

Hennepin Theatre Trust

Education and Community Involvement
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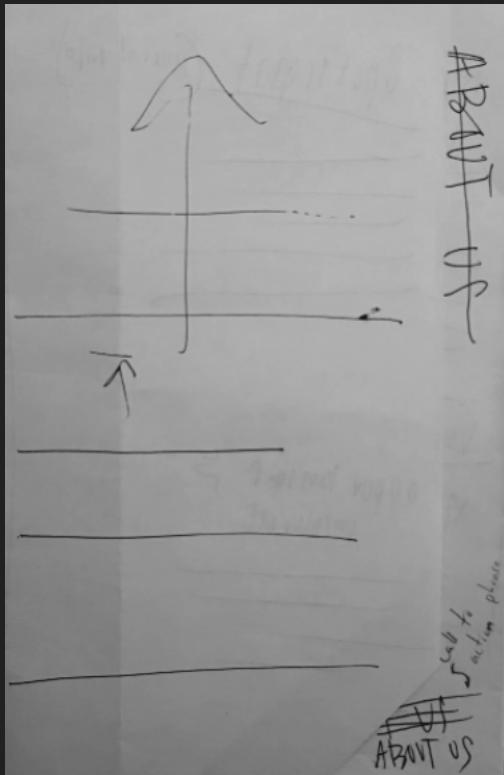
(major)

(minor)

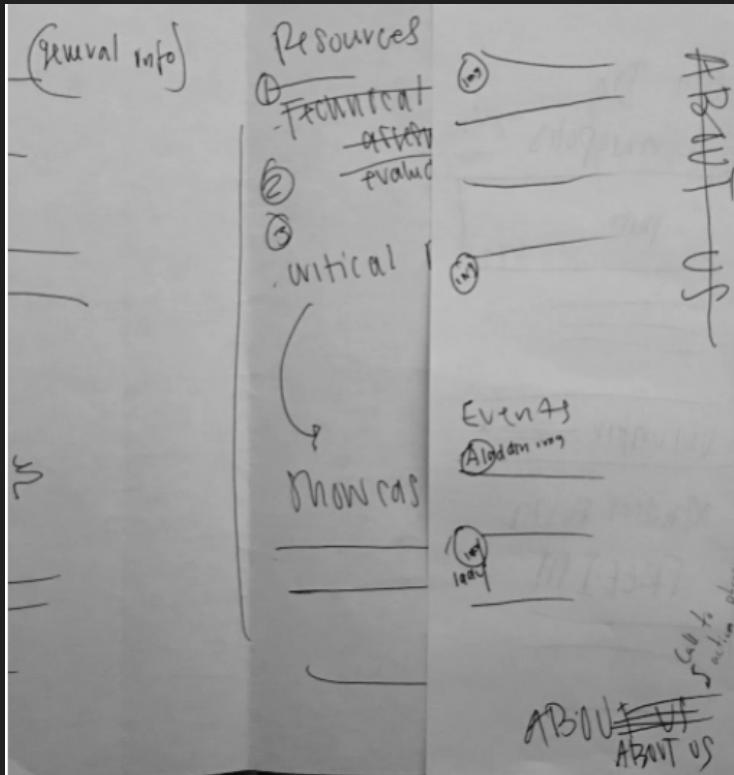
(nice to have)

