Tudor Kitchen Evaluation

Objectives, Analysis, & Recommendations

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WPI

Historic Royal Palaces

Goals & Objectives

Goal: Evaluate the re-presentation of Tudor Kitchens in order to improve re-presentation of Tudor Apartments

❖ Identify best practices and standards for interpretation in the heritage sector

❖ Identify the goals and intended outcomes for the Core Story Project through on-site staff interviews

❖ Assess Visitor responses to the re-presentation and interpretation of the Tudor Kitchens

Objective 1: Review Heritage Interpretation

❖ Visited other heritage sector sites and museums in the greater London area
  ➢ Fulham Palace
  ➢ Ham House
  ➢ Windsor Castle
  ➢ National Gallery
❖ Evaluated the individual interpretation methods at each site and their effectiveness
  ➢ Descriptive and directive signage; little use of technology
  ➢ Few costumed interpreters, mostly curators

Signage at Fulham Palace

Exhibit at Ham House

Objective 2: Interviewed HCP Staff

❖ Chose staff members to interview about the Core Story Project.
  ➢ Cat Buffrey, Head of Arts and Cultural Programming
  ➢ Richard Fitch, HRP's Kitchens Interpretation Coordinator
  ➢ Liam Stanley, Manager of Front of House

❖ Conducted semi-structured staff interviews about personal opinions
  ➢ Staff members had similar opinions & hopes regarding the Core Story Project
    ■ Hope it will increase immersiveness
    ■ Make history more accessible to all people
    ■ Increase visitors emotional connection to History

Objective 3: Evaluate Visitor Responses

❖ On-Site Surveying & Tracking
  ➢ Tracked & surveyed in pairs
    ■ Staggered what time of day
    ■ Approx. 20 guests per day
    ■ May 24th through June 9th
  ➢ Used software "Qualtrics" for surveying
  ➢ Used pen and paper method for tracking
  ➢ Used Excel for analysis
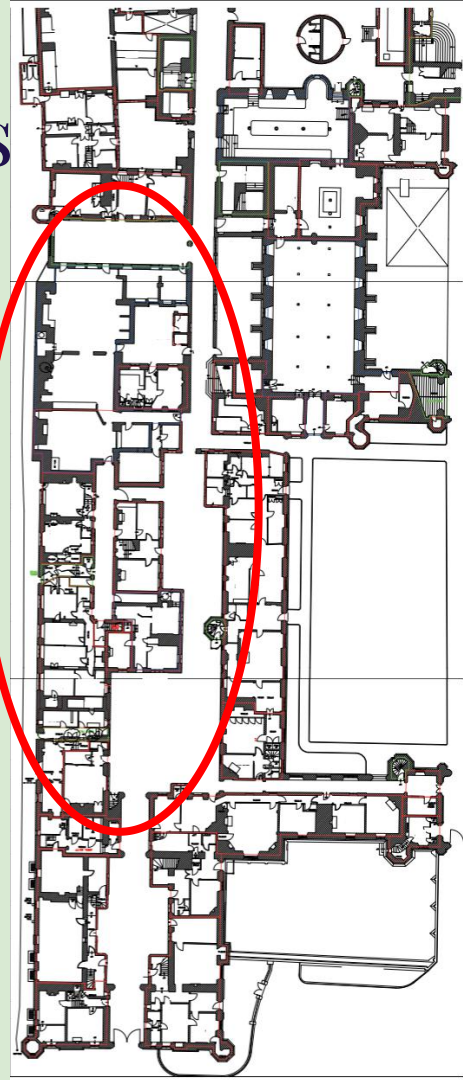
Analysis Points

Surveying

- ❖ Compare interest in different interpretation methods
  - ➢ Reactions to new technology
  - ➢ Reactions to new live interpretation

- ❖ Summarize overall "feelings" regarding the Tudor Kitchens

- ❖ Discover which interpretation method was found most effective

Tracking

- ❖ Use dwell time to figure out most popular "stations" in the exhibit

- ❖ Analyze differences between time of day

- ❖ Analyze differences between audio guides/no audio guides

Analysis Objective 1

Most Effective Interpretation Methods

Analysis: Actors and Live Interpreters

Live interpretive methods were ranked "effective" by nearly three-quarters of surveyed guests

