

THE FABULOUS FOX THEATRE MOBILE APP EXPERIENCE

Ally Blake



THE FABULOUS FOX THEATRE

BACKGROUND & HISTORY

- * Hosts live events (primarily off-Broadway performances)
- * Venue tours available
- * Official restaurants have specials related to the current Broadway performance on the day or night of that show
- * Started out as a movie theater
- * **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



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

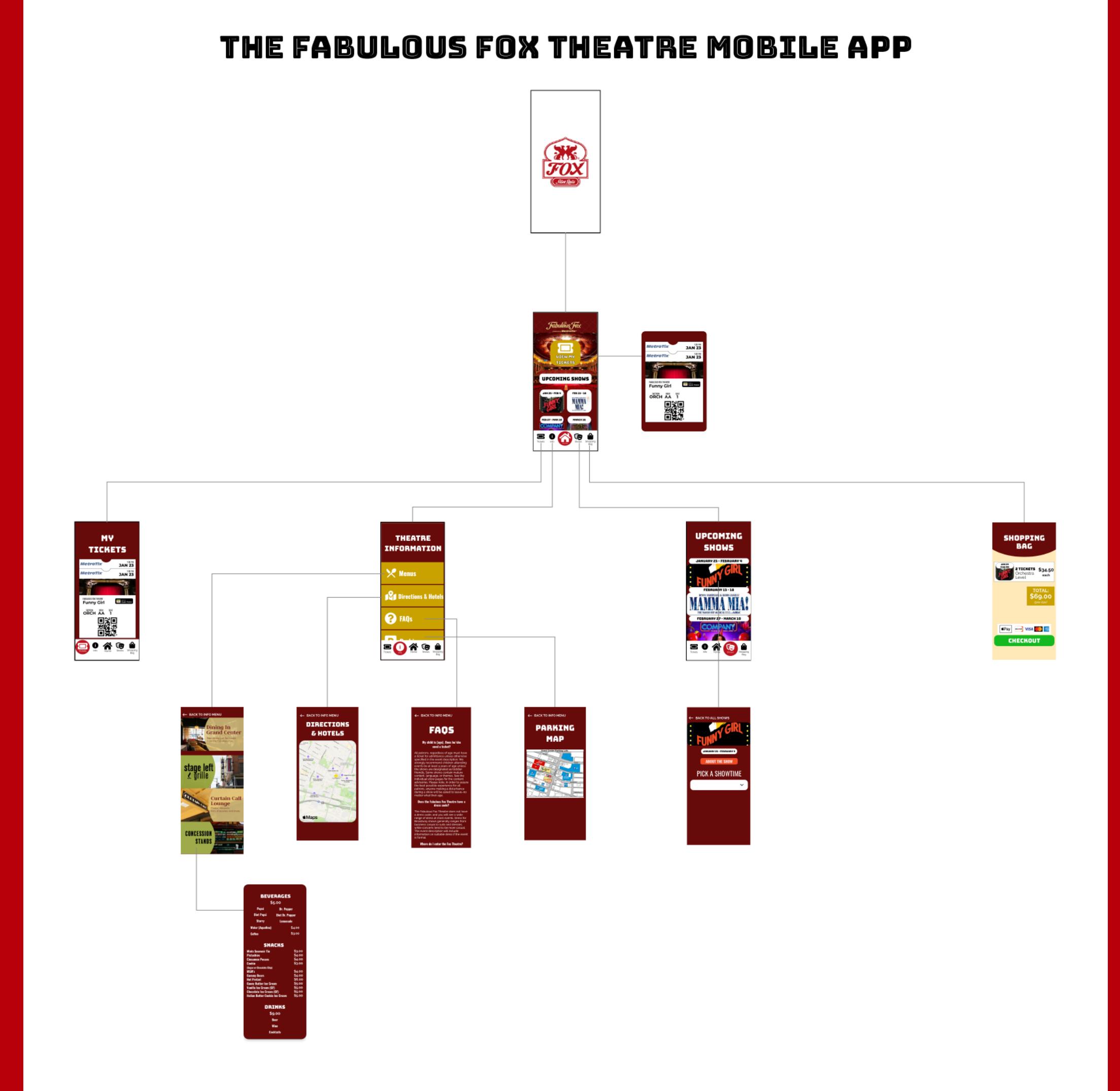
Live Music

DESIGN PROCESS

FEATURES 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: .)
21                 }
22                 ZStack {
23                     RoundedRectangle(cornerRadius: 25.0).fill(Color.yellow).frame(width: 175.0, height: 150.0)
