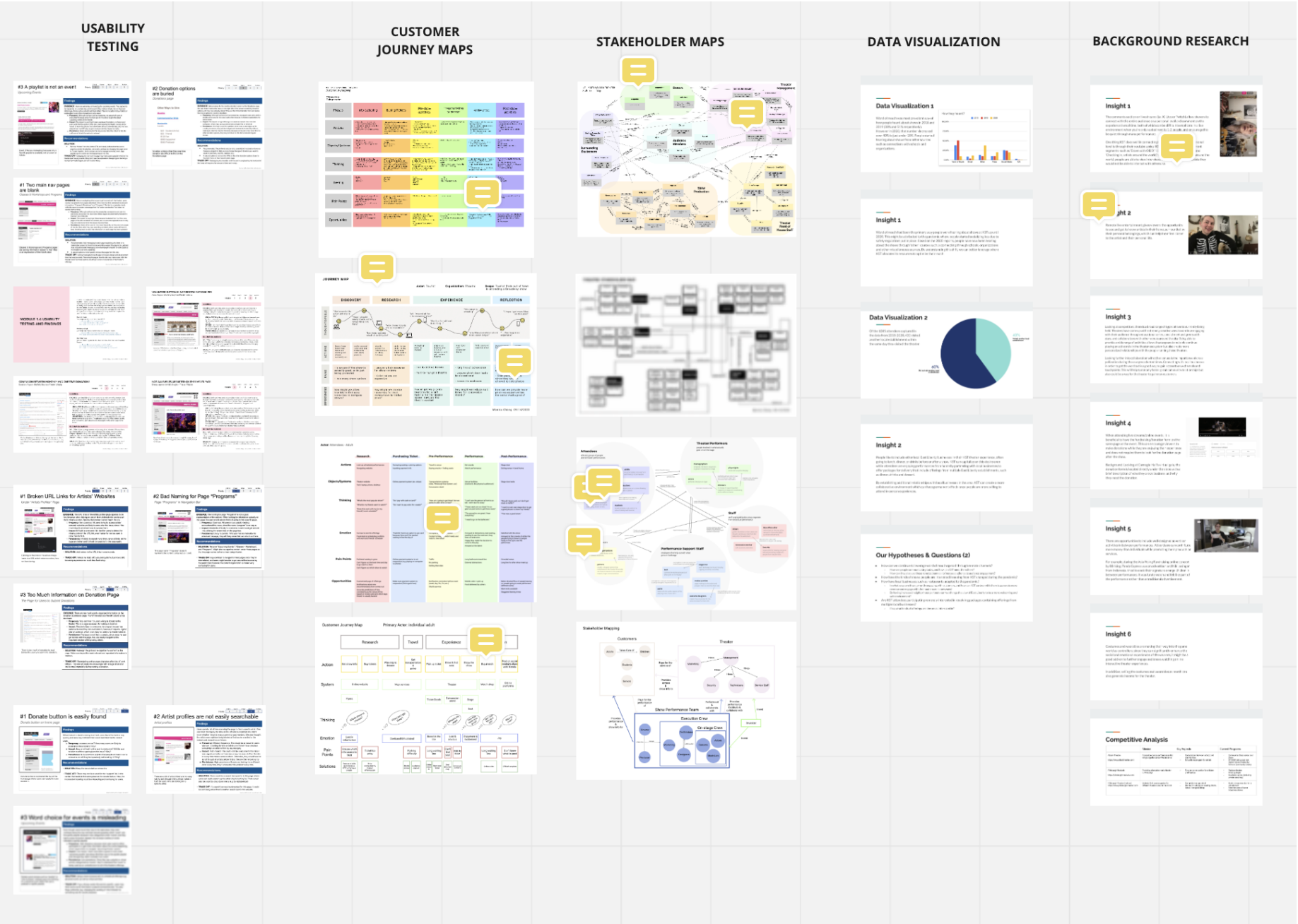


Module 2.1: Deliverable F

Team MAYK - Monica, Ally, Yuwen, Kate

Module 2.1 F - Part 1 Walk the Wall

Method: In setting up our Walk the Wall session, each of us added our past activities and research to a shared Miro board, including stakeholder maps, journey maps and UTF's as well as the data analysis and background research we completed over the weekend. We then spent some time individually reading through all of our findings and adding comments, ideas, and insights as they came up. We then went through our individual comments as a group to see where our ideas converged and diverged and begin brainstorming possible directions for our project.



Our Notes & Comments

What does "sharing experience" look like when you participate remotely?

a way of connecting those people with similar interests in the online environment (thinking about how they said after the show they always do a dance party in the lobby so how can you bring something like that online to bring a sense of community?)

are there ways to engages other organizations with the same cause?

thinking about the international following, how can we bring that same experience to them? how does that differ from local offerings?

creating a network (globally)

connect small theaters to bring a community feel

how can we still engage surrounding businesses while offering virtual experience? what if they are able to order in from these businesses (they get a special deal or smth) when logging into the event

How to attract individual and organization donors during the pandemic? Is there any special funding dedicated to business like KST?

