

# THE FABULOUS FOX THEATRE MOBILE APP EXPERIENCE

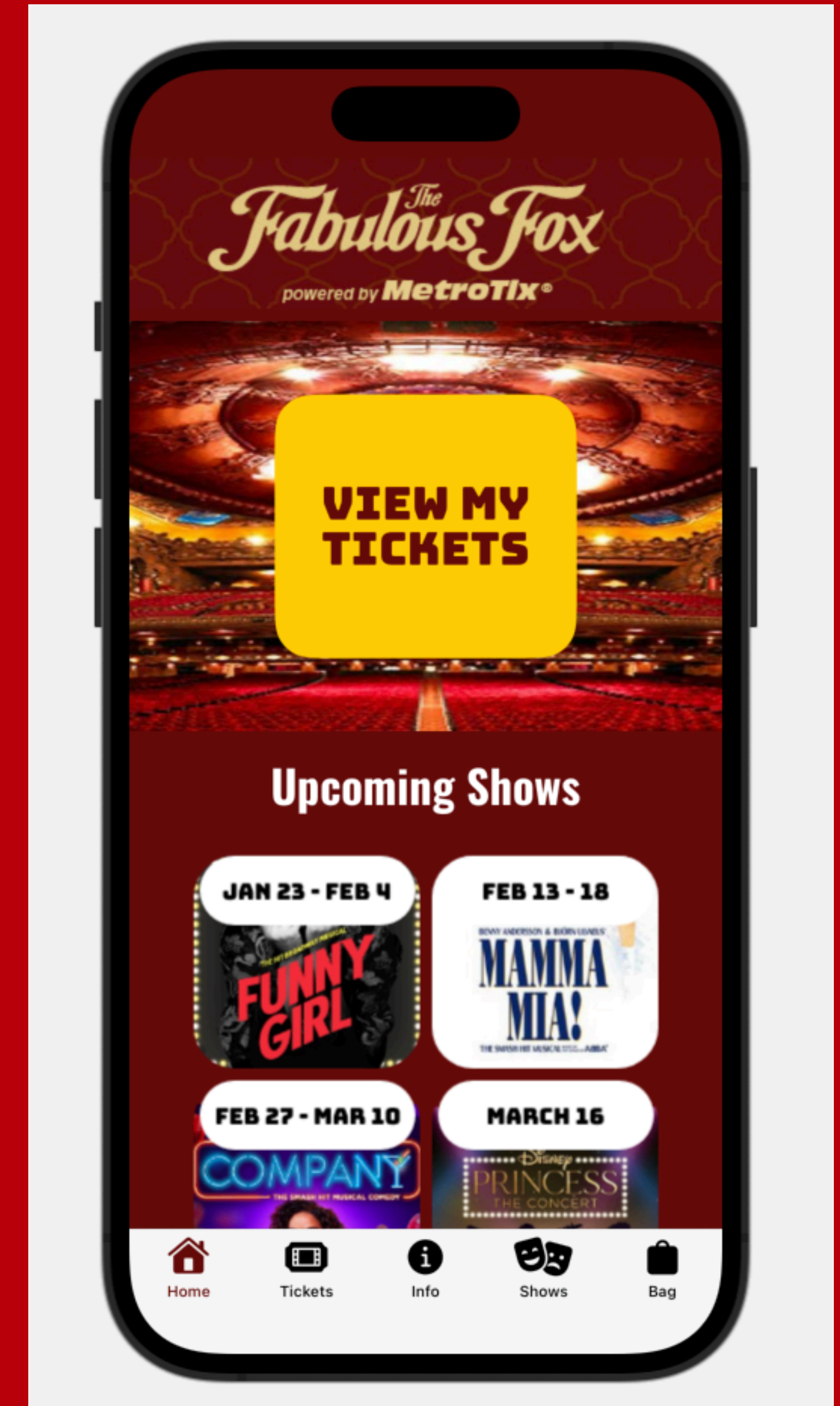
*Ally Blake*



# 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 the Fox frequently (for example, **season ticketholders**)
- \* **Goals**
  - \* Accessibility
  - \* Simple design
  - \* Overall user-friendliness



