

STELLAR PIONEERING

RIDE

FORM

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 50 points indicates an experience projected to increase or maintain revenue, while a score below 50 suggests it may decrease or maintain revenue.

Experience Name: _____

Evaluator: _____

Date: _____

1. Financial Performance (20 pts)

1. Within or reasonably close to its budget? Yes (5) Partial (2–3) No (0)
2. Minimal financial risks considering both internal and external factors? Yes Partial No
3. Maintains or improves revenue year-over-year? Yes Partial No
4. Scalable for market? Yes Partial No

Subtotal (out of 20): _____

2. Guest Engagement & Retention (20 pts)

5. Draws repeat users/visitors? Yes Partial No
6. Maintained or grown in popularity? Yes Partial No
7. Provides strong presence through external channels and media? Yes Partial No
8. Sustains audience attention beyond first? Yes Partial No

Subtotal (out of 20): _____

3. Uniqueness & Features (20 pts)

9. Offers something not easily replicated elsewhere? Yes Partial No
10. Can be adjusted/updated to provide unique experiences? Yes Partial No
11. Integrates multiple elements (movement, storytelling, interactivity, etc.)? Yes Partial No
12. Creates moments stronger than any similar substitute? Yes Partial No

Subtotal (out of 20): _____

4. Innovation & Adaptability (20 pts)

13. Designed for modular/flexible content? Yes Partial No
14. Can integrate with new IP/trends? Yes Partial No
15. Uses latest means to improve experience? Yes Partial No
16. Adaptable to different scales? Yes Partial No

Subtotal (out of 20): _____

5. Cultural & Market Alignment (20 pts)

17. Aligns with broader cultural trends/fandoms/interactive media? Yes Partial No

18. Acts as a tentpole that drives ancillary revenue (merch, food, subs, etc.)? Yes Partial No

19. Differentiates meaningfully from competitors? Yes Partial No

20. Generates buzz strong enough to break through noise? Yes Partial No

Subtotal (out of 20): _____

Final Score (out of 100): _____

- **>50 points:** Projected to increase or maintain revenue
- **<50 points:** Projected to decrease or maintain revenue