

Website for a Voice-Over Artist : Rachel Boot

I decided to pre-plan the site by utilising the 5 planes of development as a planning framework.

Strategy

Brief:

- To design and build a profile website for Rachel Boot, a professional voice over artist.

Client needs:

- To have a web presence.
- To be able to show audio and video content of her work.
- To be able to explain how her approach differs from other Voice Over Artists.
- To be able to be contacted via the website.
- To be able to be booked via the site.

User demographic:

- Ad agencies, agents, corporate clients.
- Varying from high end corporate clientele to individuals and small businesses.
- Film, TV, Internet and Radio clients.

User needs:

- I want to be able to visit the site and listen to a short show reel.
- I want to be able to visit the site and see footage of previous work.
- I want to be able to contact the artist via the web site.
- I want to be able to see where she is located and where she records.
- I want to know why I should use her over anyone else. What is her USP?
- I would like to be able to get hold of a digital copy of her credits.
- I would like to be able to schedule a meeting or even book her through the website.
- I would like to be able to follow her on social media.
- I would like to be able to see or download a rate card.
- I would like to see what brands she has worked for.
- I would like to read reviews/testimonials from happy clients.

Scope

Feature set:

- Embedded video content
- Embedded audio content
- Rachels USP
- A brief bio, photos
- Credit List/Link to CV
- A description of Rachel's approach
- Information about where Rachel works / is available to work/ location map/studio photos
- Rate Card
- Contact information
- Social Media links

Structure

Landing Page

- Immediate access to video and audio content of Rachel's work.
- Navigation: About Me, Location, Bookings/Rates.
- Footer: Social Media Links, contact details etc.

About Me Page

- Short Bio about Rachel, her methods, testimonials, info on previous clients.