Rapid Prototyping

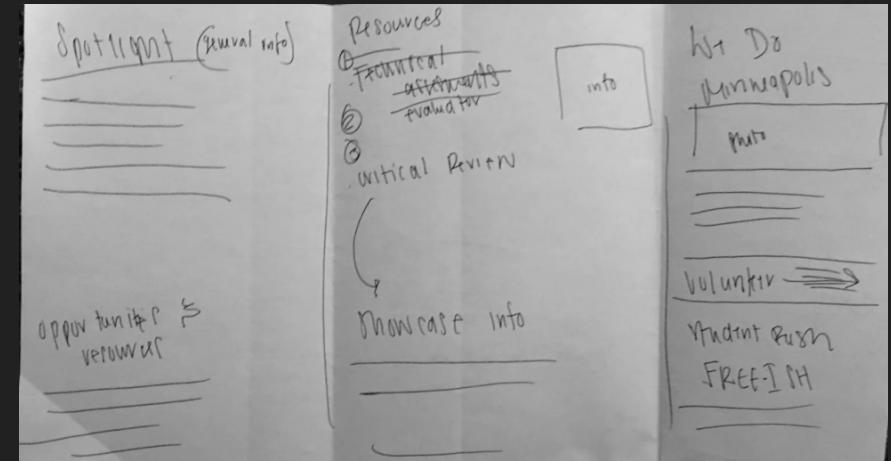
ideal user journey



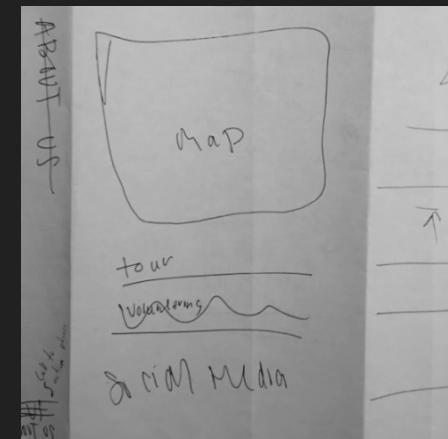
front



front flap opened



inner content



back middle content

Design objectives

- Entertaining & Engaging for high school students
- Not to word heavy
- Draw the user into the spotlight showcase section
- Encourage students to get involved in this community
- Inform students of the options available to them
- Keep it simple so that students want to read it

Personas – Who we are targeting

Alex Robinson



Imaginative Outgoing Ambitious

Goals

- Get the lead in her Spring Musical.
- Connecting deeply with audience and herself.
- Network in Minneapolis.

Frustrations

- Lack of theatre in St. Cloud.
- Her friends just don't really get her.
- Problems with the available solutions.

Motivation

Incentive	Value
Incentive	High
Fear	Medium
Growth	High
Power	Medium
Social	High

Brands & Influencers



Bio

Alex is looking to broaden her horizons within the theatrical community. She has been involved in theater since she was 7 years old, went to the Lion King in New York with her dad when she was 10. Alex's goal is to someday perform on Broadway, and have better dancing skills. She wants to go to Juilliard, but her second choice which is a close second, is the Minnesota Institute of Art, or the University of Minnesota and study Dance and Theatre.

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Preferred Channels

Channel	Value
Traditional Ads	Medium
Online & Social Media	High
Referral	Low

Xtersio

Jonah Kitzberter



Intelligent Dedication Driven

Goals

- Interested in becoming more involved in the community.
- Become an aerospace engineer and work for NASA.
- Impress his parents.

Frustrations

- Doesn't know what to get involved in.
- Concerned about time management.
- Wants to express himself more.

Motivation

Incentive	Value
Incentive	Very High
Fear	Medium
Growth	Medium
Power	Medium
Social	Very High

Brands & Influencers



Bio

Jonah is interested in doing more in his community. He has always been an A student, but with college quickly approaching, he knows that isn't only going to make the cut. He wants to start studying for the ACT now to get that 36P, but also wants to be involved and come out of his shell. Impressing his parents has always been something that he strongly values. Sports have never really been his niche, so he is looking for something else he can be involved in.

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Preferred Channels

Channel	Value
Traditional Ads	Very High
Online & Social Media	Medium
Referral	Medium
Guerrilla Efforts & PR	Medium

Xtersio

Main:

- High school student interested in theater
- Looking to network
- Get more involved in theater

Secondary:

- Community involvement
- Not as interested in specifically theater
- Looks good on a resume

Initial Design

ABOUT US:

Our mission at the Hennepin Theatre Trust is to create positive change through the arts by bringing together students, people, businesses and organizations in the greater Twin Cities area to create and enjoy cultural experiences.

UPCOMING EVENTS:

Aladdin - Broadway Musical - Now Through October 8 - Orpheum Theatre
Home Free - Concert - Saturday, September 23, 8:00 PM - Pantages Theatre
Kaleo - Concert - Friday, October 6th, 7:30 PM - State Theatre
Eddie Izzard - Stand-Up Comedy - Monday, October 9, 8:00 PM - State Theatre
World of Dance Live - Dance Contest - October 26th, 7:30 PM - State Theatre



CHECK US OUT!



