

# **Pro Alma: Con Alma Music Archive**

# Movie

First draft movie link-

[https://drive.google.com/file/d/1XX9NvgMd0rW7zmj6t76OFmfrgQApZPhV/view?usp=share\\_link](https://drive.google.com/file/d/1XX9NvgMd0rW7zmj6t76OFmfrgQApZPhV/view?usp=share_link)

Second iteration movie link-

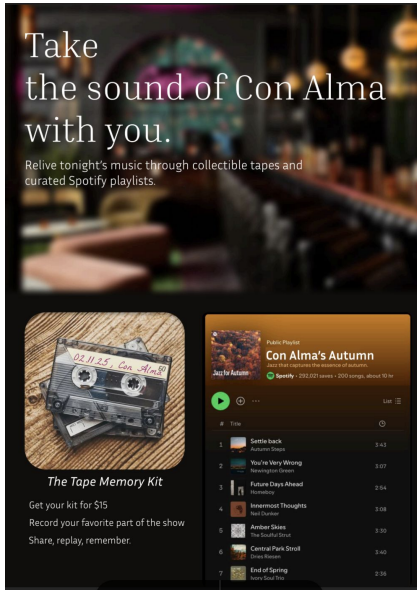
[https://drive.google.com/file/d/10TljmtBif0v-okVI5bYsKq6aCRrkVcie/view?usp=share\\_link](https://drive.google.com/file/d/10TljmtBif0v-okVI5bYsKq6aCRrkVcie/view?usp=share_link)

Final iteration movie link -

[https://drive.google.com/file/d/1I4tT0q5jNWBZjwFGkMicp6eKnSidwHef/view?usp=share\\_link](https://drive.google.com/file/d/1I4tT0q5jNWBZjwFGkMicp6eKnSidwHef/view?usp=share_link)

# Poster

First draft



Second iteration



Final iteration



# Client Presentation Slides

First draft URL -

[https://docs.google.com/presentation/d/1dPd6gg9e1Zz7fGnTfgesK-E-mC34B5DxDFOXNL-1oBk/edit?slide=id.g3ae4fcdf793\\_0\\_302#slide=id.g3ae4fcdf793\\_0\\_302](https://docs.google.com/presentation/d/1dPd6gg9e1Zz7fGnTfgesK-E-mC34B5DxDFOXNL-1oBk/edit?slide=id.g3ae4fcdf793_0_302#slide=id.g3ae4fcdf793_0_302)

Second iteration -

[https://docs.google.com/presentation/d/1ZzbB6F8cnXjTwGIWQbjUBeH\\_Wqc06AHiMUs22gECYHM/edit?slide=id.g3ae4fda8ba6\\_0\\_0#slide=id.g3ae4fda8ba6\\_0\\_0](https://docs.google.com/presentation/d/1ZzbB6F8cnXjTwGIWQbjUBeH_Wqc06AHiMUs22gECYHM/edit?slide=id.g3ae4fda8ba6_0_0#slide=id.g3ae4fda8ba6_0_0)

Final iteration

[https://docs.google.com/presentation/d/1mVwblhrfc0qlxVZd4UTkUksvRifgQ5IEIEDaEcWBkQ/edit?slide=id.g3ae509f44f9\\_2\\_0#slide=id.g3ae509f44f9\\_2\\_0](https://docs.google.com/presentation/d/1mVwblhrfc0qlxVZd4UTkUksvRifgQ5IEIEDaEcWBkQ/edit?slide=id.g3ae509f44f9_2_0#slide=id.g3ae509f44f9_2_0)

# Agenda

## Overview

- What is this assignment about (introducing a new service in the current PSS)
- What is Con Alma, what are their existing services...

## Project Review

- Team Setup (Team charter, pre-mortem)
- Research Phase
  - the Jazz performer class, our in-field research, the Con Alma session organized by Skip with Josh and Ammie, the Q&A session with John
  - Digital ethnography (google review, yelp)
  - Reflection (methods/service design concepts)
- Assignment timeline
  - 50 ideas
  - 3 out of 50 + feedback from Susanna (Persona, service blueprint...)
  - 1 out of 3 + feedback from Josh
  - Iteration 1~3 for slides, posters, and movies
  - Final pitch + feedback

## Reflection (Team + individual)

# Overview: The Assignment

This assignment challenged our team to design an innovative service for Con Alma, a restaurant and jazz bar located in downtown Pittsburgh. Con Alma takes its name from the phrase “with soul,” embracing Pittsburgh’s rich jazz heritage while offering patrons a nightly blend of live music, inventive cocktails, carefully selected wines, and globally inspired cuisine.