How do we encourage people to order merch remotely? Could it be purchased when they buy their tickets and then they can wear or use it when they watch the show remotely?

How can people still experience a show with friends while remote?

what kind of experience could KST deliver remotely? (on the same level as customer service, snacks, etc. to make them feel more engaged and in the space? or would they want to feel like they're at the theater at home?)

create special events for larger local organizations like schools? education?

Small group remote performance/conversation with artists and KST staff. Also include packages with local businesses

Elderly ppl are also a historically stigmatized group - curious if KST has thought about ways to engage with them even though their content is more geared toward younger progressive audiences.

How do we engage older people with theater remotely when they might not use technology?

we all talked about poor word choice for events (pretty important since website is the main way KST is promoting their events)

older? how can they engage with the older group that are stigmatized

funding from organizations since they donate more than individuals. How can we bring that info to KST

Possible to partner with other small theaters in other places with a similar mission?

I'm thinking since they have shifted many of their content to social media - is it possible to have elements of their websites on social media postings (e.g. donation option on Instagram?)

Key Takeaways: After synthesizing the data and making notes and comments, we discussed our findings and found that we had similar questions and views about the theater experience. As a group, a lot of our thoughts were along similar lines, revolving around ideas of connection and engagement, and it was interesting to see how this activity helped to align our views about the main opportunities we wanted to explore:

- How can we create more effective remote experiences?
- How can we leverage new channels and methods to expand KST's network and offerings?
- How can we create new connections, both local/global and individual/organizational?

Reverse Assumptions

Theater Space

theater spaces are built to optimize sounds	Theater spaces are not optimized for sound	There is no defined theater space	walk around theater experience	People move of their own volition and engage with performers/audience
theater seats are always in rows	what if people can organize their seats?	what if we don't have seats	performers come into the audience	
theater are meant for people	Theaters are not meant for people	theater is a place for plants and other random objects	pets can come too	
Performances are held in theaters	Performances are not held in theaters	There is no defined theater space - performers travel to different alternative venues or perform from home	Performers come to people's homes to gather in smaller groups	Performances are completely online/virtual

Theater Experience

there's a concession stand (snack, drinks)	There is no concession stand at the theater	no food allowed	bring your own food/drinks	order in food/drinks
Overpriced food and drinks	food and drinks are free	subsidized food and drink	local businesses support by providing food and drinks for free in return for free marketing	
Performances are done by people	Performances are not put on by people	shows with puppets for kids	Shows performed by robots	
Theaters decide what events/performances to provide	Theaters don't get to decide	Recruit audience into the director crew	Audience members vote on what kind of performances theaters put on and have to then financially support the creation of the performance	
people get a playbill to look at	people don't get any information at the show	people get information but has nothing to do with the show	playbill that talks more about the causes and reasoning instead of the actual show (the bigger picture)	
people get to meet performers after the show	people don't get to meet performers	people meet performers during the show	people get to connect with performers through social media	
Theaters want attendees to have an enjoyable experience	Theaters want people to have a negative experience	Purposefully negative/satirical performances - make fun of audience - could be way of increasing audience engagement with each other		

Top Picks

Monica	walk around theater experience	global collab with other businesses and theaters to who's goal aligns with KST	people get to connect with performers through social media	
Yuwen	create events where theatergoers can experience how performers feel on stage	global collab with other businesses and theaters to who's goal aligns with KST	Theatergoers are matched with shows based on their background and interests - maybe it's even a surprise when they get to the theater?	
Kate	There is no defined theater space - performers travel to different alternative venues or perform from home	Performers interact with unskilled people - maybe children?	Variety shows / talent shows put on by community - and sponsored by local businesses?	global collab with other businesses and theaters to who's goal aligns with KST
Ally	Variety shows / talent shows put on by community - and sponsored by local businesses?	Audience members vote on what kind of performances theaters put on and have to then financially support the creation of the performance	Upon arrival people are matched with strangers from different backgrounds	global collab with other businesses and theaters to who's goal aligns with KST

Reverse Assumptions

Theater Goers

Young people care about progressive issues, and older people can't relate as much	older people can relate based on their experiences, while young people don't understand from lack of experience	Market to older audiences who like performing arts as a way for them to begin engaging with progressive issues in a more indirect manner	Include older performers in residencies and offerings
Theater goers are interested in the show	Theater goers are not interested in the show	Theater goers have no ability to pick the show they go to - they are randomly assigned	Theatergoers are matched with shows based on their background and interests - maybe it's even a surprise when they get to the theater?
kids are required to be over a certain age to attend	babies are allowed to attend	Shows are specifically for children under a certain age	Shows are created for kids, by kids to get them involved in performing arts at a young age
people usually attend performances in groups	people go to performances alone	singles mingle area	Upon arrival people are matched with strangers from different backgrounds
people attend theaters close to them	people attend theaters globally	Performances are in different languages	Performances are silent / using sounds instead of languages

