

Lincoln Center

Exploring New Features

Core iOS App

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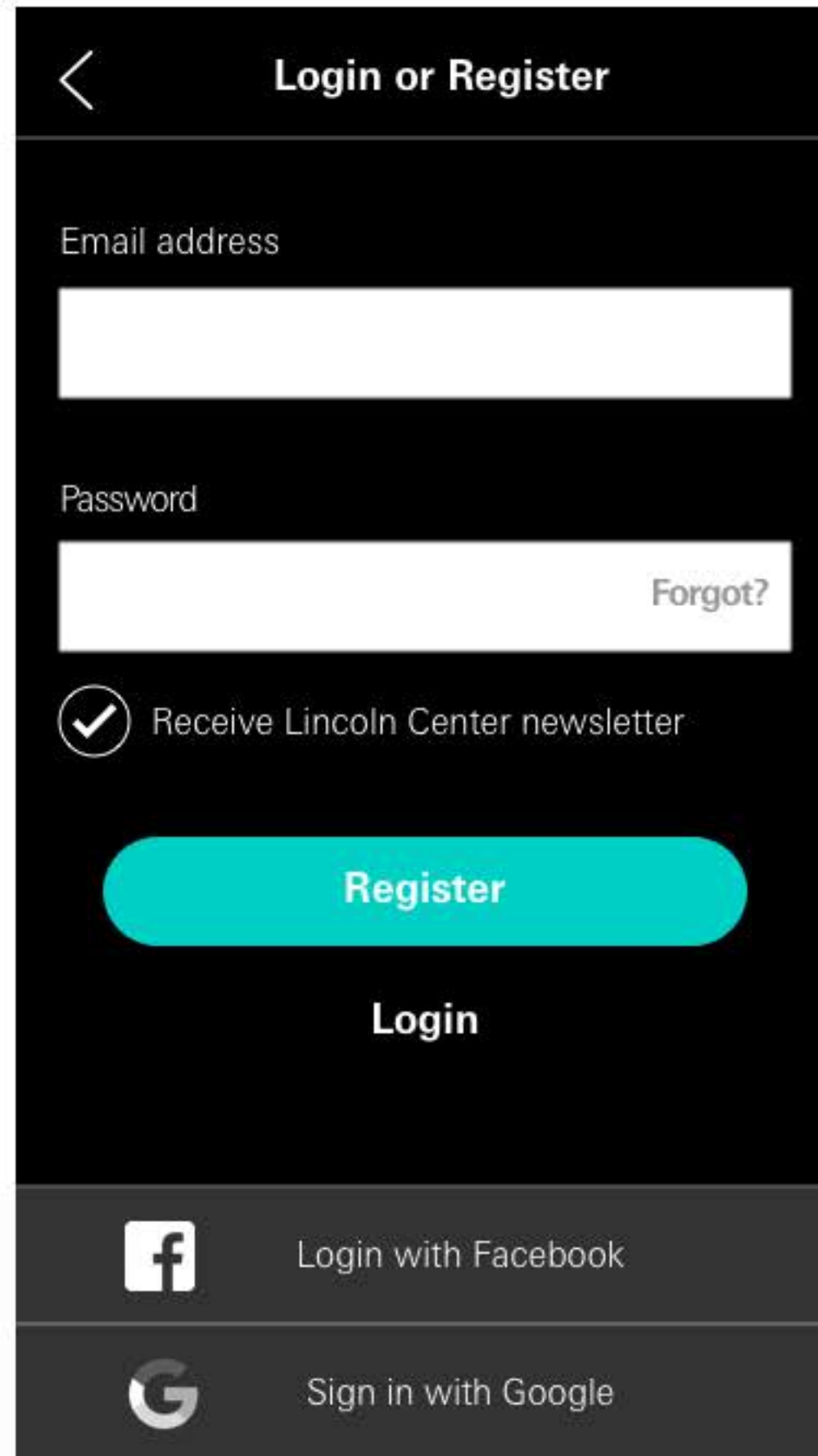
Note

This document will not highlight every function in the app but features I personally got to explore or modify.