In this project, our objective was to analyze Con Alma’s existing product–service system (PSS), which encompasses how front-stage elements (musicians, staff, ambiance, food and drink) and backstage operations (kitchen workflow, booking and scheduling, event coordination) interact, and to identify unmet or underserved needs of customers, staff, and partners. Using a full suite of service design tools (personas, value-flow, service blueprinting, etc.), we aimed to conceive a new service proposition that enriches the Con Alma experience and creates additional value for all stakeholders. The result would be a novel, testable service concept that would fit seamlessly within Con Alma’s mission of “eat, drink, jazz.”

# Team

- We planned this Team Charter and did the Pre-Mortem activity.
  - Radhika, Cass, Jasmine, Zidi (Oct. 7th)
  - Jasmine, Cass, and Zidi were in class and did the Pre-Mortem during class. And afterward, we shared this google doc with Radhika for her inputs for Pre-Mortem.
  - Based on a general understanding of each other's skill sets and backgrounds, we did the responsibilities and labor division work together. For example, Radhika was in charge of project coordination and timeline based of her background as a PM; Jasmine was in charge of data collection and analysis because of her research and data-related background; Cass was mainly responsible for presentation preparation because of the background with visual and storytelling.
  - This team started to work with research and brainstorming.
- On Oct. 29, we have a team member change (Zidi left and Dimple joined). Since this is not a huge change of the members, we agreed to make this phase more seamlessly and quickly put more time and effort into actual working. So, we shared this team charter with Dimple to see if we need to change anything. Since Dimple share very similar backgrounds with Zidi from the same program, she offers to take Zidi's role and keep the team following with our original style.

## Team Charter: Pro Alma

**Duration:** 7 Weeks | **Last Updated:** October 2025

### 1. Meeting Schedule & Attendance

**Primary Meeting:** Thursday, 10:00–11:00 AM (weekly)

**Expectations:**

- Attendance is mandatory unless approved absence is communicated 24 hours in advance
- Members should come prepared with updates on assigned tasks
- Meetings will start and end on time; agenda shared by Wednesday evening
- If a member cannot attend, they must review meeting notes and catch up via iMessage by end of day

### 2. Decision-Making Process

**Standard Decisions (routine tasks, minor changes):**

- Decided during Thursday meetings by consensus when possible
- If consensus cannot be reached, majority vote applies (50% + 1)
- Decision documented in shared notes immediately

**Urgent Decisions (blocking issues, emergency changes):**

- Initiated in iMessage with 2-hour response window from at least 3 of 4 members
- Default to majority vote if urgent decision needed

### 3. Accountability & Responsibilities (RACI)

**RACI Framework:**

- **R** = Responsible (does the work)
- **A** = Accountable (ensures it gets done; owns the outcome)
- **C** = Consulted (asked for input/expertise)
- **I** = Informed (kept in the loop)