Tours:

Historic Theatre Tour - Monday, September 25, 100 PM - Pantages Theatre. Get an insider's view! Take a walking tour of the Orpheum, State or Pantages Theatre. Experienced guides highlight architecture, historical facts, and stories about these venues.

Volunteer

Want to get involved with what we do? Hennepin Theatre Trust volunteers help support our mission as a nonprofit arts organization. Check us out on social media on how to get involved!



Want to see a show at one of our theatres? Many shows at the Orpheum, State, Pantages and New Century Theatres offer student rush tickets. We also offer advance purchase discounts for student groups. Student rush ticket availability varies by show.

About Us

Hennepin Theater Trust

Education &
Community
Involvement

Social Media:

- www.facebook.com/hennepintheatretrust
- www.twitter.com/hennepintheatre
- www.youtube.com/user/hennepintheatretrust
- www.instagram.com/hennepintheatretrust/

Spotlight

Spotlight honors high school musicals and students by formally recognizing the extraordinary achievements and progress of developing the young artists, onstage and offstage, in our state's high school musical theatre programs. Through Spotlight Education, we advocate for the importance of high school musical theatre education. Through this advocacy, we reinforce the state-wide community that inspires high school musical theatre artists, teachers and families to participate in and celebrate high school musical theatre.

Opportunities & Resources

Spotlight Evaluator
The purpose of the Spotlight evaluation process is to provide each school with educational feedback to commend the notable achievements of each production and offer solutions to the aspects where productions could improve.

The **Performance Evaluation** process is designed to give students educationally-focused feedback on production execution. Each show is evaluated in several categories, including movement and dance, vocal and acting technique, ensemble, execution of the technical aspects of the production and individual performances.

The **Technical Assessment** includes a visit by an evaluator to a tech or dress rehearsal. This visit is for the evaluator to observe the work of student technicians, designers and managers as they are immersed in tech week.

The **Critical Review** program gives high school students the opportunity to attend and review touring Broadway productions. A writing program, Critical Review enhances critical thinking and creative response skills.

Applications for 2017 - 2018 are now open

Showcase
Spotlight Showcase, which highlights the hard work and talents of the state's finest musical theatre students and programs, will be held on Monday, June 12 and Tuesday, June 13, 2017 at the State Theatre.



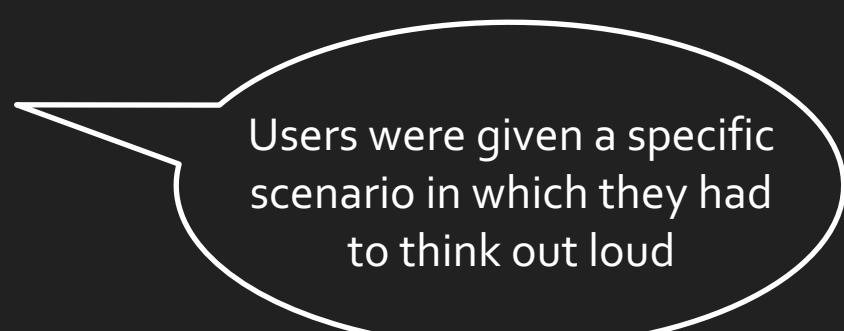
Spotlight Spokesperson Laura Osnes
We're thrilled and honored to announce that Minnesota native and Broadway actress Laura Osnes will be Hennepin Theatre Trust's Spotlight Spokesperson! She starred on Broadway in Rodgers+Hammerstein's *Cinderella* and credits her Broadway success to the amazing support and training she received during her high school years doing musicals in Edina, Minnesota.



WeDo MPLS.
Downtown Minneapolis, also known as the WeDo™ MPLS Cultural District, has a vastly rich and colorful history with its most vibrant days still ahead of it. Hennepin Theatre Trust is working to drive urban transformation in WeDo and how millions of people experience the city's businesses, art, entertainment, restaurants, hotels and more. We currently have a significant footprint along Hennepin Avenue with our three historic theatres — the Orpheum, State and Pantages. These playhouses help drive economic activity and enlivens WeDo by bringing more than 500,000 people downtown each year to experience some of the best in live entertainment.

