# Can you describe the project Seeing Ireland for me?

Ethan: So firstly, can you just describe Seeing Ireland for me?  
P2:

errr Seeing Ireland errr So it was a project that it [pause and thinking], my God [laugh], I should have I should have refreshed my memory before that. Uh, yeah, it was a project to to commemorate or, you know, celebrate 100 years since that exhibition in Paris, which errr at the time celebrated all things Irish. It was like a cultural message to the world, you know that we are here, you know we're new state and we are amazing. We create fantastic art and culture and kind of, you know, make make a statement in this kind of a diplomatic, you know, art and culture world and the the project itself consisted of the website and virtual space because the and that was a [thinking while talking] It was interesting, interesting project, because the actual space of where the exhibition took place didn't exist, doesn't exist anymore. We only had one archival photograph and one front, let's say, on the on the street that we we could play with and based on that we had to recreate some kind of a space and the virtual space worked really well. It added something extra to it because you can easily obviously just present it as a very, you know, two dimensional website with just information, but that added a different I suppose level to it as as experience itself and obviously it came with a website with the contextual information, additional media because there is a a tour of Paris from the time and [thinking] video and there is a map as well and there's a catalogue and few music information, just a lot of things that we wanted. We wanted to include as well so the website accommodated all that and then you have the virtual space to showcase the artworks themselves that are linked to the catalogue.

Ethan:

So you'd say that, so you said the goal was to commemorate 100 years since […] [laughs]

P2:  
[…] [Laughs] Exposition D’Art Irlandais, so basically exhibition of Ireland's Irish art.

Ethan:  
Umm, could you just tell me what the kind of technology we(could be were?) used, again? And so you said it's it's a web thing. I remember that says the web the website.  
P2:  
It's a Web based Web based application I I won't give you much information about the the the errr [thinking] virtual space and actually what technology and exactly how it works because I was, I'm not on that technical side of project and I don't really work with 3D or virtual environments. Errr [thinking] I know it works [laughs], I know it's a uh [laughs], it's It works, but I was primarily responsible for the design of the website and a little bit of the of the UI of the actual virtual space, so when you see the catalogue for example, I picked the colors and font and things like that too to make it look nice [laughs].

# Can you tell me more about the client for this project?

Ethan:  
um So who exactly were the was the client for this project? Can you tell me a bit about them as much as you can be great, yeah.

P2:  
So the client? So it was a I don't [trying to remember / word] It was probably ,as far as I remember, it was Trinity College Dublin uhhh uhhh, but there were few other players involved as well. So even though the the client was Trinity College Dublin, you know the funding bodies were obviously important as well. There was uhhh Trinity Long Room Hub, which is like a Research Institute uhhh Art Research Center, and I think there is something that came from the Department of Tourism, Culture and Arts and Geltech, from the government basically. So even though the the client was Trinity College Dublin, you know the funding bodies were obviously important as well.

[… Ethan checking transcript cuz missed something]

You can check it on the in the footer, actually on the website.

Ethan:  
Its on the footer on the website, I'll come and go back and check it there, OK.

P2:  
OK, so there's more information on uh, because I, you know, it's been some time ago and so I forgot the bits, but there is actually about the project and it says exactly, you know, on the website who the other(?).

Ethan:  
Yeah, I saw Trinity College but I didn't catch the rest. Yeah.

P2:

Yes, the rest is it's fine, just partners and the funding, uh funding bodies?  
  
Ethan:  
So overall, what were their sort of like requirements, like your partner's requirements for the project?

P2:  
So uhhhh [thinking] again, I don't remember the exact brief. Uh. Uh [longer thinking] but the I suppose the requirement was still uh [thinking], from you know what I was involved in was the website that, you know, the the [virtual?] space had to leave somewhere on the on the web so people can access it and people call it, you know it's websites essentially what people call it, microsites, Sometimes because it's like a little gate into the actual experience, so you always have to give some information, you know some, you know what it is about, and it's very important in this type of project, you know, to include the you know, the funders, the client and give the context of the project rather than just share a link to the actual virtual experience and without[?].

Ethan:  
Yeah it needs erm a a frame, I guess around it, right? Yeah.

P2:  
Yes, exactly. OK, cover or like you know, like contextual information, what it is about and obviously it's it's very important for the funders and you know to paste the logos and give all the contextual information. And so as far as I know, the that we had quite [breathe/sigh and think] So we it was required to build or to create a website for it, but as far as I remember there we didn't we weren't given any very specific guidelines in terms of how it's supposed to look like a styling, you know, look and feel or anything like that. So we created all that ourselves the the the website is designed, you know, try to keep it obviously simple. Uh and user friendly as much as possible and the the actual parallax effect that you see on the website with the frames behind it. It obviously links to the to the video, the promotional video that we created. So that was like a yeah to that, yeah [unsure] And so yeah, so we had, we had a, you know, a lot of freedom to, you know, to to control how it would look like. Obviously it was in the process itself, you know, it was signed off by the client, so they liked it.

