

Rebecca Furse – Designer, Interior Designer and Environmental Psychologist (architectural based)

Friday 6th September 2013, 11.00am, 19 Lowden Avenue, Chippenham

The interview with Rebecca will relate to her experience in the development / build of the Beaulieu Abbey application and the depth of content available through the application.

Questions relating to the design of the interpretation and how it answered the Beaulieu Abbey brief, how it might have been designed differently if designed by Rebecca, what changes would have been made and why will be asked.

Discussion regarding the effects of cultural influences and external interests affecting interpretation and design of cultural heritage applications, and in her practice as an architectural / interior designer will be planned.

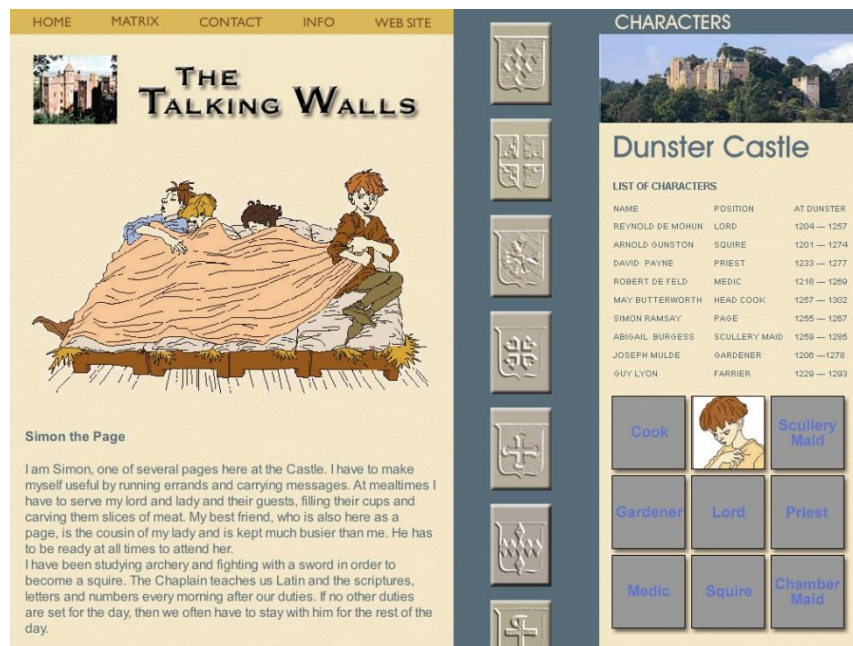
Background information:

1. I would like to start by asking you about your role as a Designer / Environmental Psychologist with DK Architects.
2. What led you to work with an architectural practice and then choose Environmental Psychology? (education / work)
3. Has your role changed over the time you have been designing? If so, what were the influencing factors?
4. Can you tell me about your design work with DK Architects?
5. What or who has influenced your involvement in design?
6. Do you feel you are a creator through your design work?
7. Which do you feel is the more important role, interior designer, architectural assistant, dementia care strategist? Or are they intertwined?
8. Do you feel that there is sometimes a conflict between your different roles: designer, architectural assistant, environmental psychologist?

