

EM Voices website redesign specification

General specifications

EM Voices is redesigning their website to refresh the look and feel and also to make the website more useable in portable devices.

We intend to replace our existing iPhone app with pure web.

We want to keep the features but update the way they are displayed.

The current website is at: <http://www.emvoices.com.au>.

The current website is written in .NET and MS SQL but designs optimised for WordPress will also be accepted.

We have corporate colours and a logo (see EMVOICES FinalDesign - generic page.psd)

Corporate colors in RGB:

green #8cc63f

blue #003f63

We want a dynamic element on the front page, the current 'cycling elements' of News, Spotlight and Recent Work are dated.

We do not mind the idea of a slider, but it must be modern and capable of video backgrounds as well as playing videos from the slider itself. (e.g. if the design were to put the News, Spotlight and Recent Work all on a slider). We can provide or purchase quality videos.

We like <http://www.masterslider.com/wordpress/pro/> but are not stuck to it or the slider concept.

We like the clean design of our main competitor: <http://www.rmk.com.au> but the site is busy and not responsive.

Must use responsive design

Submissions must allow for 1920 x 1080 resolution of the home page to make our selection. Once selected the designer must supply 4 pages in 3 formats as layered Photoshop files, as outlined below:

Submission for selection

Submission for selection

Designs must be submitted for selection with 1 required page (home page) in 1 required resolution and 1 optional resolution;

Versions:

- (Required) Full page web landscape – 1920 x 1080
- (Optional) Low resolution portrait (e.g. iPhone 3/4) – 320 x 480

Submission required if selected

Final supplied designs must have 3 versions of 4 required pages (for which we will pay an extra \$80);

Versions:

- Full page web landscape – 1920 x 1080
- Medium resolution landscape (e.g. iPad) – 1024 x 768
- Low resolution portrait (e.g. iPhone 3/4) – 320 x 480

Pages:

- home page
- generic template
- search results
- talent page

Current home page



Grey = important on all pages

White = important on home page

Red = not required any longer

Important items on master (all) pages

Logo

Telephone numbers

Search box

Social links

Important items on home page

Dynamic element

News

Spotlight

Recent Work - video

From the current home page (and master pages) we can lose;

App store

Large shortlist box (will be moved to menu navigation item)

4 news links with pictures

Required navigation items on all pages

Home

Rates

About us

Payments

Contact

Shortlist

Current search results page

EM VOICES Australia's top voice over artists. Professional voice casting service. **JUST SAY THE WORD.**
SYDNEY +61 2 9369 5700 MELBOURNE +61 3 9932 5777

HOME RATES ABOUT US FAQs PAYMENTS LOGIN CONTACT

SEARCH BY NAME: Please Select
LOCATION: any SEX: any
VOICE TYPE: any AGE: any
LANGUAGE: any ACCENT: any
VIEW ALL SEARCH

YOUR SHORTLIST (Click to view)
your shortlist is currently empty

Available on the iPhone
App Store

SEARCH CRITERIA
Location: any Sex: any Voice Type: any Age: any Languages: any Accent: any
Page: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20 next >

Name	Location	Demos	Shortlist
Abbe Holmes	Melbourne	2014 Demo, Character, Corporate, Documentary, IVR	Yes
Adelaide K.	Sydney	2014 Demo	No
Alyson Standen	Sydney	2014 Demo, Corporate	No
Amanda Harrison	Melbourne	2014 Demo, Singing	No
Amy Longhurst	Sydney	2014 Demo, Eurotrash	No
Andrew Tidswell	Melbourne	2014 Demo, Narration	No

Important items on search results

Image

Name

Location

Demos

Add to shortlist

Current talent page

The screenshot shows the EM VOICES website interface. At the top, the logo 'EM VOICES' is displayed alongside the tagline 'Australia's top voice over artists. Professional voice casting service.' and the slogan 'JUST SAY THE WORD.' Contact numbers for Sydney (+61 2 9369 5700) and Melbourne (+61 3 9932 5777) are provided. A navigation menu includes links for HOME, RATES, ABOUT US, FAQs, PAYMENTS, LOGIN, and CONTACT. Social media icons for Facebook, Twitter, and LinkedIn are also present.

The main content area features a search filter on the left with dropdown menus for 'Please Select', 'LOCATION', 'SEX', 'VOICE TYPE', 'AGE', 'LANGUAGE', and 'ACCENT'. A 'VIEW ALL' button and a 'SEARCH' button are located below the filters.

The central focus is the profile for 'Alyson Standen' from 'Sydney'. It includes a profile picture, a bio: 'Looking for an authentic sounding voice that's real? Then Alyson's your girl. Known for her acting work on television Alyson has voiced dozens and dozens of TVCs - Plus Australia, Ford Territory, Kellogg's LCMs, Salvos, HBF, Telstra Big Pond, Yellow Pages, Kellogg's Crisps, Wendys and the list goes on... and of course Alyson also specializes in voice overs for corporate and training videos and with a warm professional voice perfect for your business needs. Alyson will find the nuances in your copy to melt even the hardest heart...and open the tightest wallet!', and an 'Add to shortlist' button. A 'Demos' section lists '2014 Demo' and 'Corporate'.

