



MICHELLE LEWIS

A Voice Acting

Patrick Ajavon

Process Book



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Project / Mission statement

Site: mlewisllc.com

It's an online site page which talks about her personality, her work service recording purposes, genres she performs and her commercial tracks. The purpose of her audio site is to provide voice response, voicemail, phone systems, business presenta-

tions, sales, audio books, websites, documentaries. In addition, her site's mission is more commercial with marketing activities, promotion strategy.



Michelle
Lewis

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List of Goal for the site

One important goal for this site is to make the user able to hear her speech clearly from the site.

Next, provide voice talent for Commercials, Promos, IVR (interactive voice response), voicemail, phone systems, training, business presentations, sales, and websites, audio books, movies, documentaries, and podcasts.

Also, find out any designated studio in her area, record and deliver the audio files via Email , upload the audio files via FTP or deliver the files by regular mail.

Last, touch her main target: Business person that need to hire an audio acting.



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Target audience

Her Narrative Work- corporate training, adult education, audio books, podacasts documentaries, historical, biographical, travel and tourism material, voice mail systems, and on-hold messaging. and podcasts.

Her Commercial- Business persons or voice producers, which are interrests in voice acting, looking for hiring a voice talent ; she is a good example for the perfect voice for all your projects.



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Target audience

Perception Tone:

Auditive, advising

Audience:

Primary audience: Business person or voice producer

Secondary audience: Business woman



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Target audience



Primary user

Harry Leroy

Age: 47

Location: New York

Marital status: married

Occupation: Audio Student

Scenario: Harry Leroy is a business man and director of TV programs. He is also a recruiter of voice actors and recently solicitate individuals to fill jobs positions available in his corporation, a non - profit company. Searching for a voice acting site online, he found Michelle Lewis site. He was so impressed by her skills, voice, studio equipment, services recording varieties and delivery capabilities. Immediately he got her business card and is about to set an appointment with Her.



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Target audience



Secondary user

Rudith Box

Age: 36

Location: Arlington-Virginia

Marital status: married, has two kids

Occupation: Business woman

Scenario: Rudith Box has her own business office and spends most of her free time to surf online looking for someone in Arlington who can provide business presentations, sales, and websites. She found Michelle Lewis site that corresponded exactly to what she were looking for. Also, she was impressed by her commercial and marketting purpose, studio equipment, services recording varieties and delivery capabilities and especially the business option . She immediatly got her contact to set an appointmnet with Her.



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Competitive Analysis

voice123.com
mlewisllc.com
spotsproductions.com
nelsongoforth.com

Clarity& readability	5.0	4.5	4.0	3.0
How organized is the content?	5	4	4	3
Are the color schemes relevant to the topic?	5	4	3	3
Does the overall design match the intended content?	5	4.5	4	3
Does the typography aid or hinder legibility?	5	5	4	3
Does the logo match the look and feel of the content?	5	5	4	3
Is the Text length easy to read?	5	4	5	3
Is the header easy to read?	5	5	4	3
Usability	4.0	4.0	4.0	3.0
Does the site use terms and language relevant to the theme?	4	4	4	2
Is the page clear and easy to use?	4	4	5	2
Are links uninformative (i.e. click here)?	4	4	3	2
Are the links easy to use?	4	4	4	2
Is the menu structure logical?	4	4	4	2
Does the site provide adequate feedback about location and user status?	4	4	4	2
Are tasks, like finding articles, easy to complete?	4	4	4	2
Is the site Cross browser compatable?	4	4	4	2
Performance	3.0	3.0	3.0	2.0
Does the information put the viewer in context right away?	3	3	3	2
Is the overall design consistent?	3	3	3	2
Overall Impact	4.0	3.8	3.6	2.3

1. Strongly disagree 2. Disagree 3. Neither agree or disagree 4. Agree 5. Strongly agree



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Competitive Analysis

Listing/description of competitors, why chosen as competitors

Three sites which provide voice acting services, were all examined and ranked on a scale of 1 to 5, 1 being the poorest and 5 being outstanding. They were compared to our site. Voice123.com came out on top with a score of 4.0, our site came second, with a rating of 3.8, then comes sunspotsproductions.com with a rating of 3.6 and last, nelsongoforth.com/ who was ranked the lowest with a score of 2.3.

