

19:41

Poster

15 April 12:00

2 h 20 min

3+

Premiere

# PINOCCHIO

Alexander Ivanov

22 April 19:00

3 h

18+




28 19:00

29 19:00

1 19:00

5 19:00

6 19:00

12 19:00

APRIL

MAY

# YESENIN'S WOMEN

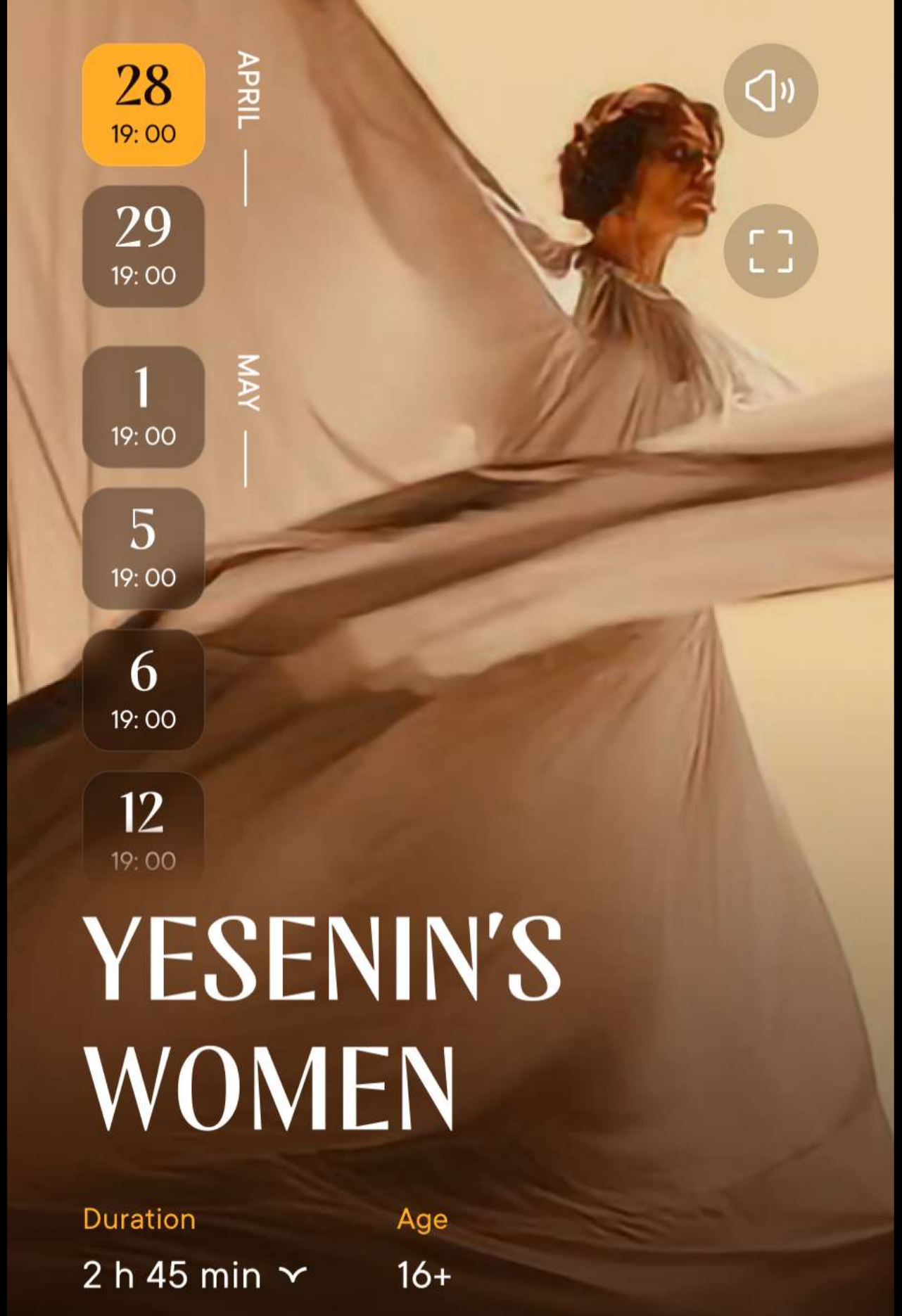
Duration: 2 h 45 min

Age: 16+

A poet is not the one who writes poetry, but the one who pays for them with his fate. The life of