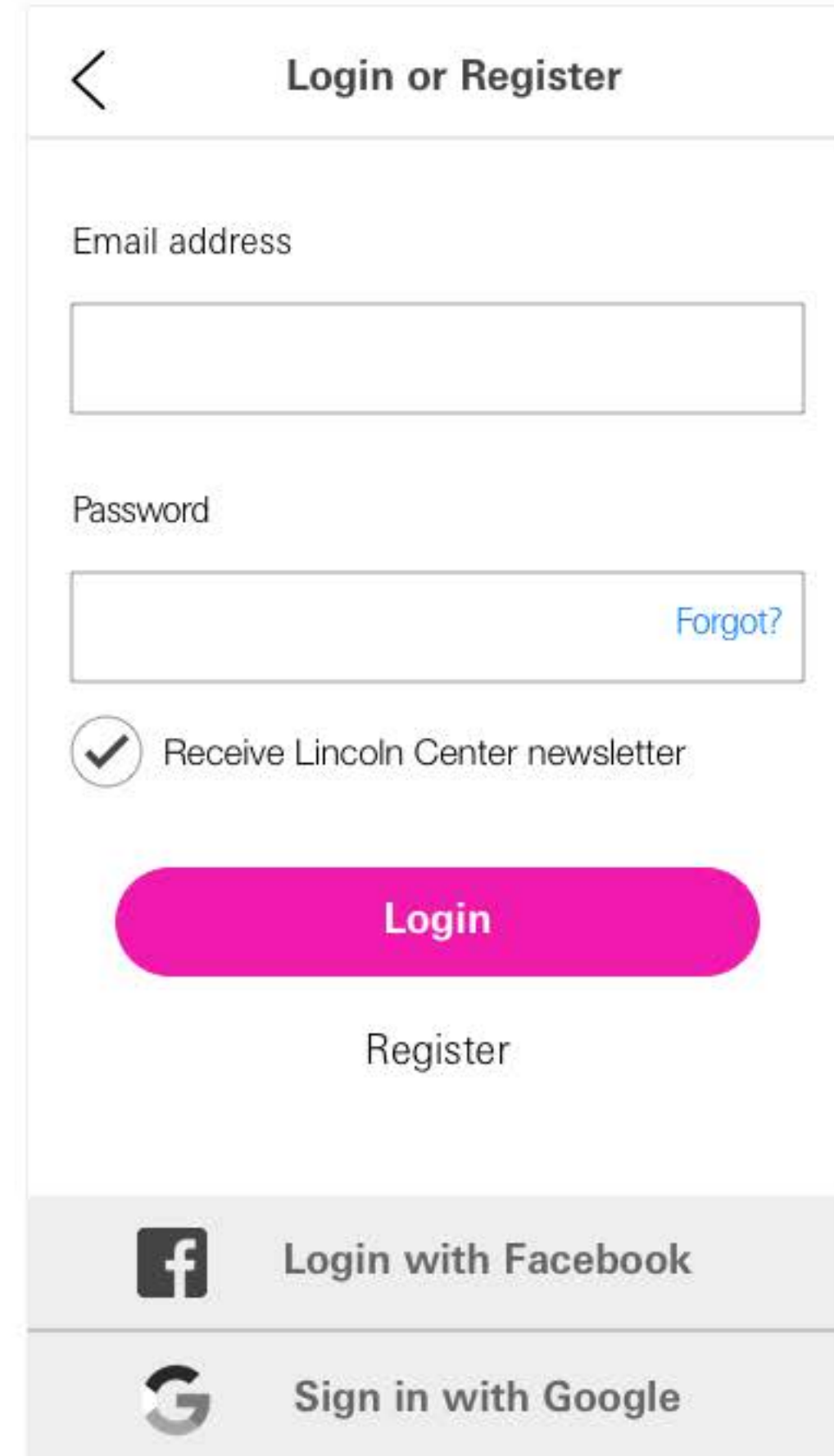
Login

We received a request to include a newsletter sign-up when a user chooses to login or register.

The original login screen was black, but we were exploring ways to “lighten” up the whole overall.



The original login/register screen is dark-themed with a black background. At the top, there is a back arrow and the title "Login or Register". Below this, there are two white input fields: "Email address" and "Password". The "Password" field has a "Forgot?" link on the right. Below the input fields is a checked checkbox labeled "Receive Lincoln Center newsletter". At the bottom, there are two large buttons: a teal "Register" button and a white "Login" button. At the very bottom, there are two social login options: "Login with Facebook" and "Sign in with Google".

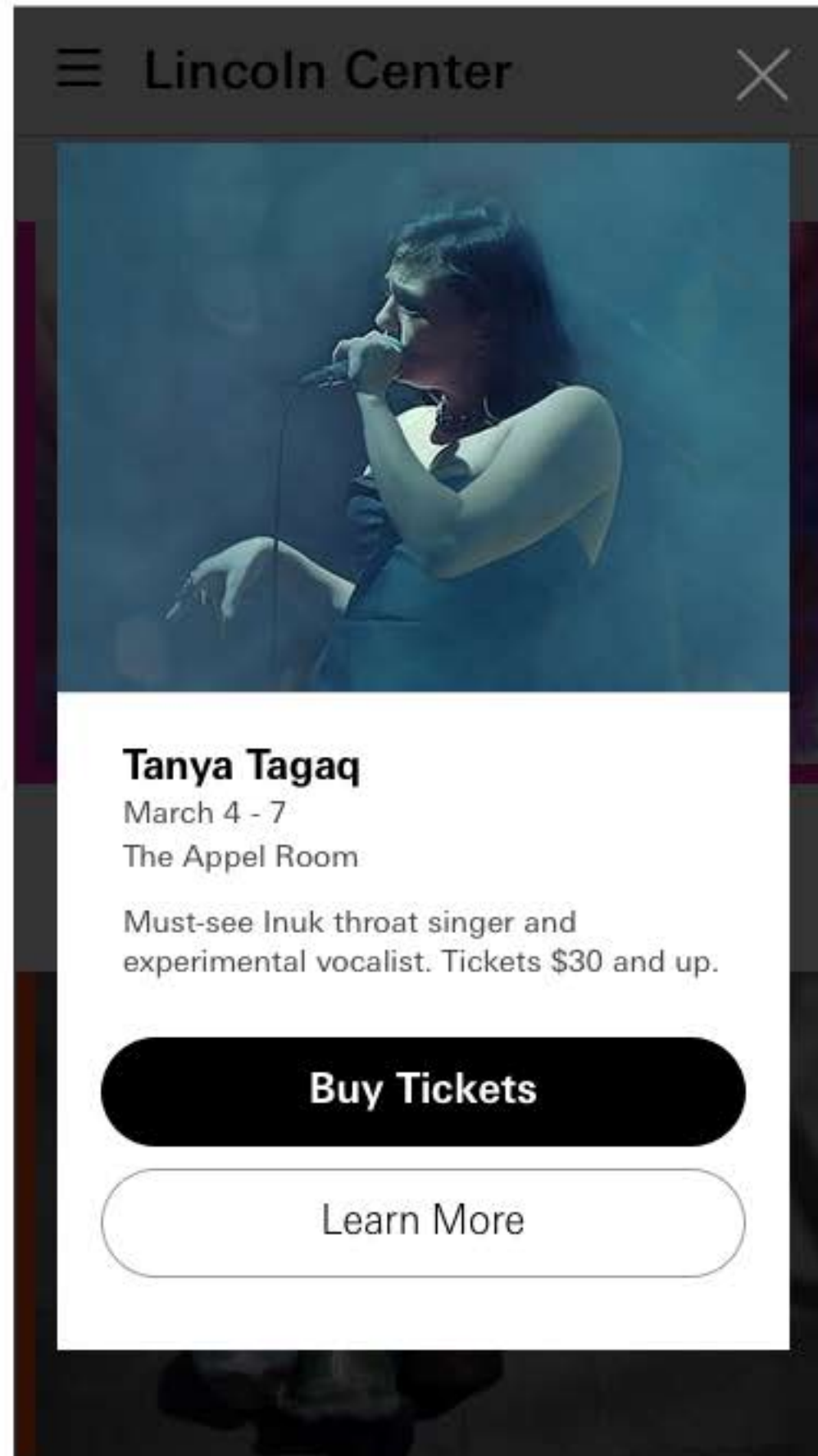


The light-themed login/register screen has a white background. It features a back arrow and the title "Login or Register" at the top. Below are two white input fields for "Email address" and "Password", with a "Forgot?" link on the right of the password field. A checked checkbox for "Receive Lincoln Center newsletter" is positioned below the input fields. The bottom section contains two large buttons: a pink "Login" button and a white "Register" button. At the bottom, there are two social login options: "Login with Facebook" and "Sign in with Google".

