### PROJECT DESCRIPTION

This project deals with the user experience connected to operas, symphonies and concerts. It utilizes scannable tags on posters and other advertisements to import information and perks directly onto a smart mobile device such as an iPhone. The goal is to make this type of retail experience more personalized.

CAELIN CACCIATORE

# WHAT DOES THIS PROJECT STRIVE TO IMPROVE/CREATE?

- 1. personalized, direct to consumer service.
- 2. a straightforward, manageable, and customizable way to buy tickets.
- a database accessible through AR tags and by the user.
- 4. streamline the process from purchasing a ticket to presenting it at the venue.

opera advertisement with a smart phone.

Take photo of an ...... OPERA INFORMATION ...... CHOOSE SECTION ...... CHOOSE SEATING

Double press Buy Tickets Tab

Zoom in, Double press on Section

Zoom in. Rotate 3D Section Chart, Press & drag to select seat(s), Double press on Photo Preview

PHOTO PREVIEW CHOOSE SEATING CONFIRM PURCHASE VIEW TICKETS

Press & drag to move around view of the stage from selected seat(s)

Double press RETURN tab

Double press **CHECKOUT** tab

Double press **CHECKOUT** tab

Press if you want to use preferred method of payment or not

Uncheck seats you do not want Press on ticket set you want to view.

LIBRETTO MAIN SCREEN

Pan throught tickets, Touch once to possibly send to a friend.

Double press RETURN tab

End

CAELIN CACCIATORE INSPIRATION

### **Project Board**

Caelin Cacciatore

#### PROJECT DESCRIPTION

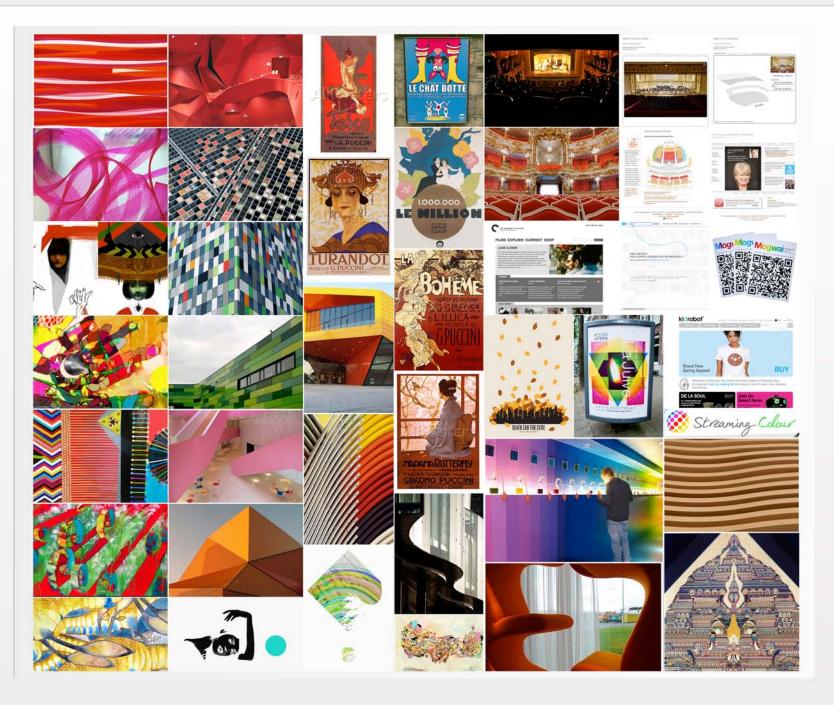
This project deals with the user experience connected to concert hall based events, such as operas, symphonies and concerts. It will utilize scannable tags on posters and ads to import information and perks directly onto a mobile device such as an iPhone. The user will be able to:

- view trailers
- · read a summary
- · listen to clips of music
- get ringtones, wallpapers
- · discounts on tickets
- buy tickets

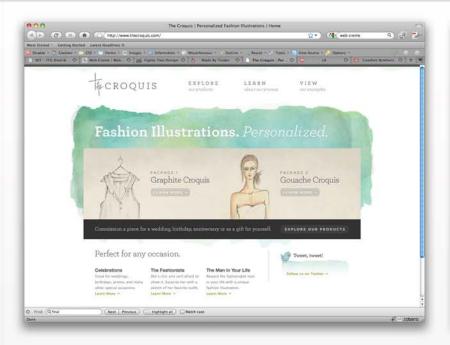
Users will be able to see a simulated view of the stage from the seat they have chosen, as well as listen to a clip of music simulating how it would be heard from that seat.

#### STYLE DESCRIPTION

The style of the iPhone application will be clean and inspired by cubism, modern architecture and art. There will be a focus on the mixing of geometric forms with organic curves. Color-wise it will depend largely on white, with primary colors acting as accents. The goal is to give it a clean, modern look, while retaining the warmth and drama of vintage opera posters and the delicacy of fine art.



