

Chrysalis: A Concert Experience



Live music for all.

Chrysalis: An Overview



One of the few consistencies across all cultures is music. All forms of music have the ability to resonate with all types of people, especially when experienced live. This is why music has become a \$4.3 billion industry.¹ However, not everyone is able to participate in concert experiences.

Anxiety is a prevalent barrier keeping people from going to live music events. According to the World Health Organization, anxiety affects 395 million people as of 2021.² The National Institute of Health reports 12.1% of American adults experience social anxiety (caused by unfamiliar social settings) at some point in their lives.³

Chrysalis is designed to overcome this barrier. By utilizing establishing safe spaces, providing support, and fostering community, Chrysalis is a live music experience made to help people break out of their cocoons and flourish. This document outlines different design elements that will allow Chrysalis to succeed.

Journey Map: Attending the Event

Persona:



Young adult (20-25 years old) with anxiety.

While the entire journey is important, Chrystal is structured around the day when attendees will learn new coping skills and build community - both things that will make their mental health journeys more manageable.

	Arriving at the Venue	Entering the Venue	Socializing	Watching Performances	Leave Concert With New Skills
User Actions	<ul style="list-style-type: none"> Plan transportation Plan directions <ul style="list-style-type: none"> ETA, when to leave, etc. Decide if going with group or individually 	<ul style="list-style-type: none"> Pass through security <ul style="list-style-type: none"> Bag check, metal detector Plan what to bring and what to not bring Plan what kind of bag to bring 	<ul style="list-style-type: none"> Talking to other attendees Talk with group they came with Grabbing drinks/food Performers 	<ul style="list-style-type: none"> Dancing, singing Protecting ears from loud noises Cheering Crowding together with attendees Taking breaks in quiet zones 	<ul style="list-style-type: none"> Purchase merch Share contact information with new friends File out of venue Drive home Develop new confidence in handling anxiety
Touchpoints	<ul style="list-style-type: none"> Transportation <ul style="list-style-type: none"> Personal car Public transport Uber/Lyft GPS systems <ul style="list-style-type: none"> Through car or 3rd party app 	<ul style="list-style-type: none"> Security personal Lines outside venue Metal detector/security technology 	<ul style="list-style-type: none"> Other attendees <ul style="list-style-type: none"> Strangers Group they came with Staff/performers Resources located in venue Concessions 	<ul style="list-style-type: none"> Attendees Performers Ear protectors <ul style="list-style-type: none"> Venue-provided or personal Quiet zones <ul style="list-style-type: none"> Designed safe spaces within venue separated from performances) 	<ul style="list-style-type: none"> Attendees <ul style="list-style-type: none"> Old & new friends Performers Become new fans Mental health recourses <ul style="list-style-type: none"> Pamphlets Learned skills Internal confidence External validation Community
Sentiments	<ul style="list-style-type: none"> "Parking is going to be so hard." "Is traffic going to be bad?" "How much will we have to spend on an Uber/parking?" 	<ul style="list-style-type: none"> "Are they going to pat me down?" "Is my bag too big?" "When are they going to start letting people in?" 	<ul style="list-style-type: none"> "They look cool. Do they want to talk to me?" "How expensive are concessions?" "Should I start a conversation?" 	<ul style="list-style-type: none"> "This is way too crowded for me - I'll go take a break in a quiet zone." "They sound so good!" "I'm having so much fun with everyone." "It's getting loud, so I'll go grab a pair of headphones." 	<ul style="list-style-type: none"> "I feel like this showed me that I can get in control of my anxiety." "I feel much less alone." "The performers were so good!" "I hope the drive home is not too bad."
Emotions	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 15%; background-color: #00b09b; color: white; text-align: center; padding: 5px;">DELIGHTED</div> <div style="width: 70%; background-color: #f08080; color: white; text-align: center; padding: 5px;">NEUTRAL</div> <div style="width: 15%; background-color: #ff0000; color: white; text-align: center; padding: 5px;">FRUSTRATED</div> </div>				
Pain Points	<ul style="list-style-type: none"> Overcrowded parking lots Uber/Lyft prices Gas prices Traffic Anxiety from going alone 	<ul style="list-style-type: none"> Nerves from security <ul style="list-style-type: none"> Getting stopped Bringing a banned item by accident Long lines being let in late 	<ul style="list-style-type: none"> Social anxiety <ul style="list-style-type: none"> Talking to new people Knowing what to say Feeling awkward/scared <ul style="list-style-type: none"> Asking for help Concession prices 	<ul style="list-style-type: none"> Noise level Crowd crush Overcrowding of quiet zones Location of quiet zones Limited amount of provided headphones 	<ul style="list-style-type: none"> Traffic going home Attendees actually staying in contact Crowding of people trying to leave Attendees actually practicing skills outside of event

Market Analysis

Business Opportunities



Despite its specialization, Chrysalis mainly sits within the live music market. This means that Chrysalis can have many positive business impacts, especially concerning the audience, performers, and corporate sponsors.

Chrysalis's main audience are individuals with anxiety. With the skills learned during this experience, people with anxiety will gain the confidence to try more new things, like attend more concerts.

Chrysalis will feature small local artists to both further justify the use of a small venue and ensure attendees do not stress over being seen as a “real fan” or not. The performers will be able to grow their platforms and gain new fans.

