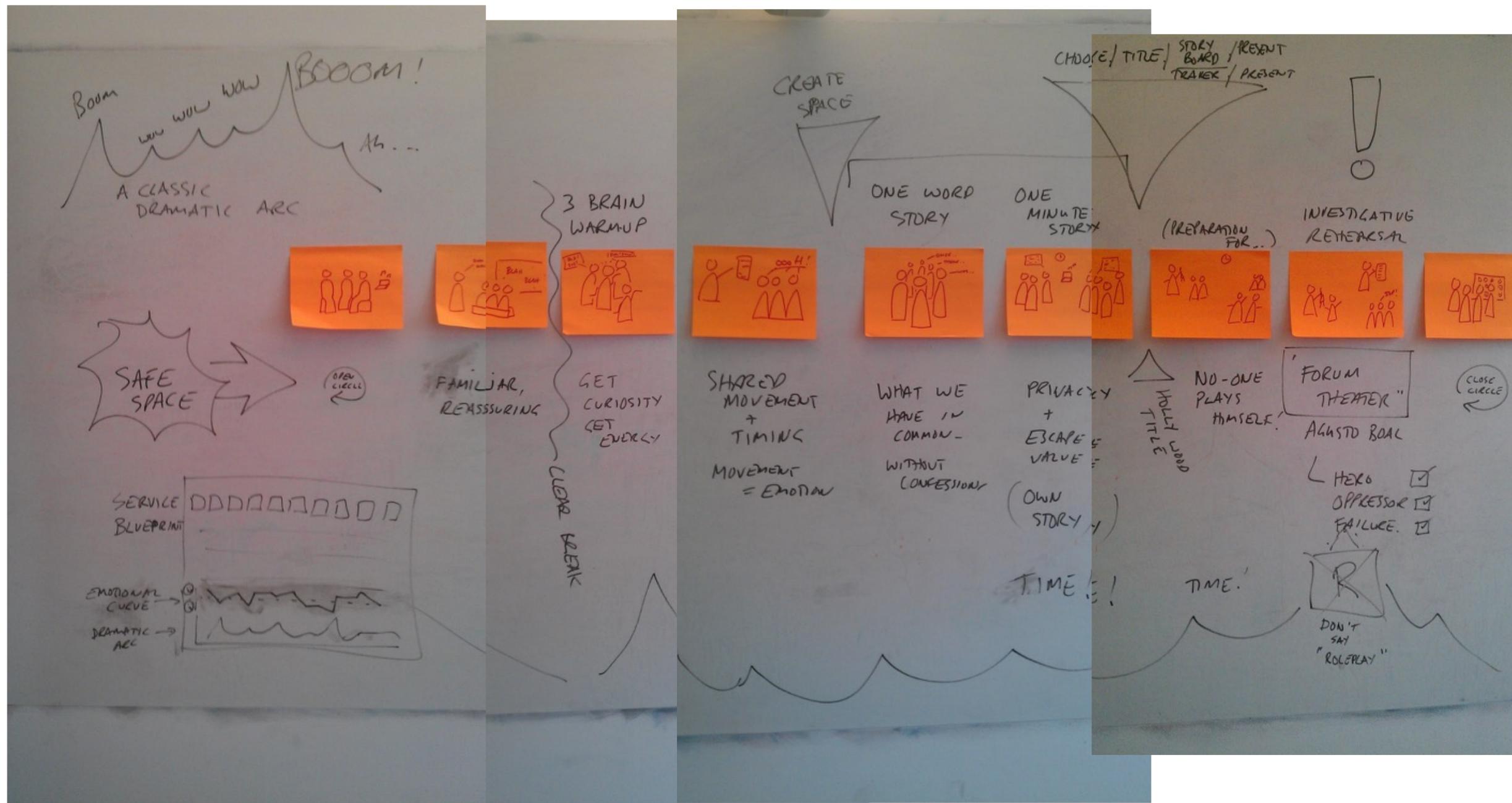


Annotated flipcharts from a workshop by WorkPlayExperience at SDDBCN, October 2016

