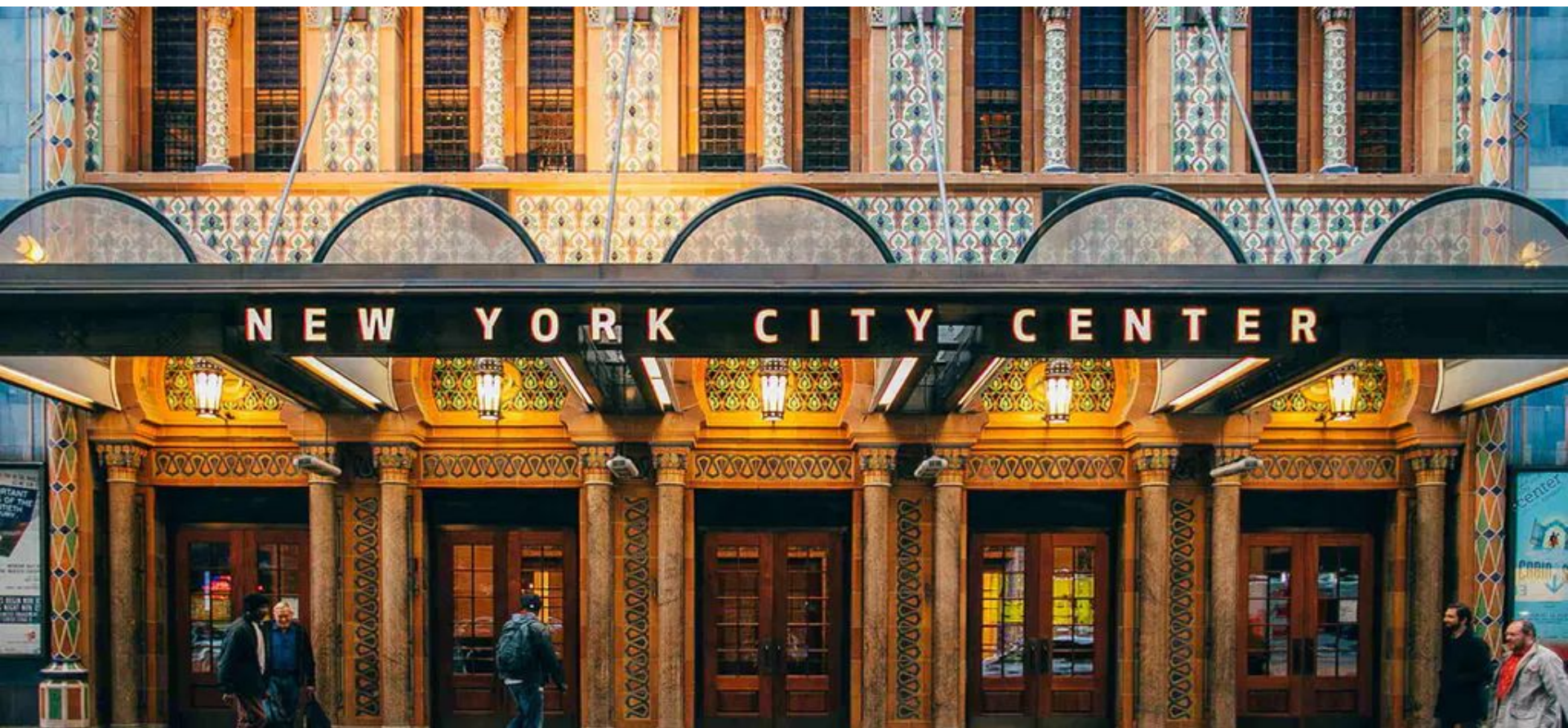


# New York City Center

Manhattan's Oldest Theater









NEW  
YORK

2019-2020 SEASON

CITY  
CENTER

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New  
York  
City  
Center



# Mobile App Design





## Upcoming Shows



## Dance



## Theater



Dance

## Nederlands Dans Theater (NDT)



## Details

Runtime 2 hours

Intermission 10 minutes

NDT is performing their repertoire called "insert repertoire name".

## About

NDT is one of the world's leading contemporary dance companies.

Get Tickets



## Which day?

April

2020

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

## What time?

Showing available times for Wednesday, April 15.