24                     Button {presentPopup = true} label: {Text("Get Tickets").font(.custom("Bungee-Regular", size: 14)).padding(10)}
25                         .popover(isPresented: $presentPopup) {TicketsFromHomeView()}
26                 }
27             }
28         }
29     }
30 }
```

DEMO

VERSION 2.0

POSSIBLE ENHANCEMENTS

Expanded features/screens

- ★ Add tickets to shopping bag
- ★ Stage Left Grille and Curtain Call Lounge menu screens
- ★ Buy merchandise for current shows
- ★ Account feature & checkout process
- ★ Season ticketholder exclusive features
- ★ Better quality images
- ★ Transfer tickets to another user
- ★ MetroTix API for ticket purchases
- ★ Buy parking passes

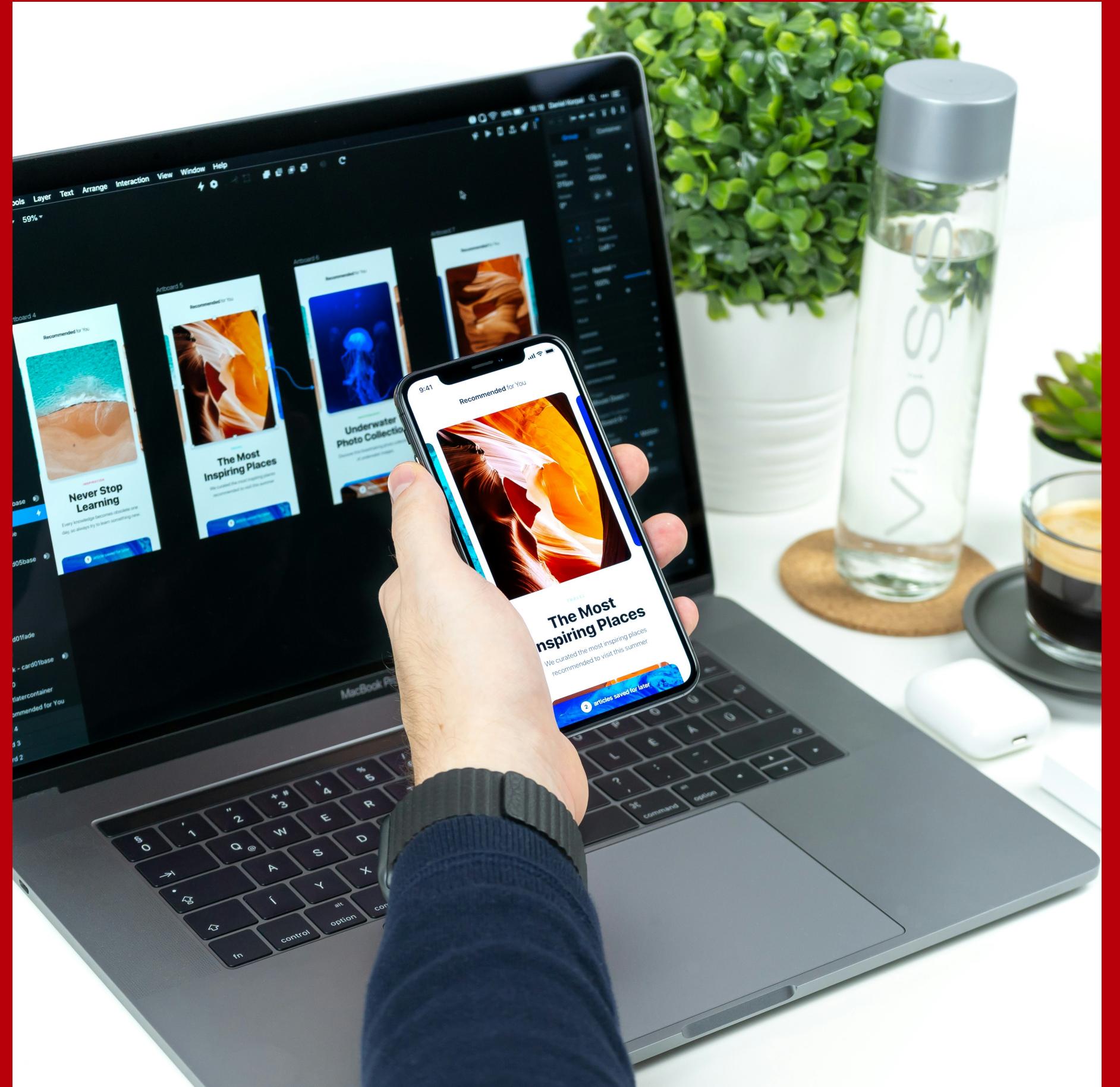


Photo by Daniel Korpai on [Unsplash](#)