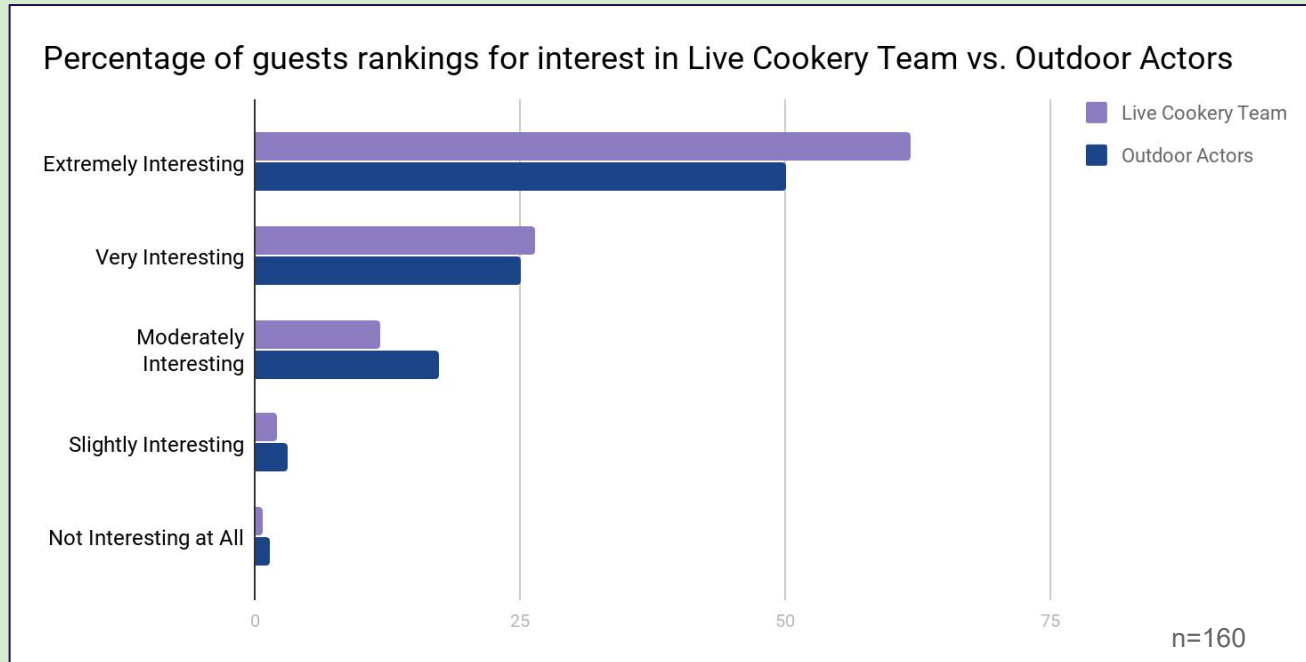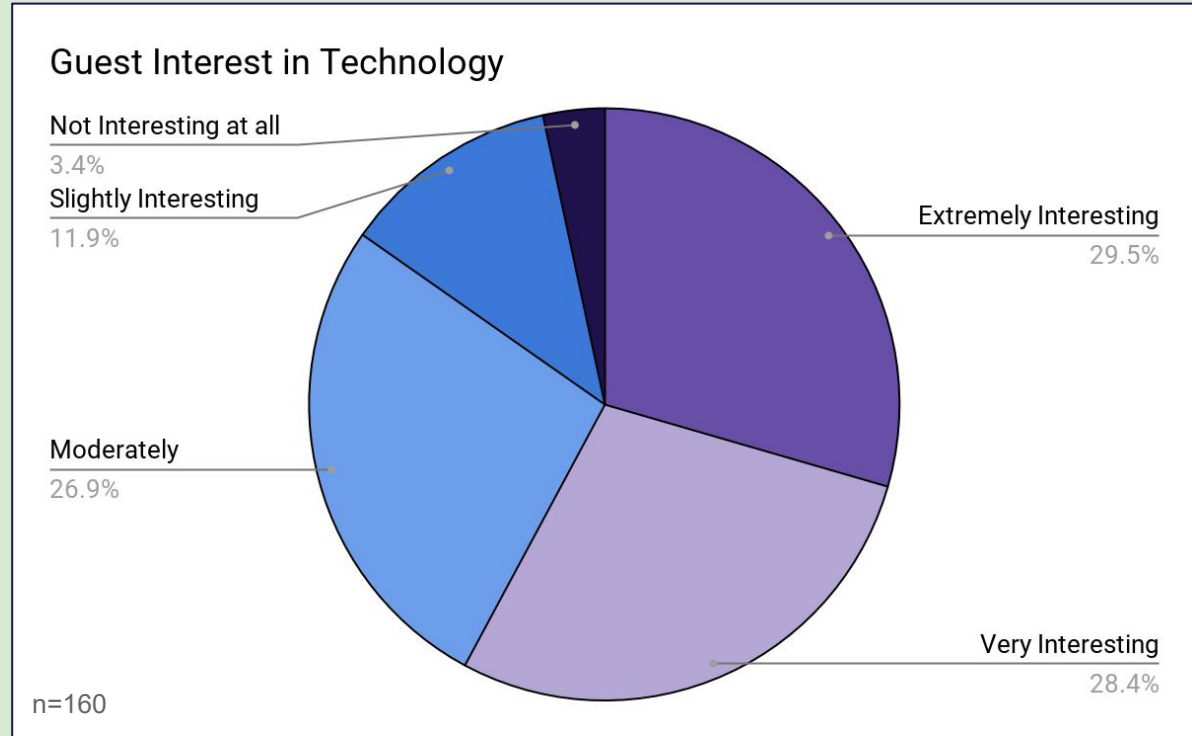**Strong Effectiveness of Live Interpretation Methods**

