

A photograph of a theater stage. In the foreground, there is a wooden floor with a prominent grain pattern. Behind the floor, dark, heavy curtains hang down. In the background, through the curtains, there are several out-of-focus, warm-toned lights, creating a bokeh effect. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing white text.

Theater Db Content Strategy Exercise

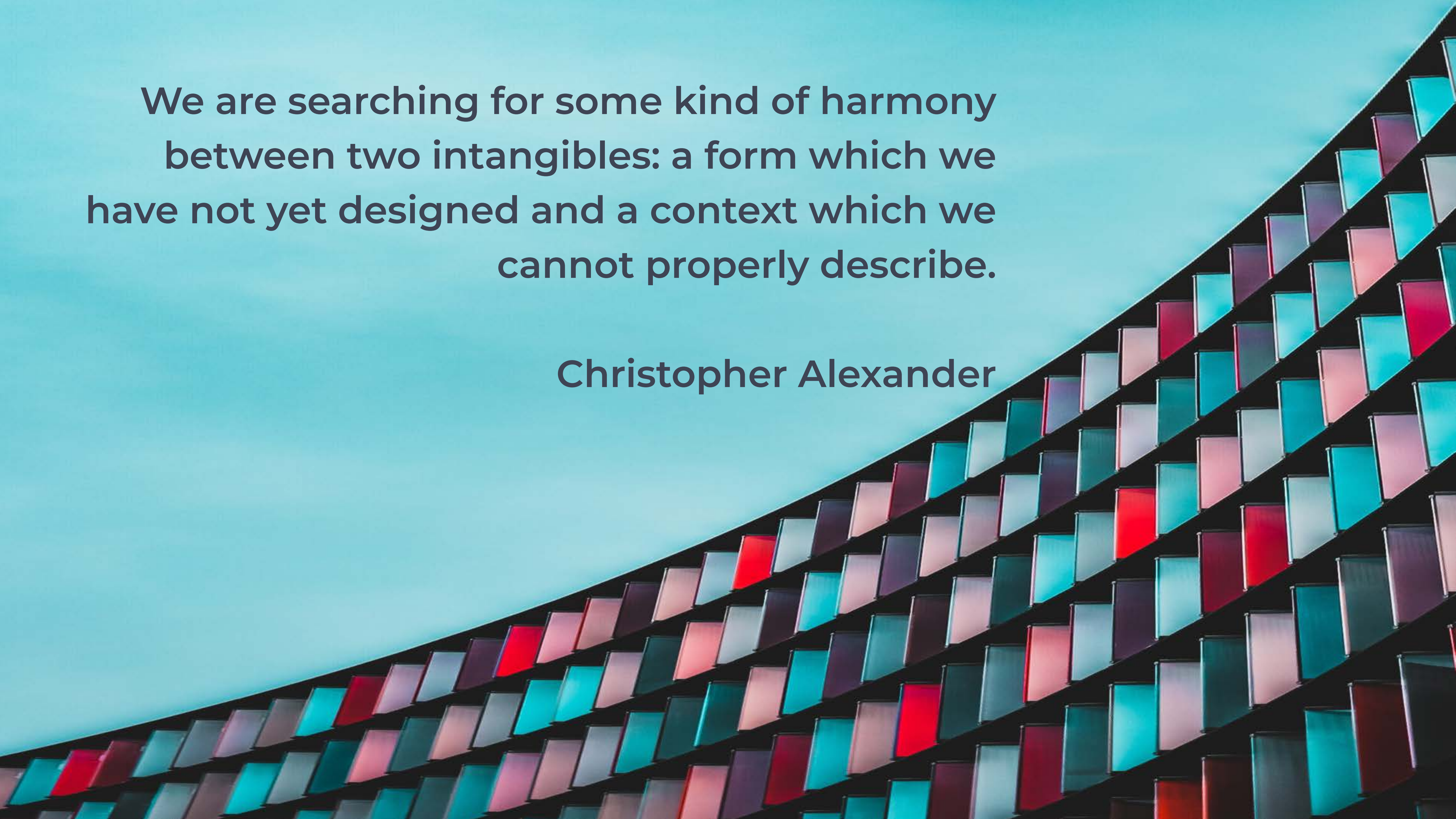
Objective

Create a fluid, intuitive Theater Database, akin to IMDb.com, focused around plays and musical theater. Organize and structure content in the experience in a way that allows users to access all of the relevant content about their favorite plays and musicals, discover works that are new to them, and generally get them excited about live theater, even if they are new to it.