Testing Strategies: Think Out Loud test

Highlighted points to determine while conducting Think Out Loud tests

- If the user was a high school student, could they find out more about the Hennepin theatre trust?
- Does the user get lost in their journey?
- Was it easy for them to find more information?
- Did they understand things easily?
- What are the users saying about the brochure in general?
- Specific Question: When are the applications due?

Users were given a specific scenario in which they had to think out loud

Testing Strategies: Desirability Test

The user was told to choose 3-5 words describing their experience from the list.

cluttered customizable

uninformative legible

simple informative

captivating stressful

welcoming usable

dull

Testing Results & Data

Qualitative

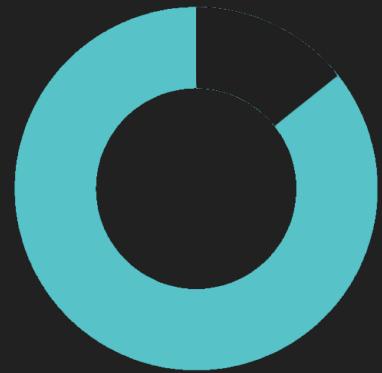
“I see the social media stuff right away, which is good since this is for high school students.”

“I can see the spotlight, but I’m not exactly sure what it is. I’m assuming it is connected to volunteering somehow.”

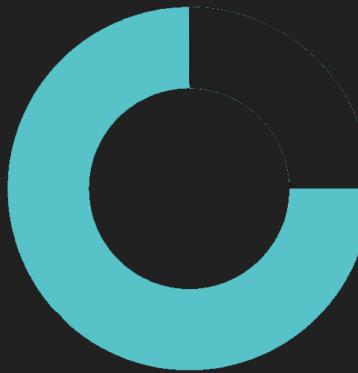
“I wish it was more specific to just students -- in particular high school students.”

Testing Results & Data

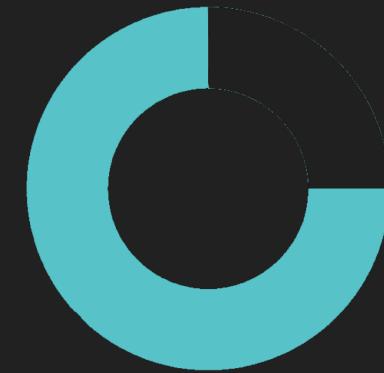
Quantitative



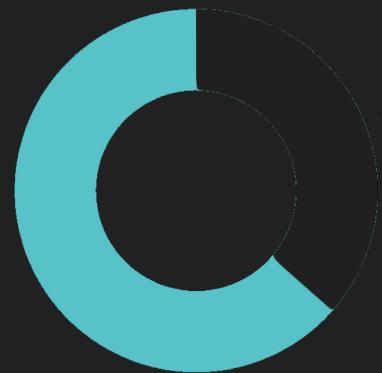
simple



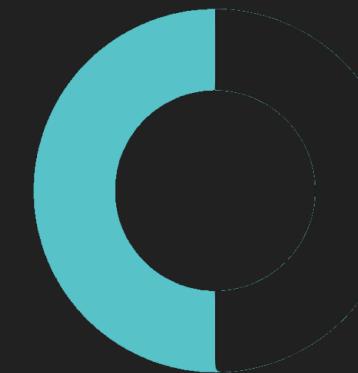
welcoming



informative



legible



useable

showing results for tests on 8 different subjects.

Solutions

- Having Social Media on the small inner tab
- Moving volunteer and rush ticket information to the back
- Change the showcase date to the correct year
- Clarify that it is for students - “Call to action”
- Take out “free-ish” on the student rush tickets
- More student based

Final Brochure

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Student Rush- FREE



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About Us

Contact Us:

900 Hennepin Avenue
Minneapolis, MN 55402
info@hennepintheatretrust.org
Phone: 612.455.9300
<https://hennepintheatretrust.org>

Hello!

Hennepin Theatre Trust

How to get involved in theatre as a high school student!

Calling All High School Students!

Are you in high school and wanting to get involved in theatre? Join our spotlight group!

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12 13

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