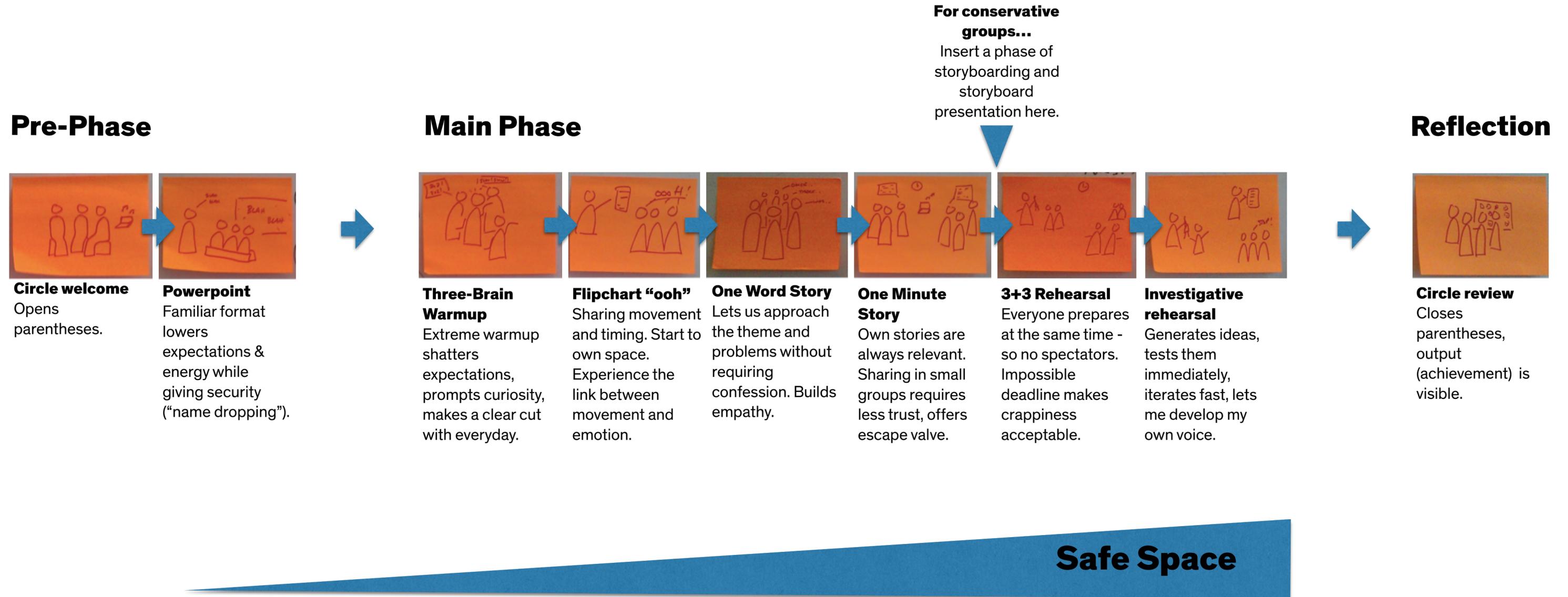
Safe Space: Theatrical Tools for Service Design and Customer Experience

