

About the Project

This iPhone application for the Seattle Opera was completed shortly after the launch of the first iPhone. The application allows a user to easily and efficiently purchase tickets via their iPhone. The application was presented at the Tessitura Conference and featured on Apple.com.

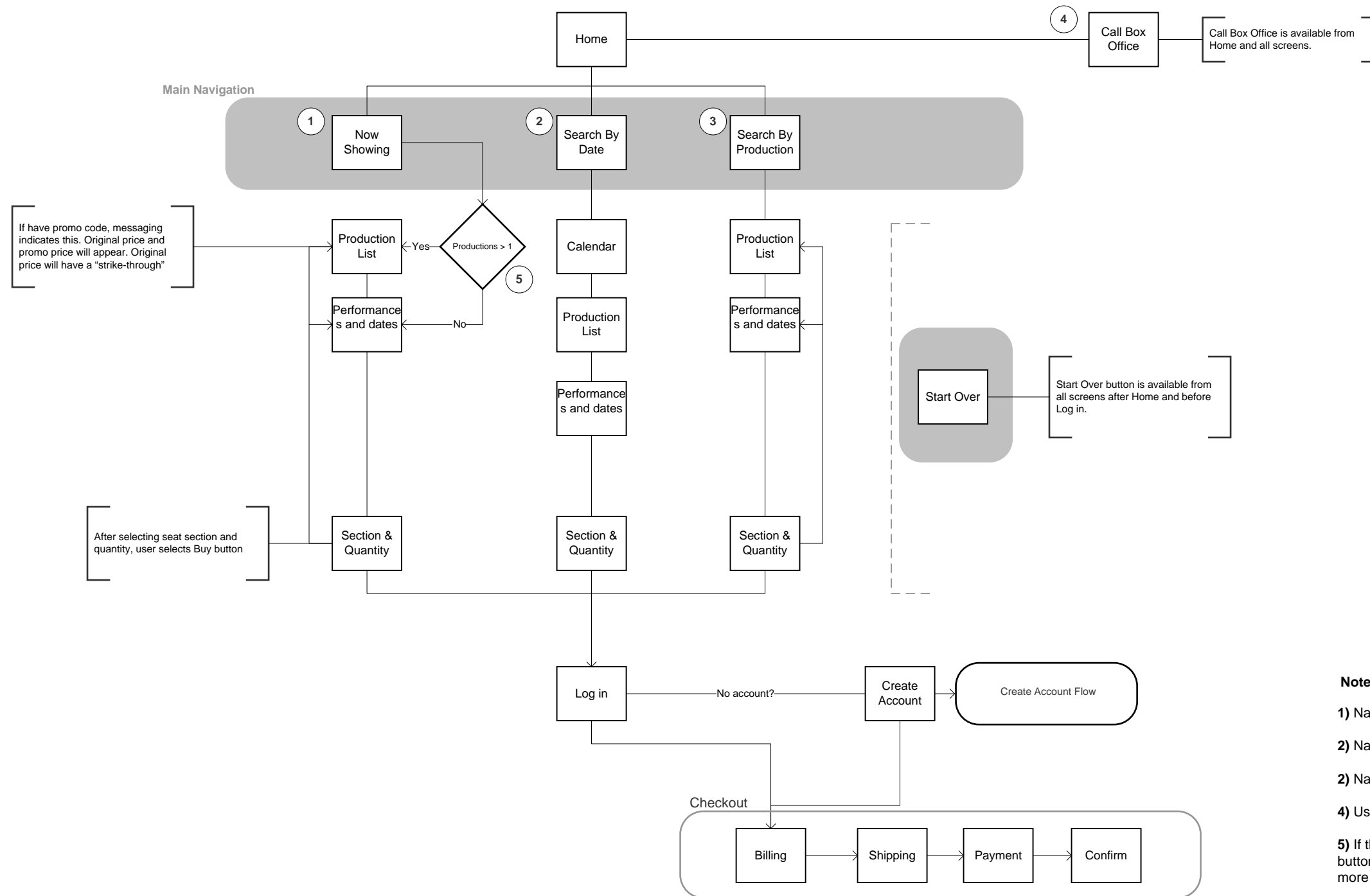
My Role Included:

