Intention
What will your theatre piece focus on? What do you want to show in terms of the theatre theory? How will this be shown? What do you want to say? What is going to happen? Who is your audience? How will you stage this theatre piece?

Impact
What sort of impact do you want to have on an audience? What do you want them to feel? What do you want them to think? How should they leave the experience? What do you want to remain with them after the experience? How does the theatre theory inform this impact?