Brooklyn Outdoor Film Festival

Summary:

A website set up to provide information and registration for participants of the Brooklyn Outdoor Film Festival. This includes information about the festival's location, festival news, upcoming films, announcements, local news, park news, directions to the park. Also, this website will be used as a social media anchor to bring in customers to the festival. Finally, this will be a place for viewers to sign up for showings as there is a 5,000-person limit.

Stakeholders:

Jennifer Viala: Brooklyn Vibes Events Co. (Founder)
Brooklyn Outdoor Film Festival (Organizer)
Social media Handler

 Expectations / Responsibilities:

 Suggestions/feedback to website design/theme/general opinions
 Provides social media links: Facebook, Twitter, Snapchat
 Provides pictures to be used on the website
 Provides allotted budget for project
 Provides upcoming festival news
 Provides upcoming movies to be displayed

Scott Tongsak: Web Developer

 Expectations / Responsibilities:

 Builds website framework
 Purchases website domain and hosting server
 Provides Search Engine Optimizer
 Estimation on Budget & Timeline
 Manages Post–Shipment Maintenance of Website

Goals:

- A central social hub website for Brooklyn Film Festival, this allows people to access and share upcoming events/movies occurring at the festival.
- Website will include an About section to summarize new customers what to expect at the film festival.
- Movie list to show and encourage viewers to sign up for the festival.
- News section to display city and park news to create a closer community with the public.

- Announcement section to let viewers know the latest news regarding the festival, this can include specific special movies and/or special events.
- A sign-up section as the festival has a 5,000-person limit.
- A section of directions to guide viewers to the park.

Budget:

Non – Recurring:

 Domain Name:

 www.brooklynfimfestivals.com - $0.99 (1 year)
 www.brooklynfimfestivals.org - $12.99 (1 year)
 www.bbpfilms.org - $7.99 (1 year)

Recurring:

 Hosting/Server: $29.94 ($4.99 per month, 6 months)
 Web Development: $2,250.00 ($15.00 per hour, 6-hour day, for 25 days)
 SEO Wage: $480.00 ($12.00 per hour, 4-hour day, for 10 days)

Total (6-month span: April - September): $2,761.00 - $2,773.00 (depending on the domain name chosen)

Timeline:

Project starts in April to allow social media and community hype build up the anticipation of the festival that occurs in August. This allows for approximately 1 month to build and finalize the website. And then 3 months for social media to take effect and build a viewing crowd.

April 1st – April 6th	Material Request / Initial Discussion with Client
April 9th – April 13th	Material Received / Start of Website Development
April 16th – April 20th	Continued Development of Website & SEO
April 23rd – April 27th	First Test / Adjustment / Tutorial with Client
April 30th – May 5th	Final Adjustment / Website Launched
May 7th – August 3rd	Social Media Build Up / Website Maintenance
August 5th	First Night of Film Festival

April 1st – April 6th: Material Request / Initial Discussion

- Scott requests all material from Jennifer Viala (pictures, social media links, starting news/announcements)
- Scott discusses basic website layout and expectations to Jennifer to build a starting foundation on the website wireframe and which domain name to be bought.
- Scott requests money for the initial purchase of the domain name & hosting service

April 9th – April 13th: Material Received / Start of Website Development

- Scott receives and confirms all needed material/funds previously requested to start the website from Jennifer
- Scott discuss the prototype wireframe website with Jennifer and adjusts according to feedback
- Scott starts rough draft of website offline (alpha stage of website)

April 16th – April 20th: Continued Development / SEO

- Scott buys the domain name decided by Jennifer and hosting service
- Scott uploads the prototype website online for future discussion
- Scott works on initial SEO for the website
- Continued work on website prototype

April 23rd – April 27th: First Adjustments / Website Testing / Website Tutorial to Client

- Scott and Jennifer discuss about the initial website and request feedback for any specific changes
- Scott tests, explains, and demos to Jennifer on how to use the website to count the number of viewers possibly signing up, update festival news/announcements
- Scott requests for any future news to add to the website and to further optimize the SEO

April 30th – May 4th: Final Adjustments / Website Launched

- Scott changes website according to feedback received from the previous meeting with Jennifer
- Scott finalizes the website and ships out the final product to Jennifer

May 7th – August 3rd: Social Media Buildup / Website Maintenance

- Jennifer updates news/announcements as needed
- Social media builds up community about the film festival
- Jennifer (if needed) can request Scott for future additions to the website

August 5th: Event Day

- First day of the Film Festival!

Technical Specifications:

HTML 5 and CSS3 – Standards in Website Frameworks

Bootstrap / jQuery:

- Grid system – to allow neat organization of content adapting to a wide range of user devices and screen sizes
- Lists / Tables – Bootstrap allows us easy access to elegant tables and lists which I used to display information regarding to the film festival.
- Forms – allows users to input their data for us to receive so we can keep count of the number of people attending the festival.
- Radio Buttons – easy input method for users to choose which dates they will attend instead of manually typing dates into a vague text box.
- Buttons – used for social media and submitting forms. This allows users to have a visually appealing and easy interaction to external links and sending data to our servers.
- Navigation bar – readily accessible index for users to quickly navigate the website, this navigation bar also stays on top of the screen at all times if users need to jump around the page.
- Jumbotrons – to divide content within the page so pieces of information don't get mixed with each other.
- Drop down lists: to aid of grouping like categories in the navigation bar instead of having numerous buttons in a row.

Domain Names:

- Brooklyfilmfestivals.com – long standard website name. Dot com websites are easy to remember.
- Brooklynfilmfestivals.org – usually used for non-profit organizations, .org not used much
- Bbpfilms.com – short and sweet, easier to remember as an acronym, can be used as a hashtag for social media hits (#bbpfilms)

Color / Theme Branding:

- Greyscale background of the Brooklyn Bridge to show the festival's location and the bring an old school black and white film era feeling.
- White font on dark background to provide contrast and ease of readability and further reinforce the greyscale theme.
- Two different fonts for the text to provide additional contrast to the website.
    1. Roboto Regular via Google Fonts
    2. Raleway Regular via Google Fonts

Social Media Suggestions:

#bbpfilms – as stated before, a shorter hashtag link will be easier to remember

#moviewithaview – site slogan / catchphrase. As the film festival is hosted a city park with the river and building lights as a backdrop

#brooklynfilms – as this is a city community event, this hashtag will bring citizens of Brooklyn and film lovers togther

#filmfestival – many festivals occur around the world, best to connect your community with the rest of the network

#outdoormovies – as most of the new generation spend their time indoor, putting an outdoor interest can pique viewers that need a new environment to enjoy movies