Sponsors of Chrysalis can also heavily benefit, since they can improve brand image by supporting mental health advocacy. The venue hosting Chrysalis can also scout new talent through the headliners.

Competitors



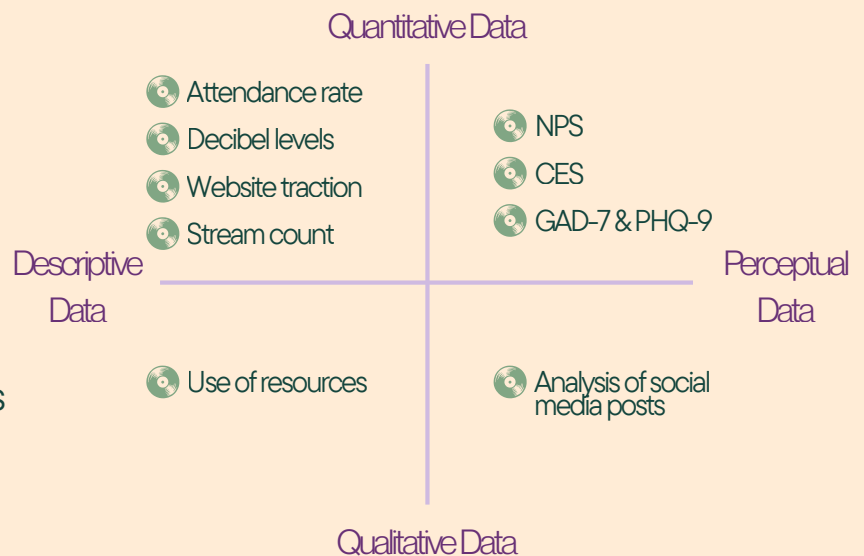
While there are no other concerts designed for people with anxiety, other forms of specialized concerts exist. Most notably, Ladyfest and Riot Grrrl concerts are both live music experiences designed for women/queer fans of punk.

The nonprofit Heart-Support is not a concert experience, but does train music fans to support other fans struggling with mental illness.⁴ Their mission is very similar to Chrysalis's goal of building community among attendees.

Success Measurement

Since Chrysalis is a novel concept, it is important to measure its success to determine the effectiveness of creative mental health approaches.

The table on the right organizes measurement approaches Chrysalis can use based on the type of data they collect.



Preexisting customer surveys can be used to gauge audience and artist satisfaction. The Net Provider Score (NPS) can be used to see if there is a demand for Chrysalis to become a reoccurring event. The Customer Effort Score (CES) can be used to see how much effort they had to exert to interact with the event,⁵ such as navigating the website or completing the mental health activities.

Surveys used by health professional can be adopted as well, The GAD-7 measures a patient's anxiety levels,⁶ while the PHD-7 measures their depression levels. For best results, attendees should be encouraged to fill these surveys before and after the event.

Things like ticket sales, attendance rates, website traction, and social media posts can also be used to gauge success.

Design Ethics

Even though Chrysalis amplifies marginalized voices on principle, many other ethical considerations need to be made during the design process.

The Value-Sensitive Design a design justice framework that takes into account broader societal values when developing a new technology or experience.⁷ Using this framework, we need examine Chrysalis's stakeholders and the way in which Chrysalis will be used in a broader context.

Individuals with anxiety are the direct stakeholders of Chrysalis. They are who the event is made for. The venue staff and performers are the indirect stakeholders of Chrysalis.

While audience members all share similar anxiety struggles, they most likely will have differing accessibility needs. They might also have additional mental health struggles that should be accommodated.



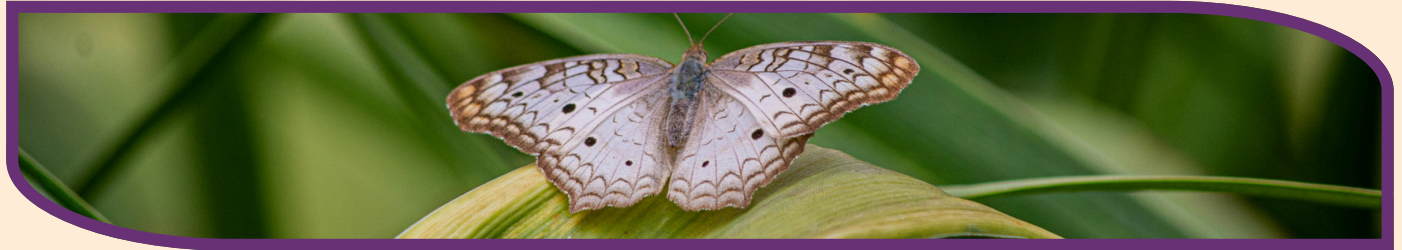
Staff should also be trained in some form of mental health response so they can best help struggling attendees, while also making it clear that they are not licensed professionals.

A Participation Action Research and Design framework should also be used, with emphasis on Embedded Exploration (how live music venues typically operate) and Perspective Shifting (how different stakeholders will experience Chrysalis).⁸

Thank you.



References



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⁵"What is customer effort score (CES) & how do I measure it?" Qualtrics XM, 26 Oct. 2018, qualtrics.com/articles/customer-experience/customer-effort-score/.

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