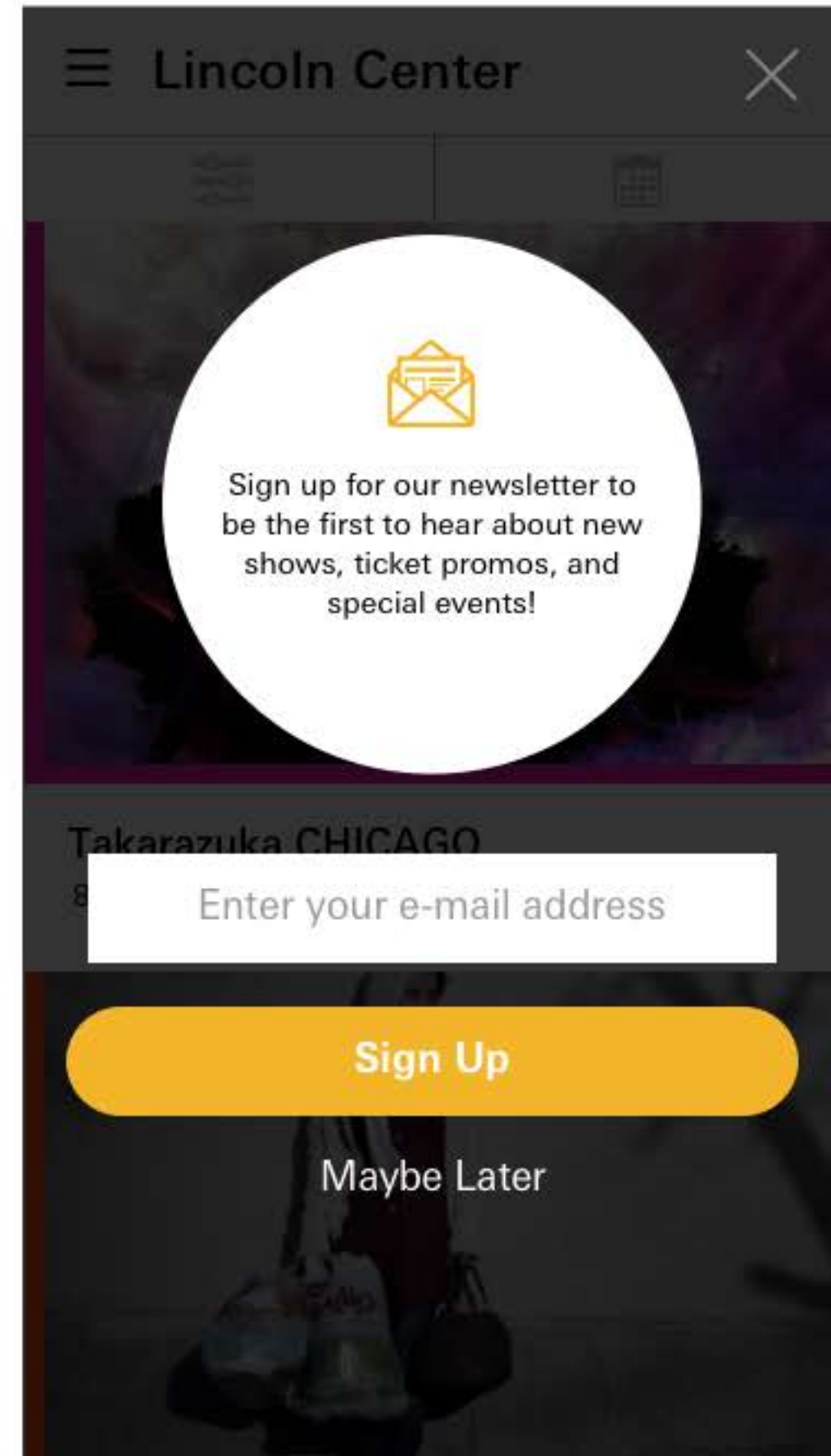
Promotions

We received a request to include promotions for shows, newsletters, and ticket lotteries.

On the left is a show promotion, right is for a newsletter sign-up.



The screenshot shows a mobile app interface for Lincoln Center. At the top, there is a dark header with a hamburger menu icon on the left, the text "Lincoln Center" in the center, and a close icon (an 'X') on the right. Below the header is a large image of a woman, Tanya Tagaq, singing into a microphone. Underneath the image, the text reads: "Tanya Tagaq", "March 4 - 7", "The Appel Room", and "Must-see Inuk throat singer and experimental vocalist. Tickets \$30 and up." At the bottom of the promotion card, there are two buttons: a black rounded rectangle with the text "Buy Tickets" in white, and a white rounded rectangle with a thin black border and the text "Learn More" in black.