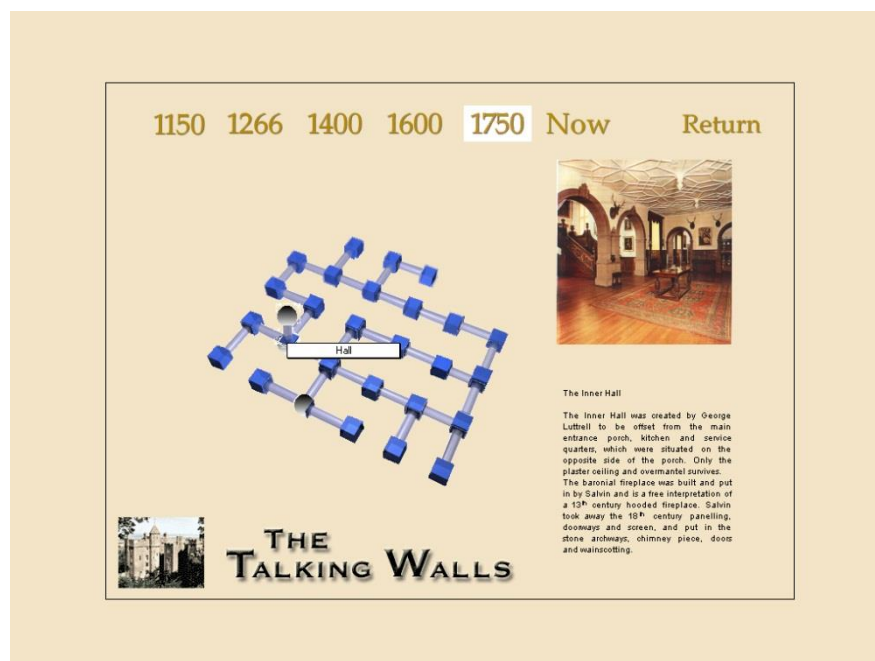
Design Assistant – Dunster Castle prototype interpretation project:

1. Taking you back in time to when you were assisting with the Dunster Castle project, 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. With the technology available at the time, your experience of visiting heritage sites and as a design student at the time, do you feel there could have been a different way of presenting the same information?
4. How did the proposed project compare with heritage interpretation previously experienced?

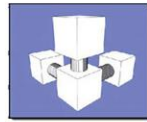
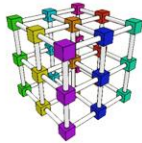
- Do you think the initial navigation method, as shown here, was fairly standard as a multimedia application?



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



- Do you feel this is now outdated?
- 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?



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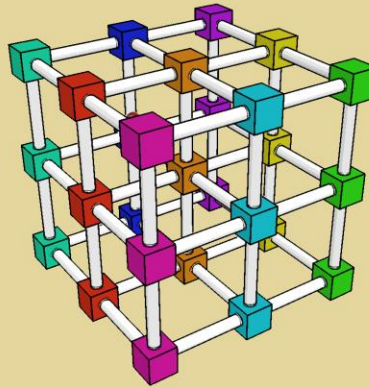
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BEAULIEU ABBEY

