

**AUDIENCE  
EXPERIENCE**  
design | **DESIGN  
A MUSICAL  
EXPERIENCE**

# 1 Get The Story

8 minutes (2 sessions x 4 minutes each)

Ask your partner to tell you a story about a memorable musical experience (concert, show, etc.). Use the journey map below to record the key moments in their experience.

Moments			
Moments			

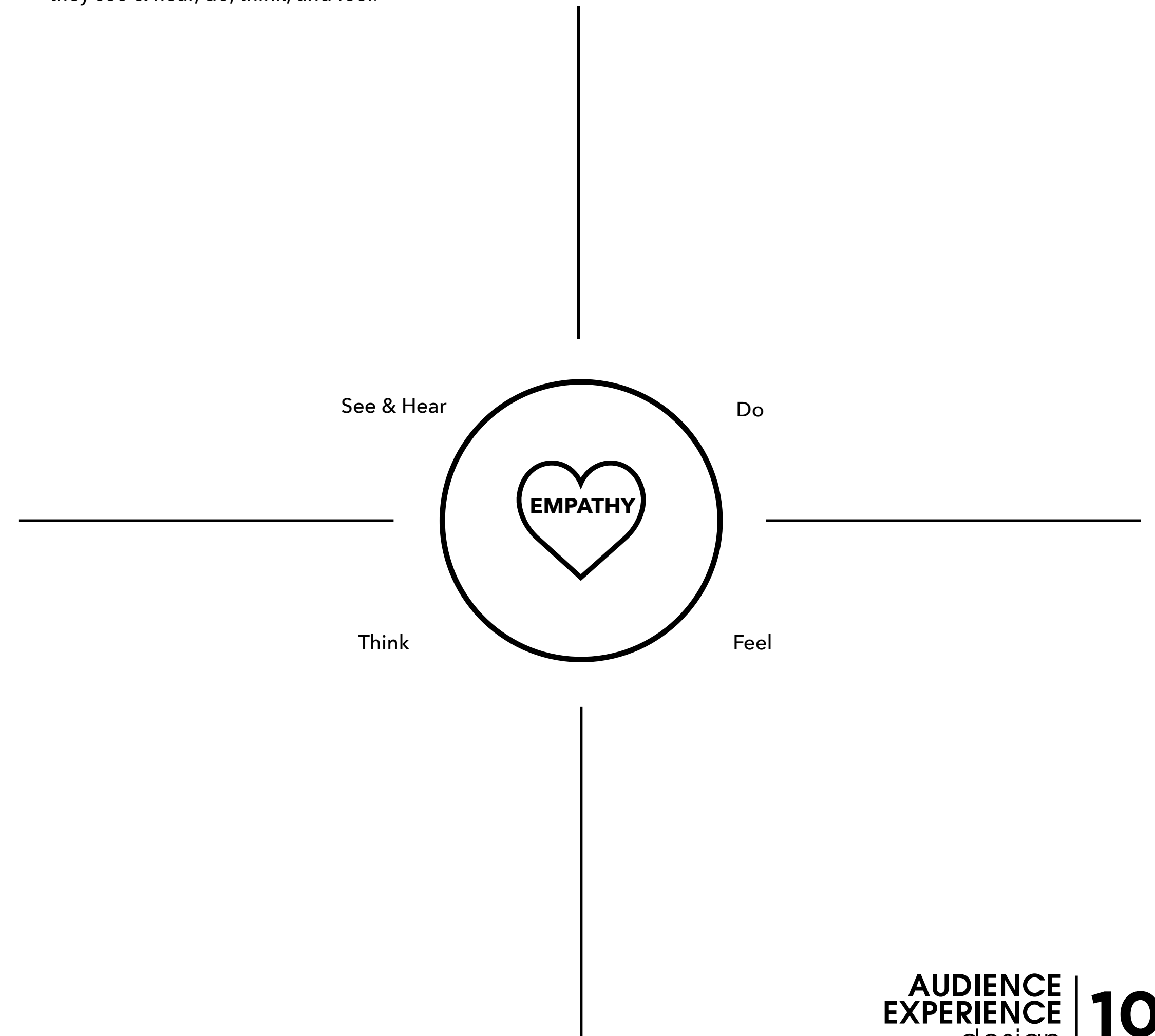
UNDERSTAND



# 2 Dig Deeper

8 minutes (2 sessions x 4 minutes each)

Based on your previous findings, ask your partner additional questions in order to get more information about their experience. As they tell you the story, step into their shoes and record what they see & hear, do, think, and feel.



### 3 Write POV statement

3 minutes

Create a Point of View (POV) statement for your partner, which is informed by your interview. Your partner's POV statement expresses what your partner is trying to achieve by engaging in a musical experience and why. Writing a solid POV statement will require you to make inferences based on your interview.

My partner, \_\_\_\_\_ ,

needs/wants/is trying to \_\_\_\_\_

because \_\_\_\_\_ !

IDENTIFY



### 4 Write HMW question

3 minutes

Create a How Might We? (HMW) question, which is informed by your POV statement. The HMW question identifies an opportunity that will launch you into the design of the musical experience for your partner.

