Walk the Wall & Reframing Activity
## - Kelly Strayhorn Theater

UCRE D1 - GMT+8 Team
Maggie Chen, Tia Tang, Mark He, Sidney Zhang

Screenshots of our Walk the Wall activity

Insights from Walk the Wall

All of our customer journey maps describe an actual physical experience of going to the theater, which is in a different context compared to now. Many pain points are around the physical limitation of the theater space. With KST shifting focus to online platforms, these limitation can be eliminated.

From the stakeholder maps, we can see that there seems to be a lot of interaction happening between artists and production staffs. It can be interesting to reveal parts of the productions process to the viewers/general public to facilitate interests in not just the performances, but also other theater related works.
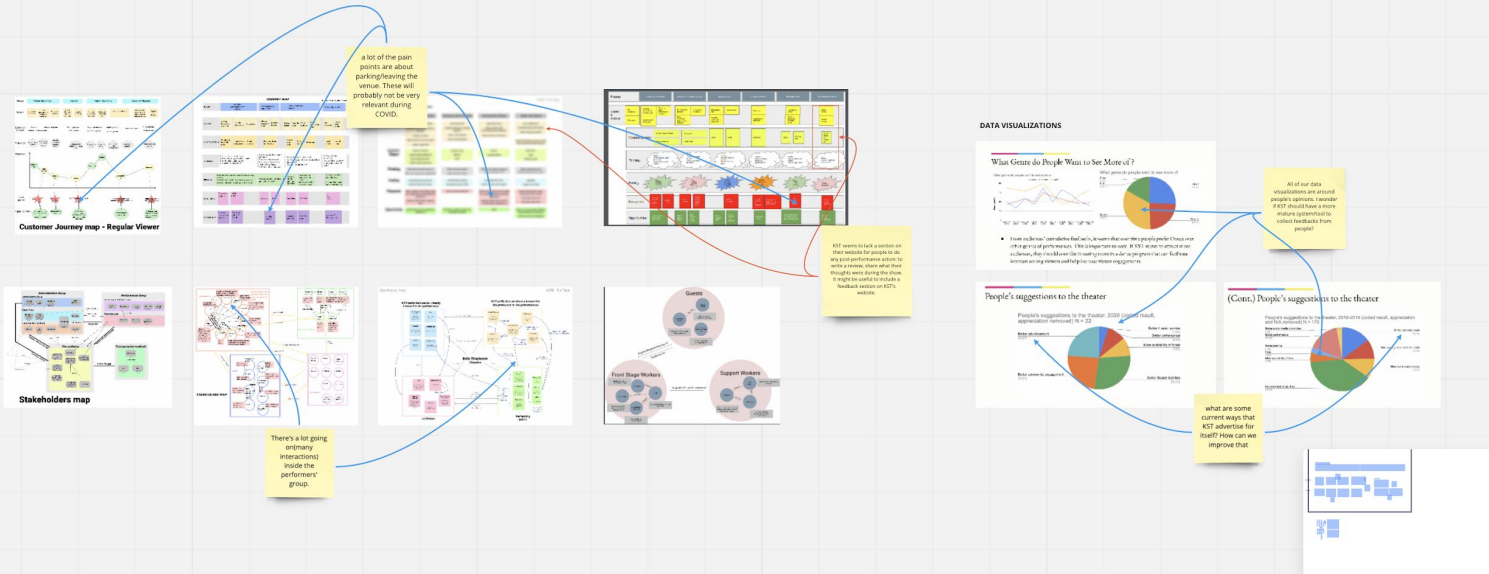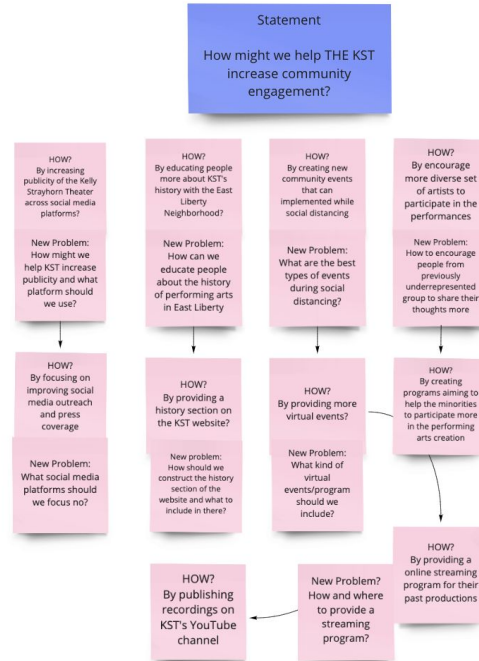
Reframing Activity Write up

- For our reframing activity, we selected Abstraction Laddering as our method to further explore and narrow down ideas that could help the KST under the current circumstances. The reason we did that is because our team members come from various backgrounds and we realized that we often have different perspectives and opinions on the same issue. Abstraction Laddering is a great way to gather these diverse viewpoints.

