

# Protocol for Video Documentation of Client Projects

We would like to create detailed video case studies of some of the projects we are installing. The videos will be shot as B-roll that we will then narrate with dubbed-in voice over.

The videos will show the project before, during, and after, so the viewer will get a good idea of the transformation that has occurred, as well as the process of achieving the transformation.

Each homeowner participating in this process will be debriefed and given instructions (hard copy and electronic) on what to expect and when to expect it. They will be given incentives to participate, so they should be easy and amenable to the process.

The homeowner's contact information will be given to you (videographer), and you will be responsible for coordinating the before and after shoots directly with them.

For the "during" shots, you will need to coordinate with the project supervisor/foreman, whose contact information will also be given to you. It will be your responsibility to reach out to and contact the supervisor, not the other way around.

The sections below are shot lists for each phase...

## Phase 1 - Before The Project

- Time needed at jobsite: 60 to 90 minutes
- Shoot the house from the outside (regardless of project type) to establish the kind/style of house being worked on. Wide, sweeping shots from two or more angles are preferred.
- If it is an exterior project, zoom in on some of the things that will be replaced from the outside
  - Also get up close shots of any noticeable wear, discoloring, damage, etc.
  - Get shots from inside if applicable/available (windows).
- For interior projects, get multiple "before" shots.
  - Slow, wide sweeping shots from multiple angles.
  - Close-up shots of anything that is particularly damaged, outdated, ugly, etc.
- If possible, get the homeowner on camera. Ask them the following questions, and have them phrase the answers using the question so the viewer has context: (don't worry if they're not good on camera; if not, we just won't use them)
  - Why is it you wanted to do this project?
  - How long have you been wanting to do this project?
  - What do you hate about the current (windows, bathroom)?
  - Why did you choose Improvelt to do the project?
  - Any other comments?

## Phase 2 - During The Project

- Time needed at jobsite: 2 to 3 hours
- If possible, get the following shots that establish the project:
  - Company trucks rolling up to the house
  - Workers walking toward the house

- Workers getting their supplies out of truck, ready to use--setting up
- Actual work shots:
  - Removing the old materials (windows, bathrooms, etc.)
  - Close-ups of anything that looks like “hidden” damage (mold, rotten wood, etc.)
  - Carrying old stuff out to truck/dumpster
  - Installation of new materials:
    - Slow, wide shots that mimic the “before” shots.)
    - 3 to 5 close-ups of workers focusing/concentrating on installation; get shots of hands working and faces concentrating
  - Get some shots of the work area both with and without workers present

### **Phase 3 - After The Project**

- Time needed at jobsite: 60 to 90 minutes
- When scheduling with the homeowner, emphasize the need for the area to be neat, tidy, clean
- Replicate the same shots as you got during the “before” phase:
  - Slow, sweeping shots of the work area
  - Close-ups of (previously) damaged, discolored, worn-out areas.
- Basically, shoot the final project from multiple angles for maximum effect, and to give us the most flexibility in editing.
- If possible, get the homeowner on camera; ask these questions:
  - How do you feel about the final result?
  - Did you accomplish what you were hoping to?
  - Were the workers courteous and friendly?
  - Were there any problems, and if so, were they handled okay?
  - Would you recommend this company to friends/relatives/neighbors?
  - If you had to start over again, would you still use this company?

### **VIDEO TESTIMONIAL PROTOCOLS**

Note: when you video these people it is important to have them rephrase the question so there is context to their answers. You don't want the interviewer to be seen or heard... you want the interviewer to ask questions, then have the person formulate their answer to include the question.

Example: How was your experience with the installers?

Bad answer: It was great, they were blah blah blah

Good answer: My experience with the installers was great! They were blah blah blah

You will have to coach them to do this, it is not natural for most people. When they start answering without the context, you will need to stop them and have them start again. Don't worry, it's all going to be edited anyway.

Don't be afraid to ask a lot of questions... the more you ask, the more gold you can mine.

Examples: [https://www.youtube.com/playlist?list=PL\\_Y\\_P9VOOu1-f\\_zsU6GIWr3IsNA4fNs\\_b](https://www.youtube.com/playlist?list=PL_Y_P9VOOu1-f_zsU6GIWr3IsNA4fNs_b) (the Sandra one is probably the best)

Examples: [https://www.youtube.com/playlist?list=PL\\_Y\\_P9VOOu1-lxiBB3-05gimPW3gz2B2R](https://www.youtube.com/playlist?list=PL_Y_P9VOOu1-lxiBB3-05gimPW3gz2B2R) (see the ones marked “with testimonials”)

**(starter questions)**

Have you ever bought (windows/bathroom) from another companies before? If so, what was that experience like? (looking for people who will say they had a crap experience)

How many other companies did you consider when (replacing your windows/remodeling your bathroom)?

What was it about Improvelt that made you want to choose us?

**(then we want to ask some identity-specific questions... not necessarily all of them to all of the people, but choose from this pool)**

Did you find the sales process to be easy/pleasant/low pressure?

One of the things we pride ourselves on is how we treat people like family—do you feel like you were treated with respect... do you have any examples?

How was the communication? Were calls returned promptly? Do you feel like you always knew what was happening and when?

How was your experience with the installers?

Was there anything specific about our products that you liked?

Was the final bill the same as the quote you were originally given?

Did the installers leave your house clean?

**(switching gears)**

Did any problems pop up during the process? If so, were they handled to your satisfaction?

Do you feel like you got a fair value for the price paid?

On a scale of 1 to 10, how happy are you with the project we did for you?

If you had to do it all over again, would you choose Improvelt again? Why or why not?

(don't be afraid to just let them ramble some, you can always edit)