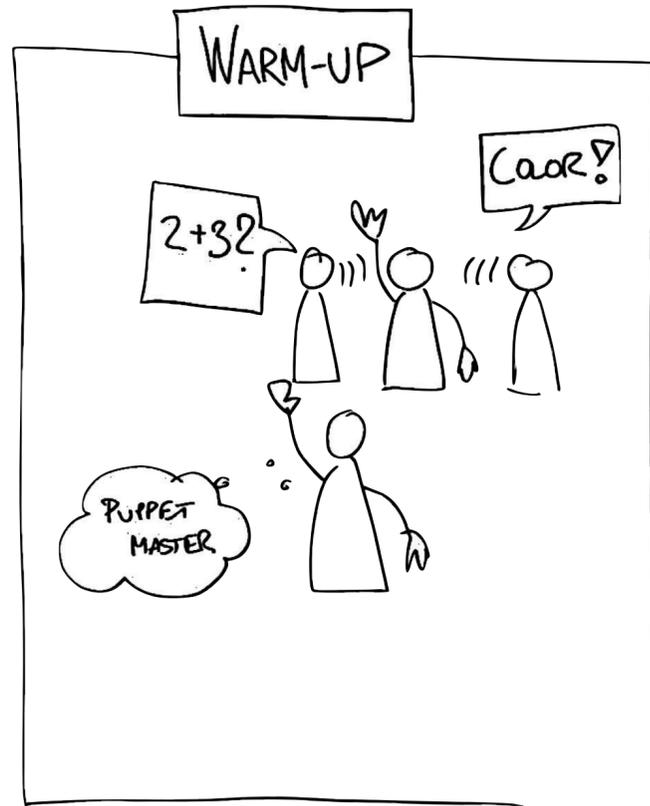
Workshop Structure, scribble



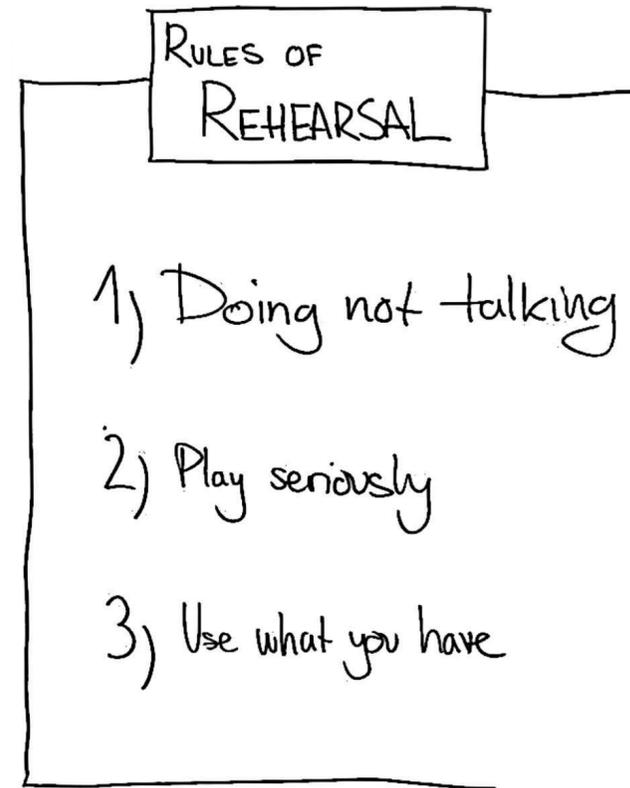
Workshop Structure, an overview

The workshop is structured in three phases - a prephase, to fill in information gaps and even lower expectations, a main phase leading up to the key tool of investigative rehearsal, and a final reflection phase.

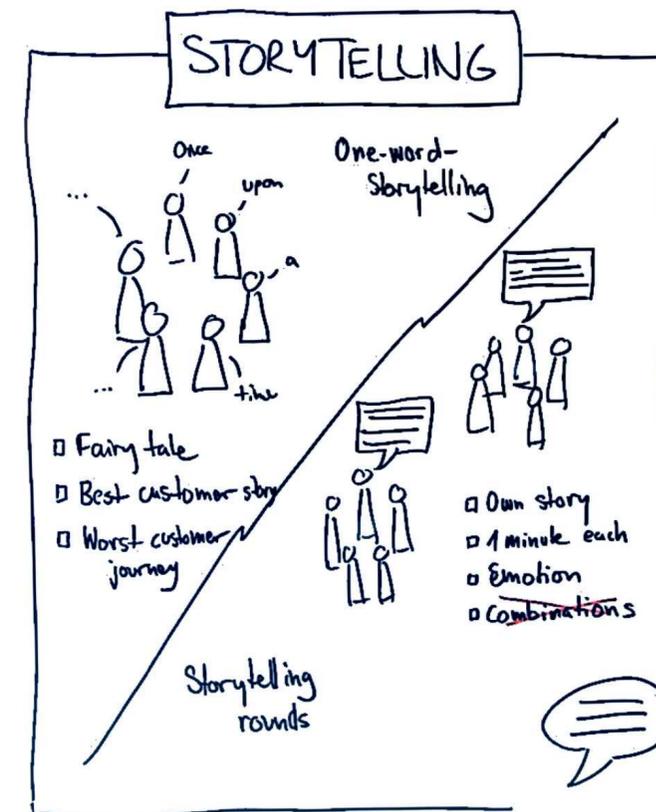




The "3 Brain" warm-up increases retention and willingness to try out new things. Its "hard core" character also makes a sharp break with expectations, starting the process of building "safe space".



