

THE FABULOUS FOX THEATRE MOBILE APP EXPERIENCE

Ally Blake



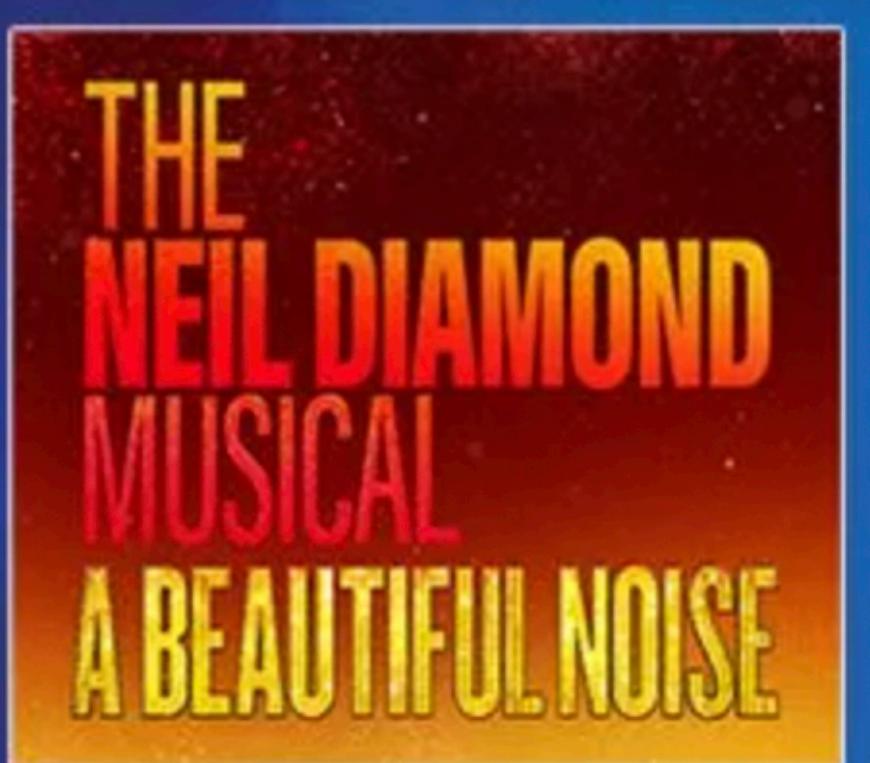
THE FABULOUS FOX THEATRE

BACKGROUND

- * Hosts live events (primarily off-Broadway performances)
- * Venue tours available
- * Broadway Show themed specials at official venue restaurants during the run of the current show



September 24 - October 6, 2024



October 29 - November 10, 2024



February 11-23, 2025



February 26 - March 9, 2025

4 of the shows in the 2024-2025 Broadway Season

THE FABULOUS FOX THEATRE

HISTORY

- * Started out as a movie theater before its rebrand and renovation in 1982
- * **Fun Fact:** Elephant trunks point to the stage
(See photo to the right)



Carpet at the Fabulous Fox Theatre (Source: TripAdvisor)

