**Project brief**

**Stakeholder**

* Jennifer Viala- Founder of Brooklyn Outdoor Film Festival
* Minhaj Ahmed- The web developer
* Users of the website.

**Goals**

* Build a website that’s provides information about the film festival to the public.
* To get 5000 people to register for the film festival
* To get feedback from the user testers and implement their feedback so that we can improve on the site.

**Timeline**

* Finish the website prototype by July 20th.
* Get user feedback by July 25th
* Buy the domain name and hosting by July 30th
* Get approval from Jennifer.
* Launch the website by August 1stth.

**Budget-** $3500

* Pay the web developer $3000
* Spend $450 on user testing
* Spend $50 on buying the domain name and hosting

**Technical Specifications-** Here is some information about the design of the website. It has been made using Bootstrap, CSS3 and HTML5.

I’ve made the homepage a landing page with a button that takes the user to the registration page for the film festival. The registration page is simple to use since you only need your name and email address to register for the film festival. In the registration page you have the option to choose what day you are registering for or you can choose to register for the entire film festival. We will also be getting feedback about our site so we can further improve on it.

**Summary-** The main stakeholders of this website will be Jennifer who owns this website, the web developer and of course, the users of the website. There is a budget of $3500 and it will mostly be spent on building the website and user testing. The goal is to build a website that not only gives information about the film festival but gets people registered for it. Now the timeline for this website is as follows, we will be done building the prototype by July 20th and we will be launching the actual website by August 1st.