

# PROJECT BRIEF

## Summary:

Brooklyn Vibes Events wants to build a website for this year Brooklyn Outdoor Film Festival.

They want to show films from the 5th to the 8th of August at the Brooklyn Bridge Park.

The main purpose of the website is to publicize the event, show information about the event and make a registration form to estimate how many people are coming.

## Stakeholders:

The company requesting the website is Brooklyn outdoor Film Festival, Jennifer Viala is the companies founder and she will be approving our project.

Mathias Brichta as the lead web developer.

## Goals:

- Publish information about the event on the website
- Display films the event is showing
- Regularly post news and announcements about the event
- Add links to the City of Brooklyn and Brooklyn Bridge Park website
- Add Social Media links (Facebook, Instagram, Twitter)
- Add pre-registration form to create an email list (5000 people limit).
- Get professional domain name.

## Website Timeline:

Steps	Substeps	Duration	Date
Prototype	<ul style="list-style-type: none"><li>● Create “Header/Banner”.</li><li>● Create “About” section.</li><li>● Create “Movies we are Showing” section.</li><li>● Create “Let us know you are coming” section.</li><li>● Create “News” section.</li><li>● Create Footer.</li></ul>	3 Weeks	04/01/2019
Website Development	<ul style="list-style-type: none"><li>● Homepage design</li><li>● Internal page designs.</li><li>● Desktop and Mobile views.</li><li>● Key messages.</li><li>● Calls to action.</li><li>● Effective page titles and headings.</li><li>● Search engine optimization: keywords optimally placed within content, titles, headings and image tags.</li></ul>	2 Months	28/01/2019
Testing/bug fixing	<ul style="list-style-type: none"><li>● Ensure proper functioning across multiple devices, screen sizes, and web browsers.</li><li>● Make sure the site looks and functions as per the specifications of the client.</li></ul>	1 Week	01/04/2019
Launch	<ul style="list-style-type: none"><li>● Domain name registration.</li><li>● Migrate site to host.</li><li>● Set accounts for email list.</li></ul>	1 Week	08/04/2019

## Budget:

### Total Budget for Website:

3500\$

### Deglossing:

Prototype -----	\$810
Website development -----	\$2150
Testing/Bug fixing -----	\$270
Launch -----	<u>\$270</u>
Total -----	\$3500

## Technical specifications:

**Prototype:** Bootstrap HTML, CSS, SASS,

**Website:** Wordpress

**DB:** MySQL.

**Hosting:** GoDaddy