Ethan:  
OK, so lots of freedom sounds good to be fair. Sorta left to do what you wanted to do.

P2:  
Pretty much, yeah. Obviously you have to run your [cuts out, it might be ideas?] and your, you know treatment, you know, by the client before you go further. So once they say, yeah, we're happy with this idea or this treatment or first, then you move on to the next next stage.

Ethan:  
So talking about your the clients for this one real quick, umm, so are they all based around cultural heritage or as though well looks like two of them are sort of more cultural heritage I'm not quite sure about the Trinity College but so.

P2:  
Uh, yeah. So, yes. Trinity College because obviously you know the Trinity College has a lot of as every, every university you know so many different departments, people and bodies within it. So it's like uh, uh, as far as remembrance, Let me check here in my email [searching emails] So there was a person called [Trinity College Doctor, Department of the History of Art and Architecture] who we dealt. OK, send you his link. So there was I [thinking] I wasn't involved in the, let's say I'm I'm sure there were meetings with the the client as a group of people. Uh that I [ned] I didn't necessarily I wasn't needed there to take part in those meetings uhhh in the beginning. Uhh But the main person that I dealt with, [breath and think] That I remember is the [Trinity College Doctor, Department of the History of Art and Architecture]. I just sent you the his bio there in the chat, in the Microsoft call chat. So he he is uhh He comes from art history? Yeah, he comes from art history background. So yeah, he's in in art history department, so he would obviously be a driving force of that project that we would deal with most of the time.

Ethan:  
And then so what types of institutions are these four that you worked with like, I guess Trinity College is a college, but are they like universities, museums, stuff like that or?

P2:  
This trinity college is a university, obviously, uh uh. Then what You can what you see in the the footer of the project. So it's it's Yeah, it's kind of funny with projects like that. Like generally, you know the we always say like you know there is a logo soup because obviously anyone who contributes in any you know meaningful or sometimes not for by you know sources, money time you know they are often <E: They get put in somewhere [laugh]> yeah the logo has to be there so it's it's you know from design perspective it's a nightmare like I we we designers hate dealing with those [feelings, reels?] of logos that they have to split it somewhere and they never work together because everyone is from different [parish?] obviously what you see in the footer of the project there is Trinity College Dublin which is the main main client or the main project I don’t know coordinator and then you have the Department of Tourism Culture Arts Gaeltacht Sports and Media which I can imagine gave some money to the project it's a government department of the Government that looks after arts and culture and then you have Trinity Long Room Hub which is a arts arts and Humanities Research Institute within Trinity so it's like one of their bodies in <E: So its another part of Trinity?> yeah part of Trinity and Triarch Irish Art Research Center TCD it's part of Trinity as well uh it's part of our <E: Okay, so its mainly Trinity?> yes it's all Trinity in the government logo signifies obviously funding or support and then when you about the project then you have it says partners in this exploration of the forging of modern Ireland and Irish identity include Trinity College Dublin the O'Brien's collection in Chicago so these are I suppose the [thinking] partners of the project, but not from from our perspective, So we wouldn't deal with any of those.

Ethan:  
So if like you with so you mainly stuck with Trinity, then did you say, OK

P2:  
Yeah, So because when you actually, uh, so it's so, this is let's say this, it's a bigger project and this virtual environment and website is just one of their outputs, let's say, because there were, there was some research and you know there was you know there was other errr [thinking of word] bodies, Let's say that supported this whole thing, that wouldn't necessarily have any need to to, you know, to erm, to be involved with. Uh, so that the so they have to be there because it's a part of a bigger, bigger thing, bigger initiative but.

Ethan:  
That they were sort of hands off, I guess, like from what you're describing.

P2:  
Yeah.

Ethan:  
Okay, that makes sense, yeah.

# With regards to your client for this project, can you talk to me about who you worked with on their side and your interactions with them during the duration of this project?

Ethan:  
So I guess in particular with Trinity College and this further on with the government side, can you talk to me about who you worked with on their side and your interactions with them during the project? I know you mentioned [Trinity College Doctor, Department of the History of Art and Architecture].

P2:  
Yeah so he would, it would mostly so I didn't participate in any meetings in person in that project in that project and I think there was around, you know, it was just after COVID or you know that that time frame, So I don't think there were any meetings in person actually happening. I don't actually remember. Ahhh so I would just be involved in few exchanges over email in terms of the design and that would be it for my side.

Ethan:  
Okay and is there any like roles from the other from Trinity College in particular, is it just so <P2 confused?>, is there anyone in particular you'd be exchanging those emails with?

P2:  
Just just [Trinity College Doctor, Department of the History of Art and Architecture], [Trinity College Doctor, Department of the History of Art and Architecture].

Ethan:  
Was it just just [Trinity College Doctor, Department of the History of Art and Architecture], OK

P2:

Like [Managing / Creative Director] obviously would be would be involved in much more communication. I you know, I was just told to [laugh] It was just the design stuff and just I was maybe copied in few emails with [Trinity College Doctor, Department of the History of Art and Architecture], but that would that would be it. I didn't have much [communication?].

