



***ActEasy!***

**Prepared by Group 23**

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# Overview

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# Problem

**Problem Statement:** Amidst the COVID-19 pandemic, specifically mask mandates and social distancing requirements, it has become extremely difficult for improv actors to gain popularity, connect with audience, and perform live improv shows.

- No live Improv
- No Improv practice
- No meet and greets
- No working with other actors

## User Bio

- Our assigned persona, Andrew, who is improv actor needed our help as he Lost his work and income due to COVID – 19.
- He is currently struggling to perform live improv shows as he is not able to connect with current and potential audience.
- Unable to take Improv classes due to social distancing and COVID restrictions.



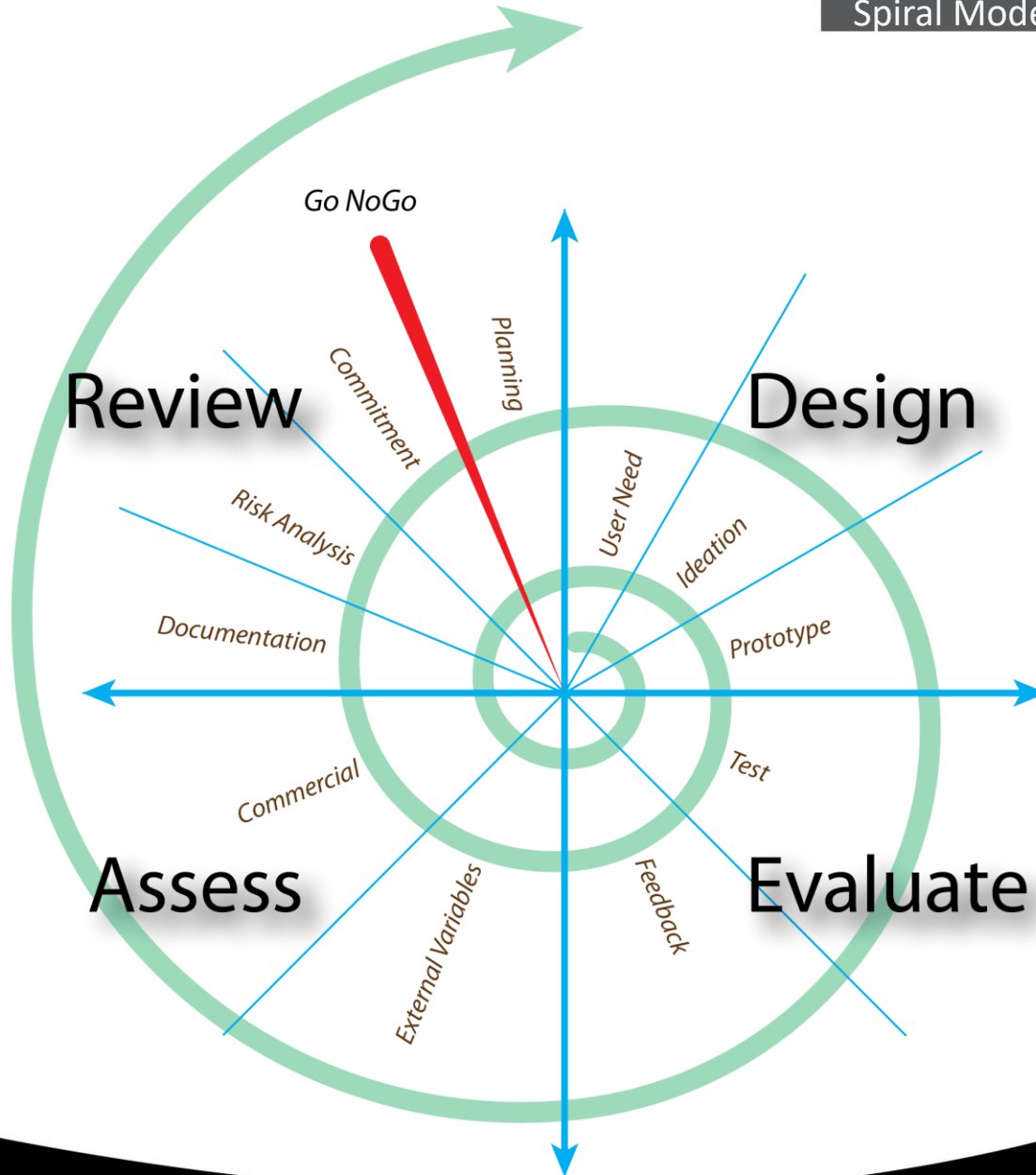
**Name:** Andrew Davis  
**Location:** Los Angeles  
**Occupation:** Improv  
Actor

