Watch it Outside Boston Edition - Website Design and Project Brief

Summary

"Watch it outside Boston edition" is an outdoor film festival held from the 5th - 8th of August in Boston Public Garden, hosting 1,500 people. Each day the event will run from 6pm to 12pm. It aims to appeal to audiences of all ages with the goal of helping the public discover awesome films. Clara Dunn (Founder of Watch it outside events Co.) has requested a website to be built for the event. The website will promote the event, publish regular news/updates and allow people to pre-register for the event to ensure they don't go over the 1,500 capacity.

Stakeholders

- Clara Dunn (Founder of Watch it outside events Co.)
- Thomas Kupai (Developer)

Goals

- Create a fully-functional bootstrap website prototype for Watch it Outside Boston Edition
- Create a website that appeals to all ages and has all relevant information about the event.
- Popularise the the Watch it Outside Boston Edition, to attract up to 1500 people to the event before it starts on the 5th of August
- Allow people to pre-register for tickets to the Watch it Outside film festival so Clara can estimate how many people are coming and decide if she needs to close the registration early.
- Include links to social media, Boston public Gardens and Boston City News pages.

Timeline

Project	Steps	Duration	Date
Design and create a website for Watch it Outside Boston Edition	**Prototyping**: A prototype of the website will be designed and created and presented.	4 weeks	4th Oct
	Development: Any revisions to the website that need to be made will be implemented. If there are any revisions* from the prototype, these will also be implemented here.	4 weeks	4th Nov
	Testing: The website will be tested for: functionality, usability, compatibility (browser, OS, device), performance (load times, stress testing) and security	4 weeks	4th Dec
	Deployment: The DNS records will be set up and the website will be hosted. Also, email addresses for the site will be created.	4 weeks	4th Jan
Continuous Improvement	**Test-Driven Development**: Tests will be run and changes made if the tests fail. Tests then repeat to see if the changes enable the site to pass. Here a new test can be created to continuously develop the site.	Continuous	5th Feb

*Each additional revision can add an addition week of development on to the time schedule.

Budget

A budget of $3,500 has been allocated to get the event website up and running.

I would like to place a total bid of $3,000 of this budget to design and create the website for Watch it Outside Boston Edition. This will be made up of 5 separate payments linked to each milestone of the website development:

- Prototyping - $900
- Development - $600
- Testing - $500
- Deployment - $500
- Test-Driven Deployment - $500

With the remaining $500 of the budget, you will be able to pay for hosting costs and also any costs relating to any extra images or graphics you would like to include in your website. Please note that payment for each milestone is required prior to the initiation of the work.

Website URL

For the Watch it Outside Boston Edition, we chose a URL that accurately described the festival, so that from just the URL people would have a good idea of what the website/company was about. We also thought it was essential that the URL was easy to remember and read well, to minimise the chances that people would make mistakes when remembering/entering/finding our website. The URL chosen for the website is:

- *watchoutsidefestival.org*

Technical Specification

Languages and Frameworks

The following programming languages and frameworks have been used for the website:

- The website has been built using HTML (Hypertext Markup Language) to describe the structure of the website.
- CSS (Cascading Style Sheets) has been used on the website to describe the style in which the HTML elements should be rendered on the users screen.
- A CSS framework called Bootstrap has been utilised to develop the website in a responsive, mobile first manor.
- Within Bootstrap SCSS was used to make consistent style choices, that once chosen would be applied to all existing elements within the whole website as well as any future added elements. This facilitates modification of general style choices such as the base colour scheme or an elements border.

Key Features

The website prototype has been designed with emphasis put on the website being intuitively laid out, compatible with all devises and aesthetically pleasing. Listed below are the technical specification of the website:

- The site has links in the navbar to the social media pages of the event, as well as links to the Boston Public Gardens and the city of Boston’s news page on the *homepage*.

- There is a *What's on* page to announce upcoming shows and films that are showing and the dates/times they are on.
- There is a *blog* page for the latest news and updates to be posted.
- There is a *registration* page with a form for users to put in their information to reserve tickets.

Intuitive navigation

A navigation bar has been created for the website to include all webpages, buttons to social media links and registration page. The navigation bar has the *sticky-top* class, to facilitate easy navigation by fixing the navigation bar to the top of the page when you scroll. S*ticky-top* was chosen over *fixed-top* because it makes consistent spacing much easier. By using the *active* class in bootstrap, the page you are viewing is highlighted in a darker colour in the navigation bar when you are on that page. Also, when hovering over the links to different pages or navbar buttons they change to a darker colour, making the webpage feel more responsive and make navigation more intuitive.

Responsive navigation bar

The navigation bar is fully expanded above 768px viewing port (tablet, laptop and desktop). However when viewing the website through a viewing port less than 768px, the navigation bar shrinks to a mobile friendly menu toggle in the top right corner that drops down the navigation bar when clicked. This mobile menu contains links to all pages, social media buttons and a button for registration.

Responsive content

With different viewing ports, different layouts become more or less user-friendly, for example pictures are squashed or text/image boxes become distorted. The website has been designed to adapt layouts depending on the viewing port size at different breakpoints: sm(576px), md(768px), lg(992px) and xl(1200px). An example is on the home page the three cards are displayed all in a column in <sm, then in <md; the cards are displayed two in a row at half viewport size and then one below in full viewport size. On lg and xl devices the cards are displayed at a third of the view port all in a row next to each other. Other examples are on blog posts in <md images are display on top, or below the text as opposed to lg and xl devices where the text and images are displayed next to each other.

Bootstrap Customisation

The bootstrap CSS has been modified to include custom bootstrap classes, change the colours, as well as modifying existing bootstrap classes. This was achieved by using gulp to compile custom SCSS into the original bootstrap CSS file. The aim of this is to simplify the html code, but more importantly; to add greater consistency to style choices in the design as well as facilitating easier addition of future content to the website. Also by making use of custom bootstrap classes, modifications to the whole website can be made by editing one line of code in one file instead of many changes in many different files. Modifications can also be made without modifying the original html file. An example of this is adding *box-shadow* to the *card* class. Or increasing the *border-radius* on the *jumbrotron* class from 0.3rem to 1rem.