We are searching for some kind of harmony
between two intangibles: a form which we
have not yet designed and a context which we
cannot properly describe.

Christopher Alexander



Strategic Process Outline

First

BRAINSTORM

✓ Ideas

Free of influence of existing platforms.

- Asking "What if?"
- Unrestricted by the medium in order to potentially recreate the medium with a new experience.
- Include Design, UX, Developer, Client, Content.
- Meet for 2 hours. Before meeting each person must come in the room with 1-2 ideas on how it could look and feel, what they would like to see.

Second

RESEARCH

✓ What Exists?

Research how this a theater database has already been done, taking note of what works and doesn't work.

✓ How's it Feel?

- Relevant examples
- Color Palette
- Typography
- Logo Toolkit

✓ Data

- Relevant Search Data
- Keywords?
- Traffic

Third

INTERVIEW

✓ Questions

Develop list of relevant Qs that are both curious and user experience relevant. Adjust as needed for audience.

✓ Who

- Patrons
- New Fans
- Producers
- Actors
- Writers

Fourth

MOCKUPS

✓ Collaborate

Build design and flow based off steps 1-3. Adjust as needed from Big Idea to what works.

✓ Asks

- Does this work?
- What's missing?
- Is it simple?
- How's the flow?
- What's the story?
- Can I choose my adventure?

Fifth

BUILD

✓ Structure

- Hosting
- Make sure structure is cooperative.

✓ Connect

Weekly communication.

- Front-End
- Designers
- Client

✓ Break

Host a bug and break party to make sure it works properly. Include client and a few non-involved users to offer a third perspective.

Sixth

LAUNCH

✓ Governance

Free Initially static, but needs to be flexible based on real-time feedback.

- 6 & 12 month reviews.

✓ International

Launch global experience 6 months after initial launch.

First

BRAINSTORM

✓ Ideas

Free of influence of existing platforms.

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If too few opportunities for curiosity are available, if too many obstacles are placed in the way of risk and exploration, the motivation to engage in creative behavior is easily extinguished.

- Mihaly Csikszentmihalyi

First

Netflix Experience

What if Content Experience is more like Netflix and less like IMDB?

You saw a local production of *True West*.

You want to find out more about the playwright and other productions of the play, as well as other plays they have written.

- *True West* has a profile page.
- Playwright is listed as Sam Shepard, with hyperlink to his profile page.
- Videos of scenes from different productions of the play, ranked by most likely to be popular.
- Other Shepard plays with links to each.
- Unique Productions of the play
- Cast is list of actors who have played the role(s) and what else they may have been in.
- Current or upcoming productions of the play regionally or nationally.
- Suggested shows. "If you like this, then check out..."



95%



7 friends



Sons of Anarchy

TV-MA

(2008-2012) 26 Episodes

Sons of Anarchy, aka SAMCRO, is a motorcycle gang that operates both illegal and legal businesses in the small town of Charming. They combine gun-running and a garage, plus involvement in porn film. Clay, the president, likes it old school and violent; while Jax, his stepson and the club's VP, has thoughts about changing the way things are, based on his dead father's journal. Their conflict has effects on both the club and their personal relationships.

Season 1

▶	01	"Pilot"	<div style="width: 100%;"></div>	60 of 60m
▶	02	"Seeds"	<div style="width: 100%;"></div>	60 of 60m
▶	03	"Pilot"	<div style="width: 70%;"></div>	42 of 60m
▶	04	"Fun Town"	<div style="width: 0%;"></div>	60m
▶	05	"Patch Over"	<div style="width: 0%;"></div>	60m
▶	06	"Giving Back"	<div style="width: 0%;"></div>	60m