Performance Experience

theater performances are loud	performances can be quite or silent	silent/ASMR performances	
performances are categorized by dance, musicals, music, theater	performances have no defined category, or have multiple categories	Variety shows / talent shows put on by community - and sponsored by local businesses?	
Performers are onstage	Performers are not on a stage	Audience is on stage, performers are in seats. Performers watch audience	
in person experience	shows are not in person	virtual experience / 3d or VR experience	
Attendees watch performers perform	performers watch attendees sit	create events where theater goers can experience how performers feel on stage	
Performances usually tell stories	Performances don't tell a defined story	improv shows!	
Performances are done by trained performers	Performers have no training in performing arts	theaters employ people of all different backgrounds and skill levels	Performers interact with unskilled people - maybe children?

Other

you must have a ticket to attend	you don't need a physical ticket to attend	shows are free	
tickets are expensive	tickets are cheap	tickets bought in bulk	discount tickets for same day performances that aren't being sold
Audiences need to register/buy ticket before the show	There are no tickets or registration process	impromptu theatre experiences so anyone can join at anytime	
Local theaters work primarily with local businesses	Local theaters work with global businesses	remote collab: let's get KSTxSupreme merch!	global collab with other businesses and theaters to who's goal aligns with KST
Merch is sold at theaters	Merch is not available at theaters	audience merch design competition	online merch store that curates from different shows
merch is designed by ppl in the crew	merch can be designed by audience or random people on the streets that don't even know the show	Create polls for audience to contribute ideas	Audience design their merch and the good ones get sold on official channels

Module 2.1 F - Part 2 Conducting a Reframing Activity

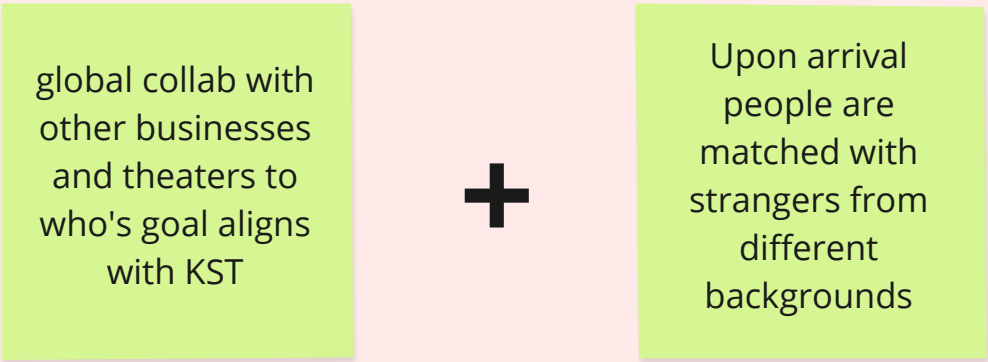
Method

Our team chose the reverse assumption method in order to break out of any preconceived ideas we had about the scope of the project and explore new ideas that we hadn't previously considered possible within this space. We started by jotting down as many assumptions as we could think of on yellow sticky notes. Then, we began our reversal process on blue sticky notes, thinking through what the landscape could look like if none of our previous assumptions were true. Finally, we began ideating on blue sticky notes based on the reversed assumptions and came up with some fairly unconventional ideas of what the theater space could look like in an alternate reality.

Key Takeaways

Although some of the ideas may not be feasible for a class project, this method of thinking created space for us to consider novel ways of solving the problems KST faces today. Our key takeaways were:

- The KST experience does not have to be limited to people in Pittsburgh
- By rethinking the performer/audience relationship, KST can consider new methods of interaction that could increase engagement
- Creating an expanded network of likeminded businesses could help broaden the KST donor and audience base





Project Definition

Team MAYK: Monica, Kate, Yuwen, Ally



How might we...

Create a more personalized experience for audience members to connect with others on a local and global scale?



What Activities & Tasks Will It Support

- Engaging audience with a globalized online community
- Helping people of similar interests to form relationships
- Strengthening quality of interaction between audience and KST through different channels
- Creating personal relationships between audience and performers/theater management

What Roles & People Will It Impact

- Audiences both local and international
- People interested in live theater and meeting people with similar and varied interests and backgrounds
- Theater employees and management
- Donors
- Performers



What is the Context

- Inside KST theater
- In-person/Online

What Tools & Platforms May Be Leveraged

- An online survey to gauge people's interests and background in order to give more customized recommendations for future performances
- Social media platforms
- KST website
- Messaging and live video platform