

A dark blue vertical bar runs down the left side of the page. A blue arrow points to the right from the bar, containing the date.

7/8/2017

Website Brief

Brooklyn Outdoor Film Festival

Several thin, curved lines in dark blue and light grey originate from the bottom left and sweep upwards and to the right.

By
Dennis Vinther Jensen

Website Brief – Brooklyn Outdoor Film Festival

Project Title: Brooklyn Outdoor Film Festival Website

1. Client Details

- Name: Brooklyn Vibes Events Co
- Location: Brooklyn Bridge Park, NY
- Contact: Jennifer Viala

2. Summary

Create a website which helps publicize the Brooklyn Outdoor Film Festival. The site should contain information about the festival and the movies, have a section for news and announcements, and a way for users to preregister that they will be attending the festival.

Proposed Domain Name: bkgfilmfestival.com

3. Stakeholders

- Festival Manager: Jennifer Viala
- Web Developer – Frontend: Dennis Vinther Jensen
- Web Developer – Backend: Dennis Vinther Jensen

4. Goals

Deliver a functional and online website which allows for managing the content via a web interface and for users to preregister. The option to preregister should be highlighted and possible to close if registered visitors reaches 5.000. This will all be available at a web address which is relevant to the project.

5. Timeline

Task	Duration (Hours)
1: Develop WordPress Theme	14
1 A: Create backend PHP files for HTML elements. Structure from the prototype will be used.	8
1 B: Copy CSS from prototype	2

1 C: Decide on Plugins to use for Google Maps and Preregister form. Update CSS to match theme if needed.	4
2: Hosting and Domain Name	8
2 A: Purchase and register Domain Name	2
2 B: Purchase and Configure Hosting	2
2 C: Configure Database and DNS	4
3: Configure CMS	8
3 A: Install WordPress, Theme, and plugins	7
3 B: Add Users	1
4: Add content	5
4 A: Get movie schedule and site content from Festival Manager	1
4 B: Add movies (includes sizing poster images)	2
4 C: Add information on festival and news items	2
5: Prepare handover	4
5 A: Create manual for how to update movies and news	4
Total time for development	39

5. Requirements and Technologies

5 A. Website: Hosting

Required hosting to make the site available online will be purchased from unoeuro.com. They have a good reputation and performance and includes DNS hosting, Database, Free SSL, and the ability to purchase a Domain Name. It all comes at very affordable prices which will suit this projects budget nicely.

Additionally, for potential future usage: E-mail system and addresses are included in the price.

5 B. Website: Content Management

WordPress will provide the interface for management of users, news, movies, and other text/image-content. WordPress is a free Open Source Content Management System widely used and supported. It allows for easy customization and has many free plugins. Using some of the plugins available for WordPress may lower the time used on development.

5 C. Website: Design & Functionality

The UI Kit named Bootflat will be used for designing the site. Bootflat is built on Bootstrap with the primary difference being a more flat/modern look. The underlying structure (HTML, CSS Classes, and JS functions) are the same. The icon font package Font Awesome has also been added for icons not included in the Bootstrap framework.

Preregistration: Visitors will be reminded to preregister via a large notice on the front page. The registration itself is done in a shop-like manner where the visitor will be able to click a “Watch this” button for each film title. A modal will then prompt the visitor to sign up via a Google or Facebook account or email and password. When a film title is chosen, the large notice will update to reflect which films the visitor has chosen.

The number of preregistrations will be tracked by a database. An hourly task will check the amount and will notify the manager via e-mail if it is getting close to 5.000. When it reaches 5.000, it will automatically close the option to preregister and the notice on the front page of the site will change to a message about the event having reached its max capacity.

News and announcements: A sidebar will contain the news and announcements. This will be visible on all pages except for the News page itself – this page already displays all the news.

6. Budget

Hourly rate for development is 25 Euros.

Task	Cost (Euros)
Hosting: Bronze Suite at unoeuro.com which includes domain name, database and DNS management for 12 months	36,25
Development Hours 39	975
Miscellaneous (Meetings, travel, etc.)	100
Total cost	1111,25