

WEBSITE BRIEF

Brooklyn Vibes Events Co.
August 2018

Project Title: Brooklyn Outdoor Film Festival (BOFF)

1. Client Contact Details

- Jennifer Viala
- jennifer.viala@boff.org
- +1 (718) NYC BOFF (692 2633)

2. Stakeholders

Name	Role
Jennifer Viala	Project Sponsor
Glenn Bayes	Technical Lead/Developer
Thomas David	Technical Reviewer
Brooklyn Borough Hall	Site / Festival Sponsor
Brooklyn Bridge Park Trust	Site / Festival Sponsor

3. Budget & Timing

Allocated budget: \$3,500 USD

ID	Task Name	Cost (\$ USD)	Time	Start	End
1.	Project initiation meeting	\$60	1h	10-Jan	10-Jan
2.	Interview and project brief preparation	\$60	2h		10-Jan
3.	Initial development (Bootstrap 3)	\$600	20h	12-Jan	24-Jan
4.	Decision to migrate site to Bootstrap 4	\$0	0h		24-Jan
5.	Commence development with Bootstrap 4	\$0	0h		24-Jan
6.	Complete prototype development	\$960	32h	25-Jan	10-Feb
7.	Review prototype website	\$30	1h	11-Feb	12-Feb
8.	Complete minor updates and final check-in to GitHub	\$30	1h		13-Feb
9.	Prototype review with Project Sponsor / Technical Reviewer	\$30	1h		13-Feb

10.	Update project brief and submit for review	\$60	2h		13-Feb
11.	Register domain name (www.boff.org) and site hosting	\$45	1h+ ^{*1}		13-Feb
12.	Complete implementation of CSS variables, registration submit, photo gallery search functionality and development of external data file-load procedure	\$480	16h	14-Feb	19-Feb
13.	Final site review / sign-off for production release	\$30	1h		26-Feb
14.	Production release to URL https://www.boff.org/ and release checkout	\$30	1h		27-Feb
15.	Site maintenance documentation, staff training and hand-off to Brooklyn Vibes Events Co.	\$90	3h		28-Feb
16.	Post-implementation review	\$30	1h		01-May
17.	Pre-festival site operational review	\$60	2h		04-Aug
18.	Site performance and monitoring ^{*2}	\$0	on-call	05-Aug	08-Aug
19.	Post-Festival review / lessons learned	\$60	2h		10-Aug
	Total	\$2655	70h	10-Jan	10-Aug

*1 Cost included time, registration and hosting fee.

*2 Service provided free of charge

4. Festival Details

Location: Brooklyn Bridge Park

Date: August 5th – 8th, 2018

Festival hours: 18:00 – 00:00

Site capacity: 5000

Admission: free (pre-registration required)

Create site to announce upcoming BOFF sessions and take pre-registrations

5. Project Outline

Site should provide:

- festival information
- film schedule
- festival news

- festival announcements
- link to Brooklyn City news website and Brooklyn Bridge Park website
- social links to BOFF accounts for: Twitter, Instagram, Facebook
- pre-registration page/form
- have a "professional" web address (<https://www.boff.org>)

Additionally, the site should appeal to all ages and have a "professional" web address.

Prepare budget and time line breakdown

Prepare client handoff details

6. Proposed website architecture

Number of sections:	Page layout to consist of four (4) sections – header, footer, main content, sidebar. Carousel to display film trailers, etc.
Number of pages:	1
What features should your website have?	<input type="checkbox"/> Easy-to-update for non-technical people <input type="checkbox"/> SEO-friendly <input type="checkbox"/> Ecommerce <input type="checkbox"/> Newsletter <input type="checkbox"/> Members section <input type="checkbox"/> Email marketing <input type="checkbox"/> Mobile-ready <input type="checkbox"/> Photo and media galleries <input type="checkbox"/> Feedback & contact forms <input type="checkbox"/> Surveys <input type="checkbox"/> Blog [Other required features]

7. Website design and style

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Stylish | <input type="checkbox"/> Playful | <input type="checkbox"/> Sophisticated |
| <input type="checkbox"/> Humble | <input type="checkbox"/> Simple/Clean/Slick | <input checked="" type="checkbox"/> Fresh |
| <input checked="" type="checkbox"/> Helpful | <input checked="" type="checkbox"/> Approachable | <input checked="" type="checkbox"/> Modern |
| <input type="checkbox"/> Prestigious | <input type="checkbox"/> High-tech | <input checked="" type="checkbox"/> Authoritative |
| <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Corporate | <input type="checkbox"/> Funky |
| <input checked="" type="checkbox"/> Credible/Expert | <input type="checkbox"/> Elegant | <input type="checkbox"/> Caring |

8. Search engines queries

- BOFF
- brooklyn annual film festival
- brooklyn bridge park film festival
- brooklyn film
- brooklyn free film festival
- brooklyn outdoor film festival
- brooklyn outdoor films

9. Social Media

Do you have an existing social media strategy?	Yes
Do you need help with social media profiles setup?	No
Include links to your social media profiles and other external websites linked to this project (e.g. Facebook, Twitter, YouTube)	Yes

10. Content

What types of content will be on your website – e.g. text, photos, audio, and their current format – e.g. digitized hard copy?	text photos media (video/audio) social links: Twitter, Instagram, Facebook
What content is now produced?	None
What new content needs to be produced?	None
Do you need assistance with producing new content?	No

11. Any Other Comments?

Site to be created using HTML5/CSS3/Bootstrap
Site to include specific, existing internet based streaming audio/video content
Registration form does not have to be functional for prototype
Site does not have to be hosted for prototype

12. Technical Implementation

- Register domain name (<https://www.boff.org/>) (WBS 11.)
- Document host details (technical support, contact details, website structure) (WBS 11.)
- Prepare external data files (.md) and site load scripts (javascript/jquery) (WBS 12.)
- Prepare external data-load procedure documentation / train Brooklyn Vibe Events Co. staff in use (WBS 15.)