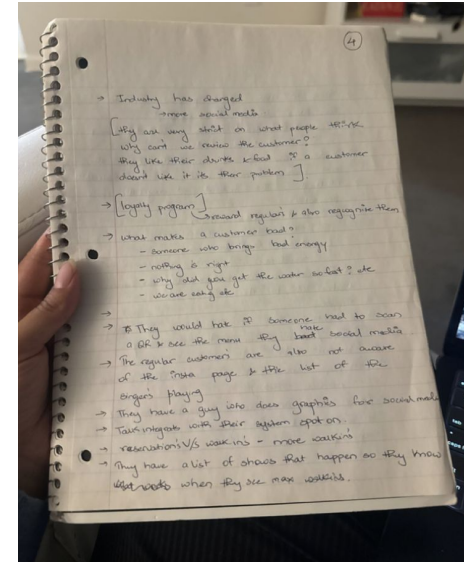
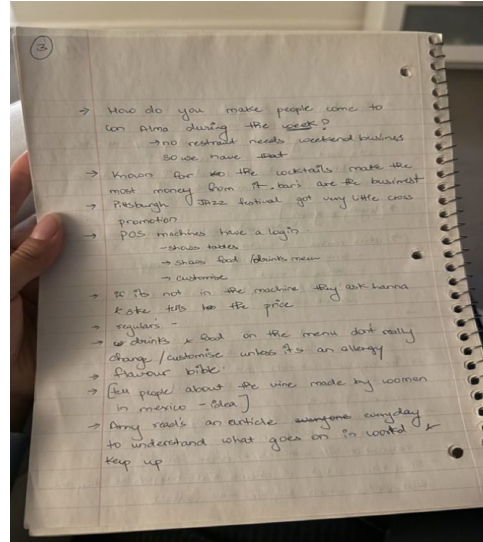
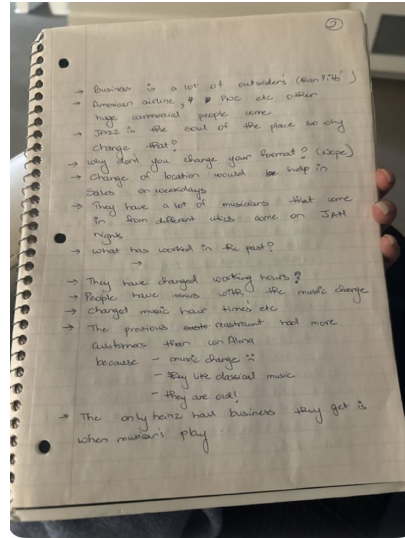
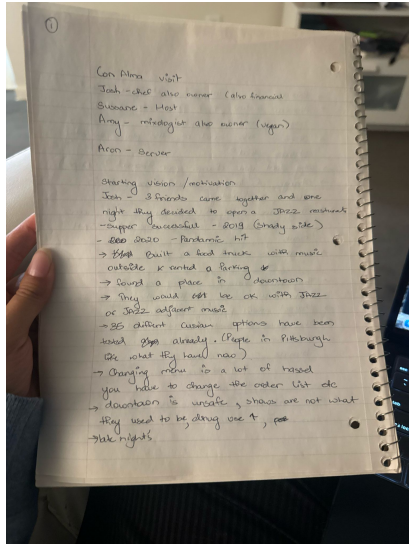
Task/Deliverable	Responsible	Accountable	Consulted	Informed
Project coordination & timeline	Radhika	Zidi	All	All
Data collection & verification	Jasmine	Cass	All	All
Analysis & findings	Jasmine	Cass	All	All
Documentation & reporting	Zidi	Radhika	All	All
Presentation preparation	Cass	Zidi	All	All

<https://docs.google.com/document/d/1Ct9owDrQg2W0u1k7uQqrVeQaFQAK8hKsfcnUd3ECUNE/edit?tab=t.0#heading=h.j475h3hwx09p>

# Research Phase

- Individual visiting (Cass @Sep, Dimple during fall break)
- [Oct. 7 Matt Ferrante, Jazz Musician and Educator](#)  
(<https://docs.google.com/document/d/1kr0arHz0XF17695sGJRDttjFDsHnMBU8C2LSZ79ySqM/edit?tab=t.j9jtyrdh6zht>)
  - In class, we got a chance to talk with Matt, who offered us the very first impression to Jazz and Con Alma from a performer perspective. We learned a lot of “what matters for a performer”, and we were thinking about how could we help with their experience, like, different way of tipping/paying, better way to facilitate communication among performers... Very very good thoughts, though we shifted the focus to Con Alma as a business after future research, this experience helped us to always think about and respect the performers when we were designing our service.
- [Oct. 9 John Shannon, Con Alma Owner and Jazz Musician](#)
  - Each team prepared questions and had a Q&A session with John [Questions for Con Alma](#)
  - And this is when we started to truly understand who are we providing service for, what is their PSS right now, who should we create value for.
  - Some important takeaways we got:
    - **“Jazz is a social music, a part of social environment”**
    - **“We want we reach more people in the future”**
- [Oct. 21 Directed Storytelling](#)
- Oct. 30 Visiting Con Alma with the class
  - Zidi, Cass, Jasmine (and Dimple, who by that time was not yet an official member of our team) were all there, spending a night together as customers to better understand the Con Alma user’s journey
- Nov. 4 Meeting with John, Amy, Aaron, and Suzannah @Con Alma
  - Radhika attended this session and brought back the notes. We understood a lot more from a business standpoint of the the value Con Alma wanted and the current struggle they are facing.
  - Some important things: **they need customers during weekdays**, they’ve done a lot of changes and experiments with menu, drink list, jazz fee and the way it is right now is the best way.