Buy a ticket 1 100 — 5 500 ₺

performance tells about the secrets of childhood and the family of the famous Russian



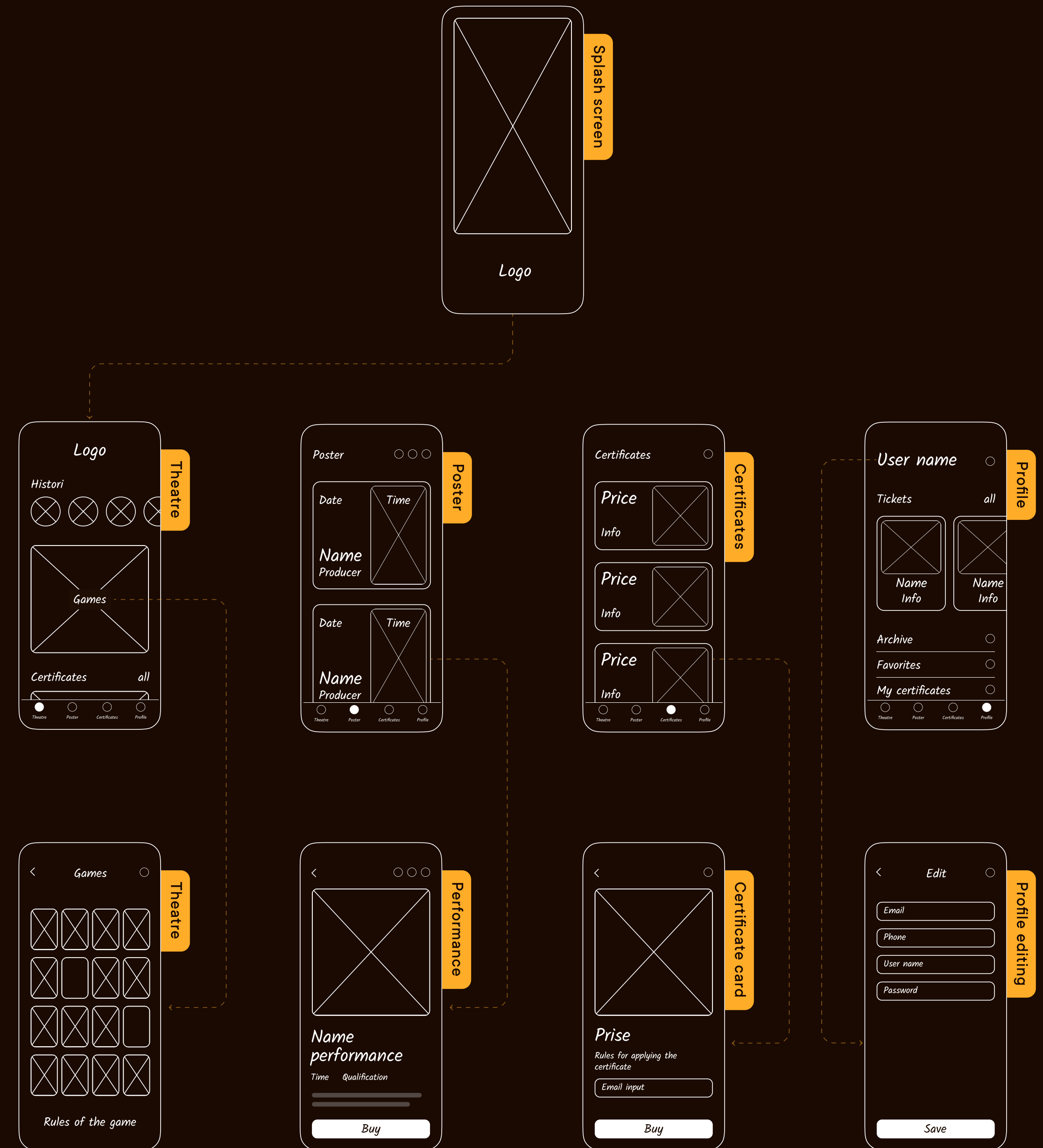
# WELCOME SCREEN

The application is a representation of the theater foyer. You enter and you find yourself in the world of props and dressing rooms, stop to watch the trailer of the performance, choose a convenient seat and quickly order tickets, and also glimpse into the backstage life of the actors and even play a little.



# PROTOTYPES

We don't just create beautiful applications, but also convenient and functional applications too- we start any work with logic development and user experience.