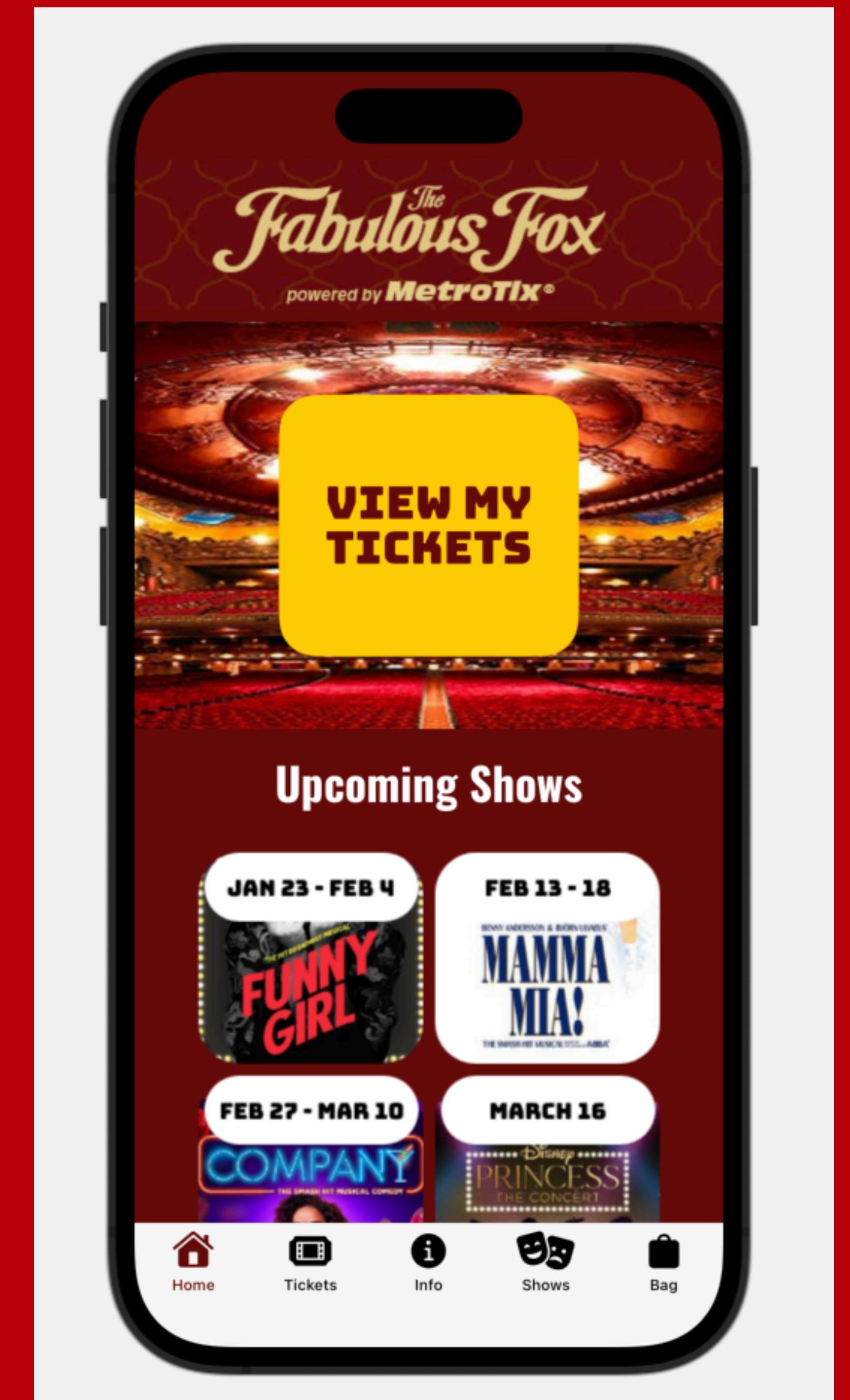
OVERVIEW

THE PROBLEM, OPPORTUNITY, AND GOALS

- * The Fox doesn't have a mobile app currently
- * Having a mobile app would be very helpful to users who go to the Fox frequently (for example, **season ticketholders**) or users who aren't familiar with the Fox

Goals

- * Accessibility
- * Simple design
- * Overall user-friendliness



Home Screen

Wanda Peacock



Age: 35

Occupation: Accountant

Location: Los Angeles, CA

Wanda Peacock is very tech-savvy and loves using low-priced mobile apps with ease. During her free time, she loves attending live theatre and music events with her friends.

MOTIVATION

Low-priced apps

Convenience

QUOTE

"I would love to have a mobile app like Ticketmaster for live theatre events."

PERSONALITY

Enneagram:
4w3

Extroverted

BRANDS & APPS

ticketmaster



FANDANGO

PLAYBILL*

PAIN POINTS

Having to use a web browser instead of a mobile app

Complicated Apps

INTERESTS

Theatre Events

Live Music

DESIGN PROCESS

FEATURES & ARCHITECTURE

Primary features/screens

- * Tickets
- * Shows
- * Information
 - * Menus
 - * Directions & Hotels
 - * FAQs
 - * Parking
- * Shopping Bag



DEVELOPMENT PROCESS

SOFTWARE/USER REQUIREMENTS

- ★ **Development environment used:** Xcode/SwiftUI
- ★ **iOS version required:** iOS 12.0+
- ★ **SwiftUI Objects and Attributes used:** Buttons, Picker, ScrollView, TabView, HStack, VStack, ZStack, Popover views, custom fonts, and Forms

```
2 // HomeView.swift
3 // Fabulous Fox Theatre Mobile App_2
4 //
5 // Created by Ally Blake on 3/13/24.
6 //
7
8 import SwiftUI
9
10 struct HomeView: View {
11     @State var selection = 0
12     @State var presentPopup = false
13
14     var body: some View {
15         TabView(selection: $selection) {
16             ScrollView {
17                 Image("mobile-banner")
18             }
19             ZStack {
20                 Image("foxtheatre_thumbnail")
21                     .resizable(capInsets: EdgeInsets(), resizingMode: .stretch)
22             }
23             ZStack {
24                 RoundedRectangle(cornerRadius: 25.0).fill(Color.yellow).frame(width: 175.0, height: 150.0)
25                 Button {presentPopup = true} label: {Text("Get Tickets")
26                     .popover(isPresented: $presentPopup) {
27                         TicketsFromHomeView()
28                     }
29                 }
30             }
31         }
32     }
33 }
```

