



# WATCH IT OUTSIDE BOSTON EDITION

[ Project Brief ]



## **1.0 SUMMARY**

Watch it outside events Co. is organizing an outdoor film festival in Boston this year called 'Watch it outside Boston Edition'. They hope to select and show films from the 5th to 8th of August between the hours of 6pm up until midnight at the Boston public garden, a park in Boston that can hold up to 1,500 people. The organization wants a website to advertise the event, display films that will be showing and regularly publish news or announcements. The website should also allow the event organizer to take reservations.

## **2.0 STAKEHOLDERS**

- i. Clara Dunn – Founder, Watch it outside events Co.
- ii. Tourism, Sports and Entertainment Department of the City of Boston
- iii. Parks and Recreation Department of the City of Boston
- iv. Patrons of Watch it outside events Co.
- v. Insurance Company
- vi. Boston Police Department
- vii. Volunteer organizations

## **3.0 GOALS**

The goals of the website include the following:

- i. The site should display information about the festival, the films being shown and regularly published news or announcements about the festival.
- ii. The site should have links to the city of Boston's news website, the Boston's public gardens website and their social media pages.
- iii. The site should have a pre-register form for the organization to be able to estimate how many people might come so they can close registration if it reaches venue capacity of 1500 people.
- iv. The site should have a professional web address relevant to the film festival.

#### 4.0 BUDGET

S/N	OPERATIONS	COST
1	Project Analysis	\$1300
2	Graphic Design	\$500
3	Website Development	\$1000
4	Meetings with client	\$250
5	Website hosting	\$250
6	Maintenance	\$200
	<b>TOTAL</b>	<b>\$3,500</b>

#### 5.0 TIMELINE

S/N	OPERATIONS	TASK	DURATION	DELIVERABLES	REMARK
1	Project Analysis	Carry out feasibility study	Week 1	Website design plan	Completed
2	Graphic Design	Create the desired mockup design for the website	Week 2	Website mockup design	Completed
3	Website Development	Code the website	Week 3	A complete website	Completed
4	Meetings with client	Meet up with client for a demo of the website	Week 4	A demo of website with client	In Progress
5	Website hosting	Purchase a domain name and hosting	Week 5	A live website	Awaiting approval

#### 5.1 PROPOSED DOMAIN

www.watchitoutside.com

## **6.0 TECHNICAL SPECIFICATIONS**

### **6.1 Design Specifications**

The design has a color combination of orange, black and white. Since the festival will be an outdoor activity and during the evening, orange is warm and inviting and it also represent the color of the sunset which is when the festival is starting, black is a color of the night which represents when the festival will close and white represent the light from the cinema screen as it reflect on the faces of the audience.

The design has a large banner at the top with a typical view of what an outdoor film festival looks like in the evening, giving the visitor a clear at first glance of what the sitting arrangement and experience would look like.

### **6.2 Technical Specifications**

The website has a single page native feel which minimizes the load time it takes to navigate between page sections when compared to a multipage website that load a new page on every single click.

Web technologies like HTML, CSS, JavaScript and Bootstrap was efficiently implemented to make the website responsive on both desktop and mobile devices of all screen sizes.

The Showtime section that displays the films to be shown for each day of the event was implemented using the bootstrap Nav-Pills component, with this component I was able to display films to be shown for each day just by a click of each day's button all on the same page.

The news and announcement section was implemented using the Bootstrap carousel component which helps to cycle through each individual news or announcement item. With this one can read all news and announcement all in one section.

Google map was also implemented to help people who are not familiar with the event venue to navigate their way.