

Question	Interviewee 1 Local Casual Design Interest	Interviewee 2 Tourist Professional design Interest: Architect	Interviewee 3 Tourist Casual Design Interest	Interviewee 4 Tourist Professional Design Interest: Video Editor/Animation
Best thing seen today?	He particularly enjoyed the second floor of the building with the wall of numerous technology devices through the decades. He said it gave him flashbacks of the past and memories of using iconic/legendary tech devices.	Really enjoyed the design of the building, especially the main lobby area. He was very enthusiastic when speaking when describing the building.	Enjoyed the coffee filter (Chemex Brand), had a pre-existing interest in coffee so seeing the designs on display was "cool".	Enjoyed seeing the 3d printer in action as well as the 2 nd floor Designer/Maker/User Exhibits
What brought you here today?	The man wanted to visit the museum because he was brought up in London all his life and felt that he wanted to explore the city further. He decided to visit the Design Museum.	Tourist who wanted to visit the Design Museum because it piqued his interest and was related to his occupation as an architect.	He is in London for one week, the museum is close to where he was staying. Wanted to spend an afternoon in a mentally stimulating place.	He has visited the design museum and wanted to return to see what updates have been made to existing exhibits.
Areas visited?	He explored all exhibits on the first and second floors.	Through the exhibits floor by floor. He enjoyed the second floor and the 'Moving to Mars' exhibition the most.	Had been to second floor, climate/environment/waste, then continued to second floor.	He went to the first and second floors as he knew that the main free exhibits were there.
Expectations met: Does well?	He mentioned he learned a lot of new things about design and felt really happy that he was always learning in the museum,	The museum didn't quite meet his expectations. Found the exhibit a bit small and wanted more details on some displays.	"It's cool", interesting focus on design and subtlety of design. He likes design podcast "99% invisible" and has a casual interest in design	Enjoyed the museum's efforts to stay "relevant" exhibitions such as 'waste management'. The museum has very modern technologies displayed
Does not do well?	"£65 pounds" to get around the whole museum, felt like a lot of sections were blocked off. No obvious central piece or sense of general direction upon arrival.	Wanted more details on exhibits, felt that his knowledge often exceeded what was on offer.	He felt like the museum was quite short overall and would have enjoyed it more if there were other ways to kill time.	He wanted opportunities to see advanced technology used in more interesting ways. "The 3d printer was making a very simple object" I'd like to see something more complicated or be able to design something myself.
Interactive displays?	He saw a few displays but didn't interact, felt they were for kids. Would be interested in them if there was one, he felt was more geared towards adults.	The man interacted with the screens at random and could not mention any interaction that stood out.	He saw some interactive displays on the Sony/Apple area. Found them unappealing, saying they could have been replaced with paper displays	He did not interact with the screens, felt like they weren't necessary to add benefit to his visit.