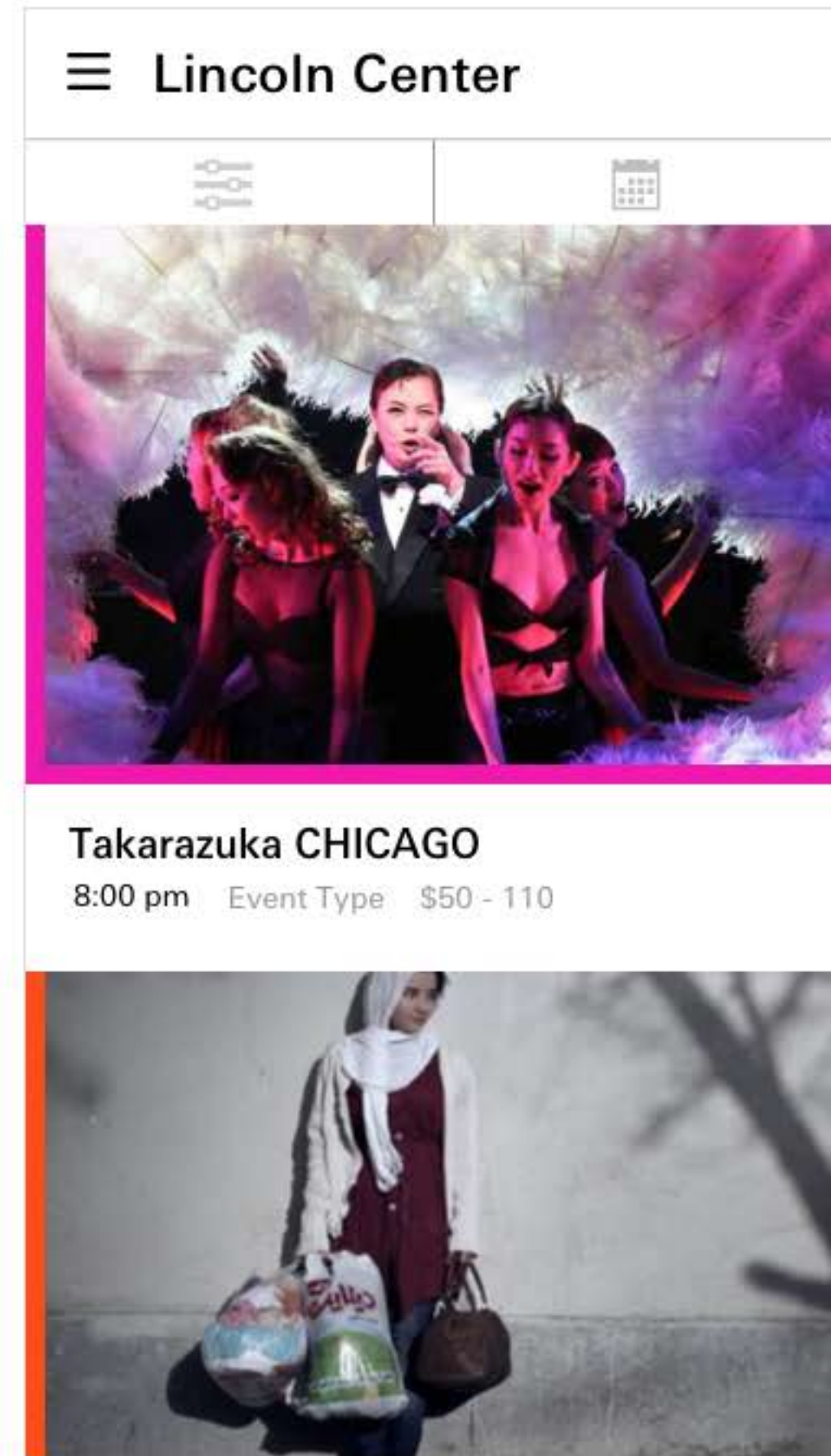
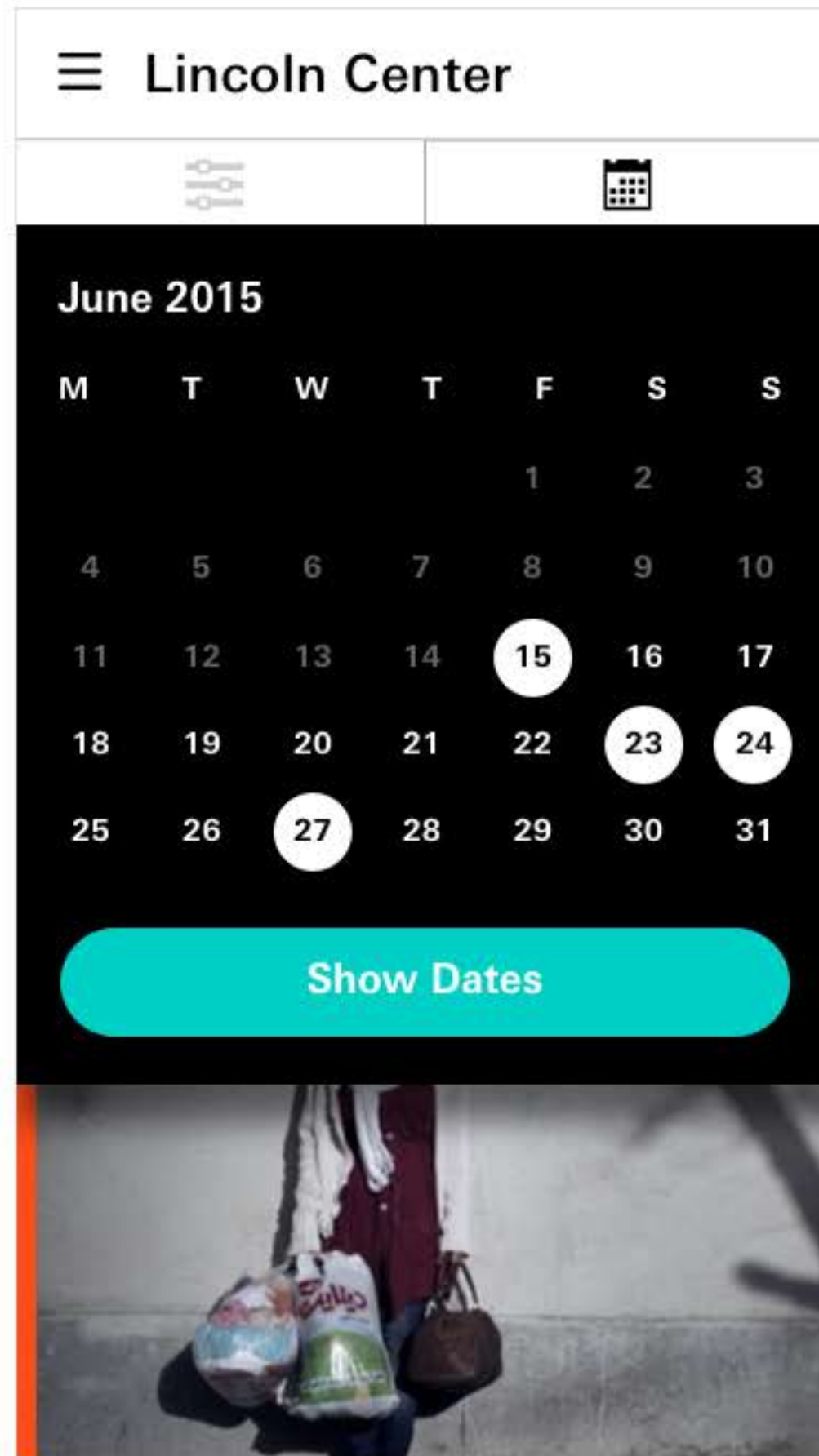
The screenshot shows a mobile app interface for Lincoln Center. At the top, there is a dark header with a hamburger menu icon on the left, the text "Lincoln Center" in the center, and a close icon (an 'X') on the right. Below the header is a large image of a person. Overlaid on this image is a white circular graphic containing a yellow envelope icon. Below the icon, the text reads: "Sign up for our newsletter to be the first to hear about new shows, ticket promos, and special events!". At the bottom of the promotion card, there is a white rounded rectangle with the text "Enter your e-mail address" in gray, a yellow rounded rectangle with the text "Sign Up" in white, and a white rounded rectangle with the text "Maybe Later" in black.

