

# Film Festival

## Project Briefing

### **PREPARED FOR**

Jennifer Viala  
Brooklyn Vibes Events Co.

### **PREPARED BY**

Brunhilde Vink  
Open Classrooms

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# 1. Project Summary

The client, Jennifer Viala, is the founder and organizer of this year's Brooklyn Outdoor Film Festival. The film festival is held from August 5th to 8th at Brooklyn Park, from 6pm to midnight. It can hold up to 5000 visitors, from which the ages vary from young to old. The website's goal is to communicate online about the client's film festival, such as announcing the upcoming showings, information and announcements about the festival, and to take reservations. The client's budget for this project is \$3,500.

## 2. Stakeholders

- **Project manager:** Jennifer Viala
- **Project team:** Jennifer Viala, Brunhilde
- **Developer:** Brunhilde Vink
- **Sponsors:** Brooklyn Bridge Park
- **Customers / visitors**

## 3. Goals

### Website requirements

1. Professional looking website, delivered as static files, non published
2. Pages that contain:
  - a. Information about the festival
  - b. Information about shown movies
  - c. Regularly published news or announcements about the festival
  - d. Pre-registration page (Note when registration is full)
3. Social media links:
  - a. Twitter
  - b. Instagram
  - c. Facebook
4. Links to:
  - a. City of Brooklyn's news website
  - b. Brooklyn Bridge Park's website

### Documentation

1. Either a .com or .org would work for this website. Personally, I have chosen for .org. As stated in the project description, the tickets are free. Which means that the project's organization is probably a non-profit organization.

## 4. Budget

The budget for this project is \$3,500, we strive for a lower price in order to get the client to return for a second time.

## 5. Timeline

Milestone	Tasks	Reporting	Hrs	Date	Price USD
1 - Analysis & Briefing					
1.1	Analysis and briefing	Client meeting	2	11/09/18	140
2 - Development					
2.1	Get Bootstrap 4 up and running	None	1	11/09/18	70
2.2	Create the mockup / wireframe	None	1	11/09/18	70
2.3	Create all pages	None	34	11/09/18	2380
3 - Testing					
3.1	Testing all pages	Email report	3	16/09/18	210
3.2	Testing responsive design	Email report	3	16/09/18	210
4 - Deployment					
4.1	Setting everything up for the client (zipping, deploying)	Client call	1	17/09/18	70
5 - Presentation & feedback					
5.1	Presentation	Client meeting	2	18/09/18	70
			Total : 47Hrs		Total: \$3290

## 6. Technical specifications

We will make use of Bootstrap 4, because it's easy to use and it enables us to create beautiful websites in just a few moments - there is less work required than making a static website from scratch.

To obtain the feeling of a professional looking website, we want to keep it as minimal as possible. This also enables us to create the most user-friendly experience for all user's needs, from young to old.

To book the tickets, the user must fill in the required forms. If this is not the case, the website will prompt that we need the user's data. Then the user can select the movie of his/her choice and click on the submit button, which will prompt a message that the tickets have been successfully sent to the user's email address. Of course, this will not work yet, as this is just a working wireframe.

When given a green flag from the client, we will continue building the site and link it to the project's backend to grant the user a fully working application.