Below the profile, there is a 'YOUR SHORTLIST' section which is currently empty. A table provides details for the talent:

Accents	Age range	Talent range
British	20 - 30, 30 - 40	Radio/TV Promo, Straight

An 'App Store' banner is visible at the bottom left, and a video thumbnail is shown at the bottom right. The footer contains copyright information for 2015 EM VOICES Pty Limited and links to Privacy Policy & Terms and Conditions.

Important items on talent page

Image

Name

Description

Location

Demos

Videos (if any exist)

Accents, Age range, Talent range (although less important)

Add to shortlist

Example generic page

The screenshot shows the EM VOICES website interface. At the top, the logo 'EM VOICES' is on the left, followed by the text 'Australia's top voice over artists. Professional voice casting service.' and the slogan 'JUST SAY THE WORD.' To the right of the slogan are two phone numbers: 'SYDNEY +61 2 9369 5700' and 'MELBOURNE +61 3 9932 5777'. Below this is a navigation menu with links: 'HOME', 'RATES', 'ABOUT US', 'FAQS', 'PAYMENTS', 'LOGIN', and 'CONTACT'. To the right of the menu are social media icons for Facebook, Twitter, and LinkedIn. The main content area is titled 'PAYMENTS'. On the left, there is a search filter with dropdown menus for 'Please Select', 'LOCATION', 'VOICE TYPE', 'LANGUAGE', 'SEX', 'AGE', and 'ACCENT', along with 'VIEW ALL' and 'SEARCH' buttons. Below the filter is a 'YOUR SHORTLIST' section with a '(Click to view)' link and the text 'our shortlist is currently empty'. On the right, there is a payment form with the text 'We accept Mastercard and Visa Card.' and three input fields labeled 'Company', 'Invoice number', and 'Amount'. A 'PAY NOW' button is located below the form. At the bottom, there is a footer with '© Copyright 2013 EM Voices Pty Limited' on the left and 'Privacy Policy & Terms and Conditions | Website by Ben' on the right. A banner for the iPhone App Store is also visible on the left side of the page.

Key elements outlines in 'current home page' but shown in grey on current home page, shown in white here.

Current iPhone app

We encourage you to download and try the current iPhone app.

We want to replace it with responsive web design.

The pages are shown below for your reference.

The design does not have to match the current app, only the required features that are important must stay. The app also helps identify important features and pages.



Previous instructions for mobile site

We had prepared instructions and a guideline to replace the current app with a mobile site for the iPhone viewport. This may or may not be useful in your submission, but the examples are included for completeness. Do not feel compelled to use these designs.

colours (HEX RGB)
 dark grey #406973
 black #181818
 green #8cc63f
 blue #003f63



Slider cycles randomly through talent in database WITHOUT (excluding) kids

From database (like website)

Video if available (like website)



Clear search fields

Ajax autofill

Non selected or one only (XO)

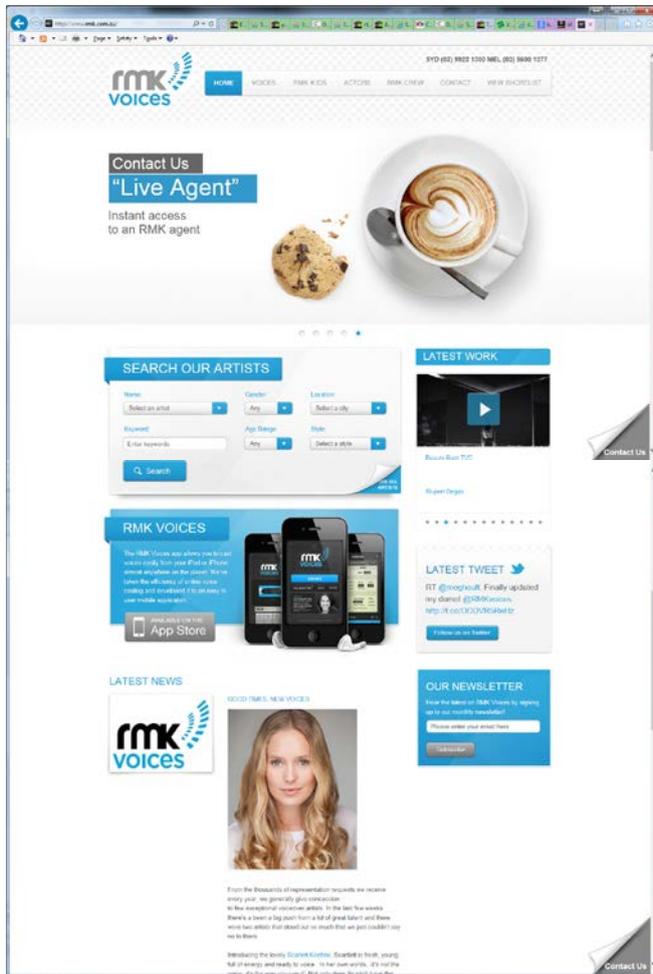
None selected, one or multiple

None selected, one or multiple

Examples of other sites

Our main competitor:

<http://www.rmk.com.au> – nice and clean but long and not responsive.



Another website from our industry

Nice use of video background in Wordpress parallax theme:

<http://troydean.com.au/>

Clean, technical feel provided by video.