[…]

And yeah, and the government, as I said, the logo is there because I assume there was some funding there from the government, but I didn't deal with anyone from the from that department at all.

# Using Miro board, could you sketch a flow diagram of the steps taken for this project, the way you understand it?

Ethan:  
So what I thought we kind of wanna make is just like a flowchart of the steps […?] the project takes from how you understand it basically.

P2:  
The whole project or just my my role or my part in it?

Ethan:  
Just from your understanding, so be more I guess more like your part.

Ethan:  
Your part understand how you understand it.

0:17:48.310 --> 0:17:49.830  
Ethan:  
Yes, it just makes more sense trying to explain it in my head.

P2:  
OK [confused] So those..

Ethan:  
did you, I sent you a link.

P2:  
Yeah, I'm I'm there actually, yeah. Umm.

Ethan:  
Yeah, OK.

[…]

P2:  
And so [pause and typing] So there is a virtual, you can see that, yeah?

Ethan:  
Yeah, I can see that yeah, yeah.

P2:  
That is virtual exhibition, And so that's sits in the correct microsite. That's what we call it.

Ethan:  
No, sorry, I may maybe I need to be more specific [some kind of babble], It's like a pipeline for how the project was made sort of thing, if that makes more sense

P2:  
OK, so I I don't know if I understand because I you see I, as I said, I was only I [thinking] So I was, you know, I was just asked to design Uh, the the look of the website and that was pretty much it. So I don't know how.

Ethan:  
So I guess ummm a flow chart for how you're the steps taken for designing the look of the website should be good. If not, it should be fine like how you understand it, basically or if you know like other steps that factor into yours.

P2:  
OK so.

--------------------------------------------------------------------------------------------------------------------------------------

P2:  
Design process, maybe put it this way? So and [thinking] So umm [pausing and thinking] the I'm trying to think how to [laughs] Uh, so obviously, yeah.

Ethan:  
It’s a big question, I understand. [laughs]

P2:  
No, I know. I just I and so.

Ethan:  
Yeah, it’s just really like your pipeline. So this step and this step, then this step, then this step sort of thing.

P2:  
So OK, so with [typing and thinking] So with any really projects like that, that would pretty much that's kind of my everyday workflow ehh So that's, people call it the ide- ideation and it can be sometimes brainstorming. It's basically process of, yeah, you know, [typing] brief ideas brainstorming. So I would be asked to do, you know, be given instructions. OK, we need we need a website for this for this exhibition to sit in and then we have to come up with ideas. What to how to create it. How to you know what's how it's gonna look. What it's gonna do. so from that, uh Uh, in the in this part, it's important to, you know, if there is any, sometimes you have very specific guidelines or you know you have to use the client's branding document, colors, images, things like that. So as I said, in this case we we didn't have any of that. We were just given green light to create something ourselves, so from that, so this is very initial initial step

and then the second one will be to create a wireframe. [pause and think] uh So it's like a skeler skeleton of the [typing] microsite basic functionalities. So uh the wireframe. So then you know, I would work on the wireframe and come up with screens. Uh, not screens. Sorry, [unintelligible] very basic layout of of the micro site. And decide that oh you click on this, this is what happens and and so on. So once that is signed off, then I would err.

Move on to some errr. Design ideas[typing]. Design draft [typing], I would call it. And then I would say uh [thinking] propose some like ideas, colors, styles, treatments. So just propose kind of a language or kind of a look and feel. [typing] So to make sure that. Because it's it's always very important for, for me anyway, to gauge as much information as possible before I actually do the work, because that I learned that from <E: You don’t want to redo the work [laugh]> from experience that you know you can get, you can very easily get carried away with the project and you're like ohh, you are really like this idea, gonna work on it and spend 3 days on it and then you know you present it and all of a sudden it's like no one likes it and it's absolutely wrong because it doesn't align with the the branding or the guideline or with something. So it's always to kind of run those things by the client or, you know, by the team or whoever you work with to make sure that you know you don't spend too much time without some kind of a confirmation that this this is the right direction to go. So then when I…

Ethan:  
Yeah, before going too far, having to turn around, yeah.  
P2:  
So then when they do so design draft, so obviously you know then I would create, sometimes I don't remember how many versions or you know things were involved in this particular project, but it weren't too many because it's quite simple project. So we obviously then, uh, so it's designed, let's say. [typing] There will be final design. So just creation of [typing] So yeah, so there's many, you know, design drafts, I would say rather than draft and what those things are agreed that you know this is all good and there is final design which again it sounds like final final design [laughs] but there can be few versions of it because yeah.  
Ethan:  
final final design version 2.

P2:  
Final final yes, you know [laugh / smile].