- Research on the iPhone platform, opportunities and constraints
- Brainstorm meetings to identify features
- Creation and iteration of user flow documents
- Close collaboration with visual designer

This Document Includes:

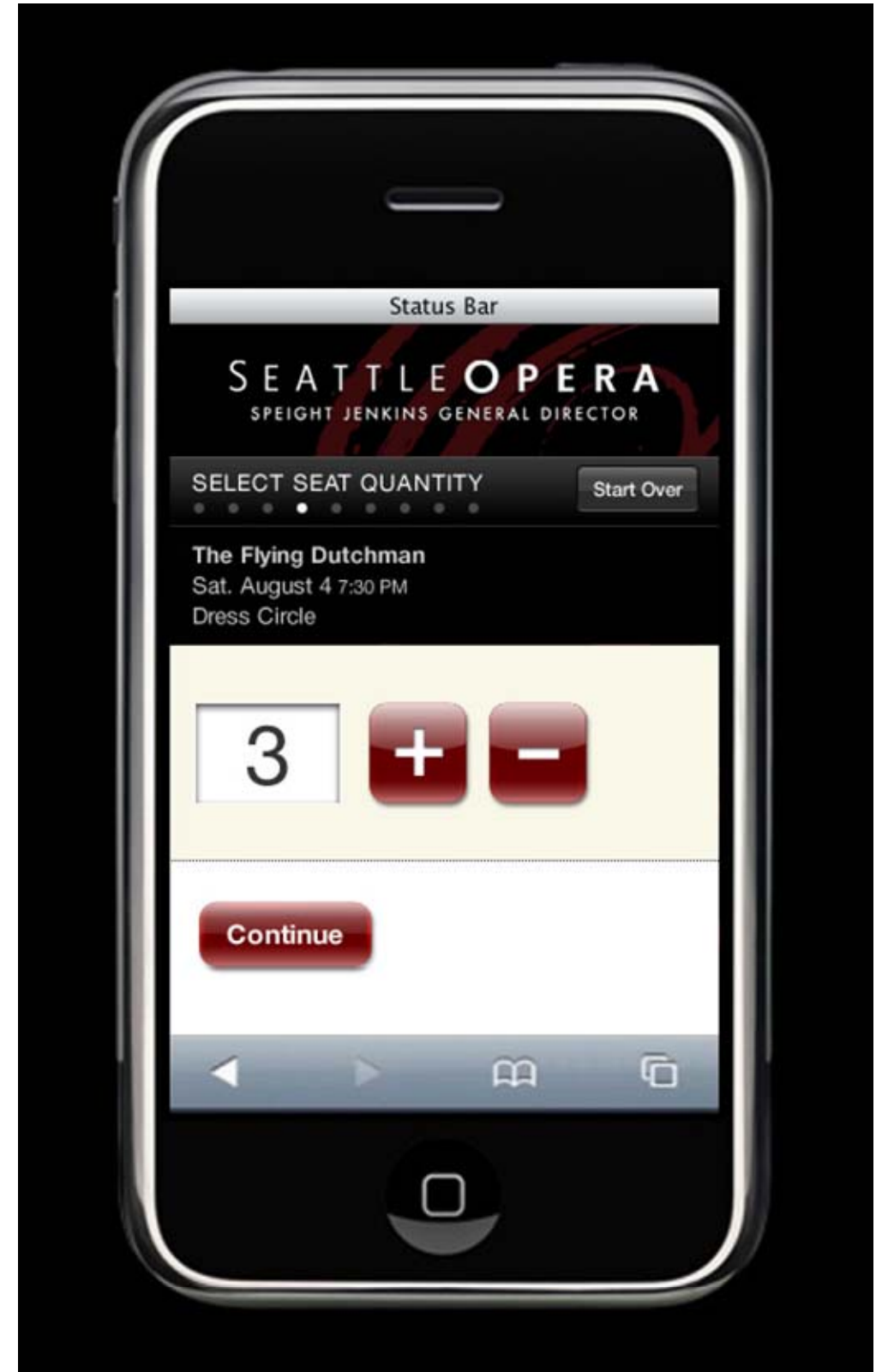
- User Flow Diagram
- Selected Final Designs
- Featured on Apple.com