Swift Code Snippet

DEMO

VERSION 2.0

POSSIBLE ENHANCEMENTS

High Priority

- ✳ Better quality images
- ✳ Add tickets to shopping bag
- ✳ Stage Left Grille and Curtain Call Lounge menu screens
- ✳ Account feature & checkout process

Lower Priority

- ✳ Buy merchandise for current shows
- ✳ Season ticketholder exclusive features
- ✳ Transfer tickets to another user
- ✳ MetroTix API for ticket purchases
- ✳ Buy parking passes

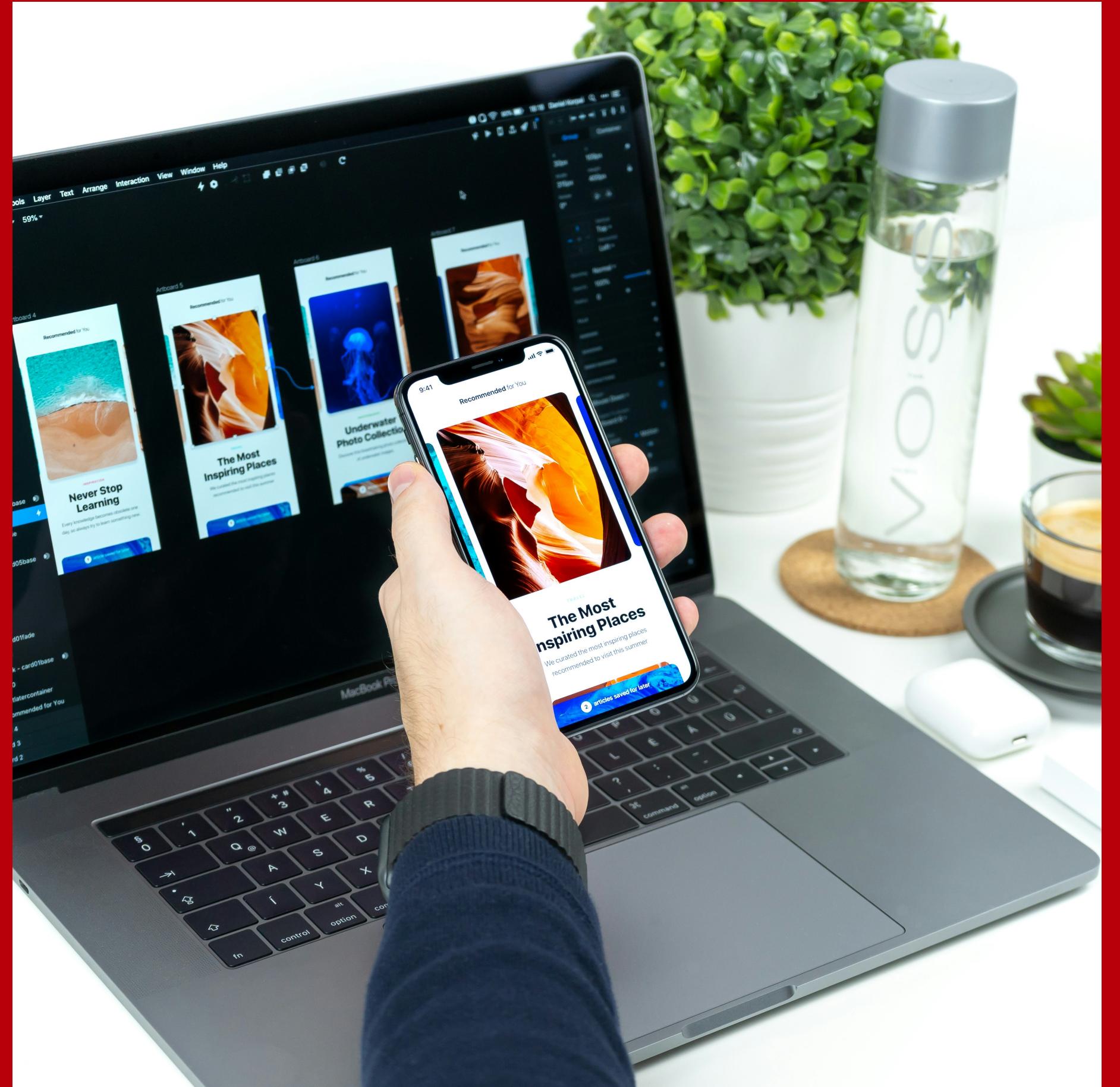


Photo by Daniel Korpai on [Unsplash](#)