



RIDE

The Refined Index for Experience (RIDE) is a framework to evaluate how well an experience aligns with consumer expectations and modern market forces.

This tool is subjective by nature, but evaluators are encouraged to remain as objective as possible, focusing on observable impact rather than personal preference.

- Multiple evaluators may fill out the same form for a single experience.
- Scores can be averaged across evaluators to produce the most balanced result.
- Once all individual experiences are scored, their totals can be averaged together to provide a snapshot score of an entire park, portfolio, or entertainment sector.

A final score above the median indicates an experience projected to increase or maintain revenue, while a score below the median suggests it may decrease or maintain revenue.

Experience Name: _____

Evaluator: _____

Date: _____

1. Financial Performance (6 pts)

1. Within or reasonably close to its annual budget? Yes (2) Partial (1) No (0)
2. Minimal financial risks considering both internal and external factors? Yes Partial No
3. Generates or is expected to generate reasonable return relative to cost? Yes Partial No

Subtotal: _____

2. Guest Engagement & Retention (10 pts)

4. Engagement tracked presently and in the future? Yes Partial No
5. Maintained or grown in popularity? Yes Partial No
6. Provides strong presence through external channels and media? Yes Partial No
7. Sustains audience attention beyond first experience? Yes Partial No
8. Provides a memorable emotional response? Yes Partial No

Subtotal: _____

3. Uniqueness & Features (8 pts)

9. Offers something not easily replicated elsewhere? Yes Partial No
10. Integrates multiple elements (movement, storytelling, interactivity, etc.)? Yes Partial No
11. Creates moments stronger than any similar substitute? Yes Partial No
12. Appeals to a wide audience? Yes Partial No

Subtotal: _____

4. Innovation & Adaptability (6 points)

13. Can be adjusted/updated to provide unique experiences? Yes Partial No
14. Uses technology in a meaningful way (not just novelty)? Yes Partial No
15. Designed to remain relevant as trends and technology change? Yes Partial No

5. Cultural & Market Alignment (6 pts)

16. Acts as a tentpole that drives ancillary revenue (merch, food, subs, etc.)? Yes Partial No
17. Aligns with current cultural trends or audience interests? Yes Partial No
18. Helps define the identity or brand of the experience provider? Yes Partial No

Subtotal: _____

Final Score: _____

- **>36 points:** Projected to increase or maintain revenue
- **<36 points:** Projected to decrease or maintain revenue