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Project overview

1. Overview

Clara Dunn, the founder of "Watch it outside" expressed the following needs:

- communicate online about the presence of a film festival in Boston that will show films which can appeal to audiences of all ages
- allow visitors to reserve their place at the festival without having to call them

2. Context

"Watch it outside" is organizing an outdoor film festival and are set to launch this year an event : "Watch it outside Boston edition" to be held from August 5th to 8th in Boston Public Garden, a park in Boston that can hold up to 1,500 people.

3. Goals

The aim of the project is to help the organization to communicate effectively on the event by delivering a site that can attract the interest of public of all ages, display the programs of each evening so that people can pre-register and attend the festival. And also to stop the pre-registration if the number of registration for an evening reaches 1,500.

4. Audience

The site is, first, aimed at residents of Boston and its surroundings, families and film lovers but also tourists.

Stakeholders

Clara Dunn – founder of "Watch it outside"

Hasina Finoana Ratsarafahatra – Web developer

Timeline

Description	Duration (day(s))
Discovery and planning: <ul style="list-style-type: none">- Analyzing client's needs, writing brief	3
Design: <ul style="list-style-type: none">- Creating graphic charter and mockup	12
Development and programming <ul style="list-style-type: none">- Creating and customizing the website- Hosting and domain name- Tests , Site launch	17
Training and documentation	3
Total	35

Graphic design

The following colors will be used on the site:

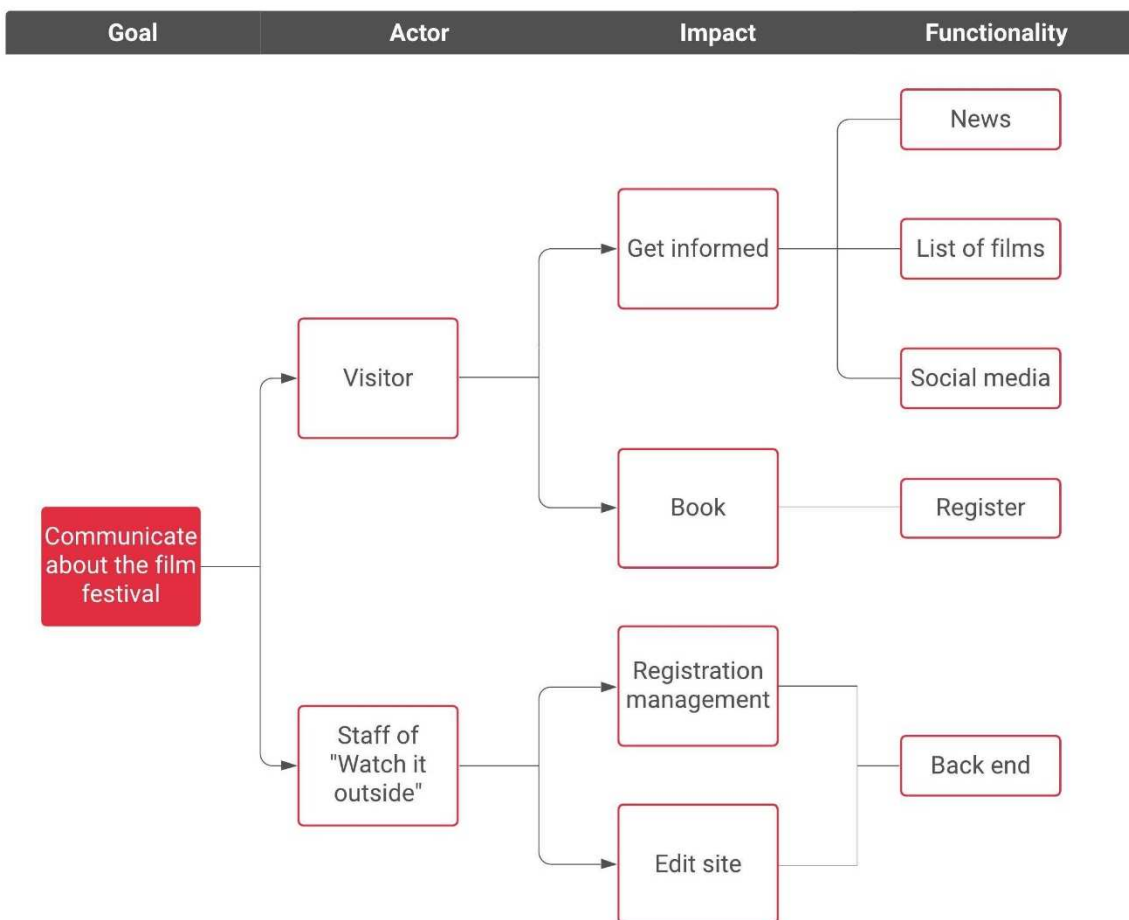


Main title typography: Russo one

Content typography: Roboto

Functionalities

1. Functional scope



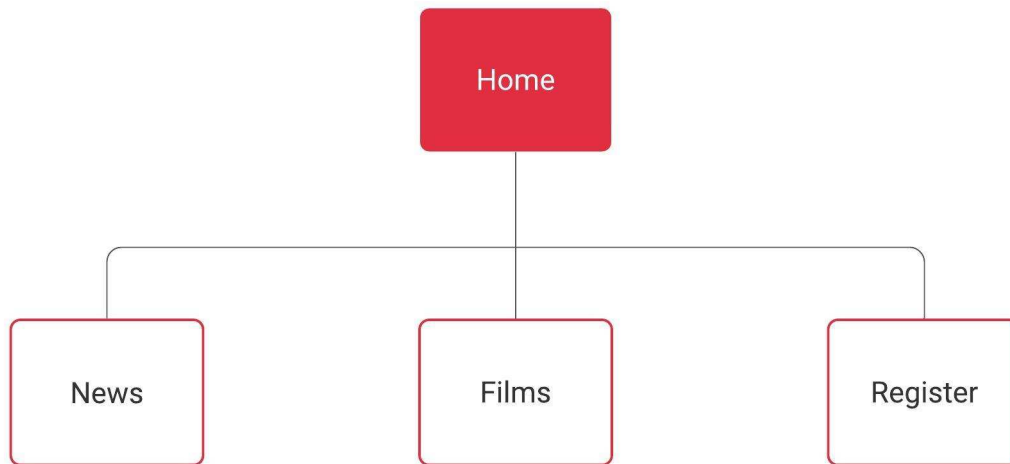
2. Front-end

As a visitor, I can see the news, the program for each evening and register online.

3. Back-end

As an administrator, I can manage the content and control booking in real time.

4. Sitemap



Home

It contains all the information about the festival, and necessary ones to guide visitors through the site so that they can easily find what they are looking for.

News

It contains the posts for festival's news. Each post is displayed into a card form. A "Read more" link is present at the bottom of each post to display it in a new page, which allows you to read through it.

Films

Here, visitors can have a look at the list of films to be screened during the festival, and know the screening times. Films are organized by screening day which corresponds to a button. Visitors can find the film's storyline by clicking on the "Story" button at the bottom of each film.

Register

It contains an online form which will allow visitors to register for the film festival. Visitors can choose one or more screening dates.

Technical specifications

1. Technological choices

Needs	Solution
Autonomy on: <ul style="list-style-type: none">- creating and editing content- managing registrations	It's better to use a CMS (Content Management System) solution rather than re-develop the site, its interface and all its functionality from scratch. It is easily accessible to people who don't know programming.

WordPress will be used to develop the site due to its ease of use. It is a recognized solution used by many professional and personal sites.

In order to manage the registration for the film festival, the site will use the "Events manager" plugin.

The technologies and framework to be used are the following:

- HTML5, CSS3, JavaScript
- Bootstrap

2. Domain name

The client wants a .com or .org site.

Knowing that the site is for promoting an event in Boston: a film festival, and it's not associated neither to charity nor non-profit organization, the ".com" is more suitable.

The domain name "bostonfilmfestival.com" will be registered for the site.

3. Accessibility

a. Cross-browser compatibility

The website will be compatible with the following browsers:

- Google Chrome
- Safari
- Microsoft Internet Explorer
- Mozilla Firefox
- Opera

b. Types of devices

The site will be designed in a so-called "responsive" manner to ensure optimal navigation on all types of devices:

- Mobile phones
- Tablets
- Laptops
- Desktop computer

Budget

The client has a budget of \$3,500 for event website up and running.

Description	Cost (\$)
Create a site adapted to all screens and equipped with a registration system (based on WordPress)	2000
Create and adapt the graphic charter for the Web	1240
Hosting	50
Domain name	10
Content management training on WordPress	200
Total	3500