Design Challenge E:

My Team and how we worked together:

For Design Challenge E, myself and my team were presented with the complexities of Coventry Cathedral and its need of engaging with a more local and diverse audience. We began in the inspiration space and wanted to recognise the initial constraints of the project at hand. Initially we were debating whether to focus on a very specific group of people and trying to impose an idea in order to adjust to their needs but then we decided to take an anthropologic approach and begin by just surveying students in order to cater to needs and demands rather than trying to impose our ideas. In adhering to the brief, what stuck out to us as a team was the fact that the cathedral staff had little data regarding what sort of thing were students willing to do. With each member tasked to gather information by surveying 10-15 students, our findings helped us narrow down our focus for the design challenge as we entered the ideation phase. This human centred exploration led us to prototyping potential creative events that would be based around societies as we thought we would be adhering to the cathedral teams issue with targeting a younger, more student based demographic. Coming from different disciplines, essences of the ten faces of innovation rose to the surface. For example, Laura’s knowledge and experience with graphics lent itself towards ‘The Storyteller’ as her drawings over the pictures of the cathedral really brought our prototypes to life as we moved through the ideation phase. Additionally, essences of ‘The Anthropologist’ resonated with Flora as she was the one who actively met the with the cultural programmer of the cathedral so our entire team would be more well informed regarding the cathedral’s complexities.

How we worked with other Design Thinking participants:

We quickly realised our platypus team comprised of different members, each of whom came from a different disciplinary background, would be very informative within this design challenge. Not only did our different degree backgrounds allow different perspectives on the tasks but our disciplines outside of our degrees allowed us to attain information we needed as we were able to tap into the pools of our target audience accurately: Flora’s meeting with the cultural programmer of the cathedral provided us with further insight which allowed us to hone in more specifically on the issue of the cathedral and how best to approach the task whilst implementing Design Theory concepts. Sophie was familiar with the dance societies having been involved with them before and therefore was well informed in how those societies operated and knew the right people to survey for our design challenge. This same notion also carried itself to Laura, as she was able to survey some of the theatre groups at Warwick and expressed the concepts of creative confidence as her focal point whilst still adhering to our anthropologic approach. I myself was able to get in contact with people I knew who had organised a ball and therefore I was able to empathise with the issues surrounding the organising of a ball whilst simultaneously adhering and being sensitive to the complexities of the brief.

Our response:

Leading into the implementation phase, our findings showed us that the religious aspect of the cathedral was not what was putting the students off engaging with the venue, but it was more to do with the general awareness of the cathedral. Our ideas of the cultural events particularly geared towards societies would hopefully be an engaging way to bring traffic towards the venue and bring credibility to the Cathedral through mediums like Facebook and word of mouth in order to give the cathedral the recognition it deserves as an inspiring and engaging space. Words: 608