P2:  
Uh, so then you have the final design and obviously then the part part of it is from my side obviously not necessarily you know that's [noth?] nothing to do with the client, but it's delivery for the development. So [Web Developer] would be the one who created this build this website. So then I need to Uh uh, give him all the assets [and?] information and you know, uh design files that he would need for for it. I work in, actually maybe I can I can put it here [typing] I use Adobe XD and miro for ahhh Actually, no going to put it here, sorry. So for the idea- idea- ideation, let's say we would often use miro because it's it's a nice way of, you know, working kind of a collaboration and presenting your ideas, adding comments and things like that. I [use?] Adobe XD the software for creating the wireframe and and sometimes I don't exactly remember what I used in this case, but sometimes depending on the scale of the project and how advanced the [thinking], I don't [thinking], advanced the [thinking], the functionalities, you know, the interactions are sometimes I would use other adobe XD sometimes miro board, uh either or [unintelligible] This is very basic basic layout and then for design I would always use Adobe XD. And same here Adobe XD and then there is ahh at the end of it. I would so give the link to the project to [Web Developer] where he can see everything clearly for his development. So you can see the exact colors, fonts, layouts, you know, proportion sizes, the dimension…

Ethan:  
And then he would implement it then right basically? OK.

P2:  
and then he built and obviously, uh. So that sounds very straightforward and simple, but there is a ahh and I would call it [thinking] there is [thinking] Implement, so there's implementation, maybe I'll call this way. So that's where, uh [typing], design tweaks, uh. So [Web Developer], for example, comes back to me and says yeah I build it, here it is and then I look at it and said no, we need to move this to the left, this to the right, this has to be bigger. So working with developer uh [so that kind of] happens mostly on miro, so I would post I would create, you know, a board on miro with screenshots, how you know things how things look in reality and then you know some of the images from the design actually and compare the two and point out that you know this should be bigger or smaller and things like that and then that sometimes you know that's takes one or two gos sometimes 10. So it all depends on, and so [unintelligible] that's and that's pretty much it.

# P2 Seeing Ireland Pipeline

## Stage 1 – Ideation

### Describe the beginning of this stage?

### Describe what occurs during this stage?

### Describe what this stage ends with / how you know this stage is completed?

Ethan:  
I'm just gonna run through and make sure so starting with the ideation, I think you you did describe what happened at the start of this stage. Uh, you’ve given me tasks that occurred during the stage with the brief, the ideas and the brainstorming. So ermm how do you know when this stage is complete?  
P2:  
Uh, I suppose. Uh. I think it's I make that call the. I think so because if if I you know if that's obviously I was solely responsible for this design. So I when I felt that, you know, I have all the information I I need, but also all the information I can really get because obviously sometimes you need information that it's not there and you have to kind of deal with it. For example, the colors or the fonts so that we weren't given any specific font to use or colors. So I can't get this information from anyone. I just really need to go with my own kind of, you know.

Ethan:  
Your gut instinct, basically, yeah.

P2:  
Yeah, and taste and obviously think about it, you know and you know that that's that's where the I suppose the visual because I my background is in the history of art So my visual, I don't know how to call it [thinking] Skills errr coming into play because when you look into project like that and errr when you go to the website and [stammering?] we didn’t in the whole process errr we didn’t have errr time and it wasn’t actually part of the project from the there was no resources ,as such, from the client and from us to allocate for example for proper user testing in terms of, you know, checking how people the design resonates with people, should it be more modern or old fashioned, all those things. What you normally do when you have big, big corporate jobs. So when you have teams of people that working on those aspects, then you have time and resources and and space to do that. We unfortunately don't, so it's so I'm lucky that you know I have a good understanding, I think of of Web of design and web experiences. So for the bigger project, you know I knew for example the fonts, to use the shouldn't be really, for example, I wouldn't go for something super modern and you know flashy because the project you know, first of all, it's a it's a part of, you know, Irish cultur[al] history, and so it's quite important topic and that comes with things like you know, erm [thinking] respect and seriousness and you know, you want to keep it, you know, nice and proper rather than just play.

Ethan:  
[garbled] appropriate, yeah, yeah.

P2:  
Yes, I wouldn't go for a flashy color, so that's that those all those things happen in the in that ideation process that you [cannot – im not sure if this is cannot, maybe its kind of?] get [if?] this idea of you know what what it's supposed to, it's supposed to do, but also it's important that that stage that I understand what that microsite supposed to do. So OK, it's a for people to get the information, uh [thinking], you know, these are the functionalities so, you know, read more about this, more about that. So that's all informs the wireframes. That's more functional rather than actually visual, If that makes sense.

[…]

P2:  
No, the ideation, basically, you know, once you know, once I have all the information to proceed to the next to the wireframe design.

Ethan:  
So you think you've got everything you want <P2: Or need> to make an effective wireframe, OK.

P2:  
And sometimes you don't have all the information, but you know you have to go ahead and move to the next.

### From Noho, who (job roles) is involved in this stage?

Ethan:  
So from Noho, who's usually involved? So like job like like in terms of like job titles. So I guess obviously you're involved, but as anyone you work with or?

