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# **Innovation and Design Thinking**

## **Group 23**

### **Phase 1 – Design**

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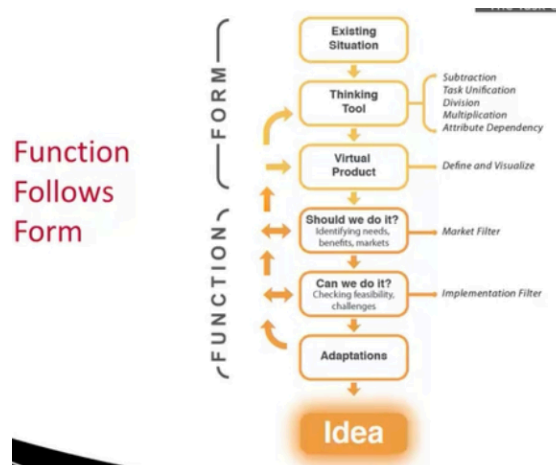
**User:** Andrew Davis, Actor.

**Situation:** Lost his work and income due to COVID – 19 restrictions.

**Need:** The user needs an online platform in order to start working and earning again. Our idea is to design an application that lets the actors to share their previous performances, perform live, receive donations from fans, sell tickets online, and also act as a social platform to be in touch with fellow actors and audience. Though Andrew is active on other sites such as Instagram and TikTok, it would be great if there is a platform exclusively dedicated for actors and their audience.

In order to progress further in this project, we talked to a few improv actors who lost their shows in the midst to pandemic. They lost their income, and are relying on sites like TikTok just to engage with audience. However, we found out that it is a bit harder to get noticed on TikTok. Getting people to follow is easy, but earning money through sites like TikTok is difficult. Also, it satisfies only the social media aspect of our idea, and cannot be used for other things like getting donations and selling tickets online for live performances. We also found that piracy is a major issue. If meeting details are available, anybody can join the live and watch it even though they did not pay anything. In order to avoid this and stop losing income, we will have to come up with a more robust system for live streaming. Also we are going to use his audience for his publicity and promotion.

Below is the Function Follow form practice of SIT:



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**Below is how we implemented this practice for our problem:**

**Actor getting less exposure**

**We are applying SIT TASK UNIFICATION TECHNIQUE  
as a thinking tool for our problem**

**OUR VIRTUAL PRODUCT IS:  
ONLINE CHANNELS (TIKTOK, YOUTUBE, INSTAGRAM)  
VLOG, ONLINE ACTING CLASSES.  
It involves audiences, do promotion for actor  
Generates exposure and income**

**We should do it, actor can get publicity and income with it**

**We can it , it is very feasible easy and low cost**

**Adaptions: This idea is easy to adapt by actor and audience as it is easy  
and convenient**

**IDEA:  
Idea is proposed below in ideation phase**



**audience is an external factor and we can use task unification on audience.**

We will assign a new task to our audience. Instead of our actor working or running for audiences, Why don't we make our audience arrange more audience.

We can arrange reference program where audiences can refer other audience and can win free passes, online food delivery coupons or points/perks.

Big discounts on group booking

Also if they are watching it, this shows they are interested we can encourage them to be apart of it actor can start online acting classes, audience can pay for these classes and later can even be apart of actors show So this will generate actor some income also through online classes and also increase his team. Actor will be able to perform better with a large new addition of talent in his team and also get a big buzz in market about him.

We can also start end of play quiz which can again a good way to tempt audiences and results in promotion in publicity and income of actor.

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## PROTOTYPE

A prototype is a simple experimental model of a proposed solution used to test or validate ideas, design assumptions and other aspects of its conceptualization quickly and cheaply, so that the designer/s involved can make appropriate refinements or possible changes in direction. Prototypes can be quick and rough — useful for early-stage testing and learning — and can also be fully formed and detailed — usually for testing or pilot trials near the end of the project.

So for our actor, he can just create small trailer and teasers and get live online to chat online just to see audience interest. Once he sees exposers he can advertise his play release dates open ticket booking and then he is all set to go.



THANK YOU