



Prepared for:

Client Clara Dunn
Project Watch It Outside - Boston Edition 2020

Prepared by:

Developer Paul Serban
Company Puzzles DevOps

Summary

Build a website that shows that films can appeal to all audiences of all ages, ensure advertisements and publications that reflect the same ideal.

Watch It Outside Events Co. is an organization founded by Clara Dunn, their main activity is organizing outdoor film festivals that show that films can appeal to audiences of all ages.

The goals of the website are to communicate online that the event shows that films can appeal to audiences of all ages - communicate the shows on a calendar and take reservations, shows are for free but the capacity of the venue is 1500 pax maximum.

Stakeholders

Paul Serban - Developer - Puzzles DevOps SL
Clara Dunn - Founder - Watch It Outside Events Co.
Johnny Smith - Graphic Designer - Puzzles Design Ops. SL

Goals

Create a first version of the site with a professional website address.

The site should not be missing:

- news section
- social media links in navigation and footer
- film list prototype
- registration form prototype
- link to Boston News - footer
- link to Boston Public Gardens - footer
- the site should be fully responsive

Target Audience

The audience is of all ages, mixed culture, different background, and common daily concerns.

Promise

Movies are for all audiences, no matter age, background or concerns.

Technical Specifications

Domain	www.BostonGardenFilmFest.com
Design	Fully responsive in all media sizes design.
Color Palete	Nature color palete that appeals to anyone and everyone.
Spacing	Easy to read following the Web Design Best practices.
Navigation	Visitors can quily navigate sites and find relevant links.
Content	Available in media sizes of all type prioritizing and allowing an uncluttered experience that allows visitors to focus only on the essential content.
Technologies	HTML5, CSS3, Bootstrap 4, SASS

Budget

Elements	Details	Cost	Comments
Web Hosting	Dedicated server and premium email service.	550 \$ / year	The event should have a reach of at least 6000 views with a cyclic attendance over the four, because of the big number of daily visitors it is important to dedicate a stable server with large dedicated traffic speed.
Domain		50 \$ / year	www.BostonGardenFilmFest.com
Design	Logo	150\$	To give a specific character to the event, the design of the logo is very importnat
	Theme	1,000\$	Every detail of the theme designed from scratch to be suitable for the target audience.
	Photography	200\$	Gathering photos from previous editions and edit.
Functionality	Server & Database	400\$	Contact form, customized database and stable server
Marketing	Social Media	400\$	A strong marketing campaign is very important for a reliable audience reach.
Travel Expenses	Local	100\$	
	External	200\$	
Unplanned Expenses		300\$	
Materials		150\$	
TOTAL		3,500\$	

Timeline

Steps	Tasks & Substeps	Reporting	Duration
1 - Data gathering and analysis			
1.1	Client meeting - gathering info about preferences, highlight specific details	NONE	3 hrs
1.2	Analysis and design stage	NONE	6 hrs
1.3	Prototype Website Mockup	Client meeting to review work plan	2 days
2 - Website Development			
2.1	Custom Domain & Subscribe to host service	NONE	3 hrs
2.2	Build prototype website following the mock-up	NONE	5 days
2.3	Present website progression to client	Client meeting to review progress	3 hrs
2.4	Integration of content and modification os site according to client specifications	NONE	1 day
3 - Finalize and Deployment			
3.1	Back-end testing & database configuration	NONE	7 days
3.2	Finalize site documentation	Email report	7 days
3.3	Finalize site developemnt	Developer & Designer meeting	3 days
3.4	Present Client sith Finalized Version	Client meeting	3 hrs
3.5	Deployment of site	Email report	2 hrs