

Fast Break

Quick content that **instantly connects** viewers to the theater.

Problem

The biggest problem Kelly Strayhorn Theater (KST) currently faces is a **lack of quick and convenient content** that can serve as an introduction for new, potential audiences.

Method

KST can improve how they reach audiences who are unable to join their live workshops, events, and performances.

To understand this, we interviewed **users who are already engaged and involved in the arts through these methods**.

Affinity Diagrams Contextual interviews Speed Dating Think Aloud Experience Prototyping

Evidence

I watch...

"how they made the show...it seems so magical, things just appear and people believe in it, how does that exactly happen?"

"when I'm tired or need to relax, it's a way for me to relate to the world during current times of isolation"

Insights

In our research, we found that...

users are not willing to commit time or money to a platform they don't know about in background & content.

users enjoy short breaks from life and want to escape from reality.

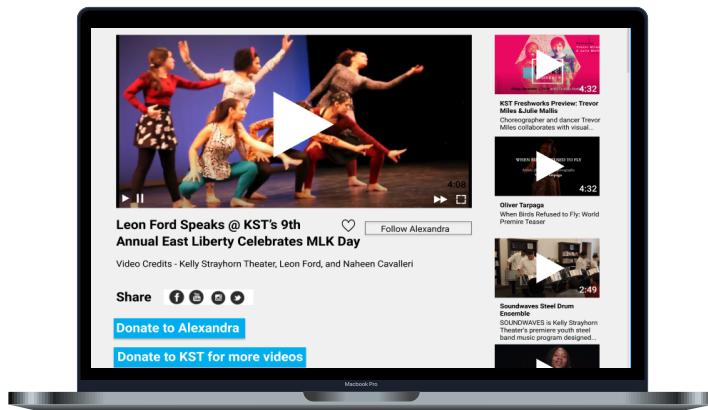
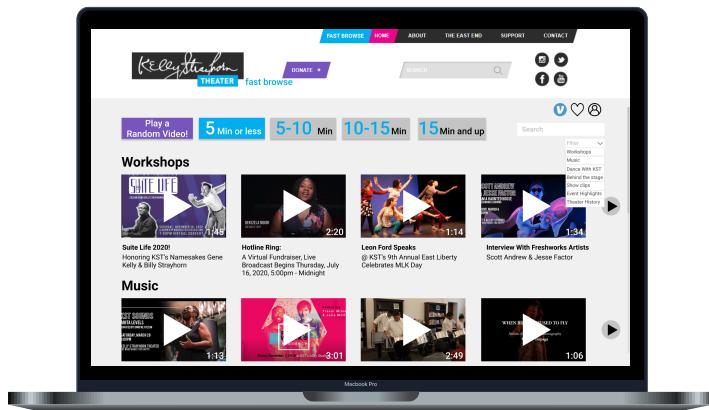
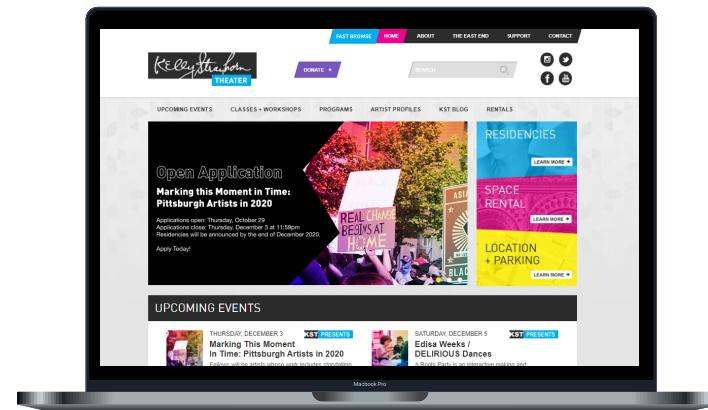
users want to feel connected to the content they watch.

Solution

Fast break! Free, high quality content that is educational, always available, and inclusive.

Venmo and Paypal options give young audiences the ability to see where their donations are going, support their favorite content creators and make this content possible for the entire KST community.

No other theater company is this accessible and transparent.



1. Directly integrated on the theater website, people can navigate to our **Fast Break** tab.

2. Viewers can filter by a video's **length or category** or simply be shown a random video!

3. With each video, we highlight the artist so people can **follow or donate to** them.