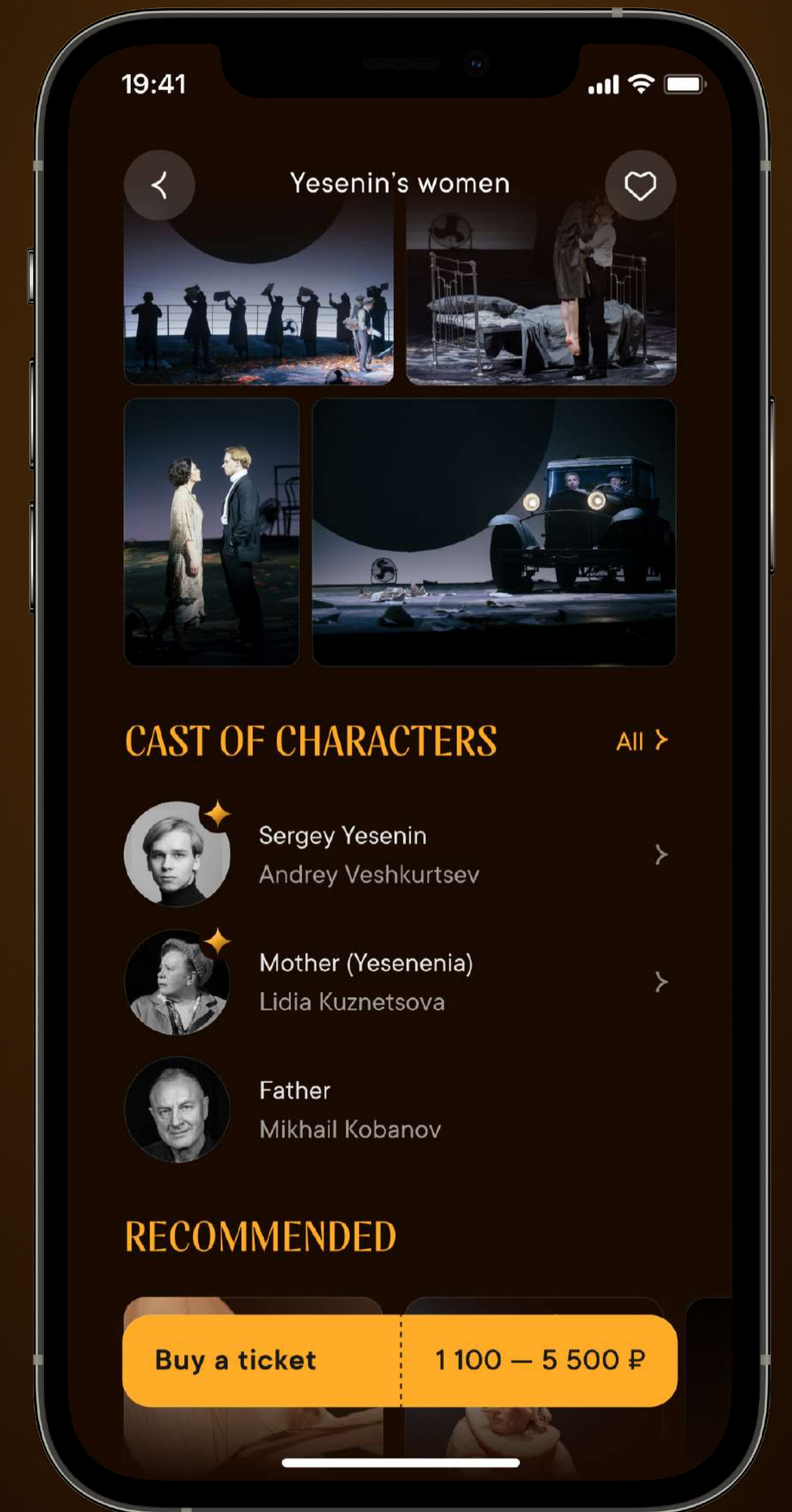
# POSTER

A theater poster cannot be just a poster. We added animation and a spotlight effect that is aimed directly at the stage of the theater hall and the main character of the play.