Cast



Charlie Hunnam
Jackson 'Jax' Teller



Katey Sagal
Gemma Teller Morrow



Mark Boone Junior
Robert Munson



Kim Coates
Alex 'Tig' Trager



Tommy Flanagan
Filip 'Chibs' Telford



Maggie Siff
Tara Knowles



Ron Perlman
Clarence 'Clay' Morrow



Theo Rossi
Juan Carlos 'Juice' Ortiz



Ryan Hurst
Harris 'Opie' Winston

More o



Bikes &



People



Similar

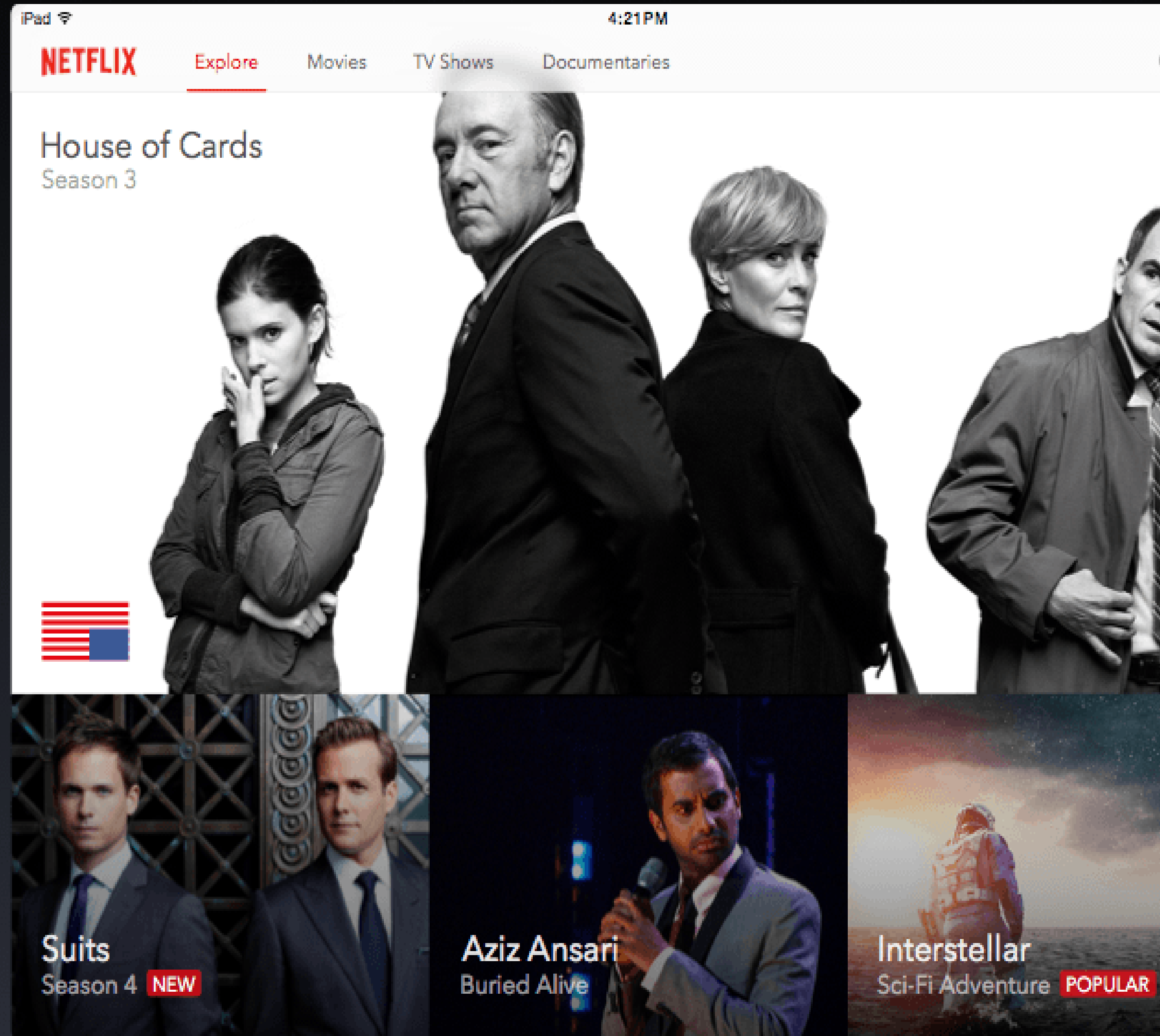


First

Considerations

Within the Netflix concept, some things to consider:

- **CONS:** Netflix tends to limit experience after algorithm adjust for behavior.
- **SOLUTION:** Limit search history, or simply do not have pigeon hole flow with too much AI.
- Subscription option, similar to IMDB?
- Advertising on the site?
- Integrate geolocation to curate data for where a user is currently accessing.
- User "reddit" discussion boards to limit the troll reviewing and foster fan community.
- Podcasting and/or Videocasting wherein a play, a writer, a director, an actor, or even stage production crew are interviewed. Similar to how Rich Roll does his with both audio and video production.



