

# 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

### Tasks:

- 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
- upcoming festival news
- upcoming movies to be displayed

Scott Tongsak: Web Developer

### Tasks:

- Builds website framework
- Purchases website domain and hosting server
- Provides Search Engine Optimizer
- Estimation on Budget & Timeline

## Goals:

To make a central social hub website for Brooklyn Film Festival, this allows people to access and share upcoming events/movies occurring at the festival. This website will include an About section to summarize new customers what to expect at the film festival. A movie list to show and encourage viewers to sign up for the festival. A news section to display city and park news to create a closer community with the public. An 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. And lastly a section of directions to guide viewers to the park.

## Budget:

Non – Reoccurring:

Domain Name:

[www.brooklynfimfestivals.com](http://www.brooklynfimfestivals.com) - \$0.99

[www.brooklynfimfestivals.org](http://www.brooklynfimfestivals.org) - \$12.99

[www.bbpfilms.org](http://www.bbpfilms.org) - \$7.99

Reoccurring:

Hosting/Server: \$59.88 (\$4.99 per month)

Initial Website Development + SEO Wage: \$1,920.00 (\$20 per hour, 8 hour day, for 12 days)

Total: \$1,980.87 - \$1,992.87 (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 1<sup>st</sup> – April 3<sup>rd</sup>:

- 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 4<sup>th</sup> – April 7<sup>th</sup>:

- 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 9<sup>th</sup> – April 11<sup>th</sup>:

- 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

April 12<sup>th</sup> – April 13<sup>th</sup>:

- 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 16<sup>th</sup> – 17<sup>th</sup>:

- 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

April 18<sup>th</sup> – August 4<sup>th</sup>:

- 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

April 5<sup>th</sup>:

- 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 a acronym, can be used as a hashtag for social media hits (#bbpfilms)

#### Color / Theme Branding:

- Dark background with burry lights to set the mood of spending the night outdoor at the movies, in comparison to having an indoor movie night with flickering candles.
- White font on dark background to provide contrast and ease of readability
- Two different fonts for the text to provide additional contrast to the website.

#### Social Media Suggestions:

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

#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