N=160
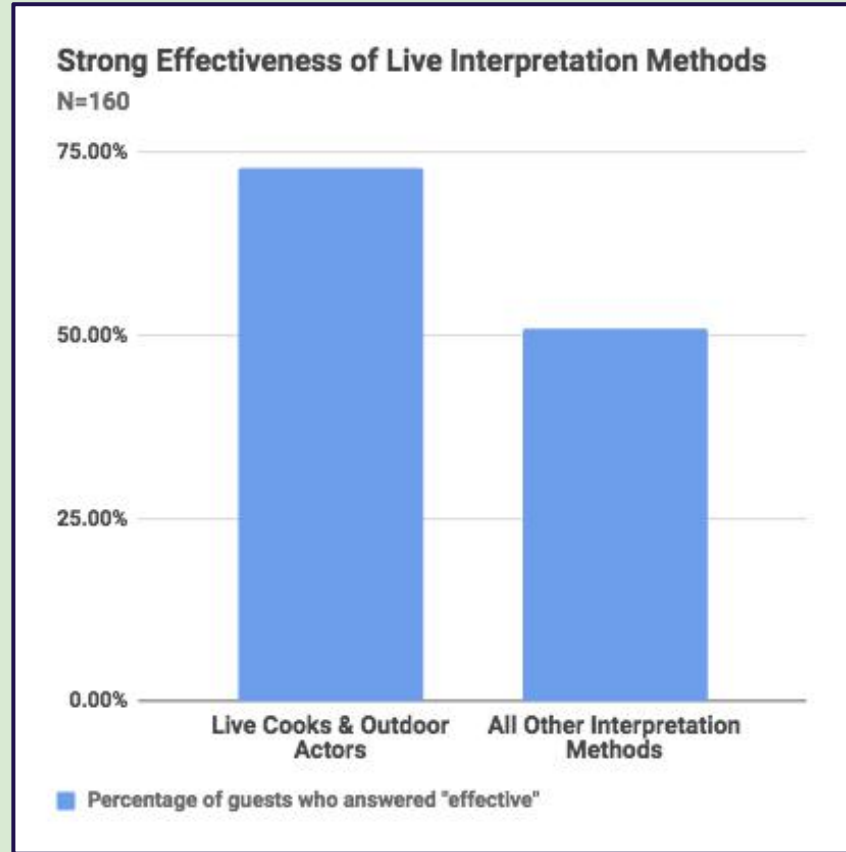
Analysis: Actors and Live Interpreters

