Level All

Product Launch Case Study 2

Text-to-Speech Integration: Giving Content a Voice

Background

Level All's content is built to meet students where they are — but not every user engages with written content the same way.

To support different learning styles and increase accessibility, the team began developing a **Text-to-Speech (TTS)** experience for its growing content library, using WellSaid Labs and a CMS integration via Sanity.

The initial build was underway, but the results felt mechanical, inconsistent, and difficult to scale across the platform.

The goal wasn't just "add audio." The goal was to **create a natural, branded, and easy-to-update voice experience students would actually use.**

Challenge

TTS tools don't automatically sound like your brand.

Level All needed help bridging the gap between *tech implementation* and *human experience* — ensuring the voice aligned with our tone, cadence, and clarity, while remaining flexible enough for editorial updates and new content flow.

The product had to:

- Sound natural and engaging
- Be technically reliable
- Work at scale across hundreds of articles
- Feel like part of the Level All experience — not bolted on

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Details

Before diving into the how-to, here's what you need to know about this case study:

- **My role:** Editorial Director, leading the voice alignment and editorial quality assurance for the TTS product
- **Company:** Level All - a national edtech platform expanding accessibility through audio options
- **Business model:** SaaS educational platform requiring consistent voice across written and audio content
- **Challenge:** Transform a technical TTS implementation into a branded audio experience that:
    - Maintained the warm, clear voice of Level All's brand
    - Provided a seamless experience for students with different learning preferences
    - Scaled effectively across the entire content library
- **Scale:** Implementation across hundreds of articles in the platform's content library
- **Content volume:** Full platform content requiring audio capability
- **Timeline:** 3 months from initial audit to full implementation
- **Key results:**
    - Higher-than-expected usage rates among students
    - Seamless audio integration across the platform
    - Enhanced accessibility for auditory learners and students with disabilities
    - Improved mobile user experience through audio options
    - Scalable system for future content development

My approach

I led the editorial QA and voice alignment efforts on the Text-to-Speech product — and brought my **background in broadcasting** to guide how the content should *sound*, not just how it should read.

- Audited early TTS output for cadence, phrasing, tone mismatches, and UX friction
- Worked inside Sanity and with third-party devs to test real-time rendering, audio placement, and content flow
- Collaborated with engineering to create an editable, scalable audio system using WellSaid Labs
- Developed guidance for how and when to trigger TTS in article layouts, ensuring user experience stayed smooth
- Led the translation of technical details into clear, understandable content for all stakeholders, from CEOs to our external partners
- Ensured the voice *sounded* like Level All: clear, warm, human, and helpful
- Created a workflow using key members of the editorial and CMS teams

This was more than localization. It was *equity through editorial systems.*

Results

The metrics showed higher-than-expected usage rates.

- Shipped a platform-wide Text-to-Speech experience that reflects Level All's editorial voice
- Enabled students to listen to content naturally — improving access for auditory learners, mobile users, and students with disabilities
- Elevated the audio experience from functional to *on-brand* — thanks to deep editorial oversight
- Created a QA-ready system that editorial and tech teams can continue to build on
- Strengthened our commitment to meeting students where they are — with clarity, care, and flexibility

Mistakes to avoid when implementing text-to-speech technology

When developing audio experiences for educational content, here are the critical mistakes I've learned to avoid:

1. **Don't treat voice as an afterthought**. Many organizations implement TTS as a purely technical feature without considering voice quality and brand alignment. The key is treating audio as an extension of your editorial voice, not just a functional add-on.
2. **Avoid one-size-fits-all implementation**. Not all content translates to audio in the same way. Creating guidelines for different content types ensures a more natural listening experience.
3. **Don't underestimate the importance of pacing and cadence**. Technical words that read well may sound confusing when spoken. Editorial review specific to audio quality is essential for comprehension.
4. **Beware of neglecting user control**. The best audio experiences give users flexibility in how they engage with the content. Controls for speed, navigation, and seamless switching between text and audio are crucial.

The #1 secret behind my success

If I had to identify the single factor that made the biggest difference in this project, it was my **integration of broadcasting principles into educational technology**.

Most TTS implementations focus solely on technical functionality. I brought my background in broadcasting to bridge the gap between written and spoken content. By applying principles of audio storytelling to educational technology, I created an experience that:

- Prioritized natural cadence and human-like delivery
- Maintained consistent voice quality across diverse content types
- Integrated audio seamlessly into the learning experience
- Transformed technical implementation into brand expression

This "audio-first mindset" meant our TTS wasn't just reading content aloud - it was extending our editorial voice into a new medium, creating a more inclusive and engaging experience for all learners.

The question isn't "How do we add audio to our platform?" but "How do we translate our editorial voice into sound in a way that enhances learning?"

Voice isn't just what you say, it's how you *sound*. Now students can *hear* the information they need, in the authentic Level All voice.

Want to see how I bring that same voice to your editorial project? Let's connect!

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