Project Brief Film Festival

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Prepared for: Jennifer Viala
Company name: Brooklyn Vibes Event Co.
Email: Jennifer.V@brooklynvibesevents.com
Prepared by: Thomas Di Giovine, Web Developer
Proposal number: Project 3

Summary

Create a website that will clearly display the movies options for each day of the Festival, and will give the opportunity for users to pre-register to the Event.
The website will be create with a modern and simple to use design, so everyone can navigate on it easily, no matter the age.

Stakeholders

Our main stakeholders are:

• The Developer (myself): will be in charge of design the project and place it online, making sure the website is responsive and looks nice in all screen size.
• The finance team: will analyse the necessary cost to build the project and put it online, and other necessary expenses for this to happen, and ensure a correct budget.
• The client Jennifer Viala, who requested the project
• All possible people Intrested in take part in the Event results (tourist, residents)
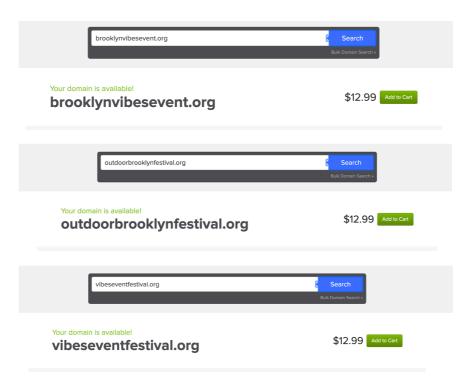
Goals

To ensure the success of the website, we have set a series of SMART goals:

• Release a rigorously-tested responsive website application that allows users to access it.
• Increase awareness of users about the Event Festival through the website.
• Build an intuitive website that is user friendly, with a modern design, so everyone feels comfortable using it.
• Improve interaction with potential customers
• Increase the number of pre-registration of potential customers, for each evening show.

Technical specifications

The design has been kept with a simple design so everyone can easily access it and navigate it. All the content is displayed in the same page and movie days are shown with toggables tabs. Registration form and contact details are clearly display so everyone can book them favourite movie.

As this Event will be a non-profit Event, I will suggest to use the .org (organisation) extension.
Here 3 domain names options available for the website.

brooklynvibesevent.org	Search
	Bulk Domain Search »

Your domain is available!

brooklynvibesevent.org $12.99   Add to Cart

outdoorbrooklynfestival.org	Search
	Bulk Domain Search »

Your domain is available!

outdoorbrooklynfestival.org $12.99   Add to Cart

vibeseventfestival.org	Search
	Bulk Domain Search »

Your domain is available!

vibeseventfestival.org $12.99   Add to Cart

Below I will list 3 option budget with different timeline

Timeline: Option 1

STEPS	SUB-STEPS	DURATION	TOTAL TIME
Planning and discovery	• Research • Required documents • Creative and technical brief	• 8 hours • 4 hours • 4 hours	2 days
Design mockup website	• Home page Design • Popup design	• 13 hours • 3 hours	2 days
Content Creation	• Key messages • Effective page title and headings • Search engine optimisation	• 5 hours • 5 hours • 5 hours	2 days
Development	• Create structure with html • Integrate bootstrap • Add media • Style it with css	• 2 days • 1 days • 1 day • 1 days	5 days
Testing	• Receive feedback from potential audience and client • Ensure functionality	• 1 days • 1 days	2 days
Launch website	• Get domain name • Get Webhost • Put website online	• 2 hours • 24 hours (overnight) • 4 hours	2 day
			15 days

Budget: Option 1

Description	Unit Price	
Site design and coding (include mockup, content creation, development, and testing)	€	3.400
Services (domain registration and web hosting)	€	50
Total		**€3.450**

Timeline: Option 2 - Responsiveness:
For device between 576 and 1920 pixels wide including modern mobile phones, Tablets, laptop, desktop, and last version of Google Chrome, Firefox, Safari.

STEPS	SUB-STEPS	DURATION	TOTAL TIME
Planning and discovery	• Research • Required documents • Creative and technical brief	• 8 hours • 4 hours • 4 hours	2 days
Design mockup website	• Home page Design • Popup design • Responsive design	• 13 hours • 3 hours • 8 hours	3 days
Content Creation	• Key messages • Effective page title and headings • Search engine optimisation	• 5 hours • 5 hours • 5 hours	2 days
Development	• Create structure with html • Integrate bootstrap • Add media • Style it with css • Make it responsive	• 2 days • 1 day • 1 day • 1 day • 1 day	6 days
Testing	• Receive feedback from potential audience and client • Ensure proper website responsiveness • Ensure functionality	• 1 day • 1 day • 1 day	3 days
Launch website	• Get domain name • Get Webhost • Put website online	• 2 hours • 24 hours (overnight) • 4 hours	2 day
			18 days

Budget: Option 2

Description	Unit Price	
Site design and coding (include mockup, content creation, development, and testing)	€	3.400
Responsive Website	€	400
Services (domain registration and web hosting)	€	50
Total		**€3.850**

Timeline: Option 3 - Multi Language

STEPS	SUB-STEPS	DURATION	TOTAL TIME
Planning and discovery	• Research • Required documents • Creative and technical brief	• 8 hors • 4 hours • 4 hours	2 days
Design mockup website	• Home page Design • Popup design • Responsive design	• 13 hours • 3 hours • 8 hours	3 days
Content Creation	• Key messages • Effective page title and headings • Search engine optimisation	• 5 hours • 5 hours • 5 hours	2 days
Development	• Create structure with html • Integrate bootstrap • Add media • Style it with css • Add language	• 2 days • 1 day • 1 day • 1 day • 1 day	7 days
Testing	• Receive feedback from potential audience and client • Ensure proper website responsiveness • Ensure functionality • Ensure new language	• 1 days • 1 days • 1 days • 1 day	4 days
Launch website	• Get domain name • Get Webhost • Put website online	• 2 hours • 24 hours (overnight) • 4 hours	2 day
			20 days

Budget: Option 3

Description	Unit Price	
Site design and coding (include mockup, content creation, development, and testing)	€	3.400
Responsive Website	€	400
Multi language website	€	300
Services (domain registration and web hosting)	€	50
Total		**€4.150**