# Notes from our visit to Con Alma

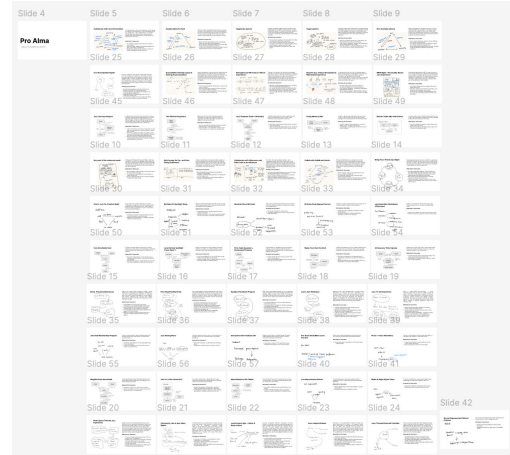


We summarized “brief” from the client: **they want a something that can take use of the elements Con Alma already has and create new value to bring them customers, especially during weekdays, at low budget without major changes of the current service.**

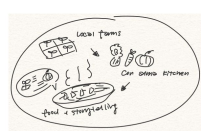
# Brainstorming Insights

- Throwing as many ideas as possible regardless whether they are good or bad, feasible or unpractical
- The team first generated thoughts together during in-class working sessions. We went through the notes we had, and wrote down very rough keywords in a [google doc](#).
- And each of us took about 13 ideas in the shared doc to elaborate with the concept model in a [figma workspace](#).

- Ideas**
1. Collab with universities
  2. Smaller plates for food
  3. Vegetarian options
  4. Vegan options
  5. Non alcoholic options
  6. Be a part of the restaurant week
  7. Soft place as a lounge for people who're waiting for seats
  8. Collab with A&J
  9. Collab with Airbnb and hotels...
  10. Accessibility options
    - o Interior arrangement
  11. Revamp the idea of the gift card.
    - o Ways to make people advocates for Con Alma
  12. What is the motivation to go if I'm not a Jazz fan?
    - o Make them feel comfortable while watching
  13. MBTI night
    - o E.g. Combo menu for introverts vs extroverts (alcohol + snack + ticket)
  14. Have a bring your friend kind of night introduce them to jazz and get some discount 10%
  15. Have a better social media presence - hire an intern (could be non expensive)
  16. Have a feedback feedback lab at the end of their food
  17. Better ways to collect feedback?
    - o Give small portion samples of new dishes and get feedback to improve.
    - o Are you a jazz fan ask by server
    - o If you are new to jazz then we will have some events
    - o Have a handout you can read about it if you want to learn more about it
    - o The musicians will play and teach you
    - o Twice a month have a special weekend for the learning JAZZ
  19. No physical space
    - o Food delivery + tapeltd with music
    - o People can only enjoy music when they are chewing (jazz lollipop)
    - o Event organizing (help organizing after-party...)
  20. Multiple spaces
    - o Different themes, foods, music in different locations
  21. No music
    - o Customers playing music while/after eating
    - o Community/artist group building jazz teaching session
  22. Restaurant App that shows the music for the day and following days, help make seat reservation
  23. Snack related to Jazz theme
  24. Featured cocktail related to the Jazz music on that day



### Vegetarian options

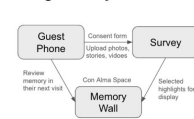


Develop a dedicated vegetarian menu that tells a story—highlighting local ingredients, chef inspiration, and jazz-inspired dish names. This connects the dining experience to Con Alma's creative spirit and appeals to health-conscious or ethical eaters without losing the bar's artistic character.

#### Method(s) for Generation:

- Service Design Language: using storytelling and visual expression to enrich service interactions.
- Core / Access / Response: offering inclusive and thoughtful menu options that reflect hospitality values.
- Value Exchange: creating meaning through collaboration between local producers, chefs, and guests.

### Living Memory Wall



A digital or physical wall where guests upload a photo, quote, or note from their visit. The wall auto-curates highlights into an evolving archive and anniversary reels.

#### Method(s) for Generation:

- Systemic Change: Treats guests as co-creators of brand memory, not passive consumers.
- Creative Matrix: Combine post-visit reflection with in-venue installation.

### JazzConnect App — Music & Reservations



Develop a restaurant app that showcases the music lineup for the day and upcoming events, allowing guests to preview which band or jazz style will be performing. The app also lets users receive leads directly, receive reminders, and get personalized recommendations based on their favorite musicians or past visits. This creates a seamless connection between digital convenience and live jazz experiences, enhancing engagement before and after each visit.

