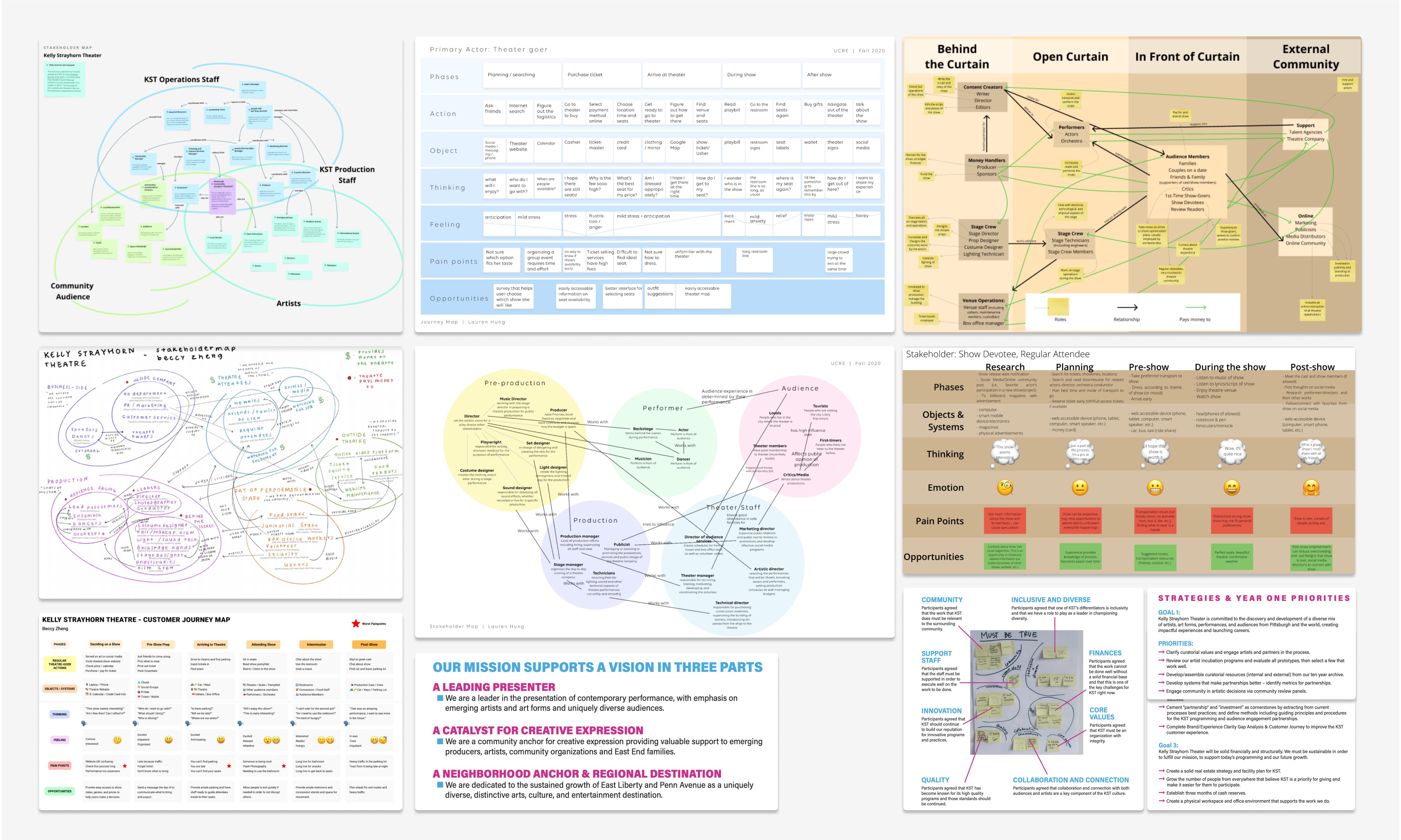


Synthesize by Walking the Wall



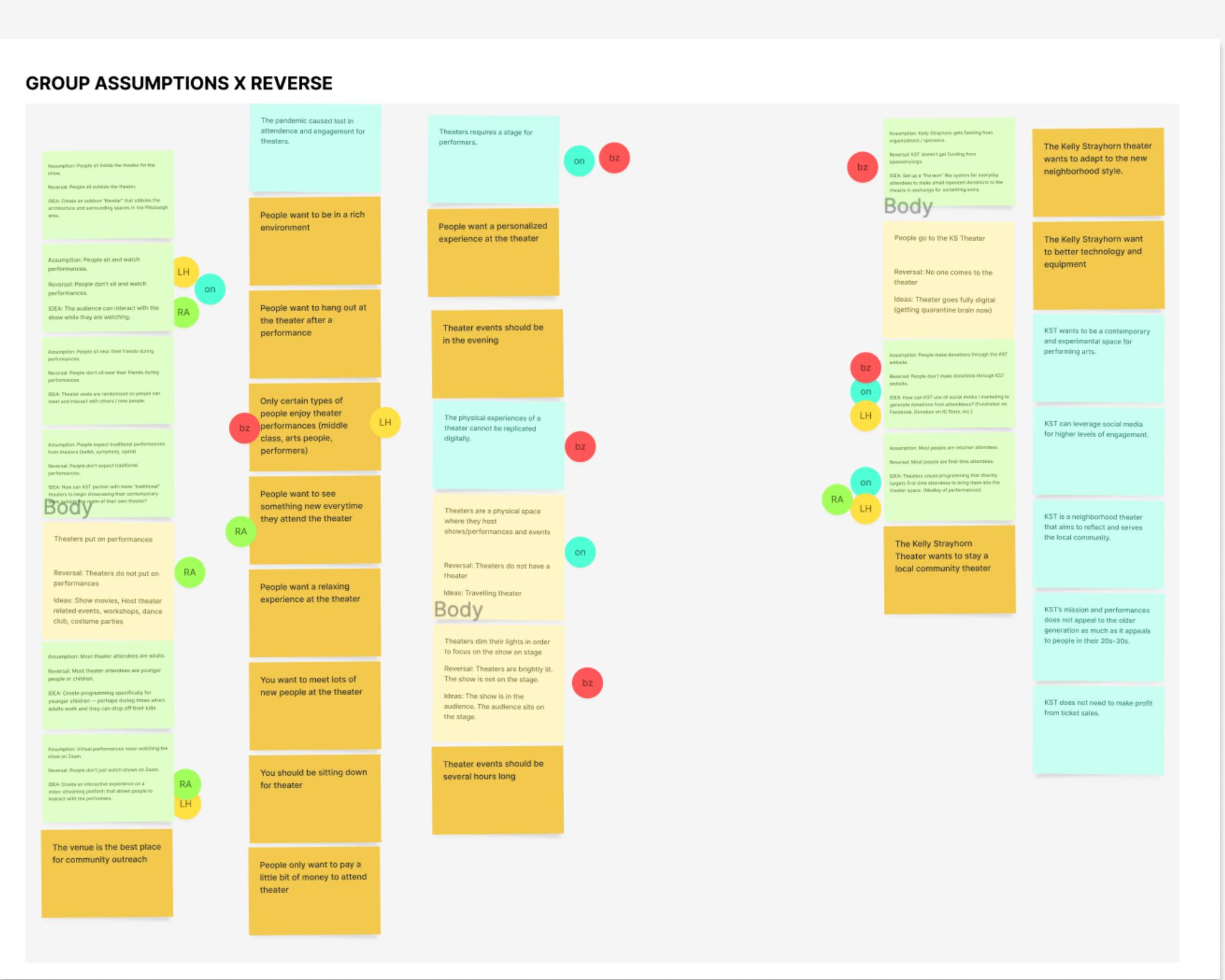
♂ Takeaways

We discussed our walk the wall findings as group after developing our key insights from the previous assignment.

We discussed how we each took a different take on the assignment. We talked about how you could see in the key highlights from our research, there was a lot of similarity in the themes we found, but also our unique takes of them.

- 1 Historical context
- 2 Opportunity in social media
- 3 Opportunity in civic engagement
- 4 Opportunity in virtual experience technologies
- 5 Opportunity due to pandemic

