

Measuring our Interaction with Digital Heritage Apps ‘in the Wild’

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The [Brecon Beacons National Park Authority](#) delivered the Award winning ‘[Walking with Romans](#)’ App to in order to open up the Roman heritage of two Scheduled Ancient Monuments to a wider audience by making it easier to access and more enjoyable, thereby increasing the number, length and value of visits.



Having successfully evaluated the quantitative outcomes of the project, such as number of downloads and number of people using the App on site, we teamed up with Dr Tom Smith (School of Geography and Planning) and Dr Ria Dunkley (Sustainable Places Research Institute) from Cardiff University to trial some new methodology to help us evaluate the qualitative outcomes and develop a rich description of the experience.



Our methodology derived from Human Computer Interaction, Human Geography and Social Interaction Research and used two methods: on-body

video recording of experiences and post experience interviews. These methods gave us an insight into what people actually do, how they interact with each other, how they collaboratively solve problems, and what meanings and experience are generated through these interactions.

The research generated significant data which we are in the process of analysing, but the initial finding can be roughly divided into four themes: Navigation, Interpretation, Social Interaction and Design. This presentation aims to give further details about the development and content of the App, the research methodology and some of our initial findings about how we can measure people's interactions with digital heritage Apps in the wild.

