

John Pemberton – New Forest National Park Secretary of State Appointee, Software Consultant & Launch Visitor
Tuesday 1st October 2013 10am, Ipley Manor.

The interview with John will relate to his experience of the Beaulieu Abbey application, the choice of content available through the application and if having choice enhanced his experience.

Questions will be asked relating to the clarity of the application – i.e. was it made clear via demonstration at the museum, and was the event useful in understanding the way it could be developed.

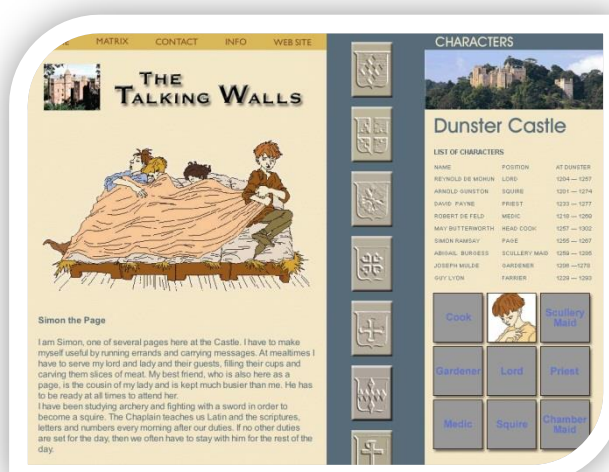
Discussion regarding the commercialisation of cultural heritage software to enhance a visitor's experience at a cultural heritage site will be planned.

Background information:

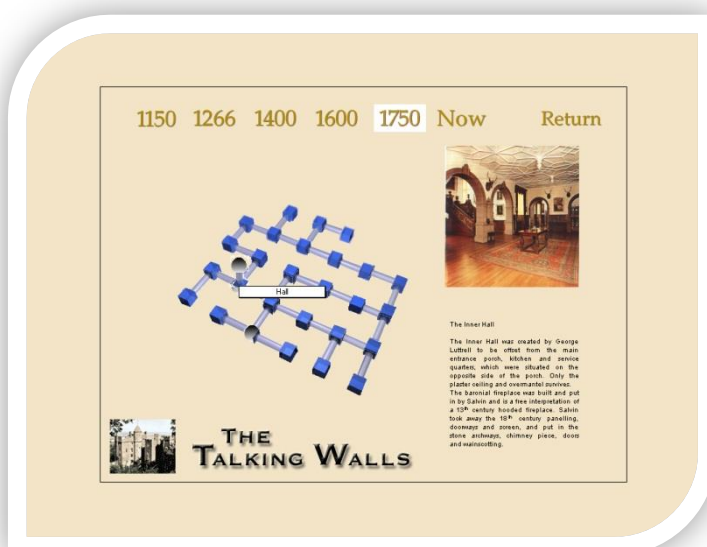
1. I would like to start by asking you about your previous position as CEO of a computer software company? What type of software?
2. What led you to this position? (education / work)
3. Did you have a special personal interest in this type of work? (influence)
4. What led you to move to the Forest and become involved with the Park and with Beaulieu?
5. With the different roles you have now, which do you feel interests you the most?

Involvement with Beaulieu & Talking Walls:

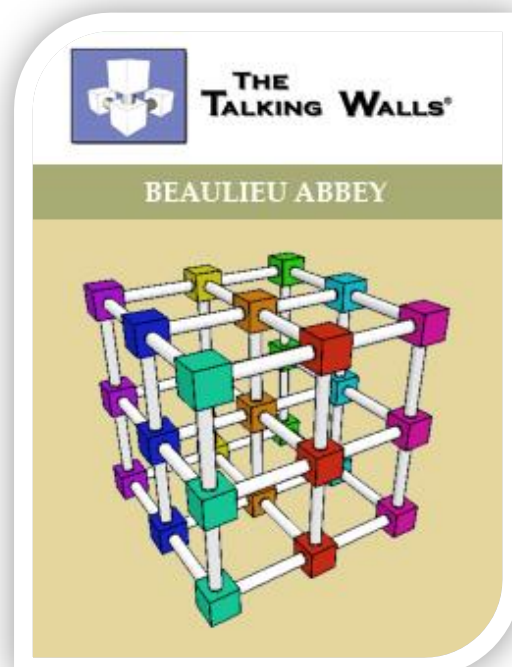
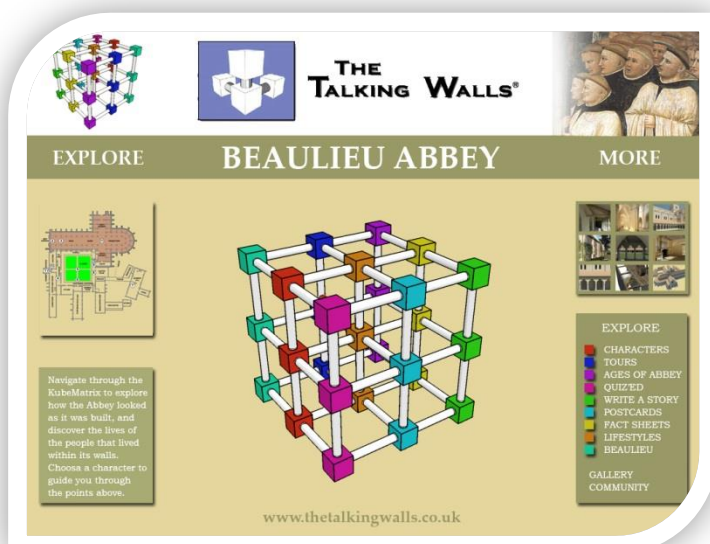
1. Taking you back to when we first met, would you be able to tell me what you may remember about your initial impression of the Dunster Castle prototype?
2. What experience of visiting cultural heritage sites did you have at the time?
3. What created your interest in the Talking Walls concept of architectural time slices?
4. With the technology available then, and your experience within the computer software industry, do you feel there could have been a different way of presenting the same information?
5. How did the proposed project compare with heritage interpretation previously experienced?
6. Do you think the initial navigation method, as shown here, was fairly standard as a multimedia application?



7. The more unique element developed during the Masters was the Matrix, shown below. With your experience, did you think the early Matrix method of showing a mix of material over a timeline and enabling a user to physically navigate a space was a usable and intuitive form of navigation for a heritage interpretation?



8. The navigation was altered considerably for the Beaulieu Abbey app (see below) due to the perceived belief that visitors would not need to use the Matrix as a form of navigation of the physical space, only the content. Do you feel that this has made the Matrix less intuitive?



9. The new Matrix allowed for three levels of information for the Home page Matrix – Children, Adults, Professional (although only a mix of child / adult was developed for Beaulieu). Each cube then held 9 other elements within that category. Do you feel that if all the levels and cubes held information, this would give too much 'choice' for a heritage visitor? (your experience as a professional?)

10. What would you have done differently?

Visitor Interpretation at Beaulieu:

1. The abbey is the foundation of Beaulieu, when visitors come to Beaulieu, the focus generally appears to be the motor museum and / or palace house. Would you like to see the abbey engage more visitors with its heritage?
2. If so, what would be your vision of the perfect visitor interpretation for the Abbey?
3. And with limiting factors?
4. What do you think is the most important aspect of the abbey to portray in an interpretation for visitors? (building/space, people, lifestyle, community or combination of all?)
5. How would you (personally) plan to engage other visitors with this aspect?

Launch event at Beaulieu:

1. As an invited guest at the launch of the Kiosk application, you were already aware of most of the capabilities of the application from our own meetings and discussions prior to the event. Can you remember what your impressions of the final interpretation were?
2. Do you remember if the demonstration clearly conveyed information on how to use the application and what could be found using the application? i.e. were you able to leave knowing that you would be able to use the application again?
3. Was the launch event useful for understanding the way the kiosk application would be used at the museum i.e. in context with the site etc?
4. Do you think that the kiosk application was a good addition / facility for visitors to the museum?
5. Do you think there may have been a better way to launch the kiosk application?

Thank you.