

About the Project

The Royal Opera House was looking to further enhance the range of services offered through their website to compliment ticket purchases and to raise the level of customer service offered online.

In addition to tickets, The Royal Opera House wanted to offer patrons the opportunity to purchase program vouchers, make restaurant reservations and view a more detailed account area.

My Role Involved:

- Facilitation of client brainstorm meetings
- Creation of wireframes
- Close collaboration with a technical analyst to make sure the user experience could be supported technically.

This Document Includes:

- Selected Wireframes

Welcome Mr Mark Healy | Sign Out | View Shopping Basket > Event Finder

BOOK NOW | WHAT'S ON | DISCOVER | VISIT | SUPPORT | MY ROYAL OPERA HOUSE

Shopping Basket

! - You have 15 minutes to complete your purchase.
Seats not purchased within this time period will be released to general availability.

Need help? Contact us.
020 7304 4000

| Item | Description | Qty | Type | Price | Total |
|---|---|-----|-------|------------|------------|
| Chroma / The Four Temperaments / DGV (Danse à Grande Vitesse) Fri / 17 Nov 2006 / 7:30 PM Main Stage | Orchestra Stalls F5, F6, F7, F8 seating chart | 2 | Adult | GBP 160.00 | GBP 320.00 |
| | | 2 | Child | GBP 100.00 | GBP 200.00 |

[remove](#)

Restaurant Reservations for Chroma / The Four Temperaments / DGV (Danse à Grande Vitesse)

Make your special evening complete at the Royal Opera House by combining your choice of ballet or opera with food and drink. Select a restaurant or bar option below.

in Party

Add Program Vouchers ([About Program Vouchers](#))

Purchase program vouchers now and redeem the day of performance.

| | | |
|------------------|--------------------|---------------------------------------|
| Program Vouchers | Price GBP 10.00 | Qty <input type="text" value="0"/> |
|------------------|--------------------|---------------------------------------|

Total VAT GBP 40.00
Total GBP 520.00


Shopping Basket Prompt

- 1) Allow patron to add dinner or bar reservations for a line item. Default to Amphitheatre Restaurant or Paul Hamlyn Bar based on availability. Provide link to more details window (2)
- 2) Displays details of suggested restaurant and allows patron to view details of other restaurants.
- 3) If patron selects another restaurant from the dropdown, display a Select button allowing patron to select this restaurant instead of the suggested restaurant. When patron selects "Select this Restaurant" button, the window will close.
- 4) Allow patron to show or hide the Restaurant/Bar Reservation block.

Restaurant/Bar Close

Amphitheatre Restaurant

Suggested: Amphitheatre Restaurant



Serving superior modern cuisine in an atmosphere of casual elegance, the Amphitheatre Restaurant offers a wide variety of freshly made dishes.

The menu is order on the evening and a la carte so you may relax before the performance with starter and main course and return to your table in the interval for a delicious dessert.

£19.00 minimum food spend per person
A 12.5% discretionary service charge will be added to the bill for groups of ten or more.

[Restaurant Photos](#) | [Sample Menu](#) | [Wine List](#)

Image 1 / 5 [Next >>](#)

Paul Hamlyn Hall Balconies Restaurant

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[remove](#)

Restaurant Reservations for Chroma / The Four Temperaments / DGV [remove](#) **2**

| Restaurant | Price Per Person | # in Party | Reservation Deposit |
|---|------------------|------------|---------------------|
| Amphitheatre Restaurant (Details) | GBP 20.00 | 4 1 | GBP 20.00 3 |

Special Requests
If you have special requests, or dietary needs, please email us at [email address](#)

Editing a Reservation
If you need to edit reservation information, remove your reservation using the Remove link and create a new reservation.

Add Program Vouchers ([About Program Vouchers](#)) **4** [Show](#)

Purchase program vouchers now and redeem the day of performance.