CAELIN CACCIATORE INSPIRATION

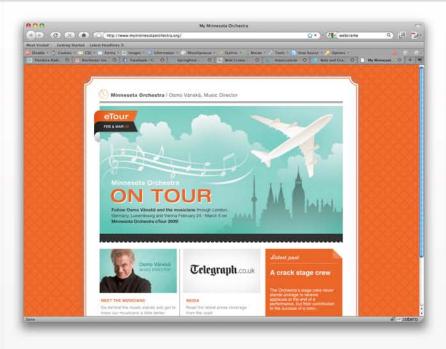






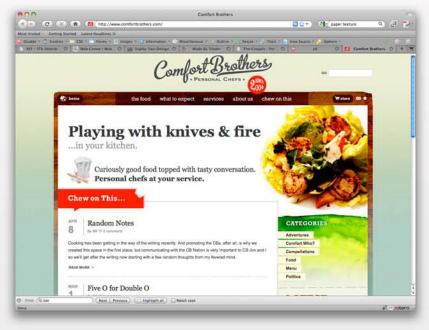


CAELIN CACCIATORE INSPIRATION









CAELIN CACCIATORE DESIGN PROCESS

## **PROCESS COMPS**











CAELIN CACCIATORE DESIGN PROCESS

# **PROCESS COMPS**





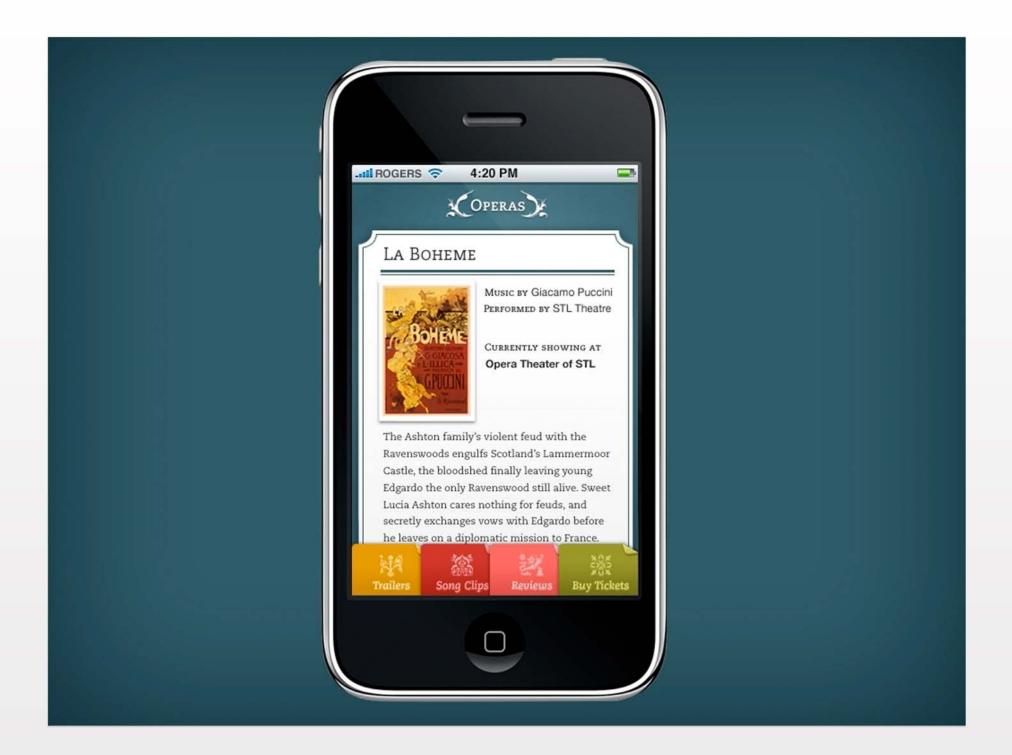






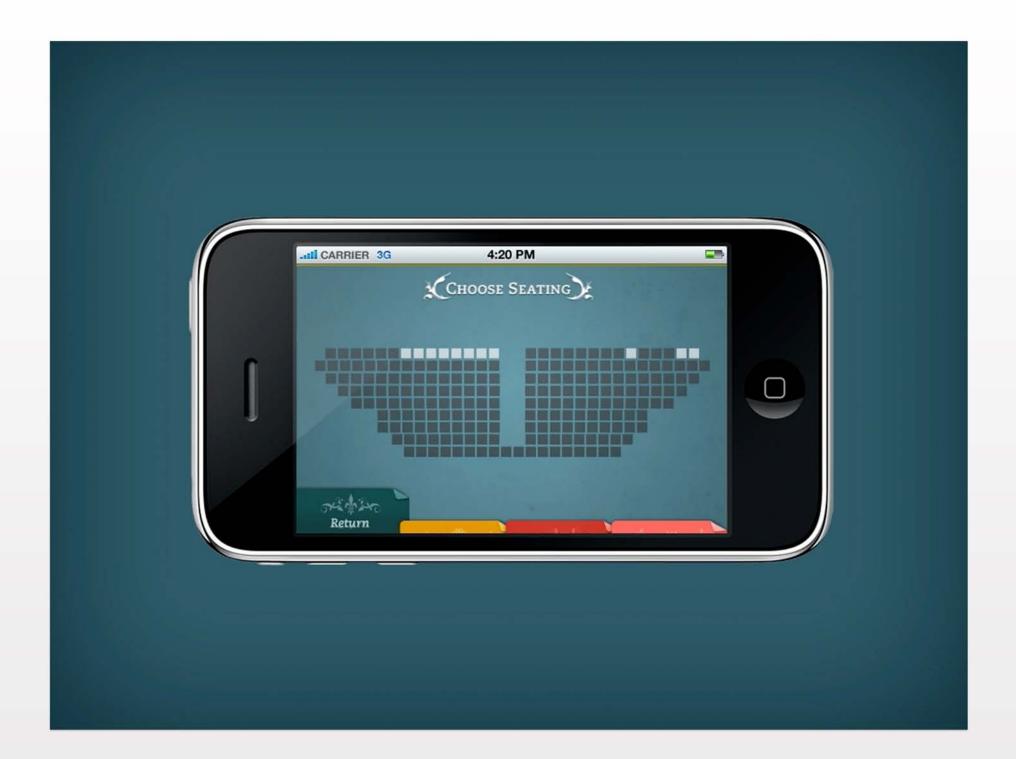








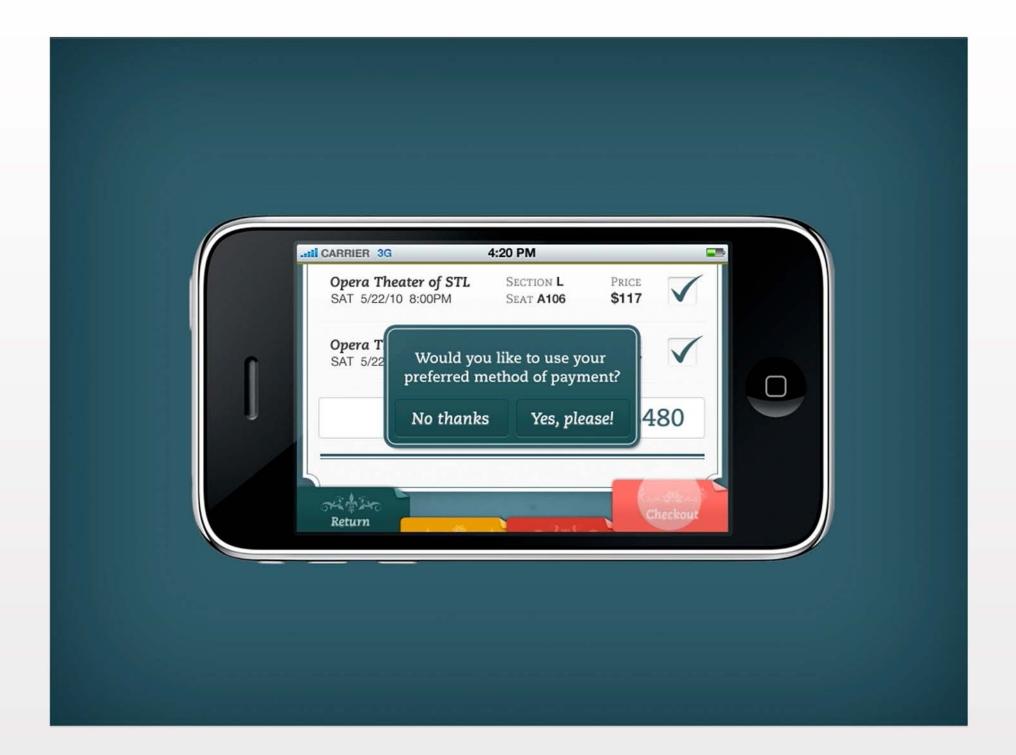


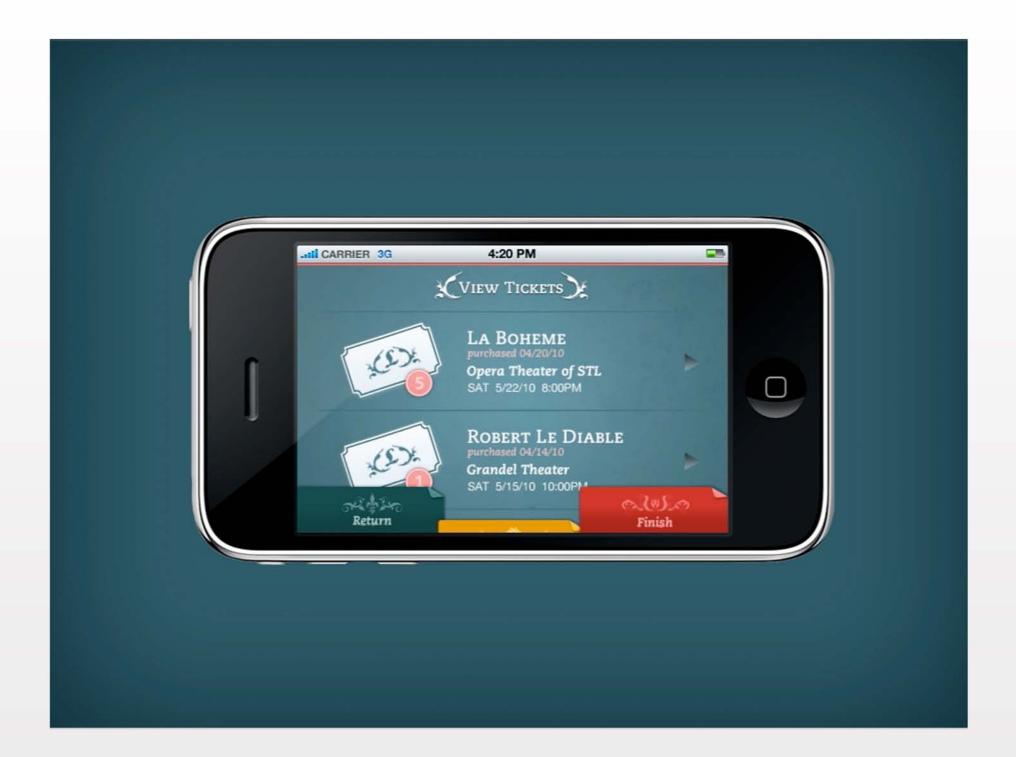