#### Method(s) for Generation:

- Journey Mapping: Identifying digital touch points that enhance the pre-visit experience.
- Service Blueprinting: Integrating music scheduling, booking, and communication systems.
- Digital Prototyping: Exploring low-cost app or web prototypes to test with frequent guests.
- Technology-as-Experience Thinking: Using tech not as a tool, but as part of the service narrative.

### Jazz Education Workshops (Afternoon)



Musicians host beginner-friendly workshops on jazz theory, improvisation, or performance during off-peak hours.

#### Method(s) for Generation:

- Interpretive evaluation of community engagement needs, or passive reflection to understand deeper cultural trends.

- Different members have different different styles of the concept model, but we loved that process of seeing how each other was working and learned a lot from this process.

# 3 out of 50

- Among the 50 ideas, we selected three (Weeknight Celebrations, Con Alma Live Archive, and Storytelling Cocktail Coasters) and developed an idea description, two personas, a service blueprint, and a service proposition for each. We chose these ideas because they balanced feasibility, creativity, and brand authenticity. Each idea leveraged existing resources (staff, performers, and ambiance) while creating new value exchanges between Con Alma, guests, and partners.
- The ideas also embodied key service design principles from class:

- **Normann’s “Rebundling”** – recombining existing elements such as staff, space, and music into new value packages that create additional meaning and flexibility (**Weeknight Celebrations**).
- **Normann’s “Dematerialization & Liquification”** – extending the live jazz experience beyond the physical event by turning performances into lasting emotional artifacts through recordings and exchanges (**Con Alma Live Archive**).



- **Polaine’s “Making the Invisible Visible”** – revealing the emotional, cultural, and operational layers behind Con Alma’s service experience, connecting guests more deeply to the artistry and backstage elements of jazz (**applied across all three services**).
- **Prahalad & Ramaswamy’s “Co-creation”** – engaging customers as active participants in value creation, transforming them from passive guests into contributors to Con Alma’s living jazz culture (**applied across all three services**).

# Feedback from Suzannah + 1 out of 3 [Slides for presentation](#)

We presented the three ideas:

- **Weeknight celebrations** (set up a workflow to allow customers pre-book their celebration event and offer **special offer for weeknight celebrations** to bring in more customers during weekdays.)
- **Storytelling Cocktail Coasters** (inspired by the story from our communication with Amy, a lot of ingredients in Con Alma are from some indigenous community. So we want to better **tell these hidden stories to show Con Alma as a brand.**)
- **Con Alma Live Archive** (Inspired by the **physical music products** collected in Con Alma, we want to use physical music products like cassette to **record the Con Alma Live Sessions** so that we can dematerialize the music and use it as a tool for marketing and also gain revenue.)

After presenting our three ideas to **Suzannah**, we received feedback that helped us refine our direction.

- **Weeknight Celebrations** ❌ – Con Alma already offers a similar private event booking service online, so this concept overlapped with existing operations.
- **Storytelling Cocktail Coasters** ❌ – Another team proposed a nearly identical idea, so we decided to avoid duplication and focus elsewhere.
- **Con Alma Live Archive** ✅ – This idea stood out for its originality and potential to extend the jazz experience beyond a single night.



# Iteration: From Live Archive → Cassette Tape + Jazz Wishlist

## Cassette Tape 📼

- We explored possible formats for the archive (CD, vinyl, digital) and realized that **cassette tapes could be a low-cost and nostalgic option.**
- The tape format aligns with Con Alma's vintage jazz atmosphere and evokes memories of analog **music culture.**
- Cass and Dimple shared a personal story: in their childhood English classes in China, teachers often used recorded cassette tapes for listening practice, which makes this concept both nostalgic and emotionally resonant.
- So we wanted to use **cassette as a medium to dematerialize Con Alma's music aspect by selling and recording the live session with a mic in front of the stage.**

## Jazz Wishlist 🎷

- We also developed the Jazz Wishlist idea because we wanted to transform guests from passive listeners into **active co-creators** of the Con Alma jazz experience.
- This will be achieved through a shared **playlist/jam (for spotify) which both Con Alma and customers can add music in.** So that the customers can not just listen to music but also feel themselves a part of the music selection process.
- The concept aims to deepen engagement by allowing audiences to influence future performances and collaboratively curate music with artists.

# Feedback from Josh

After presenting our ideas to **Josh** Ross (Owner / Executive Chef), we received valuable feedback from both his comments on our project and his critiques of other teams. [slides](#)

## Jazz Wishlist 🎷

- Josh appreciated the idea of engaging audiences but mentioned that **musicians typically prefer to perform for their own expression rather than based on audience requests.**  
He liked the playlist aspect but advised against letting customers choose the songs directly.