The "Flipchart-oooh" gets the participants moving and speaking to a common beat. It also gives us the opportunity to demonstrate how movement creates emotion.



"One word stories" let participants share experiences without confessing error - they emphasise how much we have in common.

Real stories are shared in small groups, fast. The more dangerous the theme, the smaller the group.

Participants are thrown into rehearsal with impossible preparation deadlines - it's impossible to be perfect.



3+3 REHEARSAL

- 3 minutes to prepare
- 3 minutes to show
- As real as possible
- Key encounter
- "Shitty first draft"
- Clarifications
- ~~Comments~~



Participants have just 3 minutes to prepare a quick version of their scene. Don't talk about acting, just say "show us". The impossible deadline makes crappiness acceptable. Remember, nobody plays himself.

INVESTIGATIVE REHEARSAL

- 1) Understand
- 2) Ideas, improvement, change

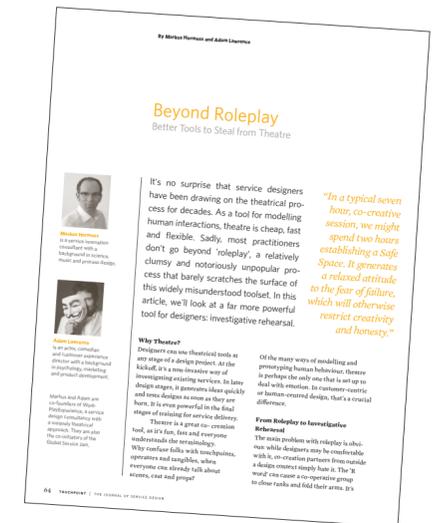


2 Stage 2 of the rehearsal generates ideas for change or development, based on insights from stage 1. Ideas can be tested immediately. A couple of hours of this, based on one short scene, can generate dozens of pre-iterated ideas.

1 The first stage of the Investigative Rehearsal, "Understand", generates wide ranging insights. At this stage, we try to observe, not evaluate. We do not change the scene in any way.

- Agent standing up *harder word to look*
 - Special agent to pick people up *not damaging the picture*
 - Step outside the bench *not damaging the picture*
 - Positions: *fixed vs floating*
 - Touchpad replaces PC
 - Queuing, personal space
- Expectation "controlled" / already heard / Announcement? / Stampede / when just off plane? or at check-in? / "Can I help you" / Acknowledge / turn PC / Do we need a desk at all?*

- In a hurry, urgency, shess but jolly
- Cutting the line,
- With luggage
- agents: behind the desk, working away instantly: follow process/procedure asking for passport, like "Computer to Computer"
- Eye contact, but no sympathy
- Giving info about situation *where from? preemptive diffusion*
- Colleague trying to be invisible
- Minimize apology in formal languages *apology on behalf of company*

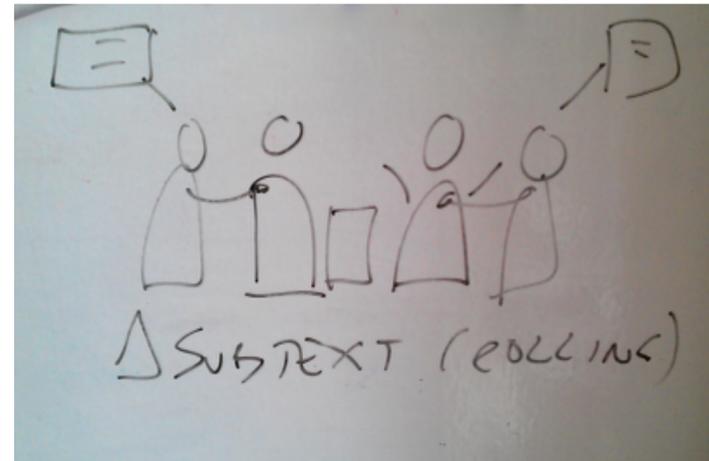


For more on Investigative Rehearsal, see "Beyond Roleplay" in Touchpoint 3.3.