Calendar

The old calendar functionality only allowed users to select one date at a time to search for shows.

We wanted to allow users a way to search multiple dates at a time for greater ease and efficiency.

On the left is when the calendar is toggled on; on the right is the calendar toggled off.

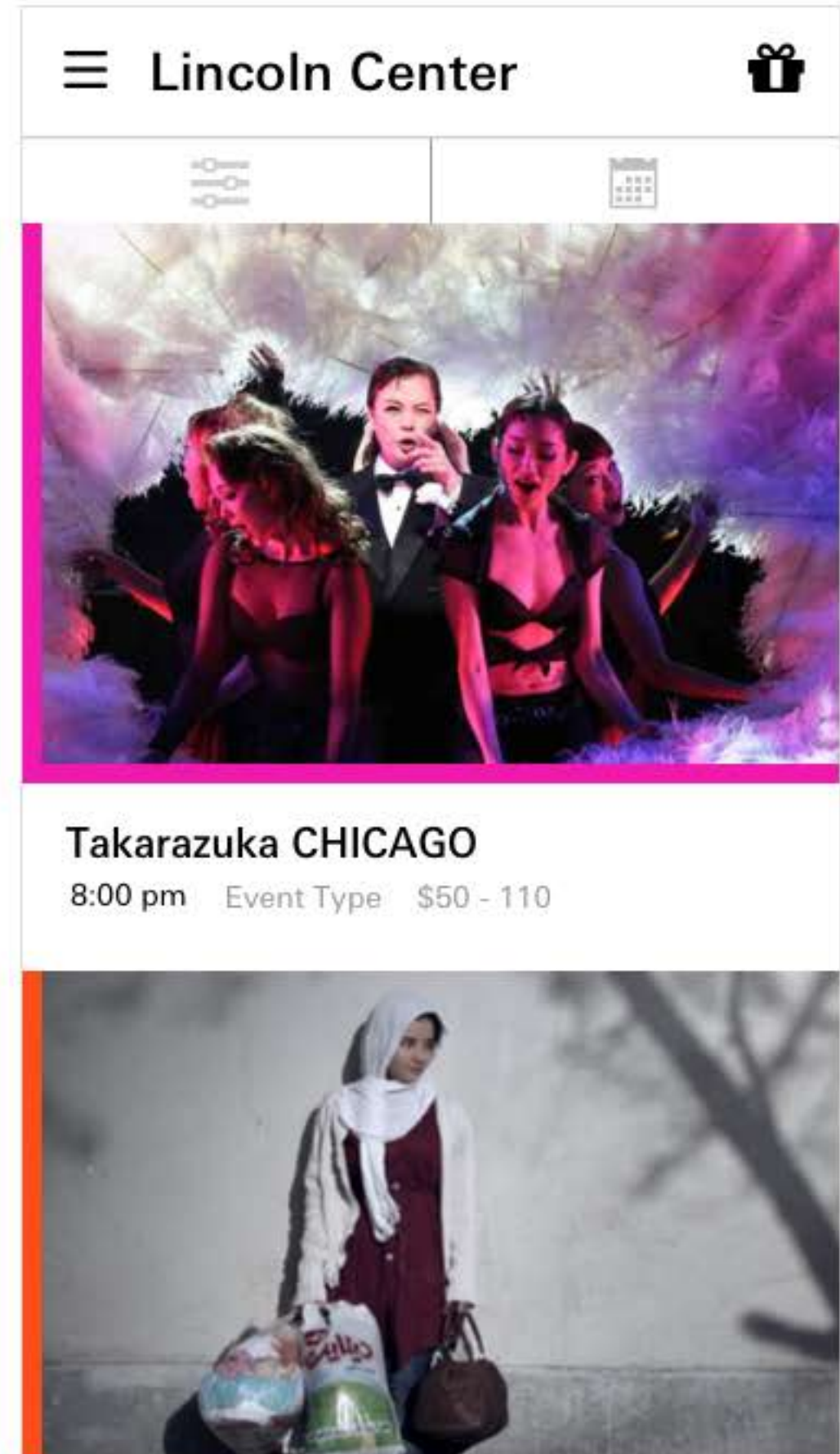
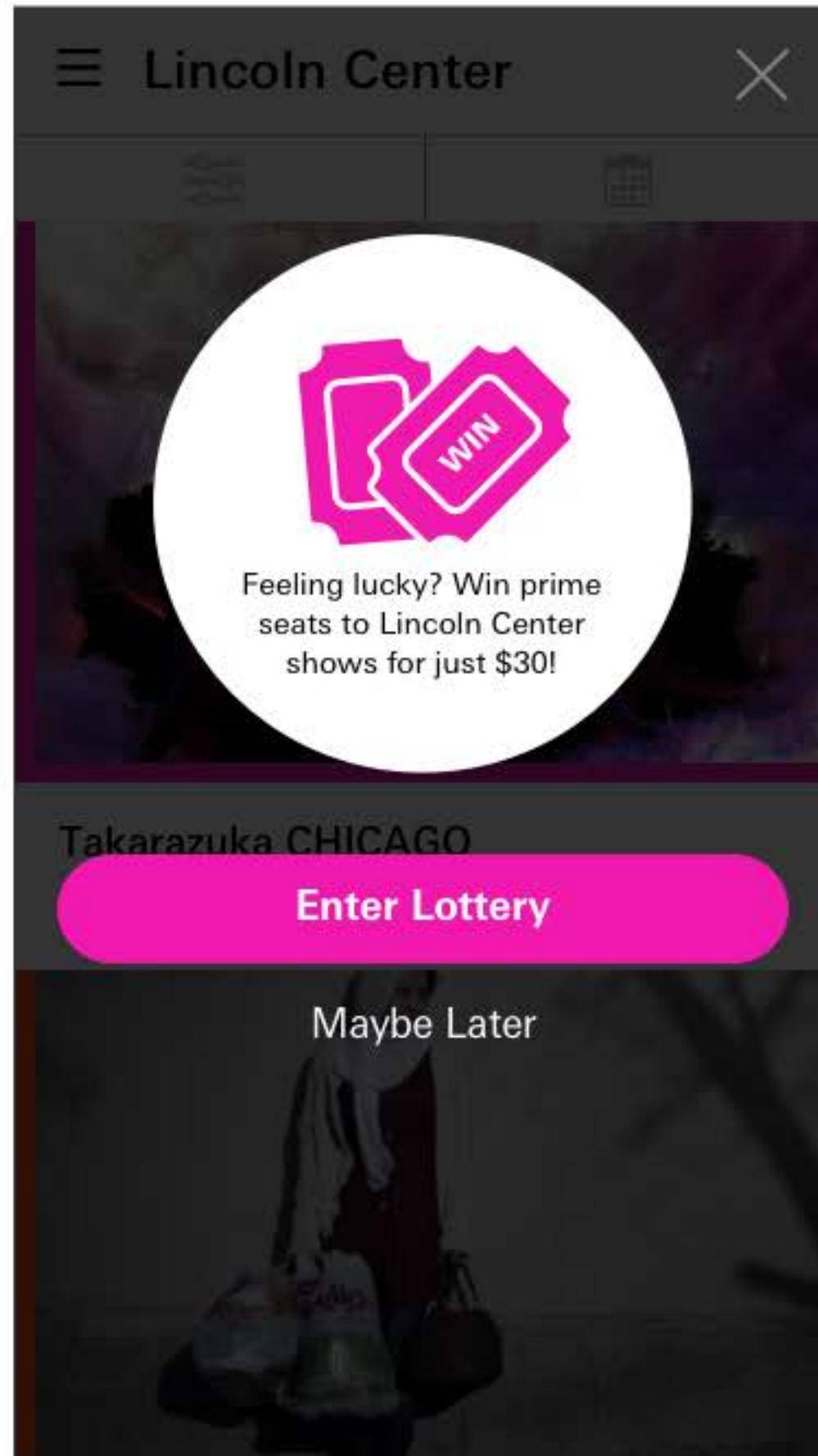


