**Carlton’s Theatre Company**

**Background**

Imagen que contiene alimentos

Descripción generada automáticamenteCarlton’s is a national theatre company founded in 2011. Mostly composed by amateurs, who rehearse on their spare time to continue bringing theatre to their audience. The idea of creating a theatre company came out from a workshop called “Don’t be afraid of stages” done in Venlo. Maria, Alex, Andrew and Josephine met there and discovered that had something in come, Theatre. So, instead of enjoying the plays from a comfortable seat, went a step further and made up their mind to create what we now know as the Carlton’s Theatre Company. Over the years more people joined them and nowadays the team is built up by 13 people.

Offering plays enclosed in the theatre genres of satire and comedy, theatregoers can enjoy more than 50 performances per year all over the country.

Point out that last year they become quite popular after winning the BroadwayWorld Netherlands Award for the best play, so they usually run out of tickets weeks before the spectacle.

**Web usage**

As a way of promoting their performances, they got used to design their own programs, posters and flyers which will be then located in social places and distributed among the population. Since few years ago, with the grown of Social Media networks, they were forced to introduce themselves to platforms such as Instagram and Facebook and nowadays is one of the best ways to get to know in what are they working, what does they acting schedule looks like and interact with the team. They feel pretty confident and find themselves comfortable when is needed to use online platforms.

On the other hands, e-mail account is used by the company to get in touch with the theatres where they are going to act and share some information about the plays. Anyway, they do not control it too much apart from reading, answering or sending e-mails.

Besides that, their personal usage of internet is reduced to watch some videos at Youtube, check where the next place where they are going to perform is and checking for cloths needed for their costumes, which add some online shopping experience to some of the team members.

**User story**

As a theatre company, they want or expect to find a website where they can upload and sell tickets for all the performances they are going to offer during the year, offer information of the company as well as get feedback from customers so that Carlton’s Theatre Company can reach more people and improve themselves.

For Carlton’s is going to be their first experience on an Online Selling Tickets website, so they expect to find an easy-going website which makes the process of uploading content not a big issue and full support from the website administrator in case they struggle in the process. Furthermore, needed to say that they try to get the attention of possible customers be usage of their posters, for that reason they would like to encounter a visual website instead of plain websites with no images.

**Computer Savvy**

7/10

**Web Savvy**

6/10

**Online Shop. Savvy**

7/10