



Agile ORLANDO

JULY 24-28 2023

PRESENTED BY



JOIN US TODAY!

#AGILE2023

LEARN MORE






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

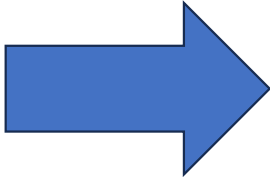


Photo: Mac-Haydn Theatre



Photo: FactSet

MEET JOEY



SURVEY



Source: Viewpoint Research

TABLEAU



[Source: ArtNews](#)



[Source: Mantle of the Expert](#)

A BRIEF HISTORY

- “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*

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.



[Source: How to Start an LLC](#)

A screenshot of a news article from CBS 6 News. The article is titled "Richmond coffee shop Alchemy plans changes amid labor shortage" and is part of the "EAT IT, VIRGINIA" series. The article includes a video player for "Window World" with the phone number 800-NEXTWINDOW and the website WindowWorld.com. The video player also shows a "WATCH LIVE" button for "CBS 6 NEWS This Morning" and a schedule for "Watch CBS 6 This Morning from 4:30 to 7 a.m." The article is by Richmond BizSense and was last updated on Oct 31, 2022.

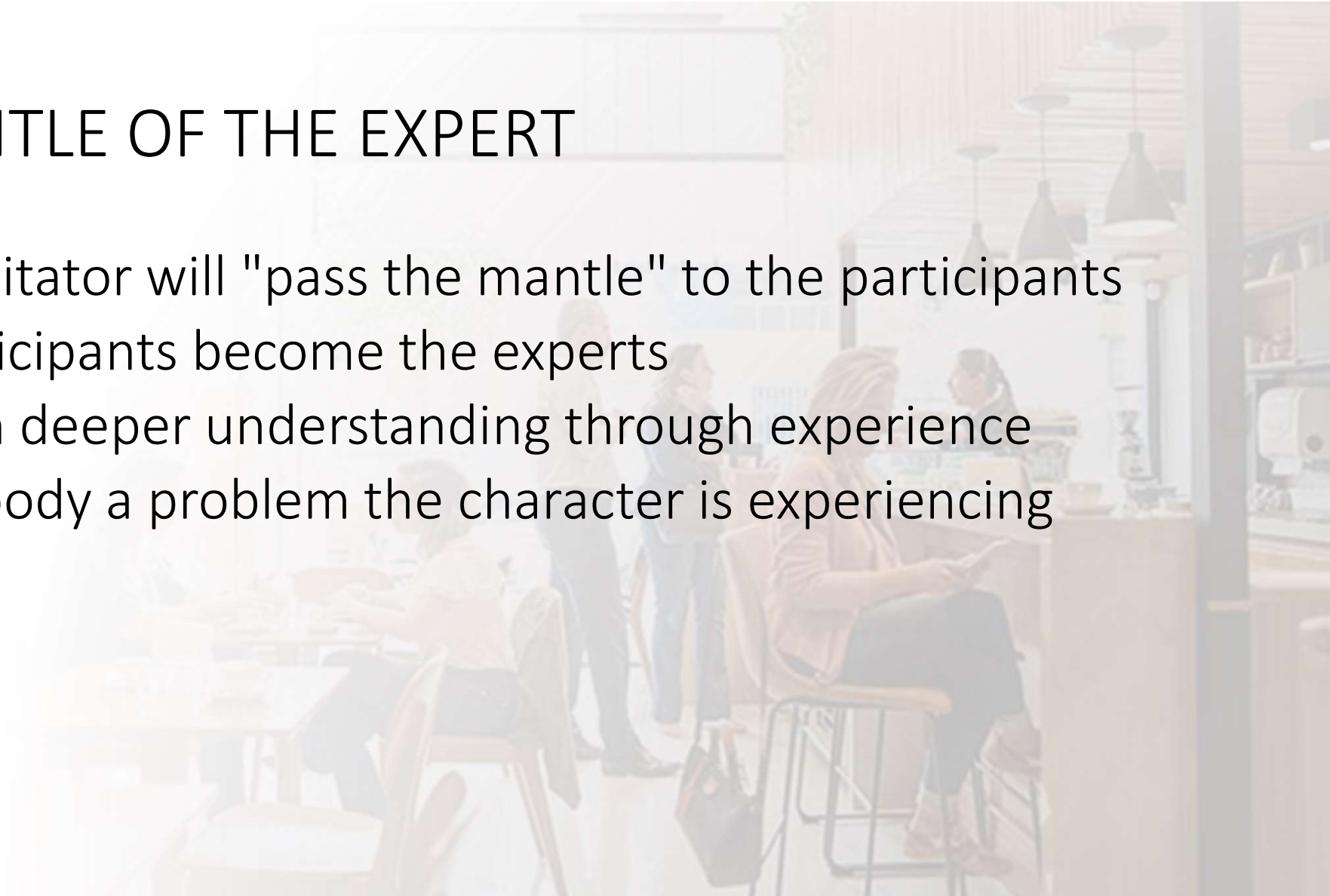
[Source: WTVR](#)

Richmond coffee shop
Alchemy plans changes
amid labor shortage.