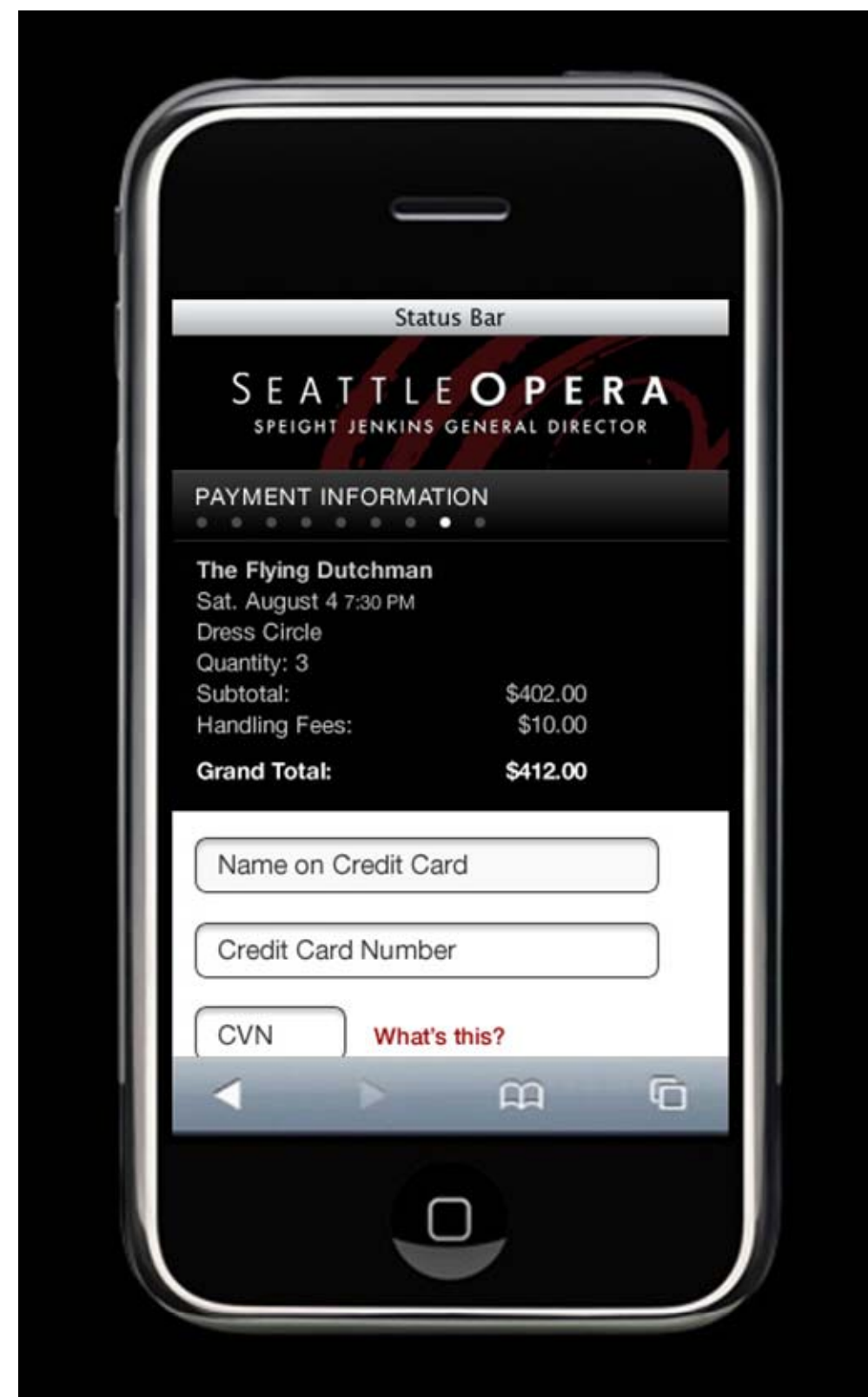
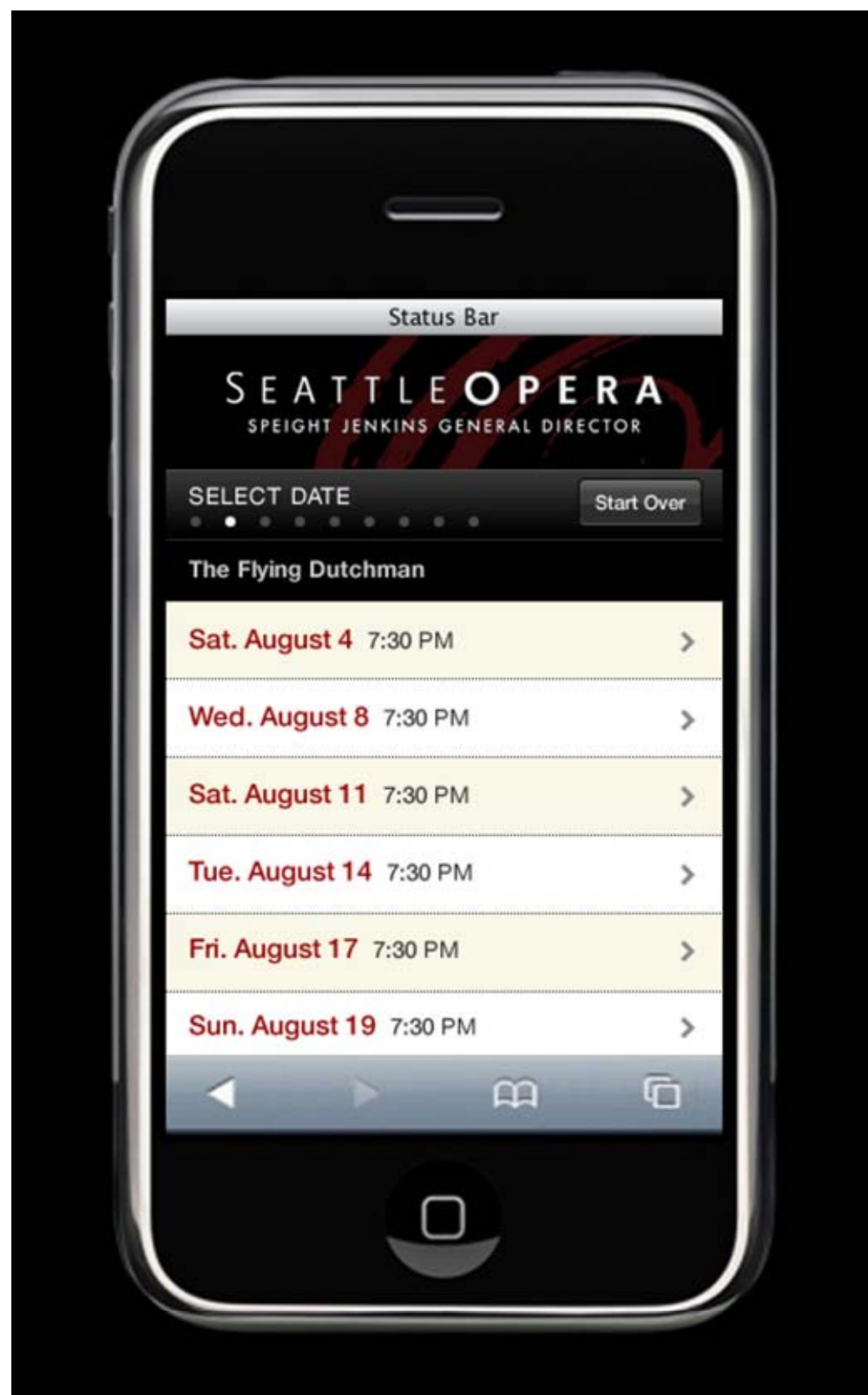
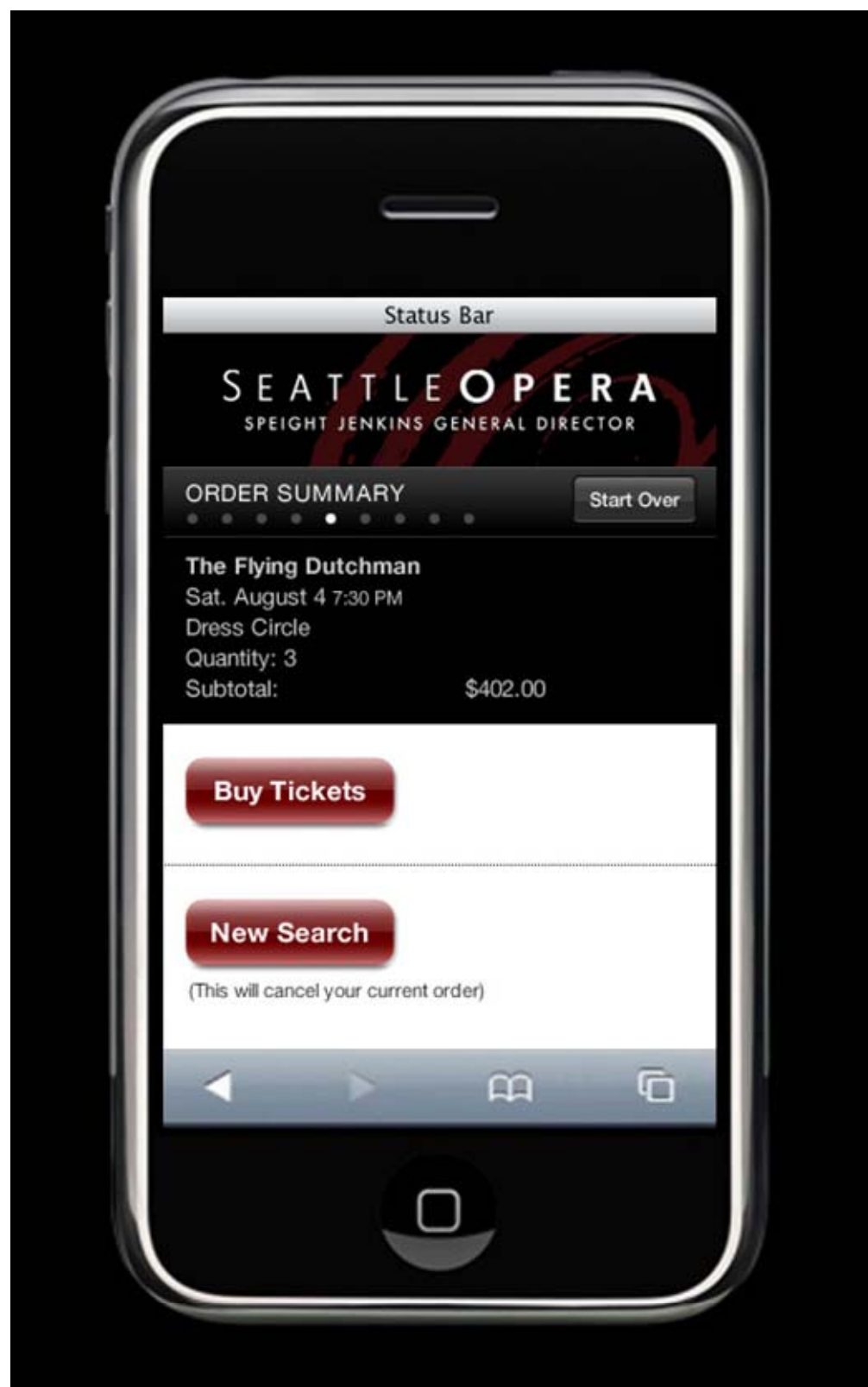




Notes

- 1) Navigates user into upcoming productions.
- 2) Navigates user into date search page.
- 2) Navigates user into production search page.
- 4) User calls box office.
- 5) If there is only 1 production, selecting the Now Showing button navigates user to directly to Performances List. If more than 1 production, user is navigated to Production list.






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Seattle Opera ExpressTix Mobile




About Seattle Opera ExpressTix Mobile
Seattle Opera patrons can find a performance, select tickets and safely and securely make a ticket purchase with just a few quick touches on their iPhone or iPod Touch. ExpressTix Mobile is integrated with Tessitura (Seattle Opera's CRM and ticketing system), which makes it possible to deliver real-time seat assignments and performance availability.

Details

Company: [POP](#)

URL: [Seattle Opera ExpressTix Mobile](#)

Post Date: [October 24, 2007](#)



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