2 PM

7 PM

8 PM

Next

# About the Concept

Fun project I chose to do on my own

Not affiliated with New York City Center (NYCC)

Worked at NYCC as a call center representative



Initial Ideation



## Meet Julia (User Persona)

- Elderly
- Likely less familiar with technology
- Art enthusiast
- Upper class
- Likely to buy want to buy tickets when getting into a taxi cab/around the house/in the middle of another task (that's when she'd call Citytix)
- Can be stressed with her day

# Wireframes Iteration 1

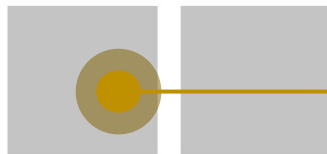
Task: Use the app to buy 2 balcony seat tickets  
for a dance show for April 24th at 7 PM.



## Upcoming Shows



## Dance



## Theater



## Another Genre



## Nederlands Dans Theater

Dance

Runtime: 2 Hours  
Intermission: 10 min  
Theater: Main ([See Seating Chart](#))

### About

Nederlands Dans Theater (NDT) is one of the world's leading contemporary dance companies, already for 60 years! The group is based in The Hague, but performs for an international audience of 115,000 visitors in Europe, America, Asia and Australia. From their home base in The Hague, both companies work continuously to make a significant contribution to the future of contemporary dance, both in the Netherlands and far beyond.

Get Tickets



## Nederlands Dans Theater

When would you like to attend the show?

« < April 2020 > »

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
| 29 | 30 | 31 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 1  | 2  |

Select Seats



## Select Date Page

<>

**Nederlands Dans Theater**  
When would you like to attend the show?

<<<>>>

April 2020

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
| 29 | 30 | 31 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 1  | 2  |

Select Seats

## Select Time Popover

<>

**Nederlands Dans Theater**  
When would you like to attend the show?

<<<>>>

April 2020

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
| 29 | 30 | 31 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |

2 PM

7 PM

10 PM

26 27 28 29 30 1 2

Select Seats

## Time Selected

<>

**Nederlands Dans Theater**  
When would you like to attend the show?

<<<>>>

April 2020

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
| 29 | 30 | 31 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |

2 PM

7 PM

10 PM

26 27 28 29 30 1 2

Select Seats

## Play with Rest of Prototype 1

Task: Use the app to buy 2 balcony seat tickets for a dance show for April 24th at 7 PM.

## Wireframes Iteration 2

Task: Use the app to buy 2 balcony seat tickets  
for a dance show for April 25th at 7 PM.

# Updated Time Selection, Revised Seat Selection

## Prototype 1

Select Time Popover

< X

**Nederlands Dans Theater**  
When would you like to attend the show?

« « April 2020 » »

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
| 29 | 30 | 31 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |

2 PM 7 PM 10 PM

26 27 28 29 30 1 2

Select Seats

Select Seats

< X

**Nederlands Dans Theater**  
Where would you like to sit?

Balcony  
\$35

Mezzanine  
\$75-\$125

Grand Tier  
\$100-\$150

Orchestra  
\$125-\$175

Stage

Select Location

Select Seats

< X

**Nederlands Dans Theater**  
Where in the balcony would you like to sit?

M L K J I H G F E D C B A

Side

Review Tickets

## Prototype 2

Select Date Page

< X

**Which day?**

April 2020

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

**What time?**

Choose a date above to see available times here.

Next

Select Time

< X

**Which day?**

April 2020

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

**What time?**

Showing available times for Saturday, April 25.

2 PM 7 PM 10 PM

Next

Select Seats

< X

**Which section?**

☒ Balcony  
Steepest, cheapest, furthest from the stage.

☐ Mezzanine  
In front of the balcony, behind the grand tier. Tickets are \$75 to \$125.

☐ Grand Tier  
In front of the mezzanine, above the orchestra. Tickets are \$100 to \$150.

☐ Orchestra  
Closest to the stage. Tickets are \$125 to \$175.

**How many tickets?**

- 1 +

We'll pick seats next to each other with the best views in your selected section.

Next



# Time Selection

## Select Date Page



### Nederlands Dans Theater

When would you like to attend the show?

« < April 2020 > »

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
| 29 | 30 | 31 | 1  | 2  | 3  | 4  |
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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 1  | 2  |

Select Seats

## Select Time Popover



### Nederlands Dans Theater

When would you like to attend the show?

« < April 2020 > »

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
| 29 | 30 | 31 | 1  | 2  | 3  | 4  |
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |

2 PM

7 PM

10 PM

26 27 28 29 30 1 2

Select Seats



## Select Time



### Which day?

April



2020



| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
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| 26 | 27 | 28 | 29 | 30 |    |    |

### What time?

Showing available times for Saturday, April 25.

2 PM

7 PM

10 PM

Next

# Why the time selection changed

If this were going to be implemented, this simpler version is faster to build. Depending on the given timeline, this may help launch the product faster/on time.