The reasoning behind the analysis of competitor's sites is varied. Competitors are a constant, so it is a must to always keep aware of what they are doing to ensure the developing site is not left behind. In order to outshine the competitor one must be aware at all times what they are doing to stand out and obtain the user's attention. In addition, the competition may well supply ideas that would not have been discovered otherwise, assuring a well-rounded site that is as informative and easy to use as possible.

The sites reviewed all did well. Here is the basic breakdown of their ratings: Components taken into consideration were ease of use and navigation, clarity of purpose, readability, and performance. The most useful sites were however, they lost points for failing to be each a comprehensive interface through several qualities, clear navigation, and customer satisfactions.



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Competitive Analysis

CLASSIFICATION SITE

Clarity and readability ●●●●

Usability ●●●●

Performance ●●●

Overall impact ●●●●



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Competitive Analysis



Nelson Goforth . Voice Over . Actor
@303.322.5042

1. Commercial Demo :: 2. Narration Demo



Represented in Colorado by: [Radical Artists Agency](#) - 303.477.4777

I am a Voice123.com [voice actor](#)

CLASSIFICATION SITE

Clarity and readability ●●●

Usability ●●

Performance ●●

Overall impact ●●●



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Site Content

Creative brief

The site is essentially based on the commercial work which involves radio advertising and radio ad spend. It has in dominance a color purple which is believed to be the ideal color, mostly loved by children and most favored by artists contentment. Also, purple is related to imagination, meditation and brings peace of mind. Last, the color of good judgment and of people seeking spiritual fulfillment. We have chosen to have a microphone logo to give users an audio aspect or feeling to the site.

The perception tone is exciting, auditive

And the audience : business person or voice producer



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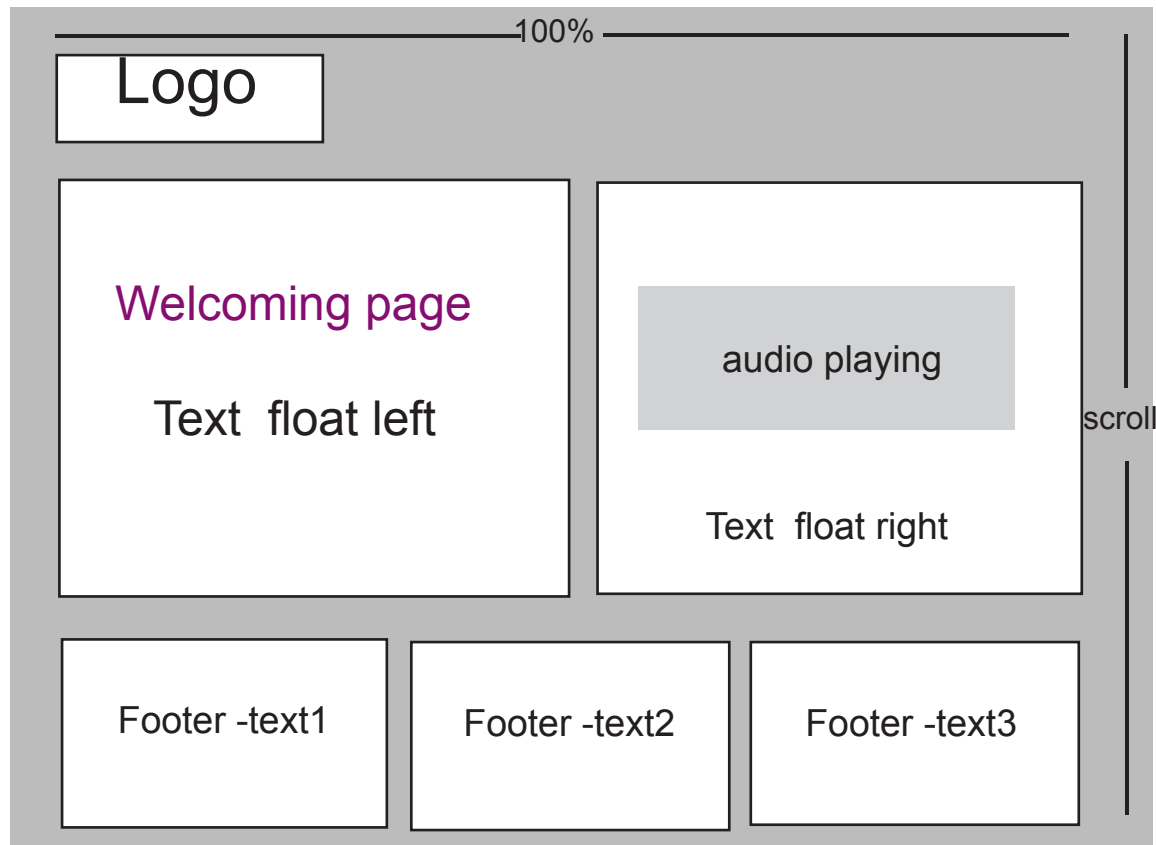
Visual Design Navigation