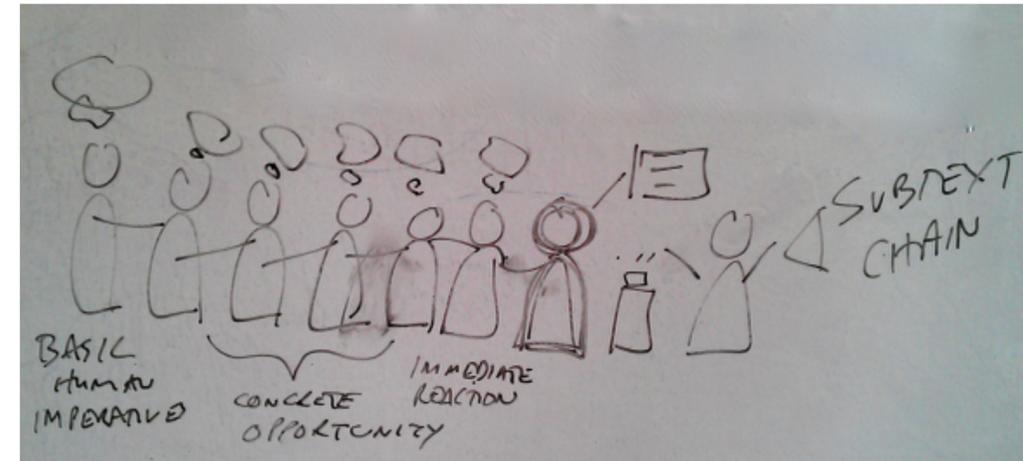
Supplementary tools for investigative rehearsal



We "zoom out" from the customer by building a "**Stakeholder Constellation**", standing people in the room and giving them roles. Start with the customer. Then add people by asking, "who is important in her life?" Put more important people closer. Then ask, "What do they get from each other?" "How can we strengthen one of these relationships? How can we make a hero?"

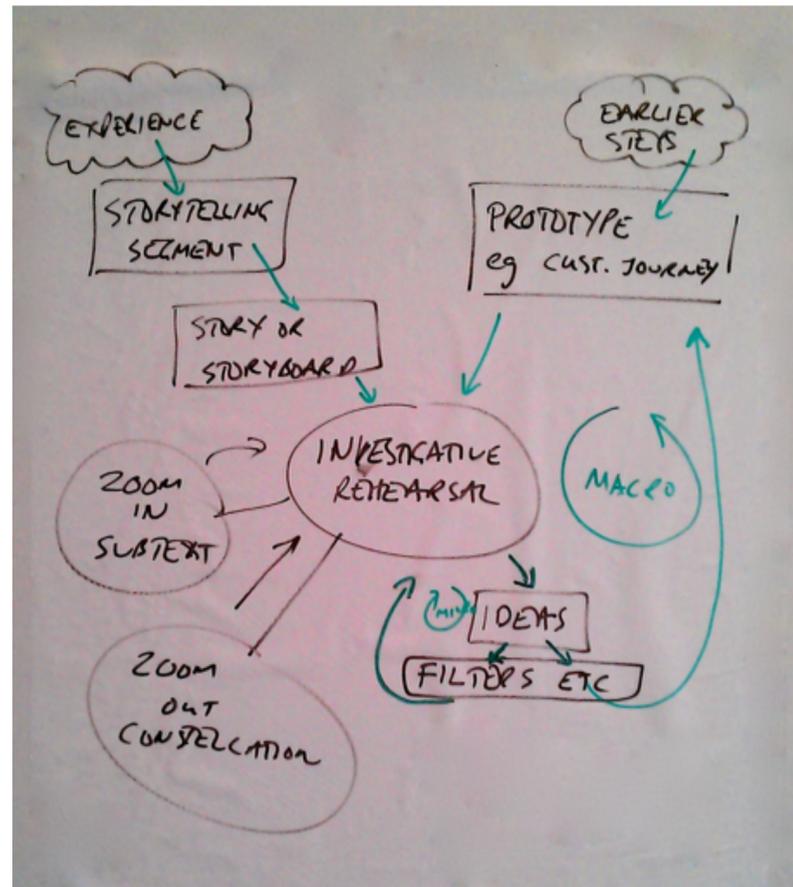


"Zoom in" using subtext. In **Rolling Subtext**, play the whole scene with extra actors speaking the unspoken thoughts of the characters. What courses of action do they suggest?