Promotion

The third promotion type is for a ticket lottery.

On the left is the lottery overlay.

On the right is what the lottery overlay resolves to after dismissal, should the user choose to enter at a later time instead.



Event Screen (Old)

While we were finalizing and getting approval for new event screens, we wanted to explore what the new functionality would look like with the original format as an interim solution.

The new functionality included sharing the event, viewing photos, buying a drink, and viewing the venue's restroom queue.

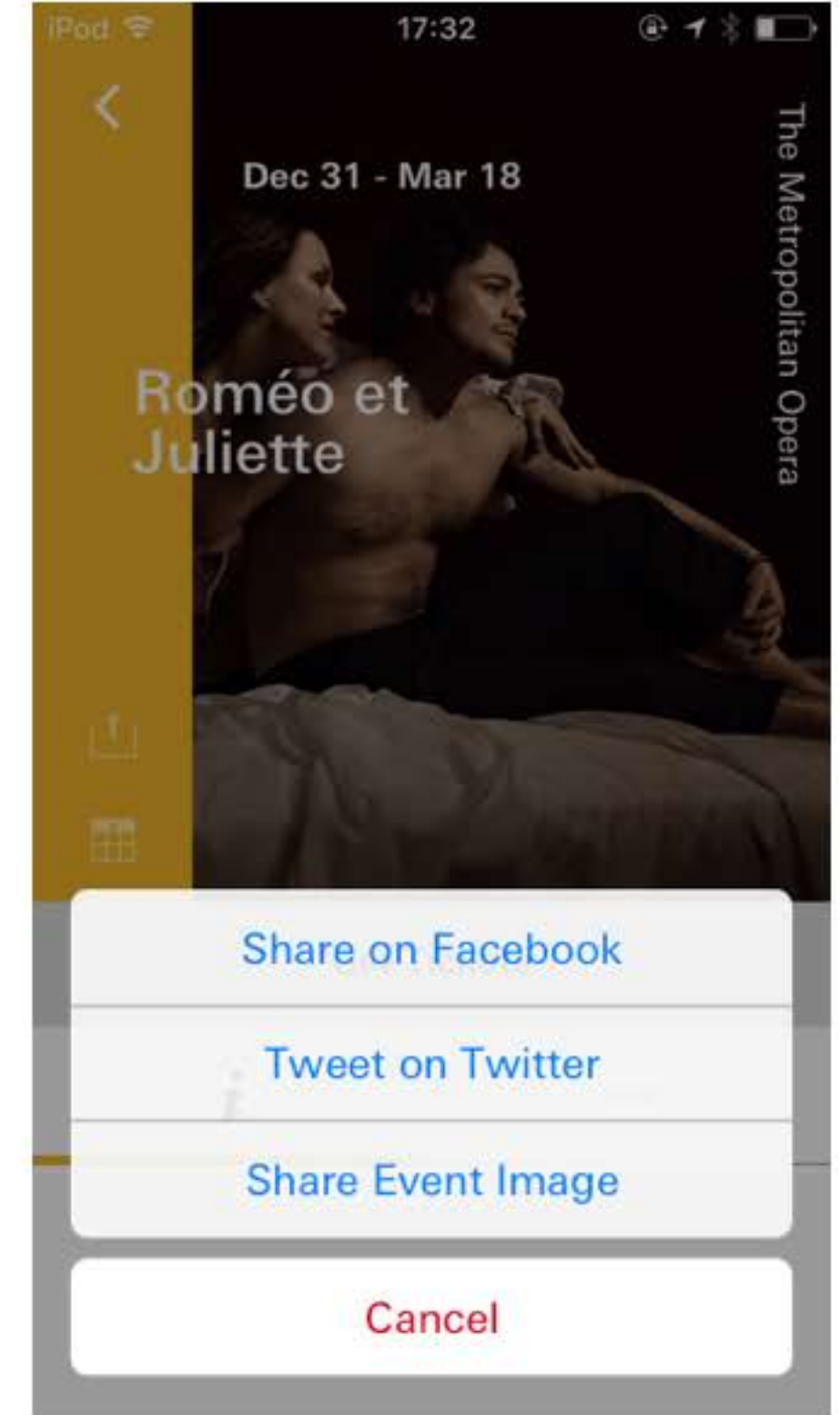


Grigolo starred opposite each other in *Manon* at the Met in 2015, the *New York Times* said, "the temperature rises nearly to boiling every time Damrau and Grigolo are on stage together." Now they're back as opera's classic lovers, in Gounod's lush Shakespeare adaptation. The production, by director Bartlett Sher, has already won acclaim for its vivid 18th-century milieu and stunning costumes during runs at Salzburg and La Scala. Gianandrea Noseda conducts the sumptuous score.