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Visual Design Wireframes





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Visual Design Comp

Welcome

Michelle Lewis

Home About Us Services Contact Us

Welcome

1. Who is Michelle Lewis ?

Michelle Lewis is a Native North American Voice actress who has been registered with Voice123 since November 18, 2010. She started her voice over her career in 2010 and became recently a premium subscriber. She has submitted through Voice123 thirteen auditions and proposals during the past six months. She has recently been active on Voice123 during the past 48 hours.

2. Her Voice Description, Genders and Ages she performs:

Smooth and professional for Corporate trainings and voice mail, velvety and sensual for commercial upscale sophistication, professional and articulate for documentaries and PSA's, warm and engaging for narratives, fun and humorous for character and voices such as:

- Child
- Teenage Girl
- Young Adult Female
- Middle Age Female

3. Her Studio Equipment:

Pro Tools Le-1/4 RCA Dual Patch Cable Regular 10 Foot
Mbox 2 Mini Regular
XLR Microphone Cable Regular 20 Feet
MXL 990 Condenser Microphone with Shockmount Regular
M1 Active 320 USB Black Studio Monitor Pair Regular
MS-220 Tripod Mic Stand with Fixed Boom Regular Black

4. Her Home Base and Training?

Her home base is Arlington, Virginia, United States, and she is a Former student for VoiceCoaches training.

3. Her Services Recording Purposes:

- Commercials
- Promos
- IVR, voicemail, phone systems, and on-hold messages
- Training, business presentations, sales, and web sites
- Audiobooks
- Documentaries
- TV shows and movies
- Podcasts

BE INSPIRED BY MICHELE LEWIS SPEECH

And remember! our SLOGAN here is : SAY IT! FEEL IT! BELIEVE IT!

1. Michelle Commercials

00:04 Playing 01:18

Corporate, Upscale Sophistication & Sensuality

Michelle Lewis is registered with Voice123 since Nov 18, 2010.

Michelle Lewis started his/her voice over career in 2010.

Currently Michelle Lewis is a Premium subscriber

Auditions and proposals submitted through Voice123 during the past six months: 14

Michelle Lewis has been active on Voice123 during the past 48 hours

Her recording and Delivery Capabilities

I will go to any designated studio in my area

I have Phone Patch in my studio

I can record and then deliver the audio files via Email

I can record and then upload the audio files via FTP

I can record and then deliver the files by regular mail

Michellelewis.inc
Visit also voice123.com

Join the industry's largest network
[Click Here To Register FREE](#)
[Log in](#)

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Visual Design Styles

HTML & CSS: Generates styles:

Font Names Arial, regular, Sanserif
Font Sizes.....12pixels, 14 pixels, 18 pixels, 24 pixels
Font Colors.....#860e70 #000, #ccc, #bfa273
Background color...#ccc, ece3d5
Border color.....#860e70, #bfa273


Hex: #ccc
Color: gray 


Hex: #860e70
Color: purple 

Hex: #bfa273
Color: brown 

Raster Image styles:

Font names.....Arial, regular
Font sizes.....18 pixels,
Font color.....#860e70
Image colors.....#860e70

Hex: #ece3d5
Color: light pink 

Hex: #000
Color: black 



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Visual Design Executive Summary

Executive Summary

The overall design is exciting, auditive and educative with the radio player placed at the right. The site shows immediatly a microphone logo that tells the user that this is an audio site, and the voice associated to it, is characteristic of a voice acting. The technology used for this site are indesign, photoshop, wordpress, css, html. It is a site wih a content well arranged and readable with easy navigation, dynamic, clear and clean .