

# Film Festival Project Brief

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# 1. Summary

Brooklyn Outdoor Film Festival needs a Website to promote the films being shown at Brooklyn Bridge Park this year from August 5th through 8th, from 6pm to midnight.

A user of the Site needs information about

- the festival,
- the films being shown and available space using Red-Amber-Green icon
- regularly published news or announcements about the festival.
- There should also be links to the city of Brooklyn's news website, the Brooklyn Bridge Park's website, and our Twitter, Instagram, and Facebook accounts
- Page to register attendance at a film.
- Registration either by manual entry or via Facebook link to ease the registration process

# 2. Stakeholders

Name	Role	Organisation
Jennifer Viala	Project Lead/ Organiser and Product Owner	Brooklyn Film Festival
C Hunter-Johnson	Developer	AN Developer
Jennifer Viala nominee	Test/ Sign-off	Brooklyn Film Festival

# 3. Goals

The Goal overall goal is for a Web Site live between June 30<sup>th</sup> and August 31<sup>st</sup> that promotes both "Brooklyn Outdoor Film Festival" and the films being shown at Brooklyn Bridge Park.

As a User of the site I need to be able to:

- See the available films including their duration and start time so I can decide which ones to watch
- Know the location of each film
- To be able to contact "Brooklyn Outdoor Film Festival" with any questions and decide how I should be responded to – telephone call, SMS or email.
- I want to access the site all my devices – smart phone, tablet or laptop.
- I want to be able to register my interest in selected films so I can watch them without the need to queue.

## 4. Budget

Description	Duration	Rate	Total
Theme	Each	49.00	49.00
Domain (1) name www.brooklynfilmfestivaloutdoor.org	Annual	10.23	10.23
Development	8 days	300.00	2,400.00
Testing	3 days	280.00	840.00
Web Hosting (2)	3 Month	3.82	11.46
Contingency			100.00
<b>Total</b>			<b>3,410.69</b>

- 1) Domain from www.namecheap.com
- 2) Site to be hosted on www.a2hosting.com

## 5. Timeline

### 2019 June

Activity	11	12	13	14	17	18	19	20	21	24	25	26	27	28
Project Contract sign-off														
Kick-off														
Theme selection														
Theme approval														
Domain purchase														
Dev sprint 1														
Test sprint 1														
Dev sprint 2														
Test sprint 2														
Harden Sprint														
Site Sign-off														

- Sprint 1 – Site UI and navigation – sign-off of visual aspects
- Sprint 2 – Site backend processing including sending notifications, admin update and database updates
- Harden Sprint – SEO, load testing and data security
- July is to be used for Social media promotion by “Brooklyn Outdoor Film Festival” and is outside the scope of the site development project
- Decommission August 31st

## 6. Technical specifications

Use of modern web development technologies including:

- HTML5
- CSS3
- jQuery
- Bootstrap Framework
- Back end processing to use Node.js with PostgreSQL as the database

PostgreSQL is used as given enough RAM and tuning it will store frequently used data in memory improving the responsiveness of the site. The images can also be stored in the database thus avoiding disc reads on the Web Server.

Search engine optimisation by completing META data including HTML5 Microdata using the microformat *h-event* so search engines such as Google will present a search result snippet with key information about the film festival such as: name, start date, end date, description, category and location.