Discrepancy in level of guest interest between Live Cooks and Actors

Likely due to approachability of cooks

Percentage of guests rankings for interest in Live Cookery Team vs. Outdoor Actors

Live Cookery Team
Outdoor Actors

Extremely Interesting

Very Interesting

Moderately Interesting

Slightly Interesting

Not Interesting at All

0   25   50   75

n=160

Analysis: Technology

Technology received the most diverse set of reviews, with three of the rankings taking up approximately one quarter each

Guest Interest in Technology

Not Interesting at all
3.4%
Slightly Interesting
11.9%

Extremely Interesting
29.5%

Moderately
26.9%

Very Interesting
28.4%

n=160

Analysis: Technology

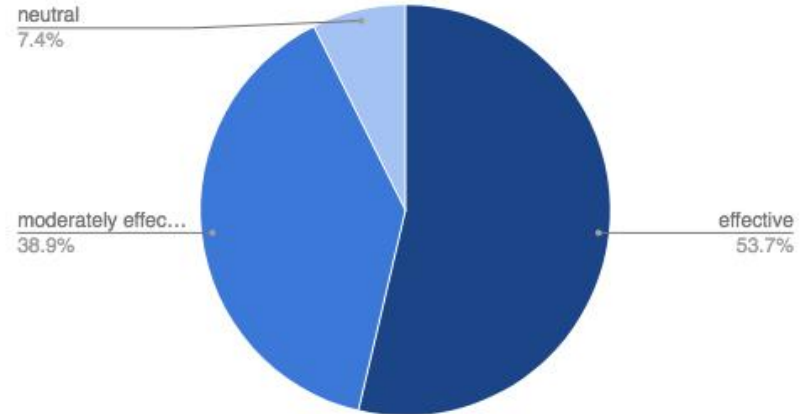*There is an age discrepancy in technology*

People that are the age of 55+ tend to not interact with the technology present

Children's involvement with technology influences parent involvement, affecting visitor experience of adults.

Visitors 55+: Effectiveness of Technology N=46
- ineffective 2.2%
- neutral 23.9%
- effective 39.1%
- moderately effe... 34.8%
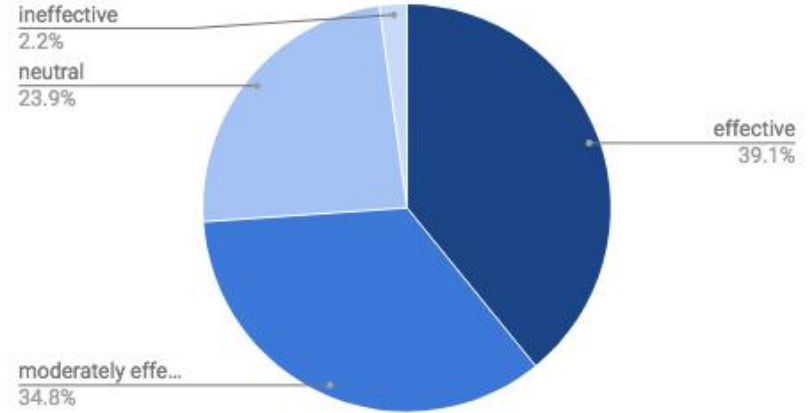
Visitors 16-54: Effectiveness of Technology
- neutral 7.4%
- effective 53.7%
- moderately effec... 38.9%
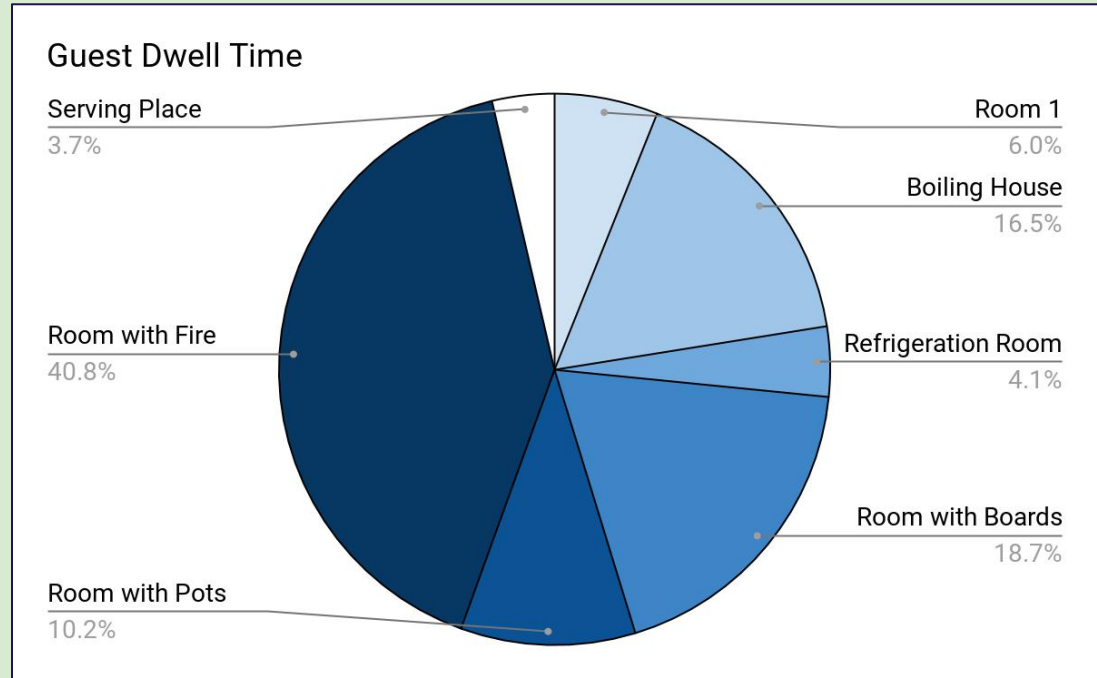
Analysis Objective 2