- In the beginning of the activity, everyone spent some time looking at the materials (stakeholders map, customer journey maps and data visualizations etc.) individually and then went on writing their own sticky notes on the abstraction laddering template on our shared miro board. After noting down our initial ideas, we started working together to discuss and synthesize these ideas.

Reframing Activity

Reframing Activity - Abstraction Laddering

Why do we need to gather funding and increase the theater's performance?

Performing arts originated from the community, and is inseparable from the community

To gather funding and increase the theater's performance

WHY? Because only when they are familiar with this type of work, they can engage with the KST community

Community engagement is a key part of performing arts

Because getting experience is an essential part of being a part of the KST community

New Problem: Why do we need to attract new audiences to the theater?

WHY? people need time to get familiar with experimental artworks

Community engagement in East Liberty is a essential part of KST

Why do we need more content?

WHY? To provide experience instead of only information

WHY? To attract more new audiences for the theater

WHY? To gain understanding of the nature of the theater

WHY? To educate people more about KST's history

WHY? More content to look at for the users

Statement

How might we help THE KST increase community engagement?

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HOW? By increasing publicity of the Kelly Strayhorn Theater across social media platforms?

New Problem: How might we help KST increase publicity and what platform should we use?

HOW? By focusing on improving social media outreach and press coverage

New Problem: What social media platforms should we focus no?

HOW? By educating people more about KST's history with the East Liberty Neighborhood?

New Problem: How can we educate people about the history of performing arts in East Liberty

HOW? By providing a history section on the KST website?

New problem: How should we construct the history section of the website and what to include in there?

HOW? By publishing recordings on KST's YouTube channel

New Problem? How and where to provide a streaming program?

HOW? By creating new community events that can implemented while social distancing

New Problem: What are the best types of events during social distancing?

HOW? By providing more virtual events?

New Problem: What kind of virtual events/program should we include?

HOW? By providing a online streaming program for their past productions

HOW? By encourage more diverse set of artists to participate in the performances

New Problem: How to encourage people from previously underrepresented group to share their thoughts more

HOW? By creating programs aiming to help the minorities to participate more in the performing arts creation

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Final Statement:
How Might We help KST utilize their online platforms more effectively to provide better experience for the users?

By doing Abstraction Laddering, our WHY branches seemed to come down to addressing the importance of providing better experiences for the users. Additionally, our HOW branches also continued to address the importance of better utilizing the online platforms with a goal of enriching the existing content there and creating new sections or strategies on their social media platform.

Project Definition
- Kelly Strayhorn Theater

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How Might We help KST utilize their online platforms more effectively to provide better experience for the users?

Activities and Tasks the Statement Will Support

- In the beginning of our exploration, the statement will support a series of brainstorming activities that will gather everyone's ideas on what could be done.
- Furthermore, we will delve deeper into the data files, and draw down our observations by creating affinity diagrams that address the positive, negative and neutral viewpoints previous users have been given.
- This statement will also drive our team members to look for and reach out to contact people who are working at theaters that have similar backgrounds and missions but have been performing better, and set up informational interviews with them, to gain a deeper understanding of what they have been doing, what worked, what didn't.
- In the middle stage of our project, we will also use storyboarding, speed dating, prototypes, group critique and iterative designs to help our team narrow down and identify the core strategies that the KST could implement into their online platforms.

Stakeholders

- Existing viewers - better user experience with KST online medias
- Potential viewers - more attracting online medias means more chances of getting involved in
- Content creators - better organized online media from KST to promote more artworks
- KST staffs - better online media helps the growth of KST with increasing user engagement, as well as better advertisement

Context

- Kelly Strayhorn Theater is based in the East End of Pittsburgh.
- The East End is a mixture of historic renaissance and dynamic art scenes.
- In the 1940s and 1950s, East Liberty exemplified a vibrant commercial center, but declined rapidly after 1960s due to urban renewal program.
- Under the influence of COVID and social distancing, most theaters are shifting their focus to virtual space. As a result, Kelly Strayhorn Theater faces the challenge of really building a sense of connection with its surrounding community within virtual space.

Tools or platforms

The KST website will be our main platform. In addition, the KST Instagram account, Youtube channel, and Spotify account are also platforms that we are considering to address in our deliverables.

Thank you!