Steppenwolf Theatre works hard to market their brand and their website reflects this. The website is red, white and black— a color scheme which is often associated with an edgy aesthetic. It is a deceptively simple website and provides a basic template across the website. The header consists of Steppenwolf’s logo and an image with primary and secondary navigation below. Main navigation sources link to Box Office, Ensemble, Watch & Listen, Education and Support Us. Overall this is clear, concise, and simple. However, the site really offers a wealth of information and interaction.

Box Office:

The box office section of the website is about what you would expect. It provides a list of the shows on stage as well as upcoming productions along with the ability to purchase tickets. Steppenwolf utilizes Tessitura software, which has plugins for the website. Each individual show page also provides an overview of the show, snippets of reviews, cast and crew list, as well as a photo gallery and video. The extra information serves to both educate patrons and eliminate stress about attending an unfamiliar production.

Ensemble:

Steppenwolf is an ensemble based organization. It is a major part of their organizational identity, and as such it is appropriate that it should have a prominent place in navigation. The organization uses this section to provide bios about performers, including who is on stage, as well as give the history of the organization and current news.

Watch & Listen:

This section allows Steppenwolf a venue to not only provide more education about productions, but to give a glimpse into the organization itself. Again, Steppenwolf’s marketing is focused on the brand— more so than the individual productions. Watch & Listen has a wide variety of videos, photographs and a series of podcasts.

Education:

The education page serves as a portal to Steppenwolf’s three education programs: Steppenwolf for Young Adults, School at Steppenwolf and Apprenticeships, Internships & Fellowships. Each of these programs have their own subwebsite that provides information about the program. The
subwebsite design remains within the constraints of the main template.

Support Us:

I’m not very familiar with many theatre’s support us pages. I’m willing to bet that they are primarily a source for major donors, which I am not. However, Steppenwolf’s page seems to provide all the necessary information and links to give money. The one missing factor is their 990. I recently attempted to look up their budget information, and I can’t seem to find it anywhere. If it is in here, it is well hidden.