P2:  
So the ideation usually happens with the core core team working on the design, because- working on that project, because some projects, so it there is 11 of us at Noho, but doesn't mean that's all eleven people are always involved in every single project. And also let's say four people are involved in, let's say this project, but that doesn't mean we are all involved to the same degree. Which, you know [Managing / Creative Director] will be involved from very start to the very finish in this project. So he would, uh, have insight and he would be part of the whole process. So with me on the design then with [Web Developer] on the virtual, uh space and I think the I don't remember who has worked on that project was [Senior Unity Developer] or [3D Artist] or but [Web Developer], [Managing / Creative Director]and myself, I think we were key people so obviously.

### From the Client side, who (job roles) is involved in this stage?

Ethan:  
And from the client side who's involved? Or is it still very much an internal process in this particular instance?  
P2:  
This this is it depends, in this case, I think it was internal, so I think [Managing / Creative Director] [Managing / Creative Director] had obviously the the the main meetings with the clients, and so there was no need for me to be involved because there are so many different aspects of that project, and then just [Managing / Creative Director] basically sat down with me and said, OK, this is what we need, This is what I know from the client and that's that's pretty much it.

### Can you describe the tools you used during this stage?

Ethan:  
OK, you've described the tools you used, so you've got Miro, Adobe XD and I think you did say why you use them.

P2:  
Yes, the reason I use Adobe XD, its Uh, because we have Creative Cloud subscription and Adobe XD is part of it, which makes sense. There is another tool that I haven't used, but if I didn't have Adobe XD subscription I would use it. Its called Figma.

[…]

Yeah, Adobe XD and Figma would be the key, like prototyping software out there.

### Would you consider this stage “unique” to this project

Ethan:  
Would you consider this stage like unique to this project? It does sound like... What do you think?

P2:  
No. no, no, that's that's the uh, what I did this even all those five steps here that you see that would be pretty much Uh pipeline for majority of the projects I'm involved, when it's about the design, uh.

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:  
You didn't have any collaboration with the client during this stage. No

P2:  
No, no, no, no.

## Stage 2 - Wireframe

### Describe the beginning of this stage?

Ethan:  
So what's the beginning of what happens at the beginning of the wireframe, as you're making the micro site. you make the skeleton of the microsite and you have, as I understand it, yeah.

P2:  
So ahh yes. So I create a wireframe, so I create a, you know, home page. So home page in this case you know it's [deferred??? Not sure] the main screen so and then if you have any links on the home page that's err [thinking] Take you somewhere else. Then you add another screen for that and then you you know, so it's it's a yeah, it's a layout of the of the experience. So you have the home page and then let's say on the home page there is a you know, there's a video which, you know when you click you go full screen to the video. Then if you click on the menu, the menu opens and then if you click on the foot[er?] on the [for?] example logos on the and the footer then you're brought to their websites and so on. So you include all those things in the wireframe to make sure that's you know. But it the wireframe doesn't have any, let's say visual treatments, so it's very simple. It's pretty much look like this pipeline here. It has just screens and arrows and basically says. So I need to do that first to so I know exactly what the website supposed to do. So it's like a mapping user journey or there are different ways of calling it.

### Describe what occurs during this stage?

### Describe what this stage ends with / how you know this stage is completed?

Ethan:  
[…] how do you know that this stage is complete?

P2:  
So once I covered based on my you know on the information I had and what the websites supposed to do, and I just obviously check it against the the the wireframe I created, if I have all the screens, all the functions and you know things covered, then I run it by [Managing / Creative Director] And so sometimes we run it by the client. In this case, I don't remember. I don't think we run it by the client. I think it was just, you know, I had a quick meeting with [Managing / Creative Director]just to say, OK, do you think it's alright, correct and makes sense. And he would say, yeah, fine. And you can send that and then I start designing the the actual look of it.

### From Noho, who (job roles) is involved in this stage?

Ethan:  
So again, from Noho, who is usually involved in this wireframe stage.

P2:  
So [thinking] In this project, I think it was just [Managing / Creative Director]. Uh But on some occasions would be [Web Developer] and whoever is building if if it's a web based experience that would be [Web Developer]. For example, if it's unity that would be [Senior Unity Developer], which means they can have a you know they can have very quick just glance over it to make sure that it's fine from their side because you know I can come up with some funky thing that uh, you click on that and it's, I don't know, there's a flip and goes there and goes back there, and [Web Developer] would say, like, this is absolutely impossible, or [Senior Unity Developer] would tell me that. So you know on the, on the, on the project like this when it's just a website, you know I'm I'm aware of, let's say of limitations. So you know, I'm not designing anything extraordinary, You know. If I want to or if I had to, then I would then [Web Developer] would be more involved in wireframing process or [Senior Unity Developer].

### From the Client side, who (job roles) is involved in this stage?

Ethan:  
And on the client side, did you collaborate? Did you? Was anyone from the client side involved in this stage?

P2:  
No, not this particular, no.

### Can you describe the tools used during this stage?

Ethan:  
And then we talked about the tools, so using XD and miro assume the reasons are the reasons the same, just because it's what you yeah, OK.