Understand Guest Behavior

Analysis: Popular Stations

Nearly 70% of the visitors dwell time were in the main Tudor Kitchens

40% of the visitors dwell times were in the Fireplace

Around 20% were in the Room with the Cutting Boards

Guest Dwell Time

Serving Place
3.7%

Room 1
6.0%

Boiling House
16.5%

Refrigeration Room
4.1%

Room with Fire
40.8%

Room with Boards
18.7%

Room with Pots
10.2%

n=160

Analysis: Time of Day

❖ *Average time through whole Kitchen during Morning: 7 minutes 30 seconds*
  ➢ *Visitors hurried to finish the Kitchens*
  ➢ *Cooks begin setup at 11:00 am, usually cooking by 11:30 am*
    ■ *Many guests before 11:30 am suggested actors or cooks*

❖ *Average time spent through whole Kitchen during Lunch: 7 minutes 56 seconds*

❖ *Average time spent during during Late Afternoon: 10 minutes 18 seconds*
  ➢ *People take their time, especially at the Boiling House*
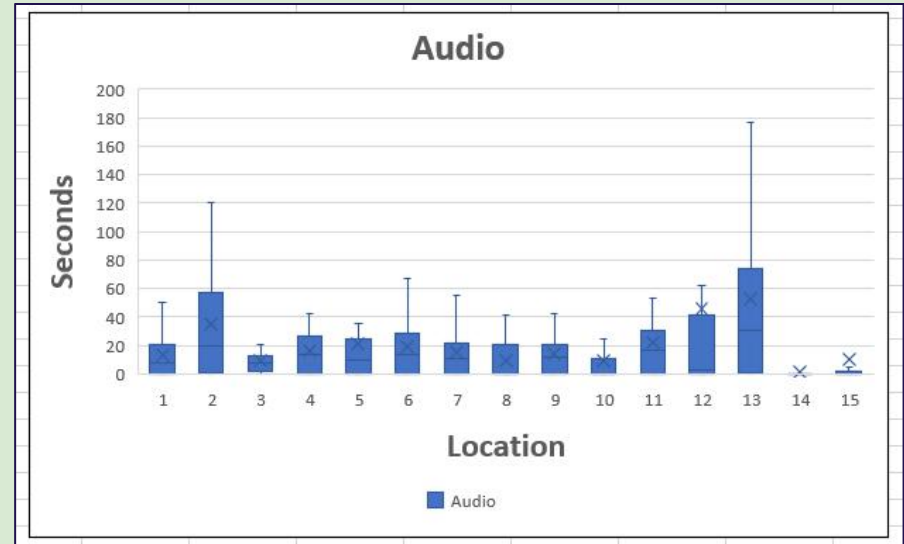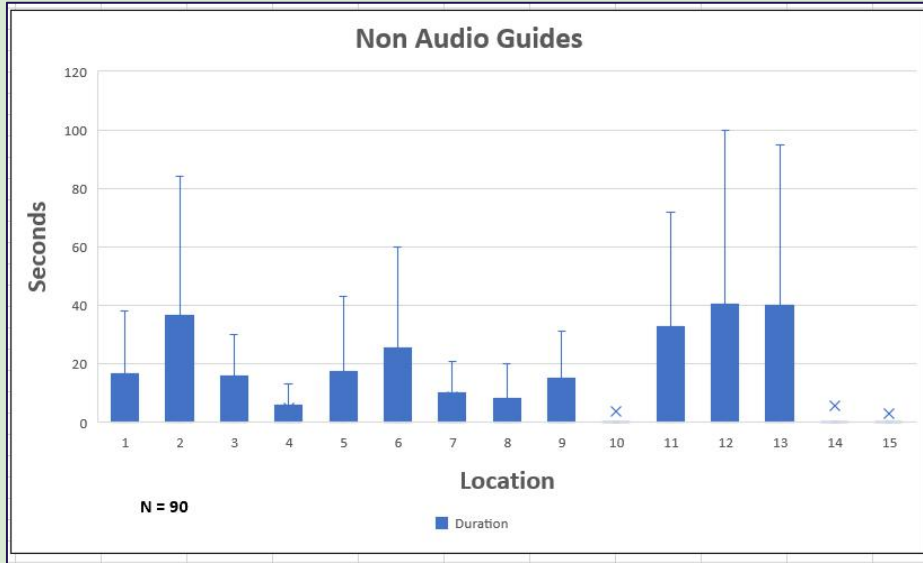 ➢ *Traffic is a lot slower*

Analysis: Effects of Audio Guides

❖ *Visitors with audio guides are more willing to get involved*
❖ *Photographs*
  ➢ *46% (Audioguide) v.s. 30.39% (No Audioguide)*
❖ *Technology*
  ➢ *32% (Audioguide) v.s. 18.63% (No Audioguide)*
❖ *Discussion*
  ➢ *18% (Audioguide) v.s. 16.67% (No Audioguide)*

Guests with Audio Guides

Audio Guide
31.3%
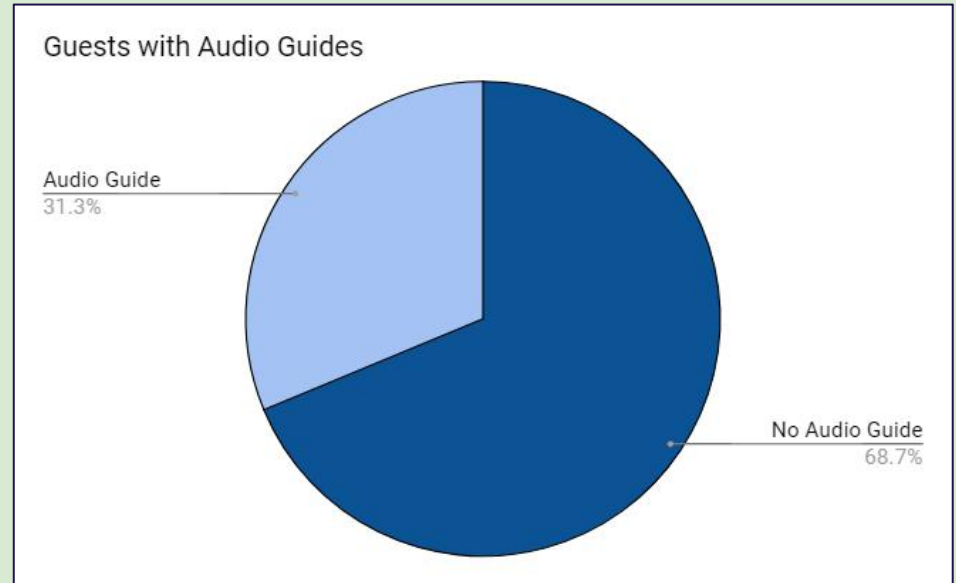
No Audio Guide
68.7%

n=160

Analysis: Effects of Audio Guides

The difference in dwell time is less than 1% for each station between Audio Guide and no Audio Guide

