Willoughby and I had a pitch to show to Melanie and afterwards I had sent her a copy of my pitch and Willoughby’s email so she could contact us both. This was her response as to the feedback she gave us for our pitch and further questions to be elaborated and discussed.

Design MasterClass - Christchurch Mansion

Melanie Hollis [<Melanie.Hollis@colchester.gov.uk>](mailto:Hollis@colchester.gov.uk)

Tue 17/12/2019 10:20

To: Lenneth Dayaon (s189813) [L.Dayaon@UOS.AC.UK](mailto:L.Dayaon@UOS.AC.UK)

Cc: Willoughby Axtell (s189289) [W.Axtell@UOS.AC.UK](mailto:W.Axtell@UOS.AC.UK)

Dear Len and Willoughby,

Many thanks for your patience. I realise quite some time has passed between your presentation and my giving you some feedback, and I’m very sorry for this delay. This is due mostly to illness for me and my children. Please find our thoughts below. I look forward to your response to the questions we pose.

The panel were pleased to receive your presentation, which was succinct and interesting to listen to. You didn’t rush, and were clear about the objectives of your project, which helped us to visualise the ‘why’ behind your proposal. You came across as passionate about your subject, and answered our questions thoughtfully. You linked well to the original brief and made a good attempt to find a solution which would work within the parameters we had set.

The concept of a character who helps families to ‘unlock’ the collections and displays is a strong one. The Mansion has content and physical challenges which are tricky for families to engage with, but I can see that the idea of a series of mini games would be a fun solution. Family learning in museums is based largely on them having conversations with each other and having fun whilst finding out information. It was great that you thought of a way to do this without the device absorbing all of their attention – using it as a tool to engage them with the displays is something parents often say is preferable to a game which takes their children’s attention away from what’s happening around them.

I think the panel would like to have gotten from your presentation more of a sense of the graphic feel of the game, and this would be something we would wish to see as the game was developed  - it would be especially important for our Family Advisory Panel to be able to visualise the character in particular, in order to give useful feedback.

One thing the panel did highlight upon reflection was how this game might be adapted so that families who visit again can use the game without feeling that they were just repeating their first experience. We’d love to hear your thoughts on this. Also, in terms of the timescale, one panel member felt 8-10 weeks was too long. We thought perhaps your own module timeframe could be matched more easily if the game were scaled back – perhaps focussing on fewer rooms, or on one room in much more detail (a bit like an escape room-type game?). Again, your thoughts on this would be of interest.

Some questions/points to consider which would have elevated the pitch from good to excellent:

* Which museums/galleries/family venues you researched to support this idea; were there any which particularly inspired you or helped you to rule out other solutions?
* How you would evaluate during the test phase
* Whether you would plan for any user input; if not, why not?

Thank you for your hard work in coming up with a solution to the brief we set. I look forward to your response to the points raised above.

With best wishes,

Mel

Melanie Hollis

Collections and Learning Curator

Colchester + Ipswich Museums

**DMC presentation feedback**

Lenneth Dayaon (s189813) <L.Dayaon@UOS.AC.UK>

Mon 16/12/2019 11:14

To:

* Melanie Hollis <Melanie.Hollis@colchester.gov.uk>

Cc:

* Willoughby Axtell (s189289) <W.Axtell@UOS.AC.UK>;
* Adam Clayden <A.Clayden@UOS.AC.UK>

Hello Melanie,

I sent you a copy of our presentation on a previous email. Did you manage to receive that email. Willoughby and I were hoping to hear back from you for the feedback. I have CC'd Willoughby onto this email just so you have both of our emails. If you need us to send or show you anything else, just shoot over an email.

Many Thanks,   
  
Len

01473 433570

[w w w.cimuseums.org.uk](http://www.cimuseums.org.uk/)



**From:** Lenneth Dayaon (s189813) <L.Dayaon@UOS.AC.UK>

**Sent:** 27 November 2019 16:05

**To:** Melanie Hollis <Melanie.Hollis@colchester.gov.uk> **Cc:** Willoughby Axtell (s189289) <W.Axtell@UOS.AC.UK> **Subject:** DMC - Christchurch Mansion

Hello Melanie,

I thought I'd send you a copy of our presentation just to help with the feedback. I have CC'd Willoughby onto this email just so you have both of our emails. If you need us to send or show you anything else, just shoot over an email.

Many Thanks, Len

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