## Cassette Tape 📼

- Josh raised concerns about **labor cost** — recording live performances would require hiring extra staff.
- He also highlighted **copyright risks**, since many jazz musicians perform existing compositions; recording and selling them could involve legal issues.
- But, in general, he encouraged us to go with this idea and **develop** the solution more.

## Josh's Focus on Service

- Also through Josh's feedback for us and other teams, we have an even deeper understanding for the clients' need than the casual communications with them.
- With 30 years of restaurant experience, Josh's perspective is strongly shaped by **financial sustainability and operational feasibility**, which contrasts with Suzannah's focus on emotional and artistic value.
- This helped us recognize how different stakeholders' roles influence their preferences, and that effective service design must balance **user experience with business viability.**

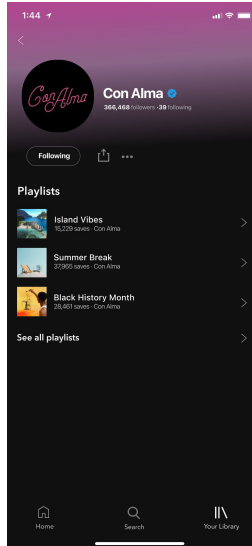
# Our Pivot and Idea Finalization

## Based on Josh's Feedback – What We Changed & Why

### Jazz Wishlist → Spotify Jazz Selections 🎧

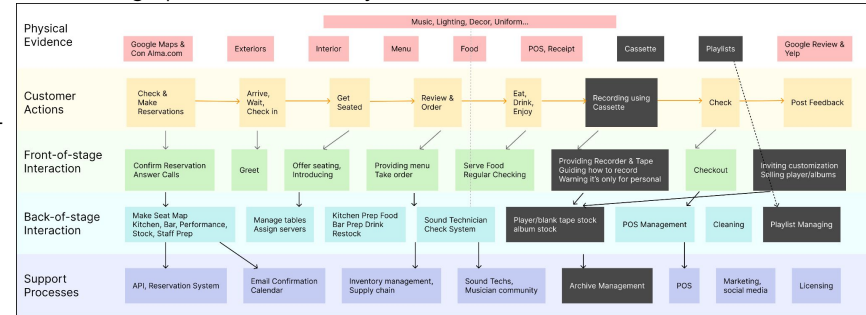
- Instead of letting customers “add” individual songs, Con Alma **curates themed jazz playlists on Spotify** (e.g., *Late Night Sax*, *Latin Jazz Flow*, *Downtown Vibes*).
- Guests can follow, save, or share playlists they enjoy — **extending Con Alma's identity beyond its physical space**.
- This shift **dematerialized** and **liquifies** Con Alma's value (Normann), turning a **local jazz experience into a global digital presence**.
- The playlists **co-create value with Spotify's platform** while helping customers discover jazz effortlessly.

*Making Con Alma the new synonyms for good taste*



## Cassette Experience (Revised) 🎧

- Inspired by Josh's feedback, we pivoted the “Live Archive” into a **personal cassette experience**.
- Customers are invited to **record their own sounds** in a small “recording corner” — a playful, nostalgic **“DIY studio”** moment.
- Con Alma provides **recorders and blank tapes**, allowing guests to capture their own memories for personal use.
- This removes **copyright and labor concerns** since the recording is created by the guest, not Con Alma.
- It maintains the emotional and sensory connection of analog sound while ensuring operational feasibility.



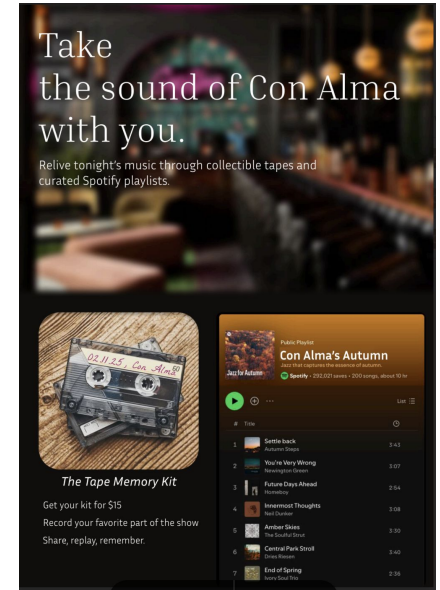
## Our Service Essence

- **Extends the Con Alma experience beyond the restaurant**
- Balances emotional storytelling with **practical** implementation
- Bridges **physical and digital touchpoints** — cassette as tangible memory, playlist as global reach
- **Demonstrates co-creation, dematerialization, and rebundling** within Con Alma's evolving PSS

# Iteration#1

In the first iteration, our goal was to sketch out the structure and storytelling of our poster. We made a very low-fidelity layout to test what information needed to be present and how it might relate visually. At this stage, we were focused on identifying the core building blocks rather than visual quality.