n=160

Analysis: Technology vs Actors/Live Interpreters

| Front		
	Technology	**No Technology**
Actors/Live Interpretors	15 minutes	12 minutes 34 seconds
No Actors/Live Interpretors	8 minutes 25 seconds	7 minutes 25 seconds

Visitors doubled their time when interacting with the Actors/Live Interpreters

Analysis: Objective 3

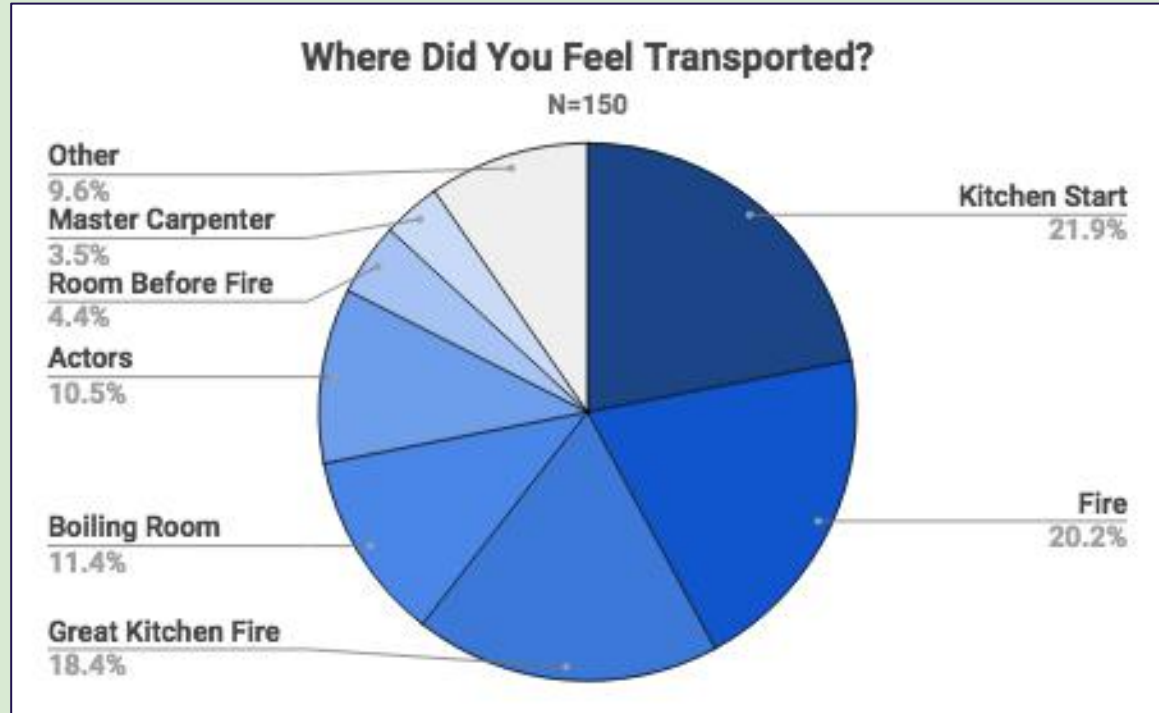## Understanding Guest Experience

Analysis: Feelings Towards the Kitchen

Though the question was open-ended, 15% specifically said they felt transported through time in some way

How Did the Kitchens Make You Feel?

