VOICE-OVER ARTIST PERSONA

Abigail Williams

Profession – Voiceover Artist

A voiceover artist located somewhere in Africa.

Age – 28 | Gender – Female | Education – University Educaion | Profession – Voiceover artist |

Goals/Metrics/Motivations

- To become better at voiceover
- To have first hand information about voiceover opportunities
- To work remotely for an agency on a steady contract basis
- Earn in a foreign currency

Personality Traits

- Extrovert
- Interested in trying new things
- Likes consistency
- Loyal to brand/agencies that gives her jobs steady
- Tech savvy

Preferred means of communication

- Email
- WhatsApp
- Voice call
- LinkedIn
- Online marketplace (e.g. Proz, voices.com, voice123, Fiverr, Upwork)

Challenges

- Lack of job opportunities
- Exploitation by Voiceover agencies
- Payment method could be a problem.
- Sending demos but not getting replies.
- Unclear project details
- Delivery format
- Time zone differences

What can we do? (Solutions)

- Provide first hand information about voiceover opportunities
- Create an automated platform that helps clients locate artists
- Create a demo bank where client can access artists

TRANSLATOR PERSONA

Richard Macega

Profession – Translator

A translator artist located somewhere in Africa.

Age – 30 | Gender – Male | Education – University Educaion | Profession – Translator |

Goals/Metrics/Motivations

- Translate more than one African language
- To have first hand information about translation opportunities
- To work remotely for an agency on a steady contract basis
- Earn in a foreign currency

Personality Traits

- Extrovert
- Interested in trying new things
- Likes consistency
- Loyal to brand/agencies that gives her jobs steady
- Tech savvy

Preferred means of communication

- Email
- WhatsApp
- Voice call
- LinkedIn
- Online marketplace (e.g. Proz, translations directory, Fiverr, Upwork)

Challenges

- Lack of job opportunities
- Payment method could be a problem.
- Sending proposals but not getting replies.
- Matching original documents' punctuations
- Unclear project details
- Time zone differences

What can we do? (Solutions)

- Provide first hand information about translation opportunities
- Create an automated platform that helps clients locate artists
- Create a demo bank where client can access artists

TRANSCRIBER PERSONA

Sarah Mbambu

Profession – Transcriber

A transcriber located somewhere in Africa.

Age – 25 | Gender – Female | Education – University Educaion |

Goals/Metrics/Motivations

- Transcribe documents/media to native language
- Would like to be a part of a movie or documentary project
- To have first hand information about transcription opportunities
- To work remotely for an agency on a steady contract basis
- Earn in a foreign currency

Personality Traits

- Semi-extrovert
- Interested in trying new things
- Likes consistency
- Loyal to brand/agencies that gives her jobs steady
- Tech savvy

Preferred means of communication

- Email
- WhatsApp
- Voice call
- LinkedIn
- Online marketplace (e.g. Proz, translations directory, Fiverr, Upwork)

Challenges

- Lack of job opportunities
- Payment method could be a problem.
- Sending proposals but not getting replies.
- Matching original documents' punctuations
- Unclear project details
- Time zone differences

What can we do? (Solutions)

- Provide first hand information about transcription opportunities
- Create an automated platform that helps clients locate transcribers
- Create a sample bank where client can access transcribers

CLIENT PERSONA

Don Mark

Profession – Business Owner

Age – 40 | Gender – Male | Education – University Educaion | Profession – Trancriber |

Services Needed

- Voiceover
- Transcription
- Translation
- Digital Marketing
- SEO
- Content Localization

Personality Traits

- Semi-extrovert
- Interested in trying new things
- Likes consistency
- Loyal to brand/agencies that gives her jobs steady
- Tech savvy

Preferred means of communication

- Email
- Skype
- WhatsApp
- LinkedIn
- Online marketplace (e.g. Proz, translations directory, Fiverr, Upwork)

Challenges

- Difficulties in accessing service providers (artists, translators, transcribers, marking experts, writers, etc)
- Difficulties in finding the right service provider
- Language barrier
- Lack of effective communications between clients and service providers
- Lack of trust
- Fear of service providers providing other people's samples

What can we do? (Solutions)

- Create an automated platform that helps clients locate the service providers, communicate effectively
- Attach a sample bank to the platform where clients can access samples before contacting service providers.
- Create a community
- Send helpful newsletters