# PLAY

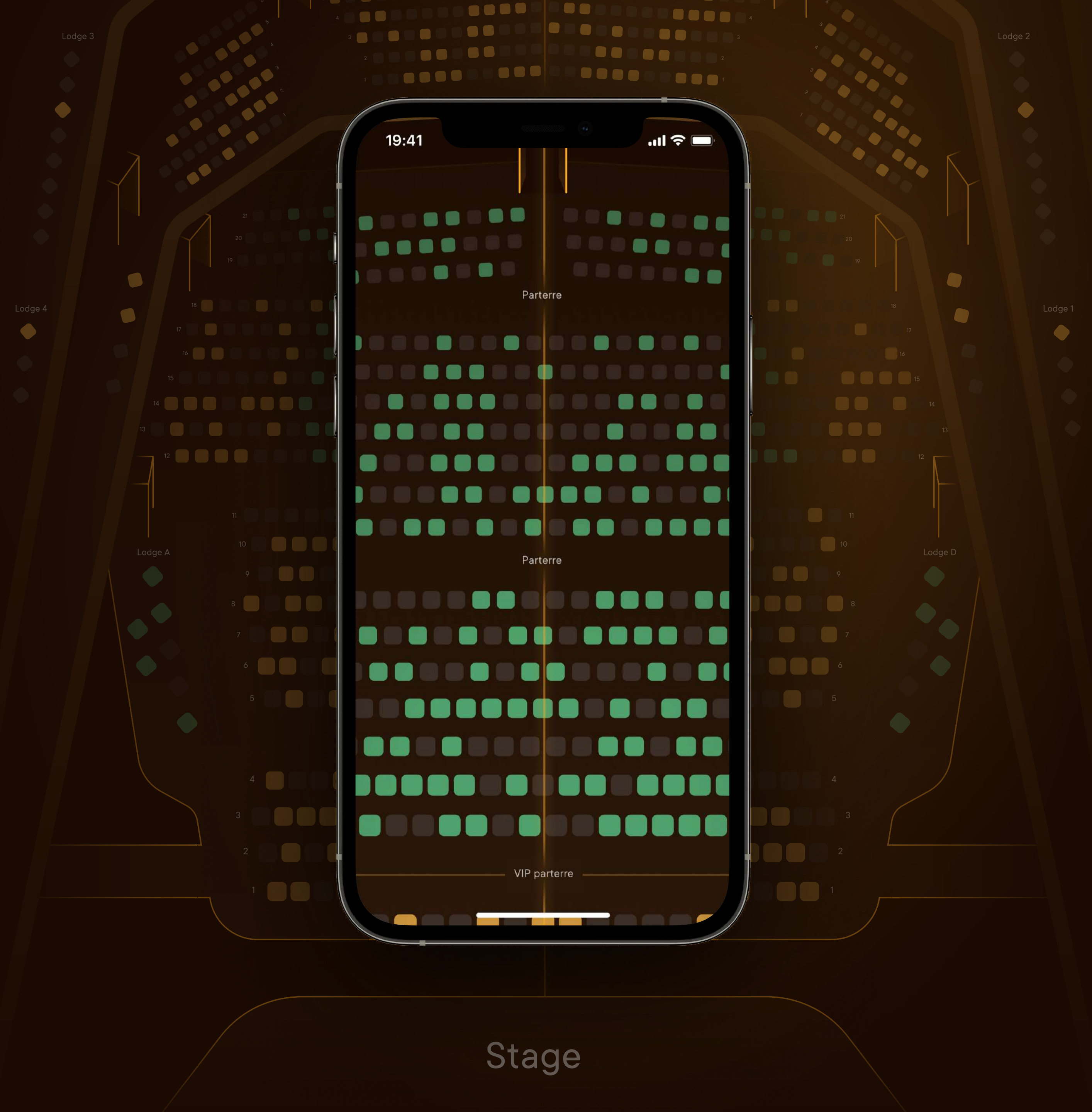
The anticipation of the theater is as important as going to the play itself. To do this, we created exciting trailers in the poster card — and here you can also watch the plot of the performance and feel the atmosphere in advance.