P2:  
Yeah.

### Would you consider this stage “unique” to this project ?

Ethan:  
And you said this wasn't you[unique], None of these stages are unique

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:  
[…] and there's no collaboration, so we can skip that bit.

## Stage 3 – Design Drafts

### Describe the beginning of this stage?

Ethan:  
[…] So what that happens at the beginning of this phase.

P2:  
So, uh, I take the wireframe and I uh, so take the wireframe, which is the, you know the the very base of it and then I design ahh come up with a design for uh the whole thing. So I look for any graphic elements that I might have to or need to or want to use. So in this case, I knew that we had the windows from the video, so I want to incorporate that somehow in the design and we briefly agreed on the colors in the ideation process that it should have, you know, kind of a green dark green and muted colors, you know, nothing, nothing really outstanding and kind of go with the, you know, when you think about it, you know, 1922, beginning of the, you know, start Irish State is is established and obviously there was a very like a national treatment of you know in arts and culture the green color and all that. So kind of keep it in that very kind of a historic ahh look and feel. So I applied those colors and then I search for nice fonts that would go with it. That would kind of. So I would go. I often use Google fonts. We sometimes use Adobe fonts. Of course, you sometimes you are given fonts from the clients that you have to use. In this case I I don't remember. I think I use Google Fonts because they're, you know, they're very easy to use and very, you know, quite often very web friendly as well [so I pick] the fonts and I all had all those things that are applied to the wireframe. And so what I in this process what's happening as well is that I run the I check for things like accessibility. I don't go very deep in into that because we don't. Normally we don't have enough resources and time allocated in projects for it, but I at least to the very very minimum, I want to make sure that I and that if I have text against, for example uh, [white?] text or whatever bright text against green background, that there is enough contrast that it's it's readable and it's easy to read. So whatever designs I come up with, I kind of run it by by, theres few tools online that you used to to to test that.

[…]

So then you know, I simply applied the, you know, uh, the colors, fonts and you know, any graphic elements, that I came up with where I was given, you know, to the wire frame. So the wireframe now it's the same as it was, but now has colors and its buttons, Nice graphics.

### Describe what occurs during this stage?

### Describe what this stage ends with / how you know this stage is completed?

Ethan:  
So how do you know that this stage is completed?

P2:  
Ahhh so I run it in, In that project, I would have version one ,for example, I would show it to [Managing / Creative Director] and he. Uh, we would probably just go through it and decide, OK, maybe we need some darker color or, you know, make this font smaller, bigger or things like that. Little tweaks and once you know uh, he's happy with and I'm happy with, then I would go for the ahhh sometimes I don't ,again, I don't remember if if [Web Developer] was involved in that stage, but sometimes the developer, whoever is building it, would have a quick look as well. And then once [unintelligible, could be everyone?] happy, we just go ok, let's prepare the final errr final design document for development.

### From Noho, who (job roles) is involved in this stage?

Ethan:  
And is there anyone else from know who's involved in this stage apart from yourself and [Managing / Creative Director]and [Web Developer], on occasion?

P2:  
No.

### From the Client side, who (job roles) is involved in this stage?

Ethan:  
And are there are the clients involved in the stage at all?

P2:  
ahhh the clients I again, it depends [thinking]. Normally yes. When it's very lasts, let's say version or the version that is almost final ahh again it, it depends, It depends. You know, if we have a lot of guidance and information from the client to follow, then we we would involve them very early and kind of check every decision you know not every decision about every version against what they asked for in this case because it was up to us to create and just propose the design, we wouldnt necessarily do that and every with every version. But in, definitely in this design draft process, we would have at least one or two calls with the client or some presentation to just say, OK, this is what we ahh what we come up with and basically say and I don't exactly don't remember if how many calls or how many meetings we had about it in this project and but I as far as I remember it went very smoothly that you know there was no major shifts in the design approach.

Ethan:  
Uh, do you remember who that would have been from the client side? A job title would be.

P2:  
[Trinity College Doctor, Department of the History of Art and Architecture]

Ethan:  
[Trinity College Doctor, Department of the History of Art and Architecture] OK?

P2:  
That would be the, I think again, [Trinity College Doctor, Department of the History of Art and Architecture], but I can imagine probably was also other people involved because, you know, ask again, I I don't I don't really remember, but it was definitely would be [Trinity College Doctor, Department of the History of Art and Architecture]and someone else.

### Can you describe the tools used during this stage?

Ethan:  
So we've talked about the tools, Again, it's the Adobe XD.

P2:

[Nodding]

### Would you consider this stage “unique” to this project ?

Ethan:  
The stages weren't unique […]

### Can you describe any used between yourself and the client during this stage?

Ethan:  
[…], and we've talked about your collaboration in this process, You said it was emails or presentations mainly, right?

P2:  
Yes, we you know.

Ethan:  
Was there anything else, or was it just those two?

P2:  
Just those two, I suppose.