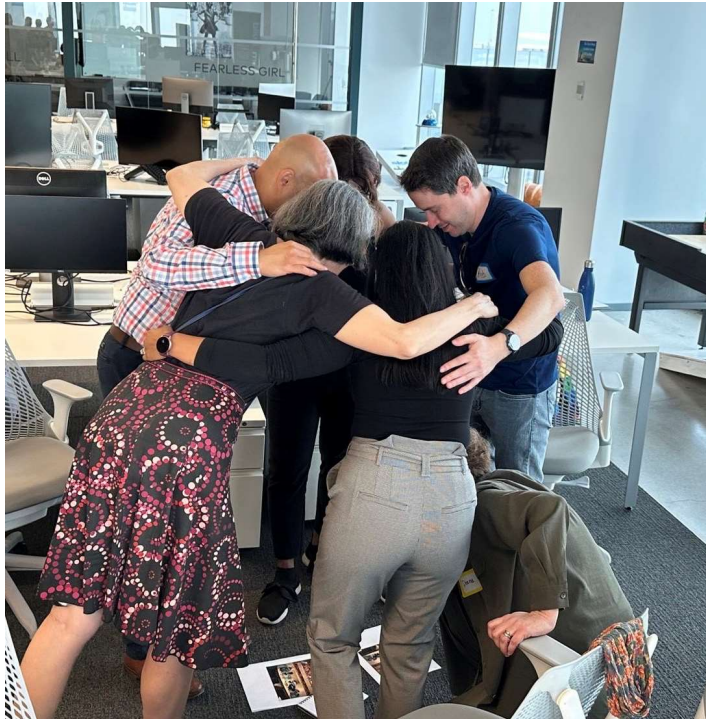
MANTLE OF THE EXPERT

- 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.





[Source: LinkedIn – Dana Pylayeva](#)

“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.

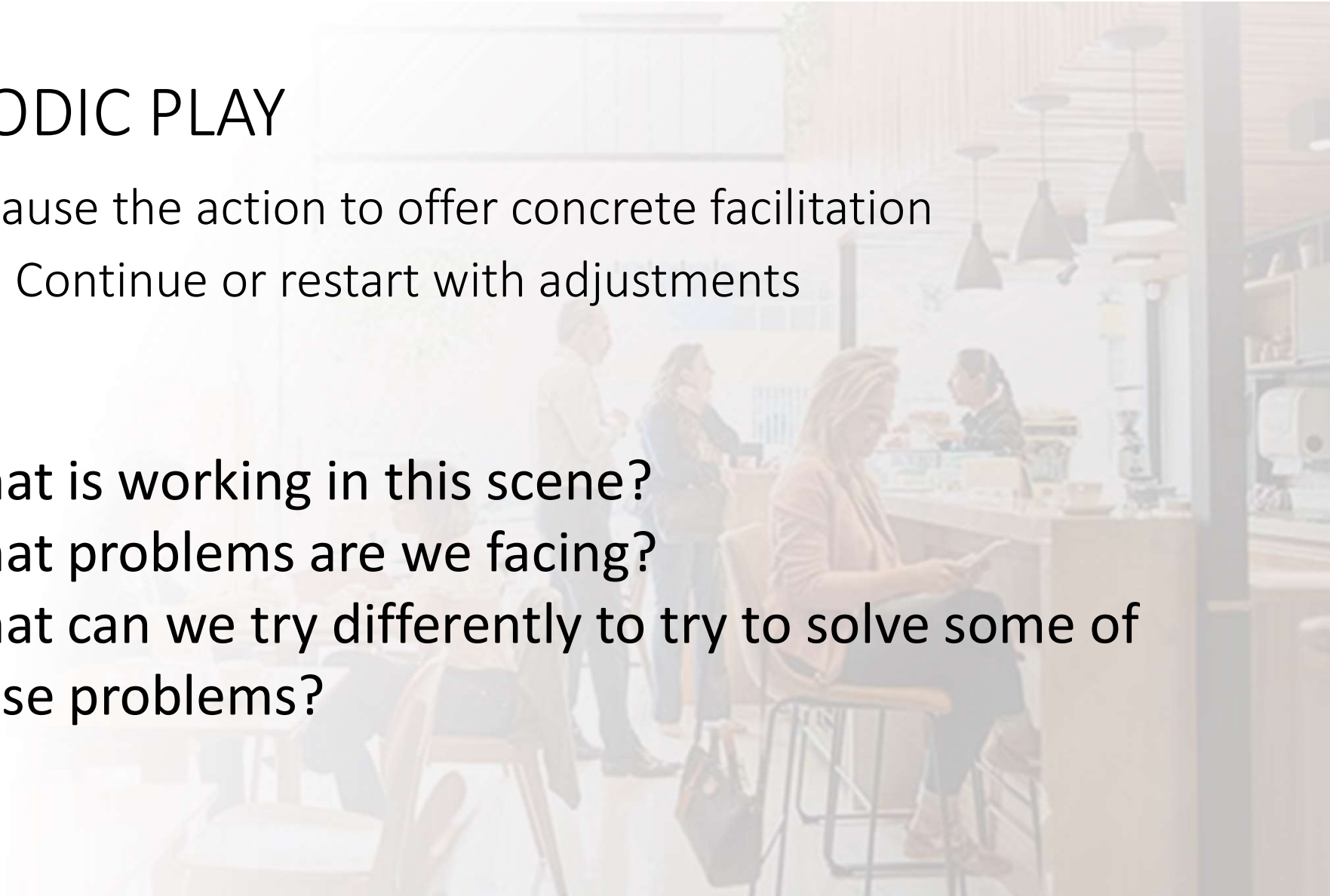


EPISODIC PLAY

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.





[Source: Imgur](https://imgur.com)





[Source: Patrice Baldwin](#)

- Establish the W's
- Run the scene
- Discuss what happened

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

REFLECTIONS



I Like...



I Wonder...

Q & A



Thank You!

Jeff Funaro

- jfunaro@factset.com
- [LinkedIn](#)



Joey Kovach

- joeykovach@gmail.com
- [LinkedIn](#)





Agile ORLANDO 2023

JULY 24-28

Join Agile Alliance today!

Become an Agile Alliance member and help support our non-profit mission, while gaining access to valuable benefits like online events, in-person conference discounts, and event session videos.



#AGILE2023