# HALL (MAP OF PLACES)

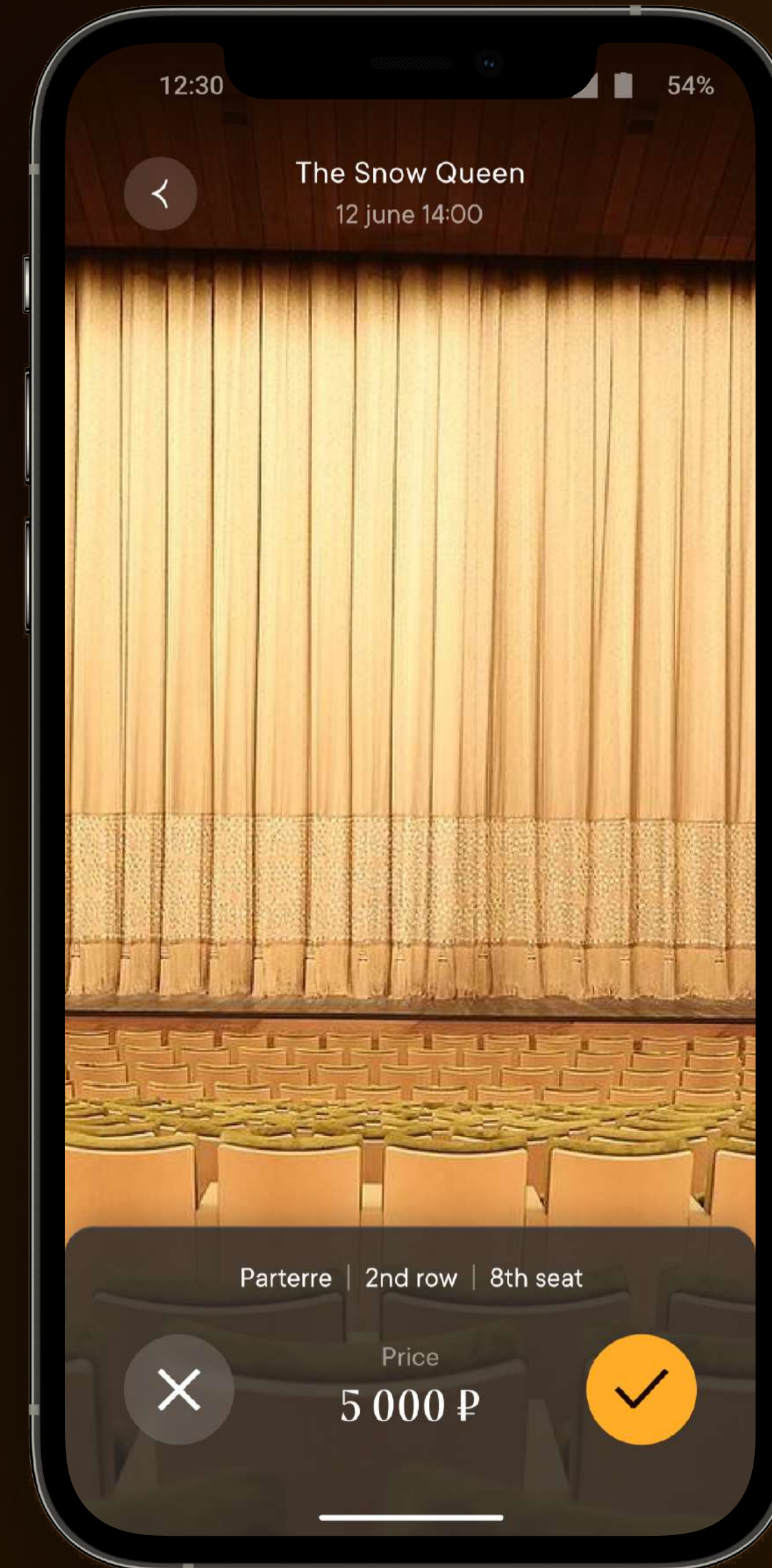
We didn't just make a schematic map, but an intuitive picture — with volume, perspective, shadow, depth, designation of the distance to the scene in meters, entrance and exit. When your seat approaches, a scene designation appears — so the user understands in which direction he will need to look.

There is a translucent line in the middle of the map — this barely noticeable stroke makes it easier for users to select a ticket and visually demonstrates the center of the hall.



# 3D VIEW

We added a 3D view of the seats so that the user can virtually walk around the hall and choose the perfect seat for the performance.



