Brief

We are a small community organisation that organises and runs community building events. These events include examples like open park festivals, community fashion shows, cultural shows etc.

We need a website that showcases who we are and communicates the following aspects:

- Our identity (who we are, our brand, our history and our partner organisations)
- What we do (the kinds of events that we run, how often we do these events, who participates in these events
- Allows our audience to see future events, make their bookings (tickets to attend, or booking business stalls to participate with their business
- Allows our audience to make donations to our cause or contact us or provide feedback about the work that we are doing
- Allows our audience to also see our other online social media platforms that we have (Instagram, Facebook, Twitter etc)

This website will be our core platform. It must be

- Very vibrant with a lot of pictures about our identity and our events
- Very easy to navigate, easy to follow as you change from one page to another
- It must load very quickly so that our audience have a good user experience
- Must have ecommerce capability to facilitate bookings and purchase of merchandise etc

Detailed requirements for features/components/functionalities

1. **Website Structure:**
- Home page with festival highlights, dates, and key information.
- Ticketing page with options for different ticket types, prices, and purchase functionality.
- Stalls page displaying stall sizes.
- Schedule page displaying the festival lineup and events.
- Donations page
- Contact page with a form for general inquiries.

2. **Ticketing System**:
- Implement a secure and user-friendly ticket purchasing system.
- Provide a checkout process with payment integration
- Will need a payment system on the site (e.g. PayPal or STRIPE Account) Links are below:
  ➢ PayPal: https://www.paypal.com/in/business
  ➢ STRIPE: https://dashboard.stripe.com/register

3. **Stall Booking System:**
- Integrate a stall layout or map displaying all available stalls.
- Allow users to select their preferred stall by clicking on the corresponding section of the map –
- Implement a real-time stall availability update to prevent double bookings.
- Provide a zoom or interactive feature for a detailed view of the stall layout
- Include information about each stall, such as size, location, and any additional features
- Integrate a dynamic pricing system based on stall location or size
- Allow users to view their selected stall before finalising the booking.
- Implement a user-friendly interface for easy stall selection and modification.
- Include a clear booking summary with selected stall details and associated costs before confirming the purchase.

- Ensure that the stall booking process seamlessly integrates with the overall ticketing system.
- Consider implementing a time limit for users to complete the stall selection and booking process to avoid delays.

4. Form Submission:
- Create a submission form for various purposes (e.g., artist applications, vendor requests, volunteer sign-ups).
- Include fields for necessary information such as name, contact details, and specific details related to the submission.

5. Attachment Handling:
- Enable users to upload attachments (e.g., images, documents) within the submission forms.
- Implement a file size limit and accepted file types for security.

6. User Authentication:
- Implement user accounts for ticket purchases and form submissions.
- Allow users to track their ticket orders and submission status.

7. Responsive Design:
- Ensure the website is mobile-friendly for a seamless experience on various devices.

8. Security Measures:
- Implement HTTPS for secure data transmission.
- Utilise CAPTCHA or other anti-spam measures in the form submissions.

9. Notification System:
- Set up email address
- Enable email notifications for ticket purchases and form submissions.
- Provide confirmation emails with relevant details.

10. Social Media Integration:
- Include social media links and sharing options to boost festival promotion – we will need the handle details of your social media accounts.

11. Analytics:
- Integrate analytics tools to track website traffic, user behaviour, and ticket sales.

- **Content Management System (CMS):**

- Use a CMS for easy content updates, such as artist announcements and schedule changes

12. Accessibility:
- Ensure the website complies with accessibility standards for a diverse audience.

13. Testing
- Conduct thorough testing of the website, including payment processing, form submissions, and mobile responsiveness.

14. Documentation
- Provide documentation for future maintenance and updates.

Please provide a quotation that includes the following details

1. What additional information you require to build the site
2. How long it will take to build this site
3. When we can see the first draft
4. How much it will cost in total
5. What is the Payment process – How much deposit required upfront for work to commence?
6. Quotation must be documented and addressed to MKZ Association

If you have any questions, send these in an email.

Thanks