

Watch it Outside Events Co.

## PROJECT BRIEF

# WATCH IT OUTSIDE BOSTON EDITION

Last updated: August 18, 2020



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# SUMMARY

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Client: Watch It Outside Events Co.

Project: Website for "Watch It Outside Boston Edition"

Date: July 30th, 2020

What is "Watch it outside Boston edition"?

"Watch it outside Boston edition" is an **outdoor film festival**, held in **Boston Public Garden this year**, where films will be shown from **August 5th to 8th** from **6pm to 0am**. The event is **free** and open to everyone, however a **registration** in advance is required, as the venue has a **limited capacity** of 1500 guests. Watch it outside events Co. wants to create a **website** for this event in order to **communicate online** about it, announce showings and take **reservations**.

Who is the target audience?

The target audience are **film lovers** of **all ages**. The broad target audience can be reached by showing a **wide range of films** that appeal to viewers of all ages.

# STAKEHOLDERS

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1

**Client: Watch it outside events Co. Team**  
Founder

2

**(Web) Development**  
Web Developer  
UI/UX Designer/Researcher

3

**Project Organization & Management**  
Project Manager

4

**Quality Control**  
QA Manager

## GOALS

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What is the business goal?

Watch it outside events Co. wants to help the **public discover awesome films**, which will be realized by **publicizing** the festival through a **website**.

Recommended: Setting a more measurable SMART Goal:

*“Increasing “Watch It Outside Events Co.’s Instagram, Facebook and Twitter following by 15% each.”*

## TIMELINE

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	Milestone	Who	Duration	Date
Phase 1: Initialization	Kick-off Meeting	Project Manager & Client	2 hours	April 1st
	Project Analysis	Project Manager	9 hours	April 2nd - April 3rd
	Project Roadmap	Project Manager	3 hours	April 6th

	Milestone	Who	Duration	Date
Phase 2: Strategy & Concept	Competitive Analysis	Project Manager	16 hours	April 5th - April 7th
	Sitemap & Wireframe Creation	UI/UX Designer / Researcher	10 hours	April 8th - April 9th
	User Testing	UI/UX Designer / Researcher	16 hours	April 10 <sup>th</sup> - April 13 <sup>th</sup>
	UX Client Demo	UI/UX Designer / Researcher	1 hour	April 14 <sup>th</sup>
	Visual Design	UI/UX Designer / Researcher	4 hours	April 15 <sup>th</sup>
	Client Demo	Project Manager	3 hours	April 16 <sup>th</sup>
	Client Sign-off			

	Milestone	Who	Duration	Date
Phase 3: Design & Implementation	Stakeholder Meeting	Web Developer, UI/UX Designer / Researcher, Project Manager	2 hours	April 20st
	Content Writing and Assembly	Web Developer	5 hours	April 21 <sup>st</sup>
	Development	Web Developer	10 hours	April 22 <sup>nd</sup> - April 24 <sup>th</sup>
	Design Implementation	Web Developer	5 hours	April 27 <sup>th</sup>
	Quality Control	QA Manager	2.5 hours	April 28 <sup>th</sup>
	Bug Fixing	QA Manager	3 hours	April 28 <sup>th</sup>

	Milestone	Who	Duration	Date
Phase 4: Launch	Close-out Meeting	Web Developer, UI/UX Designer / Researcher, Project Manager	2 hours	April 29 <sup>th</sup>
	Website Launch			May 1 <sup>st</sup>

## BUDGET

	Hourly Rate	Amount	Total
Web Developer	\$40	25 Hours	\$1,000
Project Manager	\$30	37 Hours	\$1,110
UI/UX Designer / Researcher	\$35	35 Hours	\$1,225
QA Manager	\$30	5.5 Hours	\$165

**Total**

**\$3,500**

### Out of Scope:

Domain: \$20 per Year

Web Hosting: \$80 per Year

## TECHNICAL SPECIFICATIONS

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### Website Requirements

- Navigation Bar
- About Section (What Is Watch It Outside?)
- Movie Section (Movie Schedule & Movie Info (Picture, Title, Runtime, Rated, Summary, Genre, Trailer, Showtimes, Imdb Rating)
- News Section (Display Announcements about the Festival; Image + Article Extract)
- Pre-Registration Form (Limited Number of Guests) (Name, E-mail, Movie Selection, Number of tickets, Message)
- Sponsor Section (Display Sponsor Logos that Link to their Websites)
- Footer (Copyright and Social Icons that link to the corresponding Social Accounts)

### Out of Scope:

- Professional Web Address (.com or .org)

### Technical Choices

- HTML (Hypertext Markup Language) provides the structure of the page, and CSS (Cascading Style Sheets) the layout. Both were used for the development as they are two of the core technologies for building Web pages.
- Bootstrap a free and open source front end development framework for the creation of websites and web apps was used for the development, as it is fast and time-saving, which saves the client money.
- SASS is an extension of CSS and was used for a better and easier organization of code.

## Website

The website's layout consists of:

- a **Header** which includes:
  - a Navigation Bar
  - a Background Image
  - a Title
  - a CTA Button, which takes you to the Pre-Registration Form
- a **Customer Journey** Section, guiding the visitor through the Registration Process, including CTA Buttons to take them to the required steps for the Registration
- an About Section with two images, a text to learn more about the festival and a CTA Button, that leads to the News Section
- a Movie Section, where the movie schedule for a specific day can be checked, including information about the movie, and a button which allows you to watch the trailer.
- a Contact Form to Pre-Register for the festival, with a limit of tickets to be obtained.
- a Sponsor Section that displays all the festival's sponsors icons
- a News and Announcements Section to keep the visitor up to date about the festival
- a Footer with the Copyright and Social Icons that link to the company's social media accounts

## Website Design

- I lead towards red colors as the dominant hues together with neutrals like white and grey, to keep the design clean and "organic-looking" but also exciting at the same time.
- Red is said to have a stimulating effect on others. Being a more eye-catching color, it causes people to feel emotional or even active. Therefore, potential visitors may feel more excited to attend the festival.