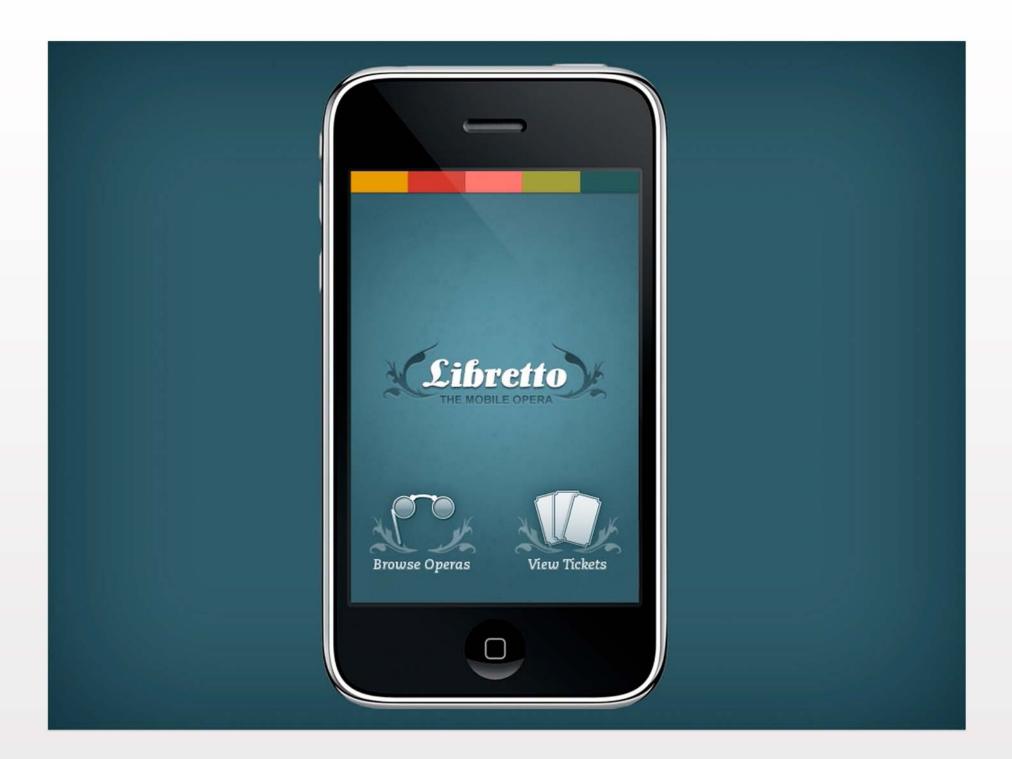












Designed & Animated by Caelin Cacciatore

Stage image of Powell Symphony Hall from SLSO.org

Featuring Grand Valse Brillante by Chopin,

performed by Stanislav Bunin

February through May 2010