

## **The Playhouse Company Mobile Application**

### **User Application + Admin System**

The Playhouse Company requires a Mobile Application and Admin System.

The below points set out a basic yet clear understanding of what is required from the developer/s.

We are open to working on a 2 /3 phase basis – provided the user app and the admin system are on the same level of readiness per update. Each phase must be completed and ready to implement no longer than 6 months after the launch of the previous phase.

(The abovementioned phase approach does not include on-going, regular updates - such as bug fixes etc.)

### **User Application**

#### **Design:**

- Brand Colors (Hex codes and C.I. Manual to be provided)
- User friendly
- Fast loading time – with loading animation
- Responsive interface
- Modern design - minimalistic

#### **Features:**

##### ***What's On* homepage**

- Menu Item - Member area (Login, name, profile picture, purchase history)
- Button - Online ticket bookings – to link to WebTickets
- Button - QR Code scan
- Static Icon at the bottom of the page - Chat/Help Bot – live chat feature – for seamless assistance between the patron and the Playhouse.
- Menu Item - Contact details – per department
- Menu Item - Terms, Conditions and POPI
- Marketing push notifications

#### **Additional:**

- The user mobile application must be created cross platform, to ensure that all smart mobile devices have access to it.
- We require hosting, maintenance, app and user security, software updates and/or if necessary, platform or server updates.
- Bug fixes
- Reasonable, consistent and dedicated support

## **Admin System**

The purpose of the admin App / system is to control the user App within practical measure. Admin roles can be considered – with permissions varying per role.

### **Design:**

- Brand Colors (Hex codes and C.I. Manual to be provided)
- User friendly
- Minimalistic
- Basic task oriented

### **Features and Purpose:**

- Admin member area
- Change posters on the *What's On* homepage (Add new posters and remove old posters)
- Add or change promotional banners
- Add productions and showtimes
- Adjust pricing, times, synopsis of productions
- Admin preview before publishing
- Track bookings
- Marketing push notifications control – message and icon control
- Contact details – per department – admin control to edit this information
- Terms and Conditions – admin control to edit this information
- Chat/Help Bot – Playhouse staff live chat feature – in response to the queries sent via the user app
- Access to registered members/ users provided information
- User/ Member statistics
- Audience statistics per production – i.e. users who purchased tickets, users who opened the production page, how long they've stayed on the page for

### **Additional:**

- Hosting, maintenance, app security, software updates and/or if necessary, platform or server updates.
- Bug fixes
- Reasonable, consistent and dedicated support

### **Expertise and Requirements:**

IOS app (Swift), Android App (Java/Kotlin)

Database - storing users and booking info (set by admin eg. *show name, date and times available etc*)

Database to store Push Notification unique identifier to their login.

Security and encryption.

Must be responsive and scale screen for *all* device dimensions.

Create Dashboard for push notifications for admin roles.

### **To be Submitted:**

Kindly submit a portfolio of past work and highlight on previous mobile applications developed by the company that fall within the same category (or similar) as our above-mentioned requirements. We also require a comprehensive quote with a breakdown of fees.

The above is to be submitted on or before the 31<sup>st</sup> of May 2023.