In a **Subtext Chain**, start with one key statement by a customer or employee, and ask "What would be the subtext of that statement?" Continue with, "What would be the subtext of the subtext".. Use "I" or "Me" statements when possible. As you go deeper, ask "Why is that important?" The deep emotions and needs at the end of the chain can explain why customers care. The statements in the middle offer concrete courses of action. Try building several subtext chains, some emotional using "Why does he care?", and some practical with "What for?"

Key concepts



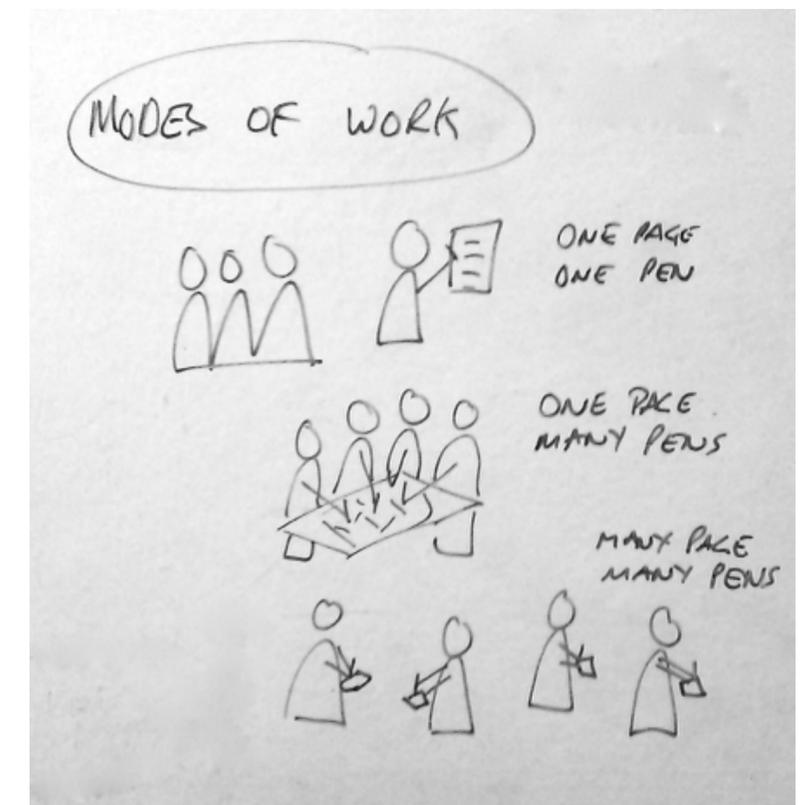
In a **design project**, investigative rehearsal can be fed with real experiences generated by storytelling exercises. Extreme cases or difficult situations are most revealing.

Alternatively, use prototypes generated by other design processes.

The ideas generated in rehearsal are partly pre-tested already. Use the usual filters (finance, legal, technical, brand) to decide which ones go into the next prototype.