Total VAT GBP 40.00
Total GBP 540.00

Reservation Added

- 1) Reservation line items appears. The selected restaurant name is listed along with a details link. Selecting the Details link will display a pop up window listed the restaurant details only. The patron cannot change the restaurant or view other restaurants in the details pop up. Messaging about special requests is included and patron is directed to email. Messaging about editing a reservation is included. Patron is directed to first remove the existing reservation and create a new reservation.
- 2) Patron can remove reservation. If patron removes reservation the Add Reservation block appears.
- 3) The amount charged for a deposit is displayed. A link to information about deposit terms and conditions is displayed.
- 4) Program Voucher block is hidden. Patron selects "Show" to expand block.

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My Account

Welcome, Simon


[Account Information](#) | [Contact Preferences](#) | [Booking History](#)

Upcoming Performances | [Past Performances](#)

We are looking forward to seeing you Simon. Please try to arrive early, as performances start promptly and latecomers are not admitted. Contact us for any questions regarding your upcoming visit.

Box Office Phone: +44 (0)20 7304 4000
Restaurant Reservations Email [Seacrys at the Royal Opera House](#)

Displaying 3 of 8 [Next 3 >>](#)




Magic Lantern Spectacular
Linbury Studio
Fri, 5 Oct 2007, 7:30 PM
1 Hour and 15 Minutes with a half hour intermission
Interval 30 minutes – 8:30 PM
Composer Frank Smith

| | |
|------------------|---------|
| Orchestra Stalls | Type |
| F5, F6, F7, F8 | 2 Adult |
| | 2 Child |

[seating chart](#)

[Add Program Vouchers](#)
[Add Restaurant Reservations](#)
[Purchase Additional Tickets](#)




The Royal Opera Siegfried
Main Auditorium
Sun, 7 Oct 2007, 3:00 PM
1 Hour and 15 Minutes with a half hour intermission
Interval 30 minutes – 8:30 PM
Composer Mila Verde

| | |
|------------------|---------|
| Orchestra Stalls | Type |
| F5, F6, F7, F8 | 2 Adult |
| | 2 Child |

[seating chart](#)

[Add Program Vouchers](#)
[Purchase Additional Tickets](#)



Concert by Southbank Sinfonia
Linbury Studio
Sat, 13 Oct 2007, 7:30 PM
1 Hour and 15 Minutes with a half hour intermission
Interval 30 minutes – 8:30 PM
Composer Aido Duncan

| | |
|------------------|---------|
| Orchestra Stalls | Type |
| F5, F6, F7, F8 | 4 Adult |

[seating chart](#)

[Add Program Vouchers](#)
[Add Restaurant Reservations](#)
[Purchase Additional Tickets](#)


Program Vouchers
Your order includes 2 program vouchers.

Restaurant Reservations
Amphitheatre Restaurant, 7:00 PM, Party of 2
For cancellations or additional information contact [email address](#)


Become a Member
Become a member of the Royal Opera House and... sed diam
[Membership Details](#)

Upcoming Book Signing
Get a personalized copy of... sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.


May we recommend...



Music Theatre Wales
Julie
Linbury Studio
Fri, 2 Nov 2007, 8:00 PM to Sat, 3 Nov 2007, 8:00 PM
[More](#)



The Royal Opera
L'elisir d'amore Main Auditorium
Tue, 13 Nov 2007, 7:30 PM to Thu, 29 Nov 2007, 7:30 PM



Jette Parker Young Artists
Meet the Young Artists: Free Recitals
Linbury Studio
Tue, 16 Oct 2007, 1:00 PM to Fri, 19 Oct 2007, 1:00 PM


Our recommendation is based on your [areas of interest](#) and [recent booking history](#)

Booking History (Future)

- 1) The patron has selected Booking History. Upcoming Performances is the default view. Paging indicates the amount of performances.
- 2) A performance block contains performance, seating, composer and ticket type info. If patron has added program vouchers or restaurant reservations, that information also appears.
- 3) Patron can add additional tickets, program vouchers or restaurant reservations. If patron is adding restaurant reservations, the restaurant pop up will appear. The pop up is similar to the regular restaurant reservations but includes the ability to select a full restaurant or bar and the # in the party from within the pop up.
- 5) Patron can edit a restaurant reservation. Clicking Edit will display the restaurant pop up with information pre-populated.