Ethan:  
just those two, OK

P2:  
Maybe you would share Uh link to Miro boards uh Or maybe you know very. I don't know, just PDF, but yeah, it was It wasn't really anything sophisticated [laugh] to just very basic.

Ethan:  
[Laughs] just a simple email [laugh] and Google chat.

P2:  
Yeah, exactly.

## Stage 4 – Final Design

### Describe the beginning of this stage?

Ethan:  
So what would you say happens at the beginning of the final design stage?

P2:  
So that's that's very, you know, once the design is signed off by the client or client is happy and we are happy on our end, I just, I just tidy up the design, So [Web Developer] would have all the assets that are needed, all the graphics and would export them into a folder called assets where he has all the PNGS, let's say of any graphic elements and he would have a Adobe XD file as a link that he can open on the web page that gives him, he clicks on any element that he can see the colors, the fonts, the sizes and pixels and all that. That's helps him obviously to build it and that's that's pretty much it and that's that just that would be just me and [Web Developer].

### Describe what occurs during this stage?

Ethan:  
And then I think you just described what happens during this stage.

### Describe what this stage ends with / how you know this stage is completed?

Ethan:  
And then how do you know when this stage is complete?

P2:  
Oh it's just just my call if I know I have everything, yeah.

### From Noho, who (job roles) is involved in this stage?

Ethan:  
So you mentioned that you and [Web Developer] are involved from Noho, Is there anyone else?

P2:  
Yeah, no.

### From the Client side, who (job roles) is involved in this stage?

Ethan:  
How about on the client side? Is anyone involved from the client side?

P2:  
[client] Side no.

### Can you describe the tools you used during this stage?

Ethan:  
And you said you've explained why you use Adobe XD again.

P2:  
mhmm.

### Would you consider this stage “unique” to this project ?

Ethan:  
Again, this stage wasn't unique […]

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:  
[…] if there's no collaboration, I can skip that one.

## Stage 5 – Implementation

### All Task Questions

Ethan:  
Last one on the implementation one so.

P2:  
And so that's that would be pretty much the same as the final design. So it's just me and [Web Developer] and you know he builds it and he comes back to me with with the build website. I have a look at it. I compare it with the design and see you know what needs to be tweaked and I would come back to him and say, oh, listen, you know, you know, this needs to be bigger, smaller. This needs to change and that exchange my you know we use Miro Board because it's easy to add comments that use. You can resolve them very easily and it's very visual so it to write lengthy emails or anything like that and that's that usually takes few stages between me and him to kind of, you know, sometimes it's a compromise as well that I asked him to move something and make smaller, bigger But then he says, oh, this cannot be done this way, because whatever, if something happens or something, something need to kind of compromise on somethings. But anyway, once I'm happy with with the development and you know I think, OK, it looks the way it's you know we wanted to look and everything works, then we just basically say, yeah, and we sign it off. So so you give it to [Managing / Creative Director]and client basically to to have a [Managing / Creative Director]to have a look and usually it's just a just for him to say, yeah, fine and forward that to the client.

### From Noho, who (job roles) is involved in this stage?

Ethan:  
OK, so you thought haven't, did you, I think I think that you said what happened at the start, what happened during what happens at the end, so the in involved in this stage it would be you, [Web Developer] and [Managing / Creative Director] usually for this one, right?

P2:  
It would, to be honest, It's uh. It's just me and and maybe I should say umm and [unintelligible] add maybe one more step so it's a bit clearer [typing]. Uh, so it's delivery. Uh. Alright, just sign off, I suppose. Uh, so yeah, the implementation will be me and [Web Developer] uh. So he he's implementing it and you know of we go back and forward on any tweaks and then we're happy with that, [Managing / Creative Director] has a quick look and then once that done we then deliver that to the client. And so in the implementation itself, the client is not involved. The delivery then is between, let's say, [Managing / Creative Director]and the client. So the client gets the final thing.

### Can you describe the tools used during this phase?

Ethan:  
We talked about the tools stage, you said, again.

### Would you consider this stage to be “unique” to this project?

Ethan:  
you said none of these stages are particularly unique.

P2:  
No, no, no, no.

### Can you describe any collaboration between yourself and the client during this stage?

## Stage 6 – Delivery

### Describe the beginning of this stage?

Ethan:  
So the delivery, if we just run through it just to grab the last few chunk for that, if that's OK. So I guess what happened at the start of the delivery stage, you just?

P2:  
So it's uh again, that's that would be delivery of the rather than just the website with delivery of the whole project.

Ethan:  
ohh the whole project, OK.

P2:  
Uh, so you know at that stage the website everything has to be ready working. And so, you know, everyone's happy with and then just no issues and there is delivery of the whole project which means the website goes live and you know and that's it work is done.

### Describe what occurs during this stage?

Ethan:  
So you've described what occurs during this stage […]

### Describe what this stage ends with / how you know this stage is completed?

Ethan:  
[…] you said what happens at the end of the stage and then you mentioned.

### From Noho, who (job roles) is involved in this stage?

Ethan:  
So the job roles from Noho again, that would be?