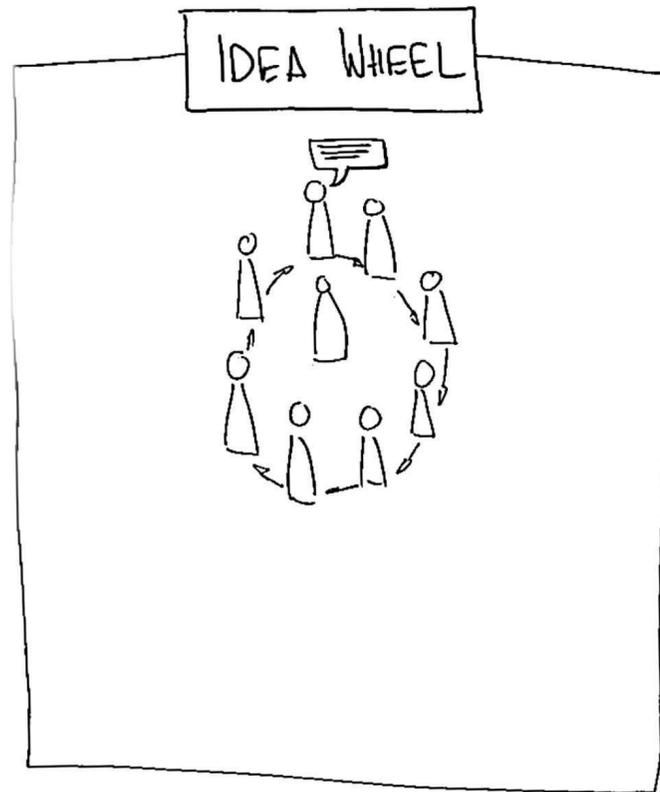


Safe Space is crucial to any theatrical approach. It cannot be claimed, it must be embodied. Build it with a careful use of methods and energy levels. Take your customer and their problems seriously, not yourself. You can't create permission to fail without being willing to (visibly) fail yourself.

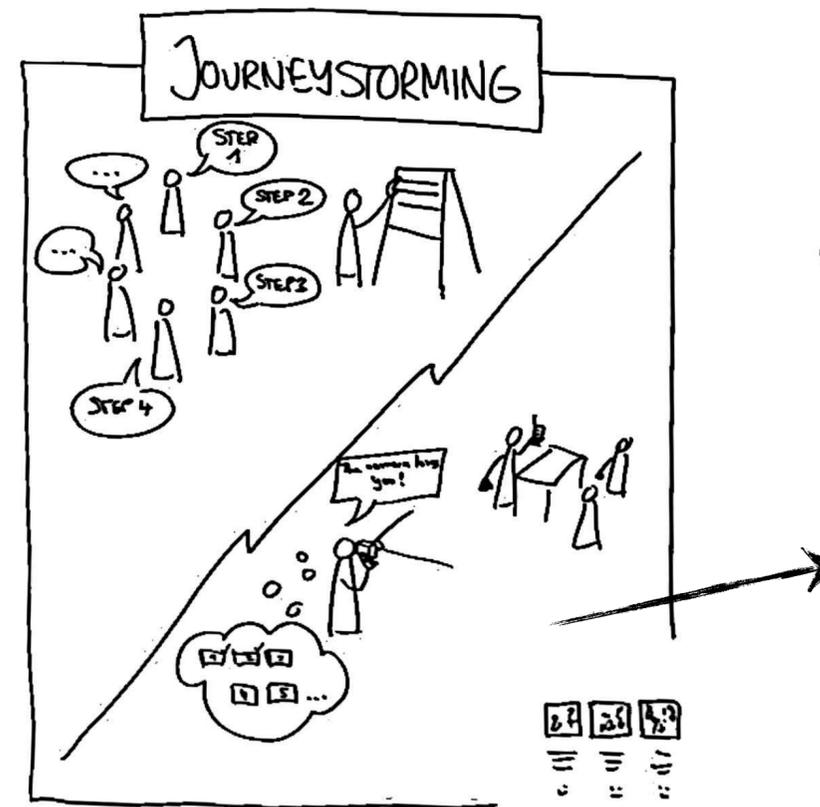


There are various modes of **group work**, each with advantages and disadvantages. Experiment with them. See these modes not only in the literal sense of working with pens and paper, but also in how ideas are generated and tasks shared.

Extra Tools



The Idea Wheel generates alternatives fast. Use it when you get stuck in rehearsal, or to broaden options in final training. The wheel revolves. One person representing the “customer” or “challenge” stays in one place. When a person steps onto the “hot spot” facing them, they must produce one idea or “pass”. eg Fifty ways to tell the customer their flight is cancelled.



We often need a first "sh!tty" Customer Journey as fast as possible. With a verbal "One Step Journey" exercise, a handful of Journeys can be built in a few minutes. No discussion, just build on what came before. In just a few minutes more, the physical version can turn the most promising version into a storyboard, recording frames with a camera or sketchpad. Based on these journeys, we RETURN TO REHEARSAL, iterating and increasing fidelity each time....



Extra Reading

Plenty more ideas at my old blog
workplayexperience.blogspot.com

Adam Lawrence
adam@workplayexperience.com
[@adamstjohn](https://twitter.com/adamstjohn)



"Beyond Roleplay : Better Tools to Steal From Theater" in TOUCHPOINT Vol 3 Issue 3



"Boom-wow-Wow-WOW-BOOOOM! - Dramatic Arcs in Service Design" in Touchpoint Vol 4 Issue 2