Second

RESEARCH

√ What Exists?

Research how this theater databases have already been done, taking note of what works and doesn't work.

√ How's it Feel?

- Relevant examples
- Color Palette
- Typography
- Flow
- Ease of use

√ Data

- Relevant Search Data
- Keywords?
- Traffic

Second

The Others

Existing versions of the Theater Databas Concept, for good or bad.

ibdb.com:

- Professional feel.
- Four top categories: Shows, People, Theaters, Awards.
- Design feels like facebook.
- Less visual, more linear.
- Limited connection of dots when you find person, making it hard to learn more and thus is less holistic..
- The Shows pages are built out with all the details of a production, staffing, actors, directors, hair and makeup.



Sam Shepard

Gender
Male

Born
Nov 05, 1943
Fort Sheridan,
Illinois, USA

Died
Jul 27, 2017
Kentucky, USA

Writer

External Links

Shop

Also Known As Samuel Shepard Rogers [Birthname]

Comments Other plays include *Curse of the Starving Class*, *Simpatico*, *A Lie of the Mind*, and *Eyes for Consuela*.

CREDITS AWARDS

Broadway

True West (Jan 24, 2019 - Mar 17, 2019)
- Written by *Sam Shepard* Play Drama Revival

Fool for Love (Oct 08, 2015 - Dec 13, 2015)
- Written by *Sam Shepard* Play Original

True West (Mar 02, 2000 - Jul 29, 2000)
- Written by *Sam Shepard* Play Drama Original



Search

Show

[More search options](#)

On this date

Opened:

1. [The Grand Tour](#)
2. [Pacific Overtures](#)
3. [The Father](#)
4. [Stepping Out](#)

Closed:

1. [Proposals](#)
2. [Tintypes](#)
3. [Wild Honey](#)
4. [The Front Page](#)

[Full Listing](#)

Login

You are currently not logged in.

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On the Boards

[Broadway](#)
[Off-Broadway](#)
[National Tours](#)
[Regional](#)

About ITDb



The Internet Theatre Database

By the fans for the fans

Welcome to our new release. We are working to provide you with even more of what you want. Please have a look around. We appreciate any [feedback](#).

Voting and user comments are now available! Tell us what are your favorites and duds.

Welcome to the *unofficial* history of theatre as provided by you and your fellow theatre fans. A lot has changed at ITDb since our last update. After a lot of time and effort, we have decided to completely open up our database to anyone and everyone! We hope that means that all theatre will be represented and given its just emphasis.

We are actively looking for people willing to give a few hours a week to help maintain and update this site and its information. If you wish to take part either send e-mail to staff-support@theatredb.com or check out the [Staff pages](#) to see how we are organized.

Where We've Been?

You wouldn't believe if we told you. The past year has been a tough one for a variety of reasons. But, we're back at it and hope you're there to help. We've subtitled this site "by the fans for the fans" because we believe it's the living history of theatre that each of us keeps that makes it so special. We want you to share those experiences with us using our user comments section to document your experiences, joys, and horrors in watching or participating in professional theatre. Theatre history is more than facts, but a rich description of what it was like to be there for the final performance of "[Carrie](#)".

So, come join us and relive theatre.

Actors

Let the Internet Theatre Database be your reference. Send us your head shot and resume and we will make sure that it gets into our database (after verifying its accuracy, of course). Send requests to resume@theatredb.com.

Found an Error

We are aware that errors are in our database. We are trying to fix the typos and the omissions, but you are our best source of information. If you find an error,

Second

The Others

Existing versions of the Theater Databas Concept, for good or bad.

theatredb.com:

- May have been designed in the 90's
- Feels like a Wikipedia page
- Too much text, no imagery.
- Colors are trying to feel like a stage and curtain, but make for undesirable experience.
- search is suboptimal



- POPULAR SHOWS LATEST NEWS
- West Side Story
 - The Music Man
 - Beetlejuice
 - The Minutes
 - Hadestown
 - Dear Evan Hansen

SUMMER JAN 28 - FEB 9 BUELL THEATRE [CLICK FOR TICKETS](#)