# TICKETS

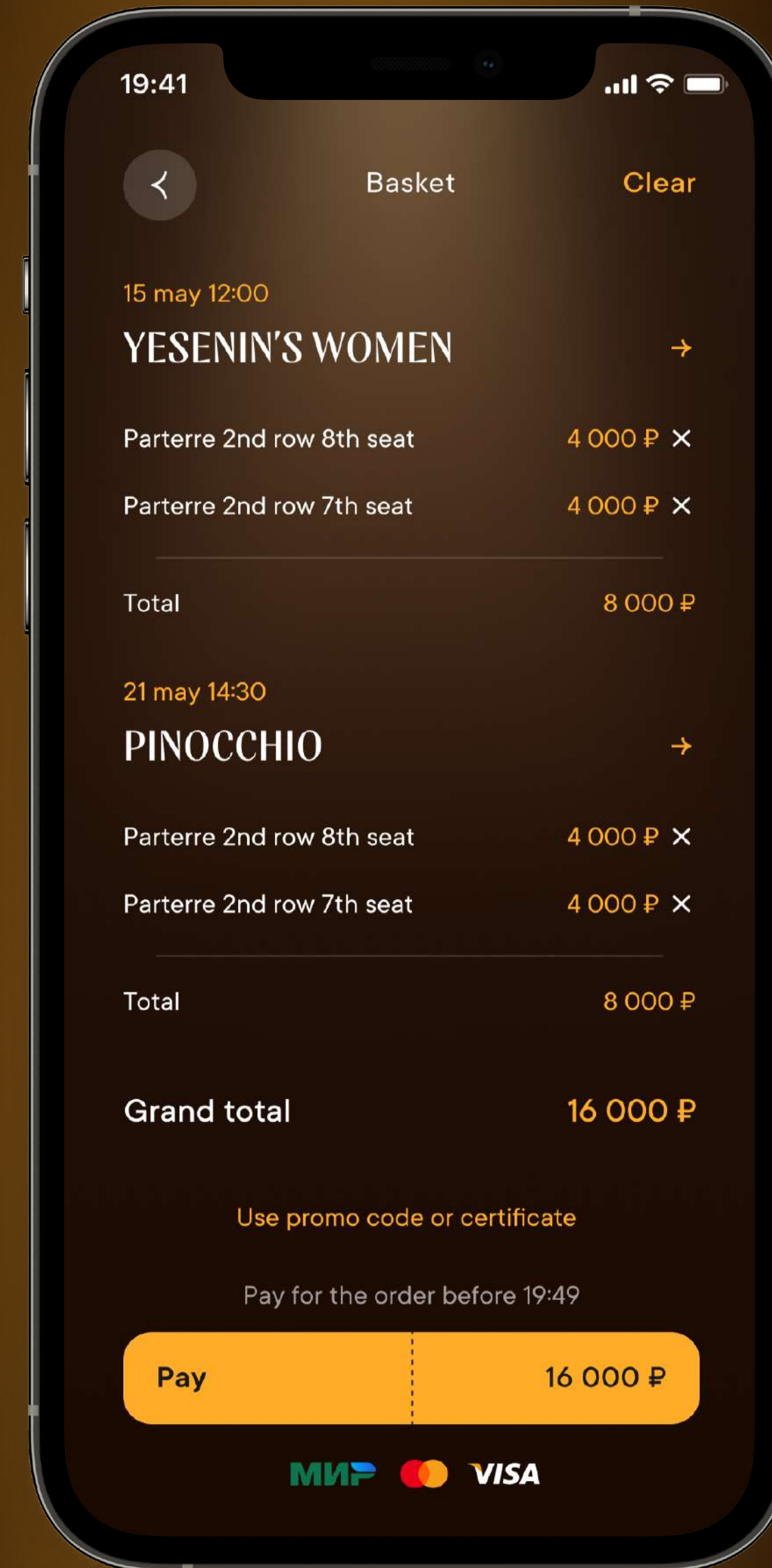
Paper tickets are romantic, but you won't forget the QR code at home — you'll always have your phone with you. Nevertheless, we found ways to improve the code — we made the icon bigger, added a notification on how to use it, and created protection against scanning errors.





