glueisobar

Electoral Commission
Spring 2011 Elections and Referendums

Victor the Vote counter – Additional client questions (agency response in glue)

1) What's the impact (time and cost) of the third round of counting? This will help EC make a decision as to whether to include it or not.

Impact on time: an additional 2 days overall would be required.
Impact on cost: an extra £2,191.20 (inc VAT) which takes the overall cost to £38,964.00 (inc VAT)

2) Scripting/storyboard: can we lose 1 day there as it's pretty advanced already?

No, unfortunately not. For smooth production of an animation, detailed storyboards which cover every element of the story being told are required. This enables us to create the actual animation is done precisely without the need for a further round.
If, for example, we were outsourcing the animation, the 3rd party company would insist on detailed storyboard to make sure that they knew exactly what was being asked of them, and the same needs to happen in house.
From past experience time invested in the initial stages, saves time & money in the long room as problems can be picked up on early in production.

3) User testing: is it necessary with such a simple concept and if we lose it can we start animation a lot earlier - say as soon as scripts are signed off? This will also save enough money to bring us almost back to budget.

This is ultimately a COI/EC decision. Our feeling is that the concept is simple and straightforward to understand and as it's a linear piece of video the usability is not something we need to be concerned about.

It's worth remembering that if we do proceed with user testing, there will be limited amends we can make to the video following the debrief as we will already have completed the majority of the animation by that stage and the timings do not allow significant amendments.

If user testing is not required then we will be able to bring timings back by 2 days where we would not need to do script amends, and therefore get started with the final VO record a lot earlier.

We have supplied an additional timing for if we have not concept testing.

4) Recording VO: this should only need one day for both the guide and the final.

With voice over recordings we will be reliant on artists/ client availability (client must attend) and them being available at the same time. Also makes allowances for last minute script changes etc.
We can reduce to one day but we would not recommend this. We will aim for the first day penciled for recording, with the 2nd day as back up if needed.

For the guide VO I have reduced to 1 day.

5) Upload to youtube: this should be able to be done in half a day

Unfortunately not. We need to annotate the video so that users can skip through different parts of the video. Also we must allow for if the EC have any additional amends which may then require a re-upload. A alternative solution is that COI/EC manage the upload process but we would not recommend this.

6) Deliver to aboutmyvote team: this shouldn't take 4 days - especially if they are made aware in advance of exactly what is coming - I assume as it's on youtube AMV doesn't need to host anyway - it will just embed it?

Trafficking time is only actually 3 days and we have accounted for AMV requiring time to implement some tracking elements on the page (if we wanted to know the subsequent activity of users on the page).

We have removed the time needed for AMV to implement. Confirmation that they can embed onto their site within one day will be required.