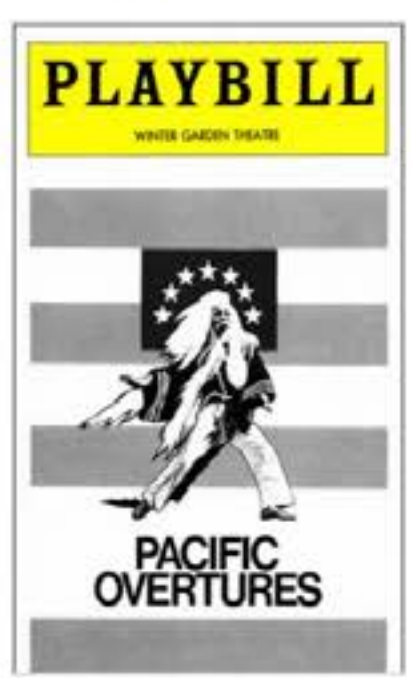
THE DONNA SUMMER MUSICAL

SEARCH THE LARGEST BROADWAY DATABASE ONLINE

ON THIS DATE - JANUARY 11



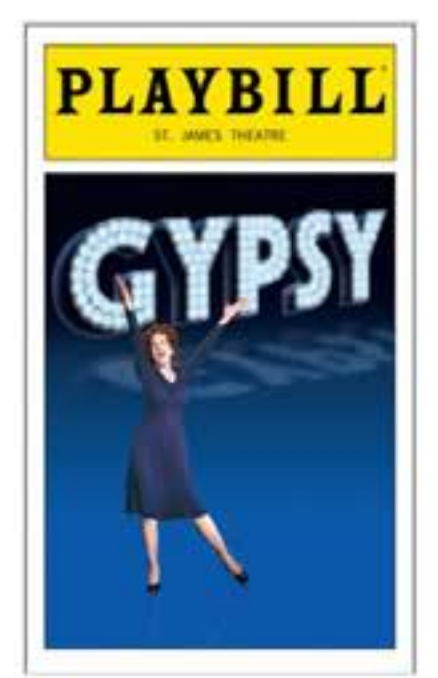
Tamika Lawrence
Birthday



Pacific Overtures
Opened in 1976



Max von Essen
Birthday



Gypsy
Closed in 2009



Eva Le Gallienne
Born in 1899

Bundle auto and renters. You could save.

[GET A QUOTE](#)

GEICO

Second

The Others

Existing versions of the Theater Databases Concept, for good or bad.

playbill.com/archives:

- Closest in look & feel to IMDb.com
- Design off longstanding brand within the theater world.
- Includes targeted advertising
- Provides ability to buy tickets
- Feels outdated
- Shows are sub-categorized by Broadway, Region, London, Off-broadway, Hard-to-find, Touring.

Third

INTERVIEW

✓ Questions

Develop lists of relevant Qs that are both curious and user experience relevant. Adjust as needed for audience.

✓ Who

- Patrons
- New Fans
- Producers
- Actors
- Writers

Third

Questions

We need to ask a variety of questions based in curiosity while seeking to gain insight into how people experience theater, why and how they would use a database, and what current interfaces they use and enjoy...and why.

SAMPLE QUESTIONS:

✓ **Curiosity**

What is it about a play or musical theater that you enjoy?

Do you ever want to find out more about a play, who wrote it, directed it, acted in it or other productions?

✓ **Insight**

How do you usually go about learning more about the actors, plays, or writers you enjoy?

Do you search on your mobile device or a desktop computer?

If you've used IMBd for movies, what do you wish it did that it doesn't?

✓ **Features**

If you were searching for more information about a musical, would you like to know where it is playing next, and if it is near your home?

Would you pay for premium features if a subscription was an option? (early access to tickets, notifications about upcoming shows, new releases)

Third

Who



Patron



New Fan



Writer



Director



Actor



Unknown

Fourth

MOCKUPS

√ Collaborate

Build design and flow based off steps 1-3. Adjust as needed from Big Idea to what works.