LOCATION
Metropolitan Opera House

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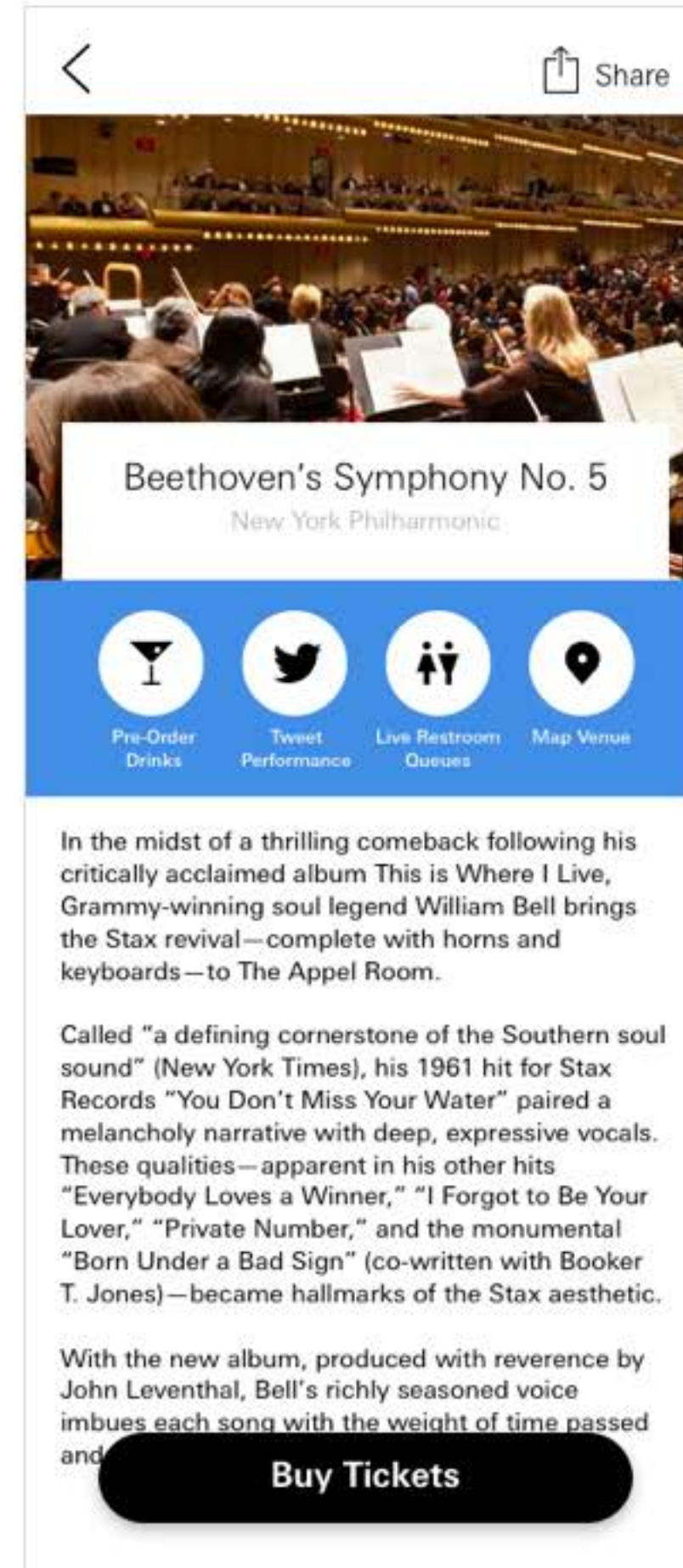


Event Screen (New)

After extensive exploration for different ways to house the new functionality, my solution to present them in a single row won out.

On the left is an example of a show with a short description.



On the right is a show with a long description and demonstrates how the primary call-to-action would stick to the bottom of the screen.



Event Tickets

If the user has a digital ticket or pre-ordered a drink, this information will be displayed below the show information.

Users can get to this screen from the main menu either through Ticketholders or Account > Your Upcoming Shows.


  Share

...RK City Ballet at Lincoln Center. Be inspired as the ballerinas leap through a lush forest besieged by love triangles, feuding fairy kingdoms and magic at every turn.

Date	Starts			
Wed Apr 13	8:00 pm			
Door	Side	Row	Seat	
B	Left	B	10	

Area
First Tier Mezzanine Obstructed

Venue
David H Koch Theater



Add to Passbook

Venue
David H Koch Theater



Add to Passbook

Receipts

Item	
Brownie	4.00
Red Wine	12.00
San Pellegrino	6.00

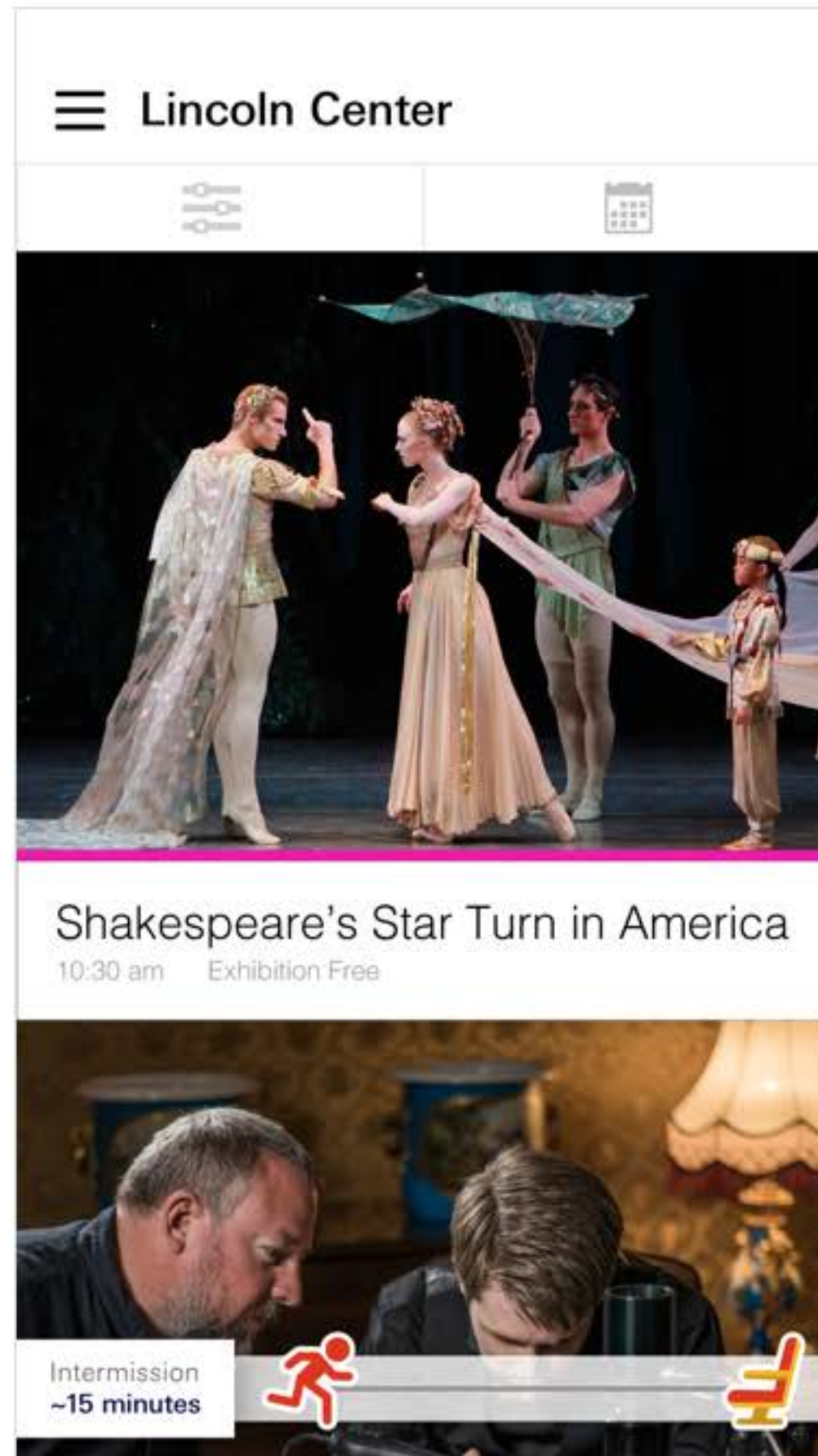
Item	
Champagne	14.00
Champagne	14.00
Water	6.00

