



Creating a Video-capture Demo

Based on years of experience producing thousands of demos, here's is a quick outline to help you smoothly and painlessly create a video demo of your software with the help of the RapidFire team.

What we do...

We take the material you give us (video and script or text notes, as described below), edit the text into a final script, record the voiceover (if needed), sync it to the video clip, adding pauses, highlights, zooms, etc., and add an intro and outro/call to action. Maybe even a light music track where there's not much speaking and it feels appropriate.

...and what we need from you:

Recording the Video

- a. Using virtually any video screen capture software (even without special software, Macs can do this through the QuickTime app and in Windows 10, hitting Windows-G will open the Game Bar, which will also record the screen and place the results in your User\Videos\Capture folder), record the demo at the *highest resolution possible*. This quality will allow us to zoom in, if needed, without losing sharpness. We can zoom about 150% before starting to lose resolution, so if you plan to ask for deep zooming, we need "pixels" to work with.
- b. If the software you use to capture the video doesn't allow you to define a specific part of the screen to record, it's fine — just record the whole screen and let us know if we need to crop out material from the background. (e.g., sometimes, for security reasons, you don't want to show the Windows taskbar or the browser URL bar for a web-based product, if internal server names are mentioned)
- c. We can also edit out "Loading" screens/icons if they happen to pop up while you are recording. Just let us know if you want it deleted or just shortened, so you admit there's a tiny loading delay, but it's minimal.
- d. We can handle all standard file formats: MP3, MOV, WMV, etc. These all use various levels of compression, and won't usually reduce the quality in a noticeable way. An .AVI file has the least compression, and files are GIANT. For large files, of course, you can't email them, so use Dropbox, OneDrive, or some other cloud- or file-sending app, and send them to/share them with jay@rapidfireconsulting.com.

- e. If you can only record your video using a system with live customer information and there isn't too much, let us know, and we can blur out any personal information. We can also cover up fields and simulate typing text into them.

Script Text

There are several options here, each involving a different amount of work on your side vs. our side (and consequently impacting on production time/costs)

- 1) The very simplest approach is, of course, to have you record the voiceover as you demonstrate and record. For best results, do not use a laptop or webcam microphone. Invest in either a good headset (with the mic not too close to your mouth), or a low-cost, excellent Yeti desktop microphone, which you can find for [about \\$100 on Amazon](#). For some, it's a challenge to sound smooth and business-like without the unconscious 'um and uh' that we don't even notice we're adding. For a truly elegant result, we can handle the voiceover for you as outlined below.
- 2) The quickest and easiest method for us, of course, is where you draft the script text, with timestamps to help as mark the main scenes and transitions. You know your stuff best and can probably write about it more easily than anyone. (If it's abundantly clear and you are simply describing *precisely* what we see on the screen, you can skip the time stamps.) Even if you do a stellar job, we'll just need to edit it slightly to sound natural for the voiceover speaker.

NOTE: Because both the careful time sync work and the voiceover recording take time, please show the script to whoever may have the expertise or a strong opinion about your text **before** you send it to us. Once we record it, it adds significant work to go back and patch the voiceover with a perfectly voiced fill-in phrase, and then re-sync it all.

- 3) Second option: you can give us basic bullet points instead of a formal script, and we can polish it up. Describe not only WHAT you are doing, but WHY or WHAT it means, as relevant. No matter that this might be a post-sales demo; you still want to engage and excite the viewer, not simply instruct.
- 4) Finally, You can simply narrate it verbally (ideally using a voice-recording function in the screen capture software, so the video file has it embedded.) We will delete your voice, but first, we'll use it to create the script. We'll ask you for sign-off once we complete the transcription and editing. Naturally, this option does require an extra cost for the transcription work.

Additional Notes:

- 1) Often, a demo doesn't jump right into the actual UI, but first introduces it with something like, *"We're about to see how **XYZ** does **ABC** for the people in the **LMN** and **RPQ** departments, so they can **EFG**. They appreciate that for the first time, they can **JKL**..."* Think about what should visually appear on the screen at that time. A login screen is boring. We can, if needed, create some simple animations to fill the time or some professional stock video; it's simple to have some basic bullet point text appear, as well, highlighting key points as spoken.
- 2) You may find that in some cases, giving us **static screenshots** is easier than recording the UI live, in action. If the goal is more to show the features of the UI, it can be a much simpler process. We can put up each shot, and then use highlights, arrows, zooms, text labels, and even some "hand-made" animations (like filling in a field with text, clicking a button, etc).
- 3) You don't need to obsess over trying to match timing to exactly how many words need to be covered during a sequence; we can speed up or pause the video while the narrative goes along. You can note this, (e.g., *"Once the third menu is open, pause the video as you read the items on it"*)
- 4) Make sure to think about a call to action at the end. If the product has a specific spin, include it in the script/notes. There's a difference between *"To learn more, visit www.YayTech.com"* and *"To find out how JayBee solutions can help streamline **your** paper trail, visit www.jaybee.com/wowme"*

There's a lot here to absorb, we know. Feel free to ask questions (ideally before you get underway!) about issues we may not have covered here. We're here to help you efficiently create the most effective demos possible.