# Team (current)

- **Team Members:**

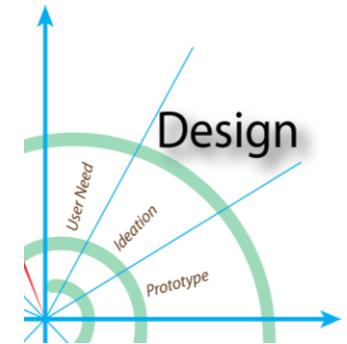
- Jayanth Reddy Karnati – M13987326:
  - Surveyed a friend and current improv actor to understand the challenges they faced during the pandemic and how a virtual platform would help them attract more audience.
  - Skillset: Management, Leadership
- Kowsik Penamakuru – M13955754:
  - Surveyed a former improv actor to understand the challenges they faced during the pandemic and how a virtual platform would help them attract more audience. Skillset: Strategizing, Web Design
- Mayank Rajesh Lodha – M14004432:
  - Contributed to gathering information about the project and market survey. Skill set: Coding, leadership.
- Pranay Barla – M14586372:
  - Contributed to documentation and analyzing the risk to know whether people attend virtual live concerts and the decision to continue using the app
- Bhavna Suri – M14729636

# Process



# Design Phase

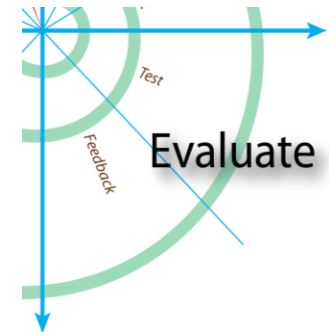
- User Need:
  - The user needs a platform where he can host his own plays and interact via the same platform
- Ideation:
  - Using task unification technique, we produced few ideas for Andrew that may solve his problem
  - One is to integrate existing social media platforms to
  - We encourage audience to bring in more audience by offering them chances to win free passes, online food delivery coupons, and other perks
  - Huge discounts will be ordered on group bookings
  - We encourage interested audience to enroll in online acting classes by our improv actor with a small fee
  - We conduct giveaways at the end of each play through quizzes and other interactive sessions designed on the platform
- Prototype:
  - Sketch for a web platform was developed that contains multiple modules for features like live play streaming, ticket bookings, merchandise purchase, quizzes etc.,



# Evaluate

- **Test**

- We interviewed two people for evaluation phase.
- They had prior experience with acting and were able to relate to our project.
- We explained the objective and features of our product and gained some valuable insights from the interviews.



- **Feedback**

- After evaluating the answers given by the interviewees, we found the following:
  - Not only the actors but also the technicians, light men, cast and crew who were involved in setting up stage were facing problems due to lack of work.
  - Actors don't have a unified platform where they can do live streaming, record their videos and post it, and earn money.
  - Interviewees preferred the service to be a mobile application rather than a website.
  - There were some issues with people not paying for a ticket but attending the live show on some live streaming platforms.



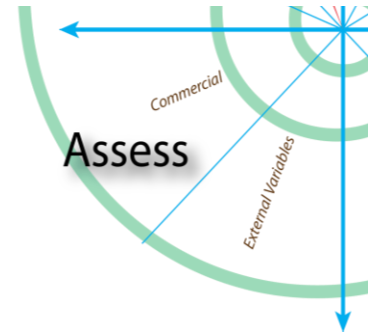
# Assess

- **External variables**

- We found that though there are several major platforms that already do what we are planning, but there is no single platform that provides all these services at one place.
- Theatres are resuming their operations slowly as the COVID restrictions are being lifted phase by phase.
- We believe that if the implementation of our platform is good enough, it can co-exist with theatres, just like OTTs(Amazon Prime Video, Netflix etc.) are co-existing with movie theatres.

- **Commercial**

- We tried to conduct an in-depth commercial assessment before starting our work. We found that the need for a good digital platform dedicated for improv actors is increasing.
- The key goals in conducting the commercial assessment include:
  - having a complete understanding of various commercial variables
  - pre-empting stakeholder objections
  - discussing the commercial viability of the product
  - conducting market research in order to control the product positioning.



# Review

- **Documentation**

- At each level, the design, evaluate, and assess phases have been documented to keep track of what is working and what is not.
- Initial prototype models are kept to an internet repository with date stamps that can be utilized to file a patent and avoid legal wrangling in the future.

- **Risk Analysis**

- What sets us apart from other broadcasting sites like Twitch, Instagram Reels, a YouTube Live?
- Will people continue to attend virtual live concerts after in-person performance resume?

- **Commitment**

- Looking at the prototypes designed, and the risk analysis performed on those prototypes, we were able to minimize the risk factors. Now more than ever there is a strong requirement for an app to hold and stream the virtual concerts for upcoming artists. And our team is committed to move ahead further into the planning stage with our app.



## Team (Planned)

List the needs of the team moving forward, including:

- Web Developers with strong knowledge on ReactJS, AngularJS are required
- As the platform we are planning to design is extremely dynamic and changing, ReactJS seems to be the only option that can handle such requirements

## Conclusion

- We concluded that there is a need for digital platform that helps actors in selling tickets, performing live, interacting with fellow actors and audience, receive donations from audience, and share their previous performances with other users.
- Our idea narrows the gap between live acting shows and virtual live shows. Our application will help struggling actors to continue what they are doing, and to get noticed by people, which might help them in future to progress in their profession.
- **Go/No-go**
  - We decided to proceed with our idea. It's a **GO**.

