

# THE FABULOUS FOX THEATRE MOBILE APP EXPERIENCE

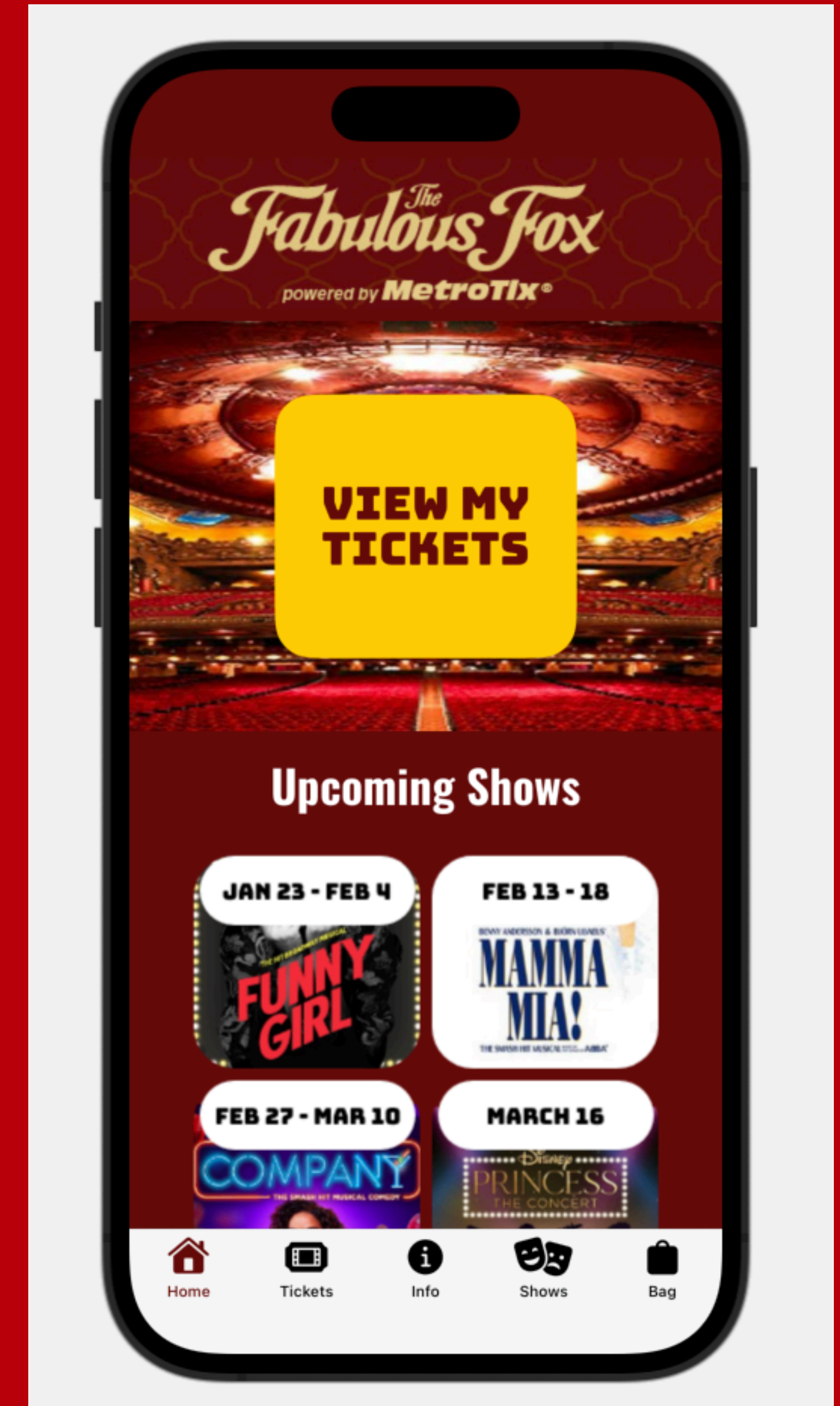
*Ally Blake*



# 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

## PRIMARY 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

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](#)