Intermission Timer

We explored different ways to visualize for the user an intermission timer but something more friendly than just a countdown clock. It would need to live on top of everything in the app until intermission had finished.

My proposal was for the icon of a person approaching a chair as time counted down to serve as a visual indicator of how much time you have left to get back to your seat.

The chosen solution used a xylophone icon because of the sound used at venues. This, however, did not seem as intuitive to me.

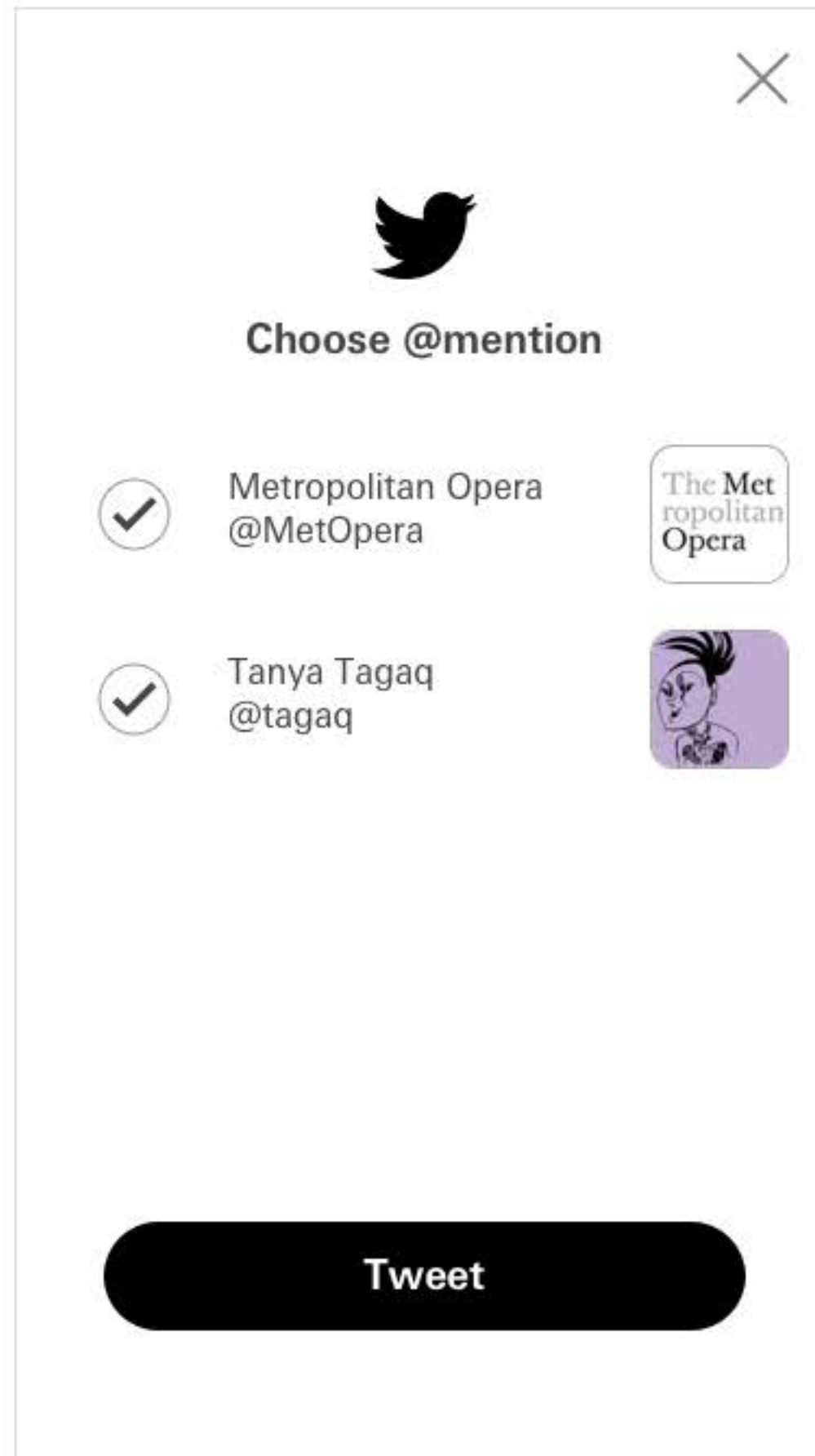


Tweet at a Performer

We were exploring whether or not patrons could tweet at multiple performers of a show or just the organization, as well as whether or not we wanted to customize these screens for a more consistent UI appearance overall.

On the left is when the user can choose to tweet at pre-selected Twitter users assigned per show.

On the right is when the user is actively composing a tweet.



User Account

The original account screen was essentially a text list, so we wanted to give it a facelift to give a sense of hierarchy to the information.

On the left is the state when a user has digital tickets. On the right is when the user has none.