How might we \_\_\_\_\_

for \_\_\_\_\_

so that \_\_\_\_\_ ?

# 5 Generate radical concepts

4 minutes

Come up with three radical concepts for musical experiences that meet your partner's needs. Really push the boundaries of your imagination. The sky is the limit!

# 6 Get feedback

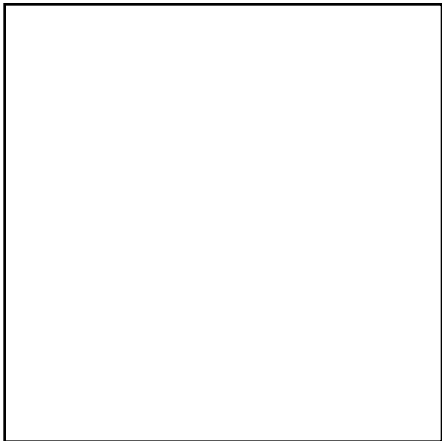
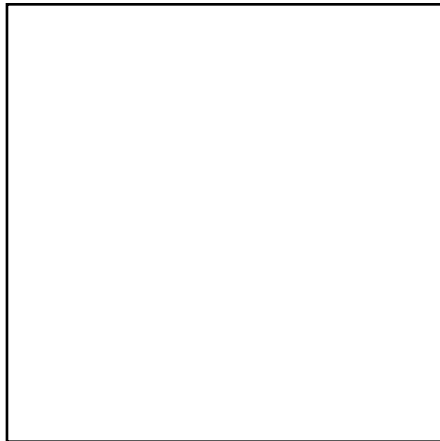
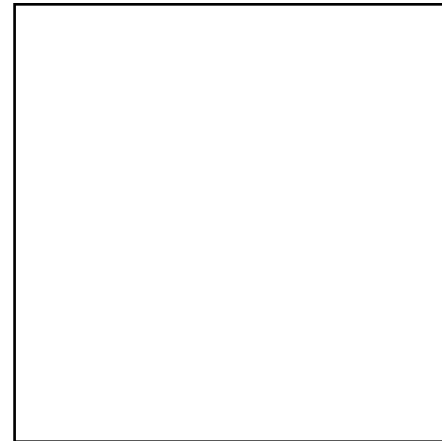
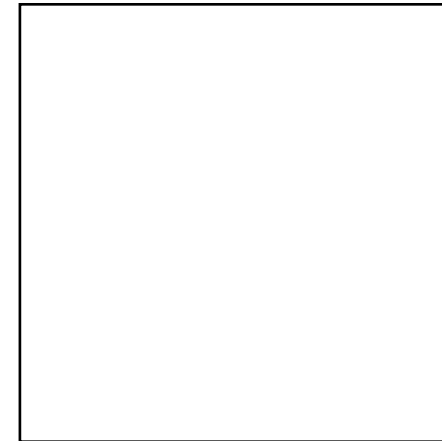
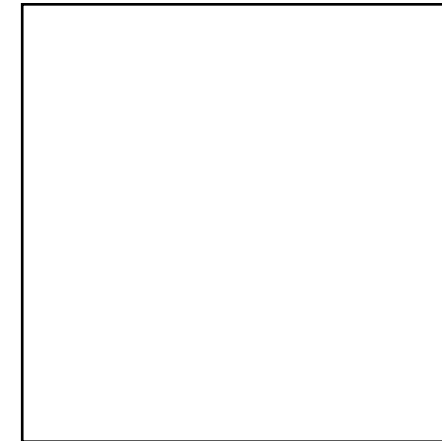
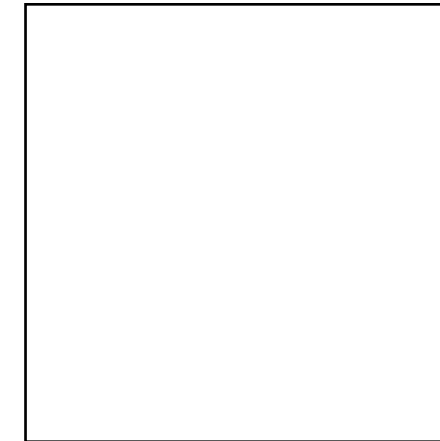
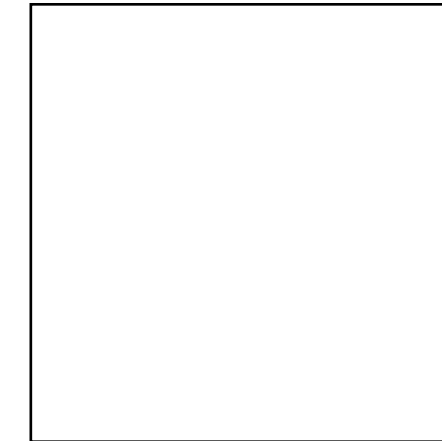
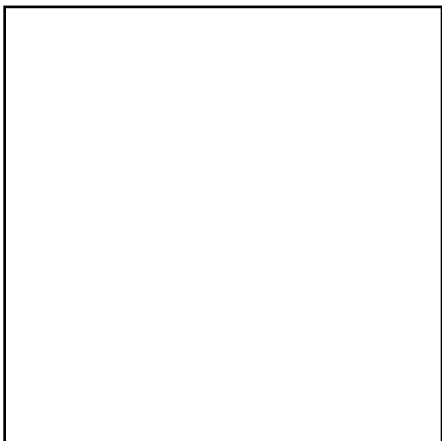
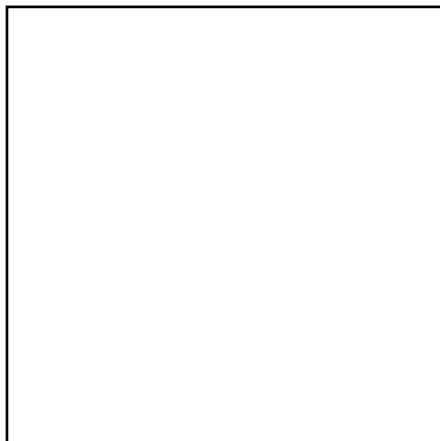
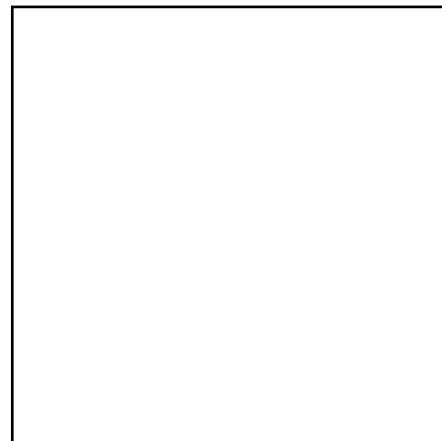
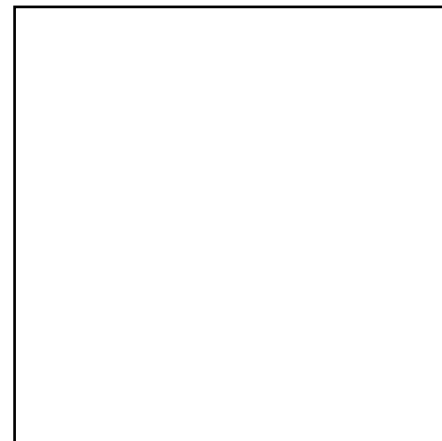
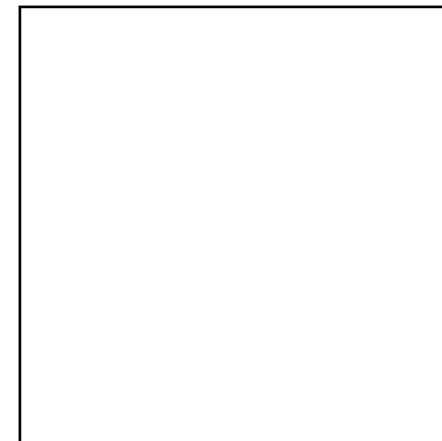
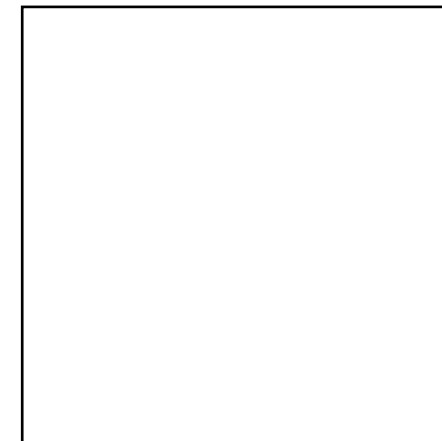
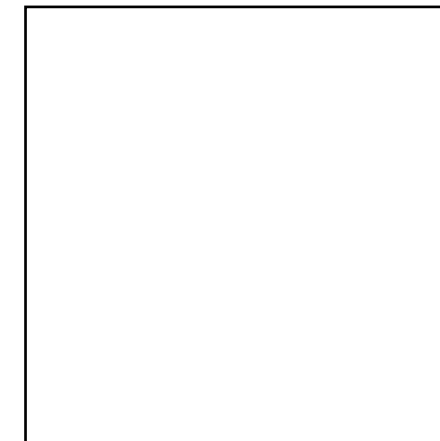
4 minutes x 2 sessions (8 mins total)

Share your concepts with your partner and make notes about their feedback. Find out what they like best about your concepts!

# 7 Create one new concept

7 minutes

Incorporating your partner's feedback, map out moments of your new experience. Think of your partner at every moment and determine what would work best for them. Keep it simple and map out only as many frames as you like, no need to fill in every one.

Visual								
Description	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
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# 8 Facilitate walkthrough

7 minutes

Walk your partner through the experience verbally and make notes about their feedback. Find out what is working and what can be improved!  
After incorporating their feedback, host a full dress rehearsal with your partner in attendance.

REHEARSE



What worked?

What could be improved?

Questions?

Ideas!