Ideate by Conducting a Reframing Activity



Stage 1

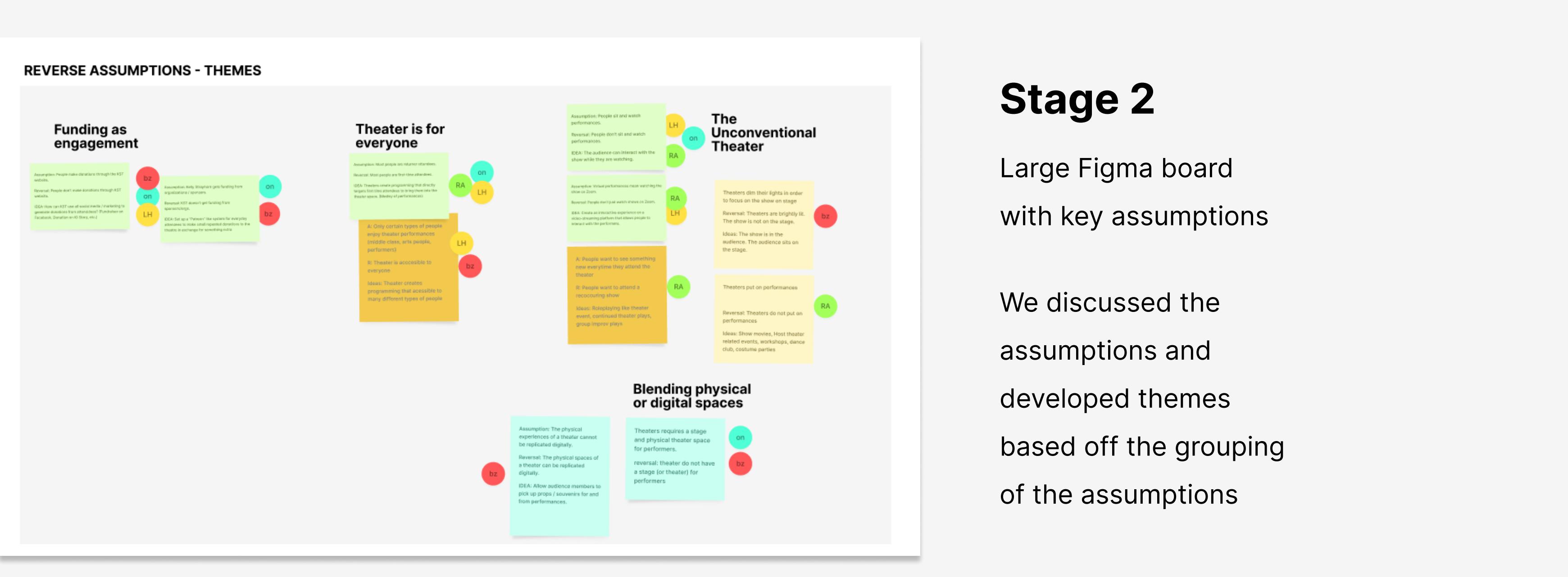
Large Figma board
with everyone's
assumptions

We then voted on the
assumptions that most
resonated with people

thumb up thumb down Reverse Assumptions

Our team decided to use the **Reverse Assumptions method**. We each bring in different experiences and have different assumptions regarding the theater space so we felt it was important to bring those in as we ideated. Additionally, we felt that this activity would help us best frame our problem space moving forward.

We began by taking a few minutes to independently brainstorm our assumptions. From there, we voted on the most meaningful assumptions and discussed what the reverse assumption was and what potential ideas we had. Finally, we grouped our assumptions. Based on our groupings, we identified four themes: **Funding as Engagement**, **Theater is for Everyone**, **The Unconventional Theater**, and **Blending Physical and Digital Spaces**.

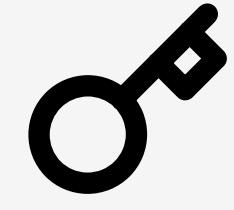


Stage 2

Large Figma board
with key assumptions

We discussed the
assumptions and
developed themes
based off the grouping
of the assumptions

Project Definition



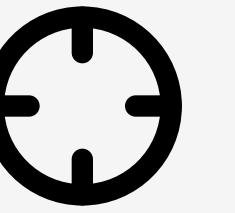
Key Themes

Funding as engagement

The Unconventional Theater

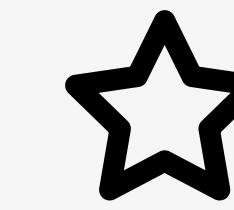
Blending physical or digital spaces

Theater is for everyone



Area of Focus

Increase donations and engagement from the local community with the Kelly Strayhorn Theater (KST) by using unconventional, interactive theater experiences.

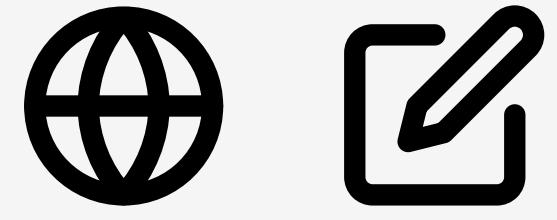


How Might We...