[Close](#)

Suggested: Amphitheatre Restaurant [View More Restaurants](#)



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The menu is order on the evening and a la carte so you may relax before the performance with starter and main course and return to your table in the interval for a delicious dessert.

£19.00 minimum food spend per person
A 12.5% discretionary service charge will be added to the bill for groups of ten or more.

Restaurant Photos | [Sample Menu](#) | [Wine List](#)

1 / 5 [Next >>](#)

Image

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Restaurant Reservations Email [Searcys at the Royal Opera House](#)

Displaying 3 of 8 [Next 3 >>](#)




Magic Lantern Spectacular
Linbury Studio
Fri, 5 Oct 2007, 7:30 PM
1 Hour and 15 Minutes with a half hour intermission
Interval 30 minutes – 8:30 PM
Composer Frank Smith

| | |
|-------------------------------|---------|
| Orchestra Stalls | Type |
| F5, F6, F7, F8 | 2 Adult |
| seating chart | 2 Child |

Program Vouchers
Your order includes 2 program vouchers.

1 Add Program Vouchers ([About Program Vouchers](#))
Purchase program vouchers now and redeem the day of performance.

| | | | |
|-------------------------|--------------|--------------------------------|----------------------|
| Program Vouchers | Price | Qty | |
| | GBP 10.00 | <input type="text" value="0"/> | 2 Add to Cart |



The Royal Opera Siegfried
Main Auditorium
Sun, 7 Oct 2007, 3:00 PM
1 Hour and 15 Minutes with a half hour intermission
Interval 30 minutes – 8:30 PM
Composer Mila Verde


| | |
|-------------------------------|---------|
| Orchestra Stalls | Type |
| F5, F6, F7, F8 | 2 Adult |
| seating chart | 2 Child |

Restaurant Reservations
Amphitheatre Restaurant, 7:00 PM, Party of 2
For cancellations or additional information contact [email address](#)


Become a Member
Become a member of the Royal Opera House and... sed diam
[Membership Details](#)

Upcoming Book Signing
Get a personalized copy of... sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.


May we recommend...



Music Theatre Wales
[Julie](#)
Linbury Studio
Fri, 2 Nov 2007, 8:00 PM to Sat, 3 Nov 2007, 8:00 PM
[More](#)



The Royal Opera
[L'elisir d'amore](#) Main Auditorium
Tue, 13 Nov 2007, 7:30 PM to Thu, 29 Nov 2007, 7:30 PM



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Booking History (Future – Add Program Vouchers)

1) The Add Program Vouchers link will appear even if a patron has already purchased vouchers. Selecting the link will display the Add Program Vouchers form (similar to the shopping basket prompt) below the performance section.

2) When patron selects Add to Cart, the page will refresh to display the added program vouchers.

Welcome Mr Mark Healy | Sign Out | View Shopping Basket > Event Finder

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My Account


Welcome, Simon

[Account Information](#) | [Contact Preferences](#) | [Booking History](#)

[Upcoming Performances](#) | [Past Performances](#)

You have no upcoming performances.
May we recommend... 1


Our recommendations are based on your [areas of interest](#) and [past performances](#).