N=136
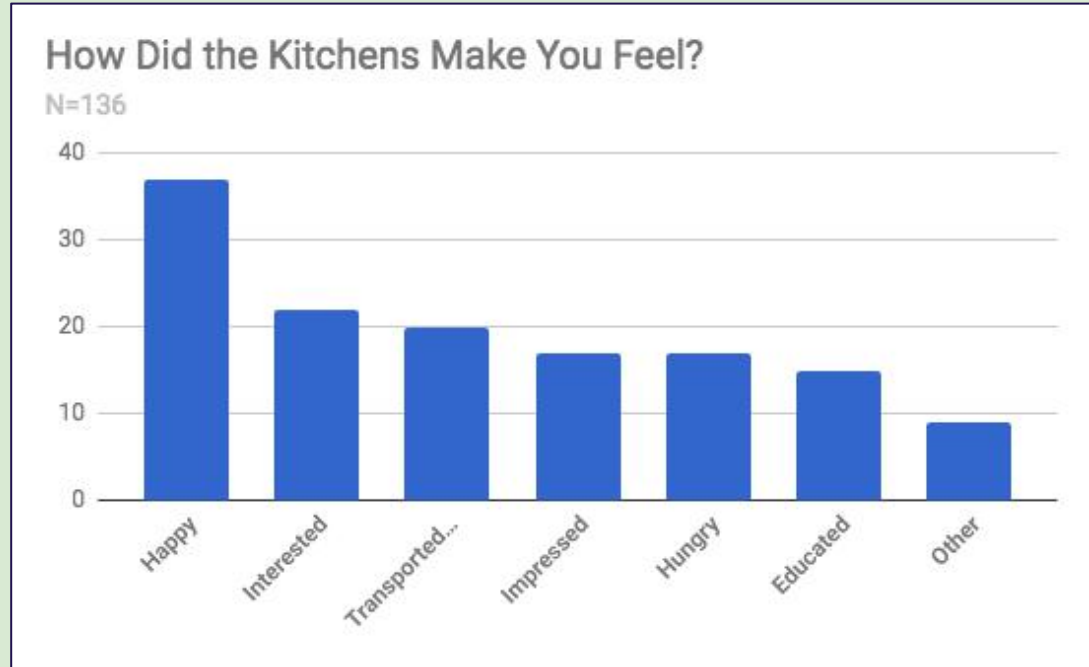
Analysis: Feelings Towards the Kitchen

When asked where they first felt they were "in Henry VIII's Kitchen's", half of guests said either the fire or the actors

Where Did You Feel Transported?

N=150

- Other 9.6%
- Master Carpenter 3.5%
- Room Before Fire 4.4%
- Actors 10.5%
- Boiling Room 11.4%
- Great Kitchen Fire 18.4%
- Kitchen Start 21.9%
- Fire 20.2%

Recommendations

Signage for Kitchens

❖ *Guests are unsure what they are allowed to do*
  ➢ *Touched when they observed others touching technology*
  ➢ *Had trouble finding audio guides*

❖ *One sign by kitchen entrance*
  ➢ *By door in master carpenter's court*
  ➢ *Says everything is touchable*

Actors Lead Tour Groups

❖ *Confusion while in a tour guide around the kitchens*
  ➢ *Actor only lead some of the time*

❖ *Have an actor lead all the way through the kitchens*
  ➢ *Main actor interact with other actors along the way*
  ➢ *Actor talks about where people across the Kitchens would be working*

Simulate the Job Experience at the Tudor Apartments

❖ *Have live staff working*
- ➢ *Encourage visitors to watch and interact with their work*
- ➢ *Encourage to attract young kids to attach the adults*
- ➢ *Have actors dress up as Courtiers and their servants*
- ➢ *Discuss Politics back during King Henry VIII*

Have Food Samples

❖ *Received comments that the visitors felt "hungry"*
  - ➤ *Visitors want to eat the food*
  - ➤ *Staff are already trained cooks*
  - ➤ *Bring visitor experience to life*

❖ *Hygienic & Allergen concerns*
  - ➤ *Identify ingredients*
  - ➤ *Provide small samples*

Live Interpreters Beginning Earlier

❖ *Guests really enjoyed live interpreters*
  ➢ *Felt "Step back in time"*
  ➢ *"Brought the place to live"*

❖ *Large influx of guests around 10:30*
  ➢ *Live interpreters don't start working till around 11*
  ➢ *Commented "it would be better if they were actors"*

Acknowledgements

Thank You!

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