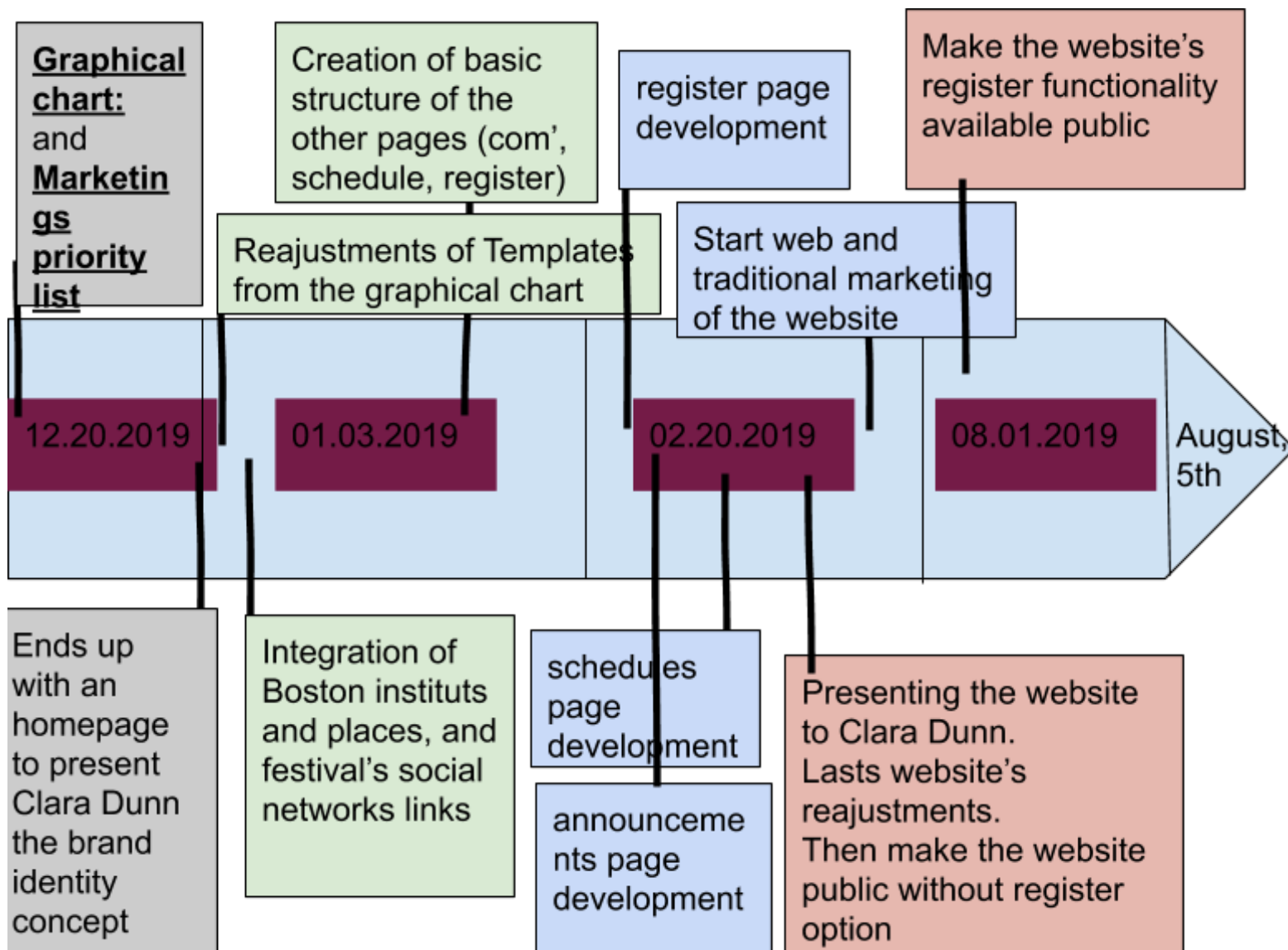<u>Web designer:</u> John Smith

Goals:

- Brand identity graphical charter, design detailed website (making obvious what the website is all about at first glance)
- Allow register participants on the website
- Delivered enough soon to enable marketing on the event
- Show films that can appeal to audiences of all ages (let you fill movies on the database yourself)
- Backlinks to Boston place's website, and to social networks

Budgets:

3500$ dedicated to the creation of the website.
This budget is essentially to cover salaries of stakeholders costs, some extra features could be done by freelance photographs for example

Timeline:

Graphical chart: and **Marketings priority list**

Creation of basic structure of the other pages (com', schedule, register)

register page development

Make the website's register functionality available public

Reajustments of Templates from the graphical chart

Start web and traditional marketing of the website

| 12.20.2019 | 01.03.2019 | 02.20.2019 | 08.01.2019 | August, 5th |

Ends up with an homepage to present Clara Dunn the brand identity concept

Integration of Boston instituts and places, and festival's social networks links

schedules page development

announcements page development

Presenting the website to Clara Dunn. Lasts website's reajustments. Then make the website public without register option

Technical specifications:

- I have set up a **graphical chart** corresponding to what is made on this specific sector of cinemas and movie projections **(colors, character fonts, images, logo, ..)**
- I also made the design to be **obvious for internauts what this website is about**
- The **mainly information** about the festival is present **on the homepage**, and repeated **on announcement page**.
- I put **on the homepage** an access link to **every goals you asked** to: **announcements**, film's **projection schedules**, **social networks and partners**. I also inserted films on the homepage.
- Every film scheduled on the festival has a dedicated page
- The register form is not actived but viewable through a dynamic box appearing on home's, schedule's and detailed film's pages.
- A lot of content is let as **template**, just ready **to be remplaced** with your adequate content, as : **carousel's image, film's projection times, film's informations and descriptions.**