We included the cassette component, the playlist concept, and a simple tagline, just to see how these ideas could coexist as a unified service. This helped us visually map what parts of the service needed representation and gave us a good starting point to iterate on the hierarchy and messaging.



## Iteration#2



Rose, thorn, bud critique

The second iteration was our first real attempt at clarity and communication. We added graphics, wrote more text to explain the value proposition, and tried to visually connect the playlists and cassette experience to Con Alma's identity.

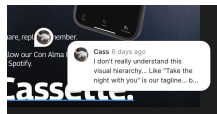
Reviewers told us that the playlist image worked very well because it clearly conveyed the digital extension of Con Alma's music, that they immediately understood the connection to Spotify.

However, the poster had two big issues. First, there was too much text, and the density made the message hard to digest quickly. Second, the color contrast between text and background reduced readability. This feedback made us realize that even if the idea is strong, visual hierarchy is critical. We needed to be more selective about what to include on the poster and to simplify the information so the value of the service didn't get buried.

## Slides

# Iteration#3

[slides](#)



In the third iteration, we reorganized the poster with clarity as our main priority. We cut down the amount of text, reordered content so that viewers could understand the idea in one glance, and improved contrast so the message was easy to read from a distance.

We also refined the cassette and playlist graphics to help them visually relate to each other, making the service feel cohesive rather than like two separate ideas. This version communicated our concept in a much more accessible and compelling way.

# Final slides



We played a live cassette tape during our presentation to bring our service to life!

People really liked that the cassette idea felt nostalgic but still fresh, and that it could realistically make money. They could picture guests wanting to keep a tape as a personal memory. They also noticed how the idea invited guests to take part in creating value, instead of just listening passively.

They appreciated how we applied service design principles by letting Con Alma's music live beyond the venue through Spotify playlists and cassette tapes. The pivot after Josh's feedback was seen as smart and thoughtful. The Taylor Swift analogy helped show why the idea fits Gen Z, and overall the experience came across as personal, meaningful, and feasible.

## The Con Alma Music Archive Value



### Monetary value

1. **Take Home Bundle** - \$39.99 bundle for recording experience + cassette recorder
2. **Con Alma Bundle** - \$49.99 for any cocktail + recording experience + cassette recorder  
retail: player, vintage album



### Service detail

1. **Get your recorder** - Get instruction of recording by servers
2. **capture your moment**- Recording ...
3. **take it home** - Take the cassette in your pocket, it's yours



### Intangible Value

**Authentic Storytelling:** Raw recordings reflect Con Alma's soulful, human jazz identity.

**Organic Marketing:** Personalized tapes naturally spark sharing and word-of-mouth.

**Emotional Connection:** Guests capture live moments, turning each visit into a keepsake.



# Reflection – Team

## **Strength:**

As a team, we benefited a lot from a diverse background, which we believed have brought us with energy and very unique insights. For example, during the research and brainstorming phases, people with different experience with Jazz music helped us to gain quick perspectives of different customer groups we want to reach almost immediately. And the team showed respect and support all the time.

## **What we learned:**

This assignment design has helped us understanding in more service design concepts IN PRACTICE, rather than on the book as a term. And we love the process of when we are thinking about the service, we can relate those to the service design concepts very naturally. In our cassette service, for instance, we were thinking about how to make the value flowing and how to attract more customers, and we immediately thought about dematerialization and so on.

## **Opportunities to improve:**

I think we have a strong team and we went through all process in a very strong way. But chances are always there for us to be better. One thing to highlight is that we could have brought more dedicated version with better polished details, but during the iterations, the team struggled with both time conflicts and a lot of passion.

## Reflection – Cass

I'm proud for myself and my team for what we've done for this project. The service we ended up with is definitely something we enjoyed ourselves. And working with such a unique service environment of a Jazz Bar is also very enjoyable.

I think I learned a lot as a service designer.

