# Strategic Brief:

## Site Mission Statement

The site will be a platform for the user to showcase their current portfolio along with contact information which will enable them to network other voice actors and directors.

## Site Objectives

* Help to network with other actors
* Give casting directors a sort of pseudo-resume
* Provide current portfolio of user
* Attract casting director can reach out regarding for casting
* Provide user’s bio
* Provide user’s demo reel

## Target Audience

Voice actors and casting directors

## Site Concept

### Key Target Audience insight

* This website offers a platform for voice actors to display their talent to other actor and director.

## Site Personality

* Networking with each other will increase likelihood of getting cast by a director
* Very clean, warm, not super upfront, not overly flashy.

## Call to Action

* Sign up –sign up to be networked with them.
* Contact- provide information regarding contacting the actor

**Design**

1. Navigation
   1. Attention grabbing (Hover over text), easy to navigate layout
   2. Navigation bar upper top right
   3. For mobile collapsible menu with ability to scroll or have multiple pages
2. Color visuals
   1. Very clean, warm, not super upfront, not overly flashy
   2. simple tone
   3. gold as an accent, more warm colors
3. Platform
   1. Mobile friendly
   2. Desktop preferred as platform of chose
4. Site body effects
   1. parallax effect
5. Similar site
   1. <https://www.blumvoxstudios.com/>
   2. <https://www.matthewmerceronline.com>