P2:  
That would normally be, you know, the the main contact. So in this case would be [Managing / Creative Director], who's dealing with the client and the final deal.

### From the client, who is involved?

Ethan:  
And then from the client who's involved as well.

P2:  
So that was [Trinity College Doctor, Department of the History of Art and Architecture] erm I supposed [thinking].

Ethan:  
someone else? [unsure what I am saying, maybe just carrying on P2’s sentence, P2 was thinking towards the end?][laugh]

P2:  
I don't know about. It would be my main contact for this project, so that was that.

### Can you describe the tools used during this phase?

Ethan:  
And then do you know what tools are used during the delivery stage?

P2:  
And no, there's no it's it's there is not.

Ethan:  
Just like formality sake, I'll just run through the question. Yeah.

P2:  
It's not, not relevantly because the apps you know the the virtual, it all sits on the website says essentially on web based or online you know it's it's a link but there is no tool.

Ethan:  
Yeah, Google [laugh].

P2:  
[laugh] Yeah, there's no tool as so deliver that it just basically saying, yeah, it's there, it's live. So we can. [unintelligible]

### Would you consider this stage “unique” to this project ?

Ethan:  
And I'm guessing this stage isn't unique as well? You said it's all pretty standard across the board?

P2:  
Yep, yeah.

### Can you describe any collaboration that happened during this stage?

Ethan:  
And then, umm, can you describe any collaboration between you and the client at this stage? Or is there no collaboration?.

P2:

No

Ethan:

No collaboration?

P2:  
No job is done here.

# Would you describe any of these stages as a bottleneck?

Ethan:  
So looking again at these stages, would you describe any of them as being like a bottleneck in your process?

P2:  
The bottleneck. any of them can become a bottleneck, Really again depends on the project. You know, sometimes the ideation, you know, my my take might be bit, you know, at the start it might be a bit bumpy. Uh, sometimes the wireframe. So it's it, I think depends on the project. I wouldn't necessarily say that in this pipeline that I would use in most of the projects that any particular stage is a bottleneck. For me, it all really depends on the project. Uh, quite. You knows those like we have all those boxes are exactly the same size here, but sometimes you know the ideation can be a really a fraction of the whole thing would be very quick, easy. And in this case it was. Wireframe was easy as well because it's quite simple project for me to work on the design drafts, probably took a little bit more time. The final design again, that's kind of a, you know, a little bit more time. Again, implementation that's usually takes a little bit more time, again because you know there is, uh, you know, there's a me who is the visual person and there is [Web Developer], who's developer. So obviously that takes a little bit of time to get all those tweaks done and delivery is pretty much you know quick and easy.

Ethan:  
So you said ,just so I’m understanding, So it's just very much depend on the project as to what becomes a bottleneck, you said.

P2:  
Yeah.

Ethan:  
OK, that's interesting.

# Do you think any of these stages could be modified with the addition of a different tool or piece of technology?

Ethan:  
So do you think any of these stages could be modified with the with the addition of a different tool or a piece of technology?

P2:  
Yes [long yes] Yes, I suppose the you know, if we had and I'm not sure about Figma, but I I there is soft[ware] I there are ways to do it if for I think Figma actually if I use Figma could probably export some of the design elements that directly as a code which would then maybe speed up [Web Developer]'s process as a result uh. So that would be maybe in the prototyping, you know if I use Figma, maybe this process would be a little bit again I don't know I haven't used Figma really in any of the projects you know to answer [unintelligible], but maybe that would make a difference err.

Ethan:  
OK, so the general prototyping stage could be, Uh, Modified to sped this to you (?). I guess what you're saying, yeah.

P2:  
Yeah, I suppose you know there there might be ways of, you know, get the design [thinking] You know to from the design to implementation to make it a little bit, you know, maybe quicker. Uh there or just, you know, more efficient maybe.

Ethan:  
So maybe not thinking about a tool that exists, what kind of like features would you want out of a tool to help speed up your process? Maybe what like?

P2:  
So I suppose that if my design, you know if the design was the as simple as you know, drag and drop, uh, no [laugh]. If I if you know I'm, I think we are getting there and we will be there soon especially with AI now and that's you know, I instead of me creating all that and giving to [Web Developer] to build, you know, from scratch, you know, there will be a way to simply say, OK, create this website, just turn it turn you know and while you drag and dropping and those things are already there, so it's not like a rocket science, and then you know in the background, code is being, you know, created and then at the end of it, you're happy with that, you just grab the code, put it on the website, and here you go <E: put it somewhere> yeah, I’m not saying that would remove the development or the developer from the process, but it would streamline the whole thing, make it easier, so that we, uh, you know, it’ll be just tweaks for [Web Developer] for example, rather than building the whole thing.

# ExtraComments

Ethan:  
Anything else you want to add?

P2:  
No, not really. Uh, this was this was quite straightforward project to work on. [laugh]

Ethan:  
Yeah, it's a good one to start with. [laugh]