# Seat Selection





Where would you like to sit?

## Balcony

\$35

## Mezzanine

\$75-\$125

## Grand Tier

\$100-\$150

## Orchestra

\$125-\$175

### Stage

Select Location



Where in the **balcony** would you like to sit?

**M  
L  
K  
J  
I**

H  
G  
F  
E  
D

**C**  
**B**  
**A**

Side



## Review Tickets



☐ Balcony

Steepest, cheapest, furthest from the stage.

☐ Mezzanine

In front of the balcony, behind the grand tier.  
Tickets are \$75 to \$125.

☐ Grand Tier

In front of the mezzanine, above the orchestra. Tickets are \$100 to \$150.

☐ Orchestra

Closest to the stage. Tickets are \$125 to \$175.

## How many tickets?

|  |   |   |
|--|---|---|
|  | 1 | + |
|--|---|---|

We'll pick seats next to each other with the best views in your selected section.

Next

# Why the seat selection changed

When customers called into the box office, the customers who didn't express any concern about the pricing often knew which section of the theater they'd like to sit in. The customers that didn't know which section they'd want to sit in felt better when we put them in seats that had the best available view (closest to center). A few called about the cheapest seats available, so some are price sensitive.

Because of these findings, I wanted the user to be able to select which section of the theater to sit in first. I provided descriptions for each section to accommodate for the users who would not know which section they'd want to sit in, and I incorporated price information for those who are price sensitive.

Also, the seat selection interface is often frustrating and clunky to do on the phone (e.g. airline tickets).

## Play with Prototype 2

Task: Use the app to buy 2 balcony seat tickets for a dance show for April 25th at 7 PM.

High-Fidelity Mockups (Final)



## Upcoming Shows



## Dance



## Theater



Dance

## Nederlands Dans Theater (NDT)



## Details

Runtime 2 hours

Intermission 10 minutes

NDT is performing their repertoire called "insert repertoire name".

## About

NDT is one of the world's leading contemporary dance companies.

[Get Tickets](#)


## Which day?

April

2020

| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
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| 26 | 27 | 28 | 29 | 30 |    |    |

## What time?

Showing available times for Wednesday, April 15.

2 PM

7 PM

8 PM

[Next](#)

## Select Date Page



## Which day?

April



2020



| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

## What time?

Showing available times for Saturday, April 25.

2 PM

8 PM

Next

## Select Date Page



## Which day?

April



2020



| Su | M  | Tu | W  | Th | F  | Sa |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
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| 26 | 27 | 28 | 29 | 30 |    |    |

## What time?

Showing available times for Saturday, April 25.

2 PM

8 PM

Next

## Select Seats



## Which section?



Balcony

Steepest, cheapest, furthest from the stage.



Mezzanine

In front of the balcony, behind the grand tier. Tickets are \$75 to \$125.



Grand Tier

In front of the mezzanine, above the orchestra. Tickets are \$100 to \$150.



Orchestra

Closest to the stage. Tickets are \$125 to \$175.

## How many tickets?



1



We'll pick seats next to each other with the best views in your selected section.

Next

Purchase



## Balcony

D112, D113

These tickets will be held for 9:59

|               |         |
|---------------|---------|
| Tickets (x2): | \$75    |
| Fees:         | \$13.50 |
| <hr/>         |         |
| Total Price:  | \$88.50 |

### Payment Information

Take a picture of your credit card (the side with the card number and expiration date).



Front of Credit Card

### Email

We'll need this to send you a confirmation e-mail.

example@place.com

Your credit card will be charged at this point.

Purchase Tickets

Purchase



## Balcony

D112, D113

These tickets will be held for 9:59

|               |         |
|---------------|---------|
| Tickets (x2): | \$75    |
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Purchase Tickets

Purchase



## Balcony

D112, D113

These tickets will be held for 9:59

|               |         |
|---------------|---------|
| Tickets (x2): | \$75    |
| Fees:         | \$13.50 |
| <hr/>         |         |
| Total Price:  | \$88.50 |

### Payment Information

Take a picture of your credit card (the side with the card number and expiration date).



### Email

We'll need this to send you a confirmation e-mail.

julia@hotmail.com

Your credit card will be charged at this point.

Purchase Tickets

Completed



## You're all set!

We've sent a confirmation to  
julia@hotmail.com.

Okay

Play with High-Fidelity Prototype

Task: Use the app to buy 2 balcony seat tickets  
for a dance show for April 25th at 8 PM.



Thanks