



# Adding Social Movie Recommendations with Twitter



## Challenges

Everyone loves going to the movies to catch the latest release with a friend. The [Regal Cinemas](#) app began as a way for busy movie fans to view showtimes and purchase tickets on the go. But Regal was in for stiff competition: their research showed that only three or so of the dozens of apps that mobile users download get used regularly. The theater chain quickly recognized the need to integrate the features and functionalities of popular existing apps into the Regal Cinemas app user experience.

Recognizing that moviegoers often use Twitter when deciding what to see, Regal Cinemas made it the primary third party platform to incorporate into their own mobile app. The product team partnered with development agency [Two Toasters](#) to build in-app features that let people learn what others were saying about specific movies on Twitter, and engage directly with those Tweets. The goal was to give these Regal Cinema app users a way to discover movies on Twitter and buy tickets at a nearby theater in a seamless “one-stop shop” approach.

*With just one line of code, Fabric offers a one-stop-shop to bring the Twitter experience into our app.*

Andrew Hershberger  
iOS Platform Lead  
Two Toasters

## Solution

Regal Cinemas and Two Toasters built several components of Fabric into the app, including functionality from the Crashlytics and Twitter Kits. On the Crashlytics side of the integration, both crash reporting and Answers were built into the development process. This gave the development team at-a-glance insight into crash types and their root causes. Answers also gave the developers new mobile analytics information around user behaviors and more importantly, a means to prove out their decision to incorporate Twitter conversations into the app.

With the Twitter Kit integration, Two Toasters found key Twitter features could now be added in a single line of code, including:

- Custom Twitter timelines embedded into the app for discovering movies
- The geolocation feature allowing users to Tweet out theater locations and movie times to friends.

# Results

*Fabric saved us 2 weeks of development time; we had the SDK up and running in under an hour.*

Andrew Hershberger  
iOS Platform Lead  
Two Toasters

The development team found the Crashlytics Kit implementation to be very easy, walking them through the process step-by-step. Within minutes, they had access to new mobile analytics and a powerful crash reporting solution should issues arise. The Crashlytics dashboard was extremely helpful, too, as the Regal Cinemas product team could monitor the app's performance alongside Two Toasters.

The Twitter Kit saved the development team countless hours of build time so they could focus on the app's core showtime and purchase functionality.

"If we had built this from scratch, it would have taken many days to integrate with the Twitter API, mapping responses into model objects and building custom lists and cells to display the Tweets. That could have taken an entire sprint of 1-2 weeks, time that we were instead able to focus on the app's core functions."

The Regal Cinemas and Two Toasters teams also created new functionality, such as a Tweet button on a movie page that let users see all of the social conversations taking place about the film. The developers achieved their goal of seamless Twitter integration into the Regal Cinemas app in a fraction of the time that it would have taken before the availability of Fabric.



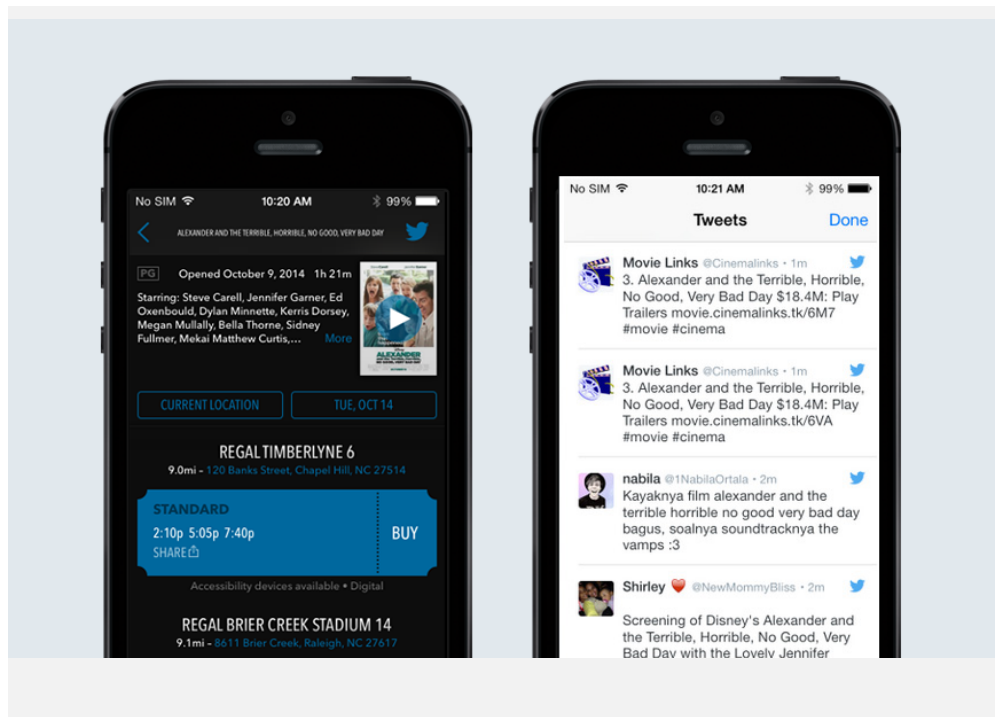
**Location:** Knoxville, Tennessee

**Industry:** Entertainment (Movie Theatre)

**Kits:** Crashlytics

### Quick Facts:

- The Regal Mobile app is available on iOS and Android.
- The Regal Mobile app acts as a loyalty card allowing guests to present their phone at box office and concession to earn Regal Crown Club points



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