...increase donations and new community engagement by taking advantage of unconventional and emerging techniques in theater experience and marketing.

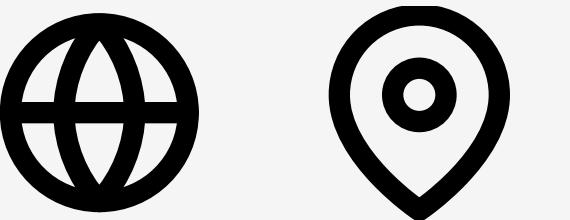
...adapt these forms of interactive digital platforms and audience experiences to fit not only the current pandemic environment but also long-term growth?

Project Definition



Mission Context

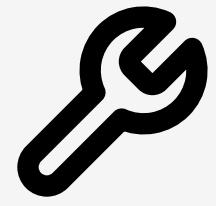
KST's culture and mission is rooted in its local community. Our mission is to push the boundaries of the "traditional "theater" so that it is accessible from any location, place, or geography.



Defining Geography

By opening up more blended digital/physical spaces, the theater can reach a wider audience. This includes the use of many already known digital spaces(website, social media), but might also entail the development of specific new digital spaces better fitted for the constraints of the current, ever-evolving environment.

Project Definition



Streaming/Social

Youtube

Instagram

Twitter

TikTok

Physical

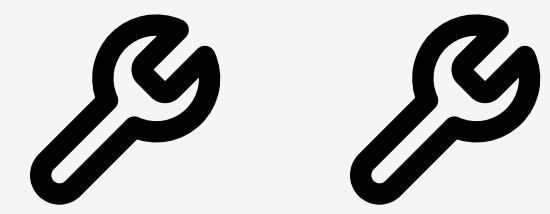
Theater

Props



Tools Contextualized

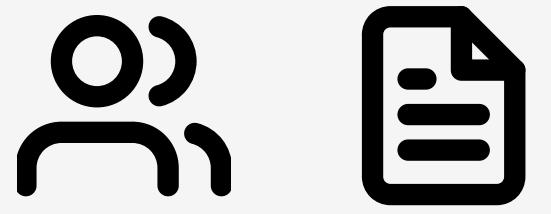
In terms of digital spaces, we might need to develop tools and frameworks for adapting existing online community building methods to augment the KST's current efforts. This might take the form of new online community forums, or using role-playing as a theatrical medium. We should consider using all methods where people engage with the theater.



More Tools

In addition, donation and money-transfer apps such as CashApp, Patreon, YouTube, Venmo, Zelle, etc., can also be included in our project for generating new, quicker, and easier ways to donate and financially support KST.

Project Definition



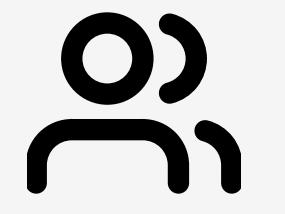
Roles Overview

The goal of this research is to find methods that can create theater that is accessible to anyone regardless of their previous familiarity with theater. At a more granular level, this will directly affect performers, marketing/PR, audience members/theater attendees.



Roles Contextualized

In an unconventional theater space, performers might take on different roles and interact with the audience members. PR/social media might play a bigger role in how people engage with the theater and make donations. Audience members might also have a different role beyond just watching from their seats/home.



Roles

PR/Social Media

Marketing

Performers

People

Engaged Audience

Spectators

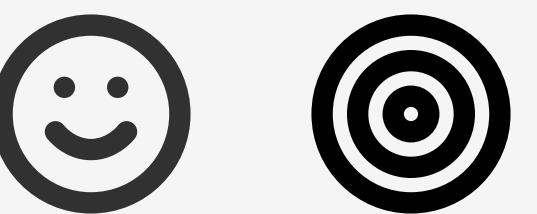
Patrons

Project Definition



Activities Overview

Our research will focus on the ways in which KST can turn people who are currently unfamiliar with KST's mission and programs into a member of the KST community. This will not only generate more financial support but also expand KST's impact and outreach beyond the East Liberty neighborhood.



Activities Goal

This project will investigate how to bring emerging methods in blended digital and physical performances into the context of the KST and how KST can use these digital platforms to deliver content that is contemporary, unique, and engaging for all types of people.



Activities Focus

This does not mean we are designing for all types of people but rather seeking to define the niche that the KST can fill by creating accessible theater performances. We may narrow down to a particular audience based on factors such as age range, location, experience with theater arts, experience with technology.