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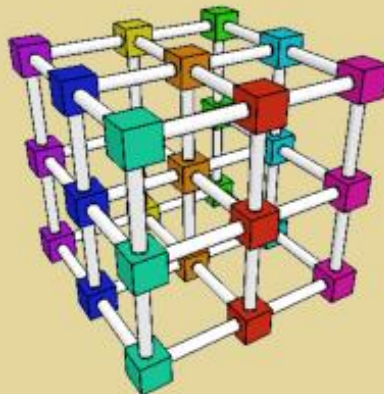
- CHARACTERS
- TOURS
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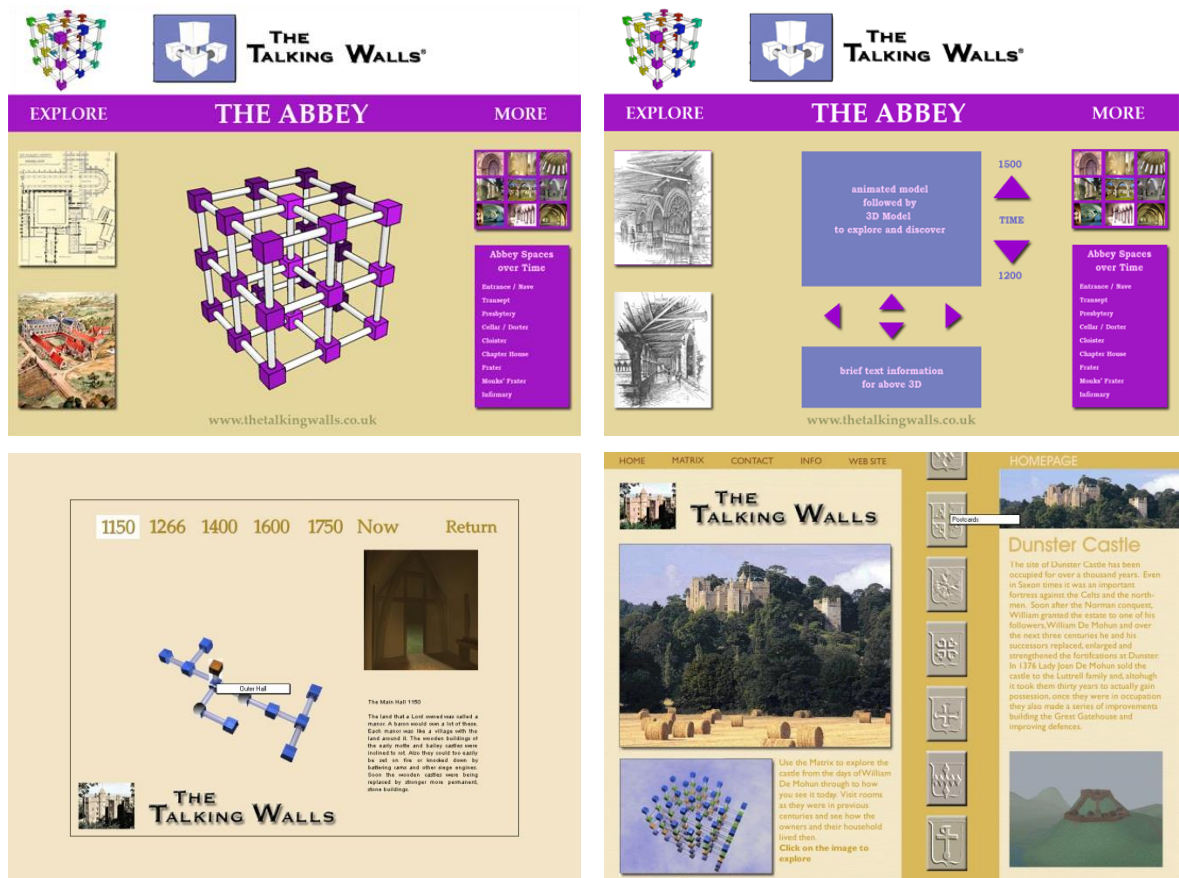
BEAULIEU ABBEY



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 designer, and environmental psychologist)

Design Assistant – Designing Beaulieu Abbey interpretation project:

1. During the build of the Beaulieu Abbey app, would you explain the work you were involved with?
2. What were your thoughts / opinions of the project as a whole – i.e. was it something that you felt would be a good addition for visitors to use at a heritage site?
3. What were your thoughts / opinions of the design of the project i.e. was it something that you would like to use at Beaulieu Abbey?
4. What did you think about the design change in navigation and style from the Dunster Castle project? i.e. did you consider it had improved?



5. Which, in your opinion and experience of navigating information, was the most user friendly for a broad demographic of visitors to heritage sites?
6. What part of the project did you enjoy the most i.e. gave you the most satisfaction / enjoyment?
7. Are there any elements that you would change or would like to see approached differently (i.e. navigation, choice of content, depth of content, platform)?
8. Which element do you consider the most engaging (Time slices, Tours, Quiz'ed, Characters, Lifestyles, Fact Sheets, Write A story, Send a Postcard)?

Design Practice at DK Architects:

1. In your role at DKA, what are your processes for working with clients, services and fellow team members (i.e. regular meetings, focus groups, one to one's)?
2. When you are given a project, is there anything that changes the planned outcome (i.e. change in budget / time, different materials, lack of materials, delays)?
3. Is the client involved / informed of any changes?
4. Do you feel that, as a designer, you need to consider the client first or the company/stakeholders / directors?
5. Working through a design do you consider the user at the beginning, middle or end of a design, or is it a continuous consideration?
6. Does the team meet regularly to discuss changes?
7. Are you able to describe any cases you have worked on where external and/or influences have affected an outcome?
8. How do you feel when your design has been altered due to external / internal influences?
9. Was the client still satisfied?
10. How are you made aware of this, through the company or directly to you?
11. What are the standard processes for gauging the success of a project?
12. If you could choose, which role(s) would you prefer to relinquish (keep) if required?

Thank you.