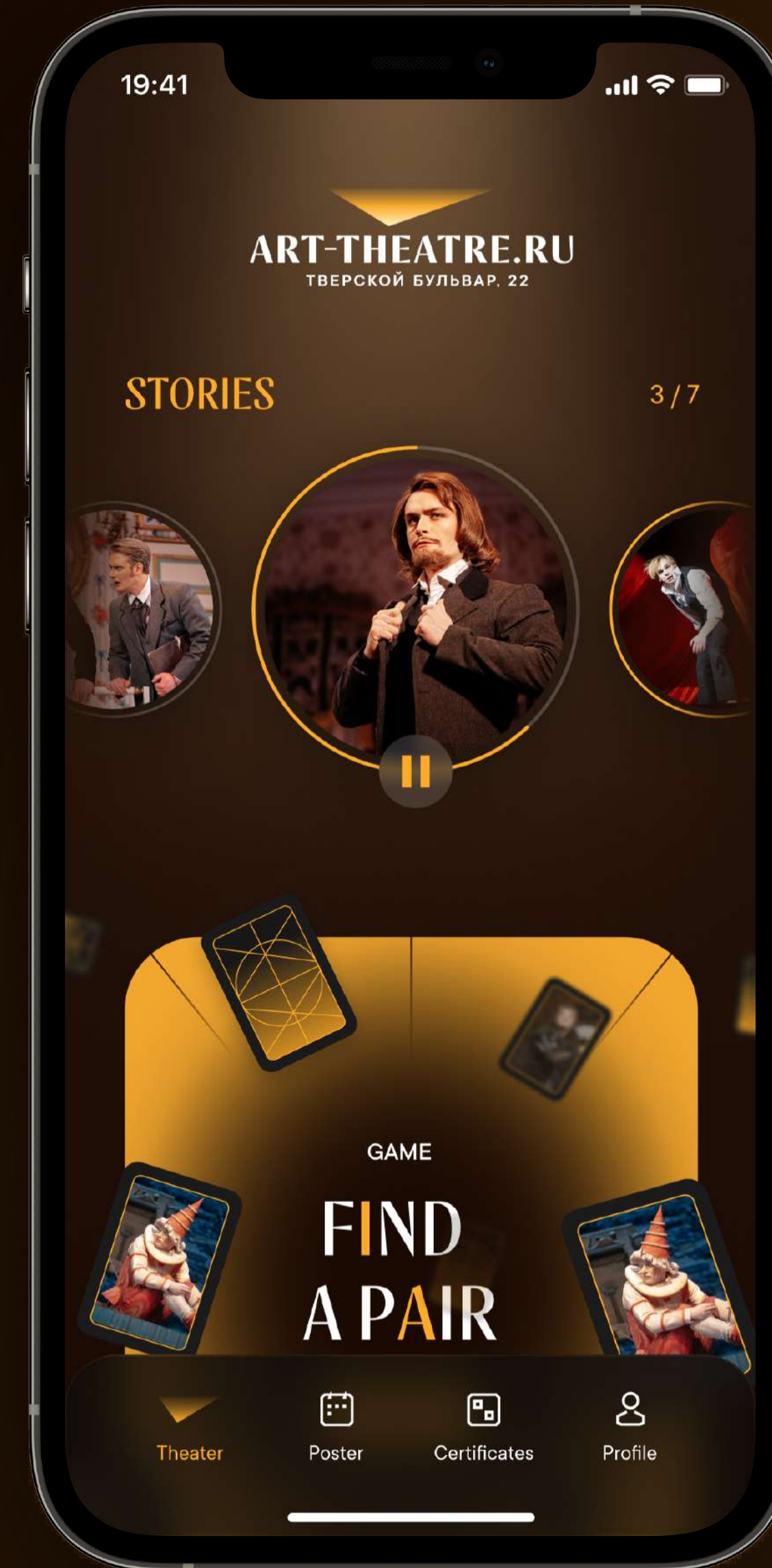
# BASKET

Theater is about emotions. You go in to buy a ticket, you look at the poster — and you have already forgotten why you came. We worked with this as well — we created a basket to which watched performances are added (even if a ticket was not issued for them). With this, the tools increased conversion to purchases and simplified the process of purchasing tickets.



# STORIES

They did not bypass the modern life format — they created stories in which you can glimpse behind the scenes of the actors and feel the theatrical life. This tool increases trust, fuels interest and gently leads to a purchase.