Location Page

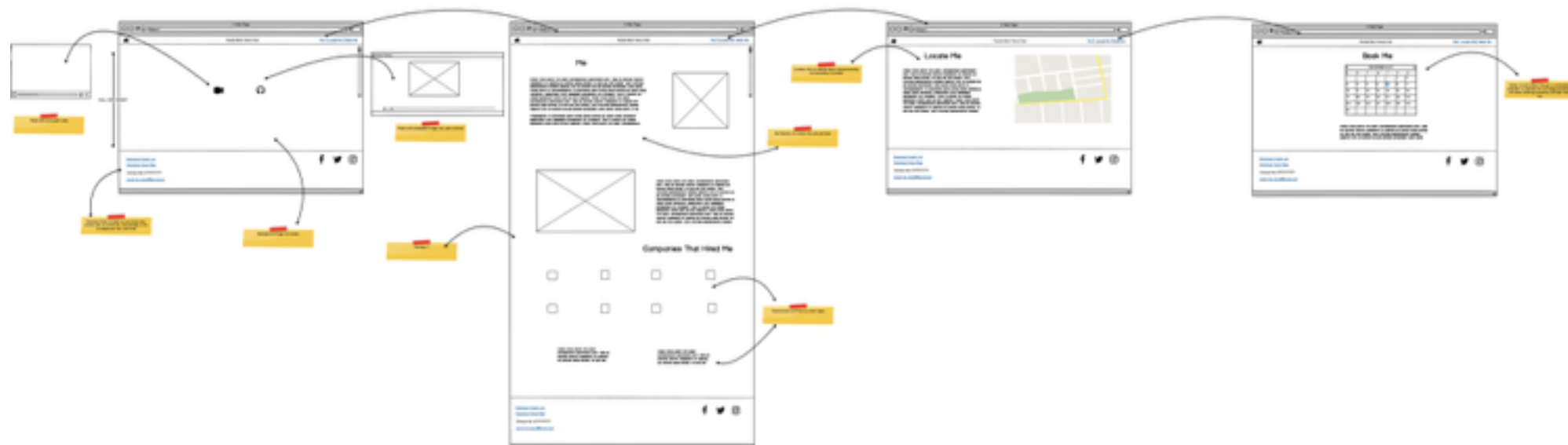
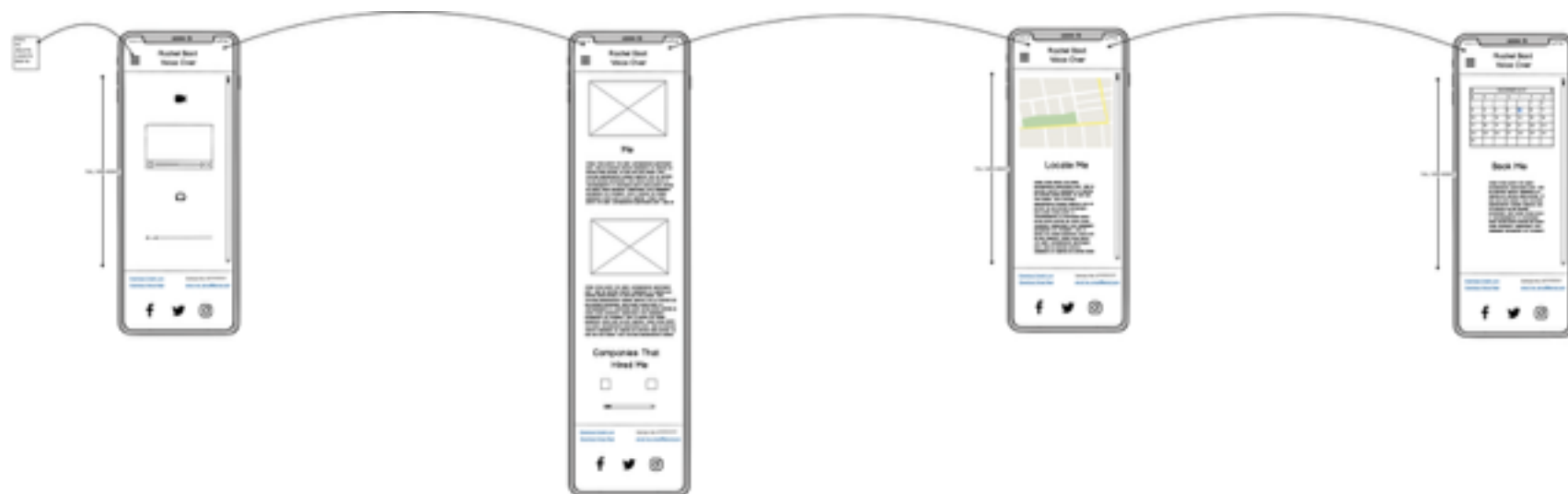
- Google Map embed of Rachel's studio, info on her location and areas she can work.

Bookings

- Info on her book rates, a way in which clients can book a slot/meeting with Rachel.

Skeleton

Using Balsamic I created wireframes, firstly developing the mobile layout, then considering from there how I'd like to present the same content on larger devices and desktop.



Surface

I decided I wanted to give the site a clean and simple look. This would allow the user to hone in on the information they need without distraction. I decided on a colourless theme on the whole. A black and white theme gives the site a professional, artistic look, and focuses the colour scheme to whites, blacks and shades of grey. A dark tinted background image with contrasting white content allows the information the user wants to pop out.

The only colour I wanted to use was on the photo of Rachel herself. This allows her to stand out from the rest of the site content and presents her as a warm, friendly character, and someone you might want to work with.

I decided to create my own main and navigation icons to help to give the site a unique identity.

I took a lot of inspiration from sites on aaawards, and like the use of full size background images and the impact it has visually when utilised with simplistic content. I decided this was a direction I'd like to pursue.

I feel my wireframes closely resemble the finished product. Albeit with some minor changes. Initially I intended to use modals to house the video and audio content. However, after implementing them I felt them unnecessary, complicating the site from a user point of view, adding clicks to get to the content they want without the need to. I decided to simplify the home page from this point of view.

Further Ideas

The site is a demonstration of HTML and CSS Front-end abilities for the purposes of the stream one user centric project. Going forward, there are some changes and improvements I'd like to make to elevate the site further, but are beyond the scope of my abilities at this point.

1. Include a contact form with server side technologies to manage user input.
2. Style a custom JavaScript audio player rather than use the default browser player.