



10 QUESTIONS

to Ask Before The Curtain Rises

AN AUDIENCE EXPERIENCE RESOURCE FROM LIVE DESIGN GROUP

THE PATRON EXPERIENCE ASSESSMENT

For each question, select one ranking:

✓ Working well ⓘ Needs Improvement ⚠ Priority Concern

ARRIVAL & FIRST IMPRESSIONS

- ✓ ⓘ ⚠ 1. Can first-time patrons easily identify the entrance, parking options, and accessible routes?
- ✓ ⓘ ⚠ 2. Does the arrival experience feel welcoming, safe, and intuitive, even during peak attendance?

LOBBY & PRE-SHOW EXPERIENCE

- ✓ ⓘ ⚠ 3. Can patrons move comfortably through ticketing, security, concessions, and gathering areas without unnecessary congestion?
- ✓ ⓘ ⚠ 4. Does the lobby offer inviting places to gather, socialize, and build anticipation before the performance?

COMFORT & ACCESSIBILITY

- ✓ ⓘ ⚠ 5. Can patrons of varying ages and abilities navigate the venue comfortably and independently?
- ✓ ⓘ ⚠ 6. Are restrooms, concessions, and other amenities conveniently located and adequate for a full house?

THE PERFORMANCE EXPERIENCE

- ✓ ⓘ ⚠ 7. Do seating comfort, sightlines, and acoustics help every patron feel connected to the performance?
- ✓ ⓘ ⚠ 8. Can patrons find their seats and move through the auditorium without confusion or disruption?

INTERMISSION & THE RETURN VISIT

- ✓ ⓘ ⚠ 9. Can the venue accommodate intermission and post-show traffic without excessive lines or bottlenecks?
- ✓ ⓘ ⚠ 10. Does the overall experience encourage patrons to return, bring friends, and become more connected to your organization?

A memorable theatre experience begins long before the performance and continues after the final bow.

As holiday productions bring new and returning audiences through your doors, take a closer look at how your venue supports the entire patron journey. Use this assessment during a busy performance to identify what's working well and where thoughtful improvements could make a difference.

WHAT DID YOU DISCOVER?

What's working well?

Where did patrons or staff experience challenges?

What are our top three facility priorities for improving the patron experience?

- 1.
- 2.
- 3.

GREAT PERFORMANCES DESERVE GREAT SPACES

Your theatre should support the artistry onstage and the audience experience throughout the building.

LIVE Design Group partners with performing arts organizations to create meaningful, welcoming, and high-performing venues.

LET'S TALK ABOUT WHAT'S NEXT FOR YOUR THEATRE

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