- What are these concepts and terms work in real practices?
- What does it mean to work with clients?
- What value should we be providing and in what way should we providing it?
- How to communicate clearly with clients and also within team?
- How does iteration work and how to make the best use of interactions?

These are all beyond my expectations. I didn't expect this to train me so much. And I do want to highlight the presentation day with Josh. I think that is when I actually started to understand many things. I kept thinking about why did he communicate with us effectively, what did we do right? What was the value he highlighted and why does that matter.

In summary, I'm grateful for the experience! And I hope this to go beyond this course, I truly hope we did provide value for our clients!

## Reflection – Jasmine

It was a great experience! Through conversations with people at Con Alma, I realized it is a place where music, culture, and atmosphere blend, and that changed how I approached designing for it. I started thinking "how do we bring out what already makes this place special?" instead of thinking "what can we add" slowly during this assignment

A big shift for me was learning how to balance emotional value with practical constraints. Our early "Live Archive" idea felt meaningful, but Josh's feedback on copyright and staffing reminded me that ideas need to work in the real world. Pivoting to the personal cassette experience kept the emotional core while solving those feasibility issues. That taught me how "shaping those dreams so they can survive in reality" are key for service designers.

On a personal level, I also really enjoy how we work out the solution carrying emotion, storytelling, and identity. It is great to learn to simplify, defend, and communicate those ideas clearly apart from always expanding these. I saw how feedback, iteration, and clarity all mattered. And I'm leaving this project feeling more confident that I can bring both creativity and practicality into my future work in product and HCI. It is really nice working with you all!

## Reflection – Radhika

This project was a meaningful and grounding experience for me as a service designer. Working on Pro Alma pushed me to move beyond thinking of design as just ideas or artifacts, and instead understand it as a process of discovery, negotiation, and responsibility. Designing for a jazz bar with such a strong existing identity forced me to approach the problem with respect — asking not “what should we add?” but “what already works, and how can we protect and amplify it?”

One of my biggest learnings was how to handle a real world client and their demands. I also learned the importance of clear communication both within the team and with the client. Presenting ideas, handling critique, and defending decisions with clarity and intention helped me see how storytelling, structure, and alignment build trust. Iteration wasn’t just about improving the solution, but about improving how we explained and justified it.

Working with the team was a highlight of this project. Each member brought a different strength, and our ability to collaborate, adapt quickly, and support one another made the process both efficient and enjoyable. Overall, this project deepened my understanding of service design as a balance between empathy, creativity, and practicality. I’m leaving this course with a stronger appreciation for designing with people, not just for them, and with confidence that these lessons will carry forward into my future work in product, experience design, and strategy.

## Reflection – Dimple

This project taught me that design is not a linear path but an iterative and adaptive journey. I learned to move between research, ideation, and feedback loops, constantly refining our service based on real insights and stakeholder input.

During the research phase, I explored methods such as guerrilla research, digital ethnography, and directed storytelling. The last one especially helped me understand users’ experiences without assumptions, often revealing surprising insights that shaped our service ideas.

Our team worked efficiently and collaboratively, leveraging each member’s strengths and adapting quickly when client feedback required a pivot. I also learned many pitching and communication skills, especially learning how to guide critiques, reinforce our core idea, and use narrative openings to connect with clients. We used a “start with agreement, then persuade” approach in our final pitch, which helped build credibility before introducing new ideas.

Overall, this project deepened my understanding of service design as a balance between creativity, user empathy, and business practicality. These lessons will directly inform my future career in experience design or strategy, where co-creation, adaptability, and storytelling are essential.

# Links to the work we have done

Figma - <https://www.figma.com/design/Mt67eFi7QwgqwhjfQGQefP/A3--Generate-Multiple-Ideas?node-id=0-1&p=f&t=SFVdasLBuFhYCUrj-0>

Questions for Con Alma -

<https://docs.google.com/document/d/1b5bzpi8OurZ4YJgBpBnlkdLLRUUR1cnwdnMBznpQA08/edit?tab=t.0#heading=h.828q9wppv9v>

Our notes whenever we interacted with anyone from Con alma

<https://docs.google.com/document/d/1kr0arHz0XF17695sGJRDttjFDsHnMBU8C2LSZ79ySqM/edit?tab=t.i9jtyrdh6zht>

Brainstorming notes

<https://docs.google.com/document/d/11HT-xhIoZ43RADSVaZ42ojQ5lnEPn5PKq0ACDDWlmkM/edit?tab=t.0#heading=h.l5prrc34pzv9>

Thank you