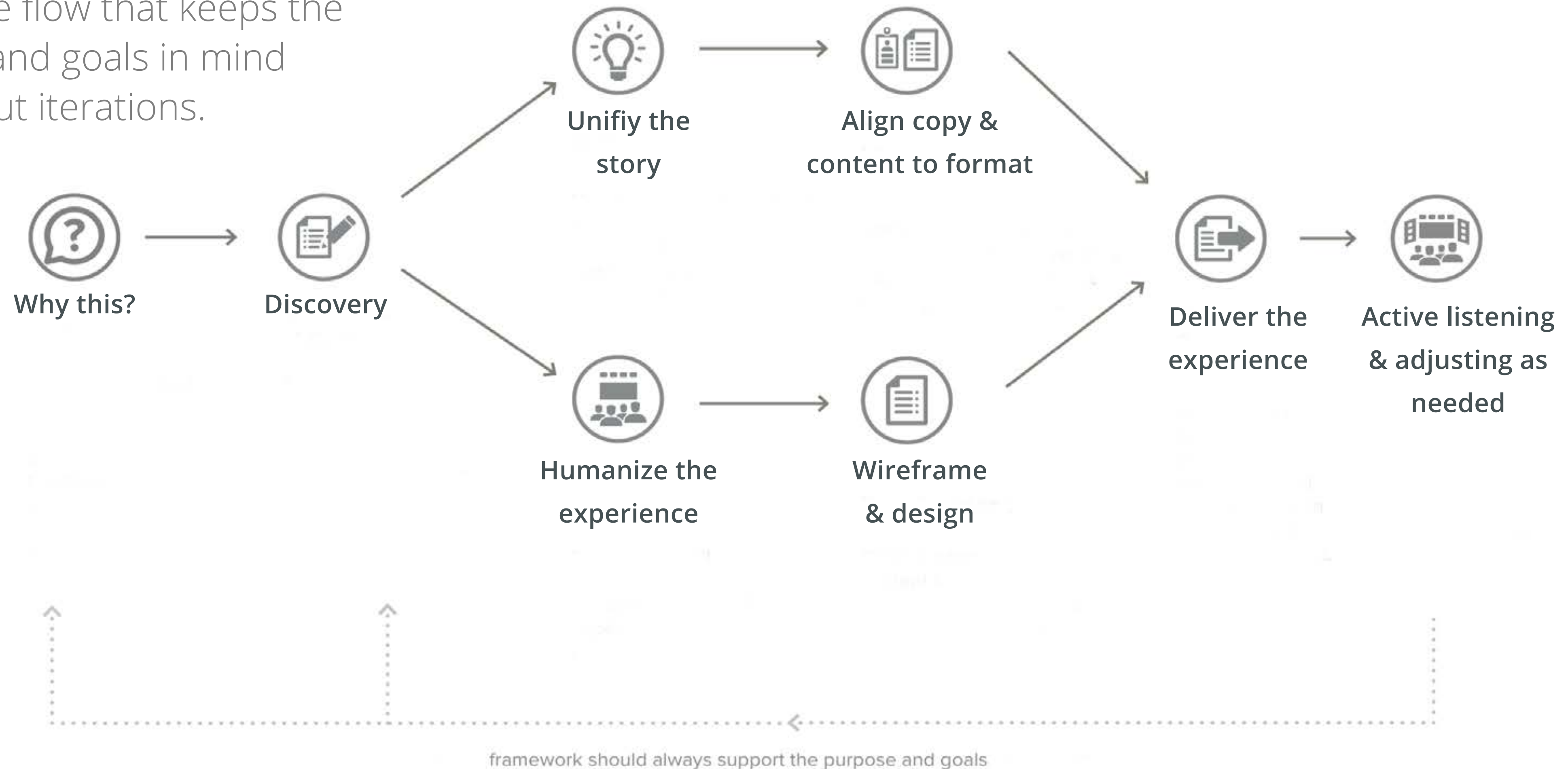
√ Asks

- Does this work?
- What's missing?
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Fourth

Collaborative Content Architecture

Design and infrastructure need generative flow that keeps the purpose and goals in mind throughout iterations.



Fifth

BUILD

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- Hosting
- Make sure structure is cooperative.

√ Connect

Weekly communication.

- Front-End
- Designers
- Client

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Initially static, but needs to be flexible based on real-time feedback.

- 6 & 12 month reviews.

✓ International

Launch global experience 6 months after initial launch.

A stage with dark, heavy curtains on either side. The floor is made of dark wood with a prominent grain. In the background, through the curtains, there are several out-of-focus, warm-toned lights, creating a bokeh effect. A semi-transparent dark rectangle is overlaid on the left side of the image, containing the text.

Questions?