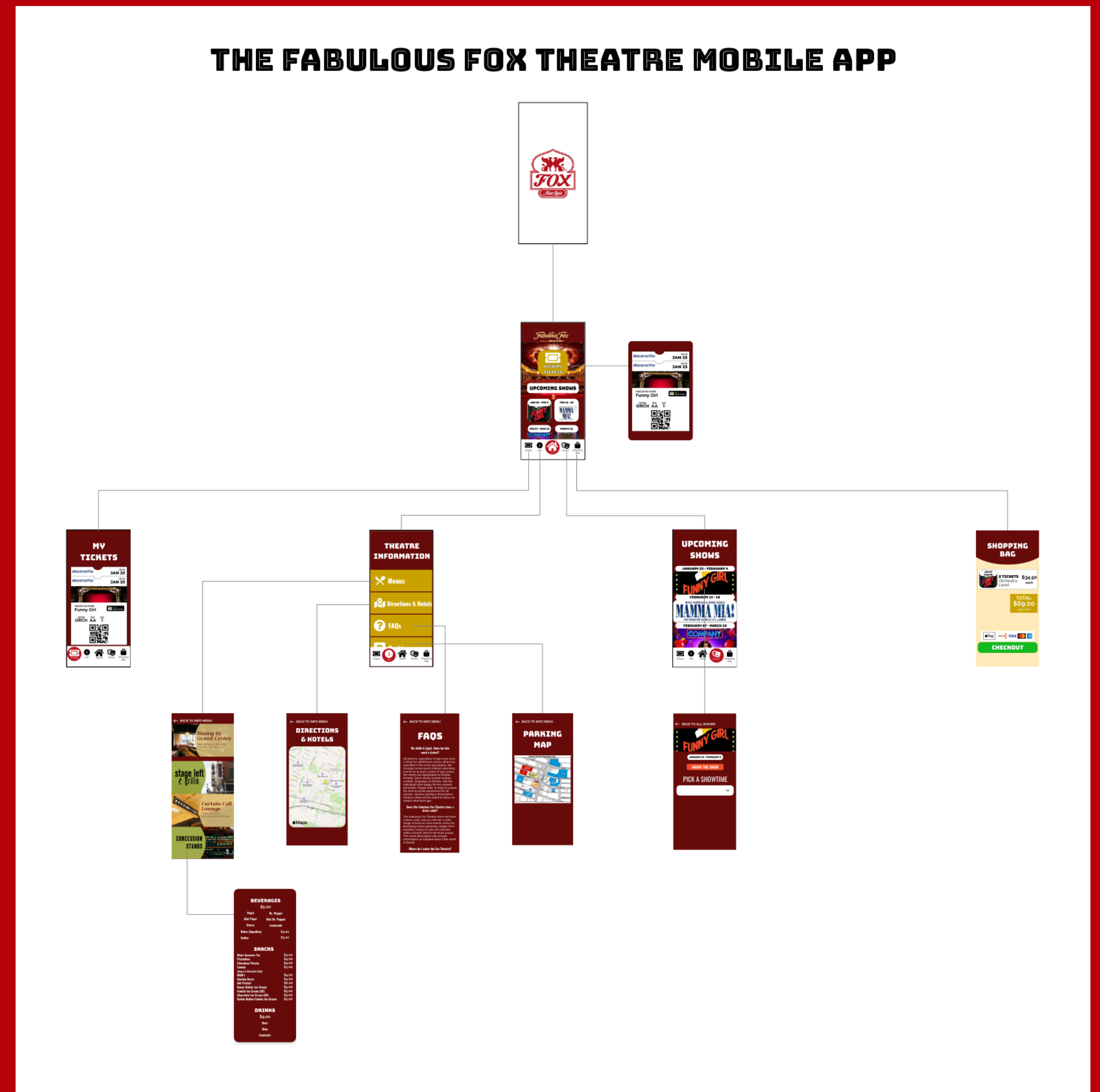


# DESIGN PROCESS

## FEATURES AND ARCHITECTURE

### Primary features/screens

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



User flow diagram with high fidelity wireframes made in Adobe XD

# 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                 ZStack {
19                     Image("foxtheatre_thumbnail")
20                     .resizable(capInsets: EdgeInsets(), resizingMode: .stretch)
21                     ZStack {
22                         RoundedRectangle(cornerRadius:
23                             25.0).fill(Color.yellow).frame(width:
24                             175.0, height: 150.0)
25                         Button {presentPopup = true} label: {Text
26                             "Get Tickets"}
27                             .popover(isPresented: $presentPopup) {
28                                 TicketsFromHomeView()
29                             }
30                     }
31                     .font(Font.custom("Bungee-Regular", size: 14))
32                 }
33             }
34             // Other tabs would go here
35         }
36     }
37 }
```

DEMO



# VERSION 2.0

## POSSIBLE ENCHANCEMENTS

### Expanded features/screens

- \* Ability to add tickets to shopping bag
- \* Stage Left Grille and Curtain Call Lounge menu screens
- \* Ability to buy merchandise for current shows
- \* Account feature & checkout process
- \* Season ticketholder exclusive features
- \* Better quality images
- \* Ability to transfer tickets to another user



Photo by [Daniel Korpai](#) on [Unsplash](#)