Agile 2023
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#AGILE2023
Dramatizing the Customer Journey
Process Drama for Product Design
Jeff Funaro & Joey Kovach
"[Process drama requires] the use of perception, imagination, speculation, and interpretation, as well as exercising dramatic, cognitive, and social capacities."

Cecily O’Neill - Drama Worlds: A Framework for Process Drama
MEET JEFF

Photo: Mac-Haydn Theatre

Photo: FactSet
MEET JOEY
TABLEAU

Source: ArtNews
• “The goal is to learn through drama - for example, to explore the world in which a novel is set, to understand a historical event, to experience conflicts between different cultural groups, to see what other walks of life feel like.”

• Betty Jane Wagner, Dorothy Heathcote: Drama as a Learning Medium

Source: Mantle of the Expert
PLAY OUT THE DRAMA

Teacher in Role

- Become a part of the action
- Convey information without narrating (i.e. asking questions)
- Step out of role to offer concrete information
PRETEXT:
All the facts creating the situation leading into the scene.
Richmond coffee shop Alchemy plans changes amid labor shortage.
MANTLE OF THE EXPERT

• Facilitator will "pass the mantle" to the participants
• Participants become the experts
• Gain deeper understanding through experience
• Embody a problem the character is experiencing
Richmond coffee shop Alchemy plans changes amid labor shortage.
“The focus is not for the students to create a performance for others, but to create an experience for themselves by working through an issue or challenge, making important discoveries about themselves and others along the way.”

Source: Kennedy Center
Richmond coffee shop Alchemy plans changes amid labor shortage.
EPISODIC PLAY

Pause the action to offer concrete facilitation
Continue or restart with adjustments

• What is working in this scene?
• What problems are we facing?
• What can we try differently to try to solve some of these problems?
Richmond coffee shop Alchemy plans changes amid labor shortage.
$SuperMan123!

WRONG PASSWORD!

$SuperMan123!

WRONG PASSWORD.

RESET MY PASSWORD

$SuperMan123!

ENTER NEW PASSWORD

THE NEW PASSWORD CAN'T BE THE SAME AS YOUR OLD PASSWORD!
• Establish the W's
• Run the scene
• Discuss what happened

• Run the scene again
• Discuss again (if time)

Source: Patrice Baldwin
REFLECTIONS

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I Wonder...
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