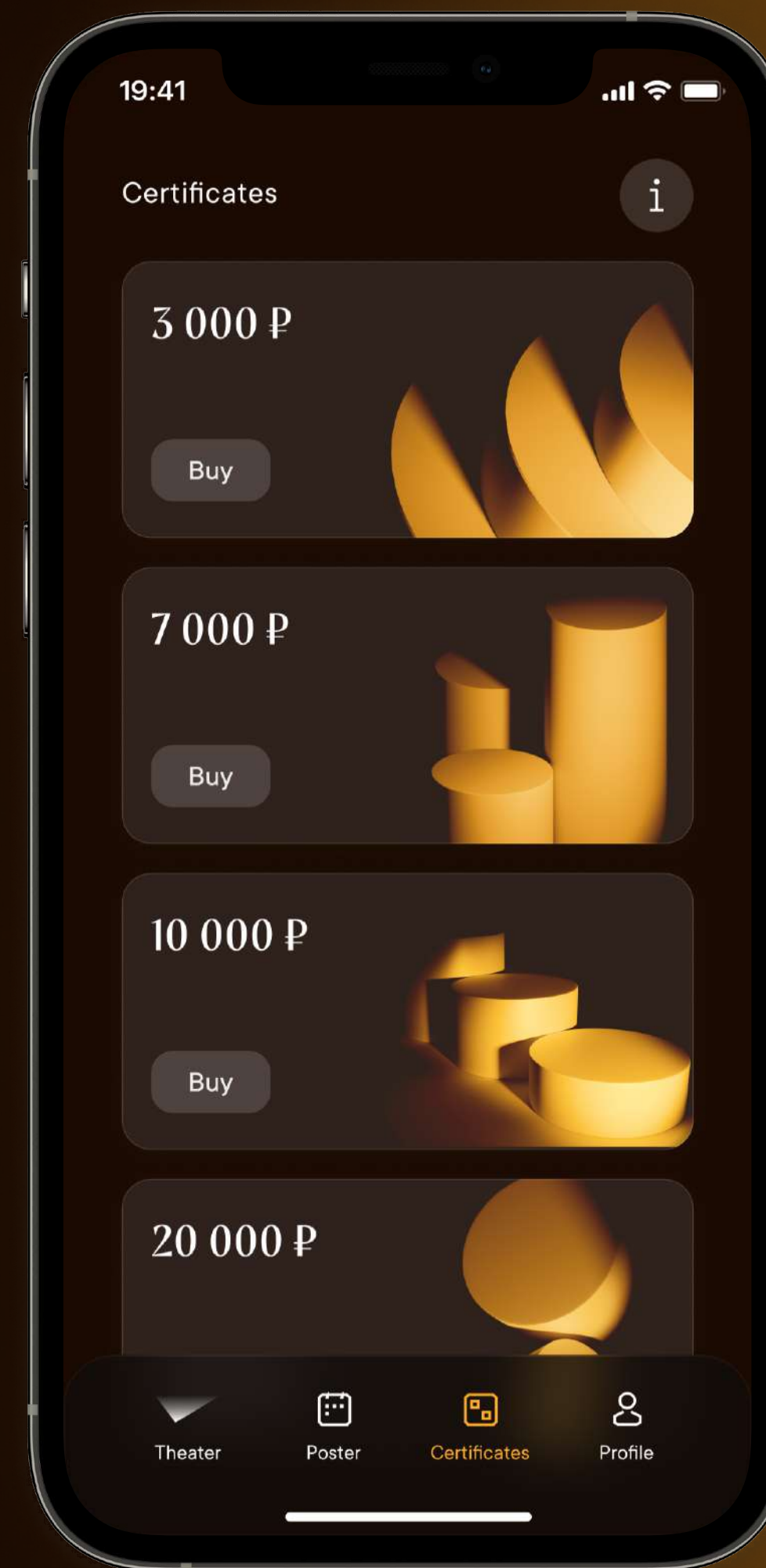
# MINI GAMES

Now not only actors play in the theater, but also users of the application. We launched the first mini-game «Find a Pair» to make it interesting to stay in the application longer — young visitors are instilled with a love of the theater and new knowledge, and adults can escape from the routine and broaden their horizons.



# CERTIFICATES

Sometimes you want to give a loved one the whole world, but what if you aren't a magician? Remember that «the whole world is a theater» and you can give a certificate for the performance. We have a special section for this :)



# RESULTS

We have made a product that symbolizes the renewal of one of the oldest theaters in Moscow. The mobile application for buying tickets for the performances of the Moscow Art Theater combines classic theatrical images and a modern format for presenting information and is really liked by users. They say it's convenient and informative.

They note that now they can buy a ticket in a matter of minutes, and also choose a convenient seat, evaluating the view to the stage in advance. The average app rating in the AppStore is 4.9. Thousands of people already use it when planning their trip to the theater.