Music Theatre Wales
[Julie](#)
Linbury Studio
Fri, 2 Nov 2007, 8:00 PM to
Sat, 3 Nov 2007, 8:00 PM

Philippe Boesman's one-act opera Julie is dense and rich operatic setting of Strindberg's classic play Miss Julie. It was a success at its world premiere in Brussels in 2005, and now in the Linbury Studio Theatre is given its UK premiere by the acclaimed Music Theatre Wales. Julie is a complex interplay of sex and class, with the haunting power of the past a catalyst to tragedy. On Midsummer's Night, a time for wild celebration, Julie works on Jean to draw him away from his fiancée Christine. But the events on shortest night of the year throw into relief the destructive ambitions of them both: 'It is dangerous to play with fire...'. [More](#)

2



The Royal Opera
[L'elisir d'amore](#) Main Auditorium
Tue, 13 Nov 2007, 7:30 PM to Thu, 29 Nov 2007, 7:30 PM

The therapeutic effects of a good bottle of red wine are well known – but as a love potion? In Donizetti's charmingly popular L'elisir d'amore, Dr Dulcamara tries this bit of trickery on Nemorino, who has set his sights on the wealthy Adina, even though she seems smitten by a dashing sergeant. Donizetti's music has wonderful ensembles, coloratura vocal fireworks and a wealth of tuneful melodies. The lively production, set in a contemporary Italian village, is by Laurent Pelly and the same team as last Season's hot hit, La Fille du régiment. Mikko Franck conducts a cast that stars Alexandra Kurzak. [More](#)

Booking History (No Future Performances)

- 1) In the event that a patron does not have future performances, provide messaging that indicates this and offer recommendations.
- 2) A total of 3 recommended productions appear with an image and a synopsis and link to the production detail page.

Welcome Mr Mark Healy | Sign Out | View Shopping Basket | Event Finder

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My Account

Welcome, Simon

[Account Information](#) | [Contact Preferences](#) | [Booking History](#)

[Upcoming Performances](#) | [Past Performances](#)

1

Displaying 5 of 20 [Next 5 >>](#)

| From | To | | | | | |
|---|---|---------------|----------------------------|--------------------|---------------------|--|
| 20/11/2006 | 20/11/2007 | | | | | |
| The Royal Ballet La Bayadère Main Auditorium Sat, 6 Sept 2007, 7:00 PM | Orchestra Stalls F5, F6, F7, F8 seating chart | Quantity 4 | Type 4 Super Seat | Price GBP 30:00 | Total GBP 120:00 | |
| The Royal Ballet Performance 1 Main Auditorium Sat, 1 Sept 2007, 7:00 PM | Orchestra Stalls F5, F6, F7, F8 seating chart | Quantity 4 | Type 2 Adult 2 Child | Price GBP 25:00 | Total GBP 100:00 | |
| Performance 2 Main Auditorium Sat, 1 August 2007, 7:00 PM | Orchestra Stalls F5, F6, F7, F8 seating chart | Quantity 2 | Type 2 Adult | Price GBP 25:00 | Total GBP 50:00 | |
| Performance 3 Main Auditorium Sun, 15 June 2007, 5:00 PM | Orchestra Stalls F5, F6, F7, F8 seating chart | Quantity 6 | Type 6 Adult | Price GBP 25:00 | Total GBP 150:00 | |
| Performance 4 Main Auditorium Sat, 1 April 2007, 7:00 PM | Orchestra Stalls F5, F6, F7, F8 seating chart | Quantity 2 | Type 2 Adult | Price GBP 25:00 | Total GBP 50:00 | |

Displaying 5 of 20 [Next 5 >>](#)

Booking History (Past Performances)

1) The Past Performances page will display performances the patron has previously attended. The date range will default to the past year. Patron can change the date range. Consider the use of a calendar pop up to improve the user experience. Paging indicates the total number of performances and allows patron to browse through performances.

3) Recommendations for future performances can be displayed and link to production detail page.

4) The Membership call out will change if the patron is already a member. If patron is a member the call will highlight member events.


Become a Member 4

Become a member of the Royal Opera House and... sed diam
[Membership Details](#)


Upcoming Book Signing

Get a personalized copy of... sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.


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3