

Interview of a kitchen designer, namely Sarah Burrows, Kitchen & Bathroom Specialist,  
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Whangarei, Northland - <http://sarahburrowsdesign.co.nz/contact/>



**1. Sarah's Professional History to-date.**

At 17 Sarah started a 1 year Diploma in Interior Design full time in Christchurch. She secured work experience with Mico Bathrooms whilst still studying and then was employed by Mico mainly in Design and BathroomWare.

Made redundant after 3.5 year Sarah was out of a job for 3 months until a position came up at Placemakers and she worked there for 6 months. A tough dog-eat-dog environment and thrown in the deep end she found it difficult with no support and learning new systems as well as stepping up to the plate each day.

Moving onto more manageable hours, Sarah moved employment to work at a small Joinery firm and worked for them on Kitchen, Wardrobe and Vanity/Bathroom Design for approximately 3 years until the Christchurch earthquakes turned the city and its people literally upside down and many businesses' including this one into were forced to close their doors.

After only a short downtime, Sarah moved on to another fine joinery firm, namely Finesse Joinery and realised she was attracted to entering Design Awards and the opportunities they created. She therefore signed up with NKBA –(National Kitchen & Bathroom Association) for ongoing training and has not looked back.

Sarah gained a highly sort after position as a Designer & Project Manager for Agility Building Solutions, and although she had to learn new programmes (Vector Works) she thoroughly enjoyed her work. Progress came along with an offer for her husband Richie to move to Whangarei and North they went.

On arriving in Whangarei, Sarah investigated the market and decided to set up her own business, this meant buying back the design programme and making a serious financial commitment in order to commence this path. Presently Sarah is achieving in all facets of her career and business and has also diversified by working as a colour consultant and part time designer for another joinery business. She is highly sort after.

**Describe the Contents of your "Client Design Bag" which you take with you when interviewing clients.**

Sarah has elected to become more IT Savvy with her Brief Bag and thus using the following equipment:

- 15" Touch screen laptop with the Vector Works Design programme on it.
- Cellphone with HotSpot (Instant Connection to WiFi onsite) allowing easy accessibility to resources to show clients
- Laser Tape Measure – which synchronizing directly to her laptop
- Normal Tape Measure as Back up
- Square/Graph Paper for a quick sketch
- Pen/Paper
- Samples in car and available if required.

2. What questions do you ask your clients? **Do you have a written “Brief” that you work to/from when interviewing clients.**

- I do use a Questionnaire sometimes but not always.
- I focus on Getting to know my clients. Reading them, Observing them and their living habits/arrangements when on site.
- Sometimes I just take notes, trying to avoid paper these days, so she types directly into laptop via “One Note”.
- Have a file for each client
- If anything is omitted that I require then I normally email the client for the additional information. They are usually very happy with this and also happy with the regular contact.

2. Antonio Citterio is an Italian, born in in Meda. He started his design office in 1972 and graduated in architecture at the Milan Polytechnic in 1975. He worked in association with Terry Dwan and together they created buildings in Europe and Japan. Antonio is currently working in the industrial design sector with Italian and foreign companies.



Industry.

Since 2006 he has been an architectural design instructor at the Academy of Architecture in Mendrisio (Switzerland) and in 2008 he was honoured by the Royal Society for the encouragement of arts, manufactures and commerce of London – which gave him the title of Royal Designer for



Antonio Citterio - “Above all, I am an architect,” says Antonio Citterio. His work as a designer exemplifies this statement because he makes the entire room the focus of his creative activity. Citterio crosses the boundaries between the form and function of an object and strikes a harmonious chord between tradition and innovation, an approach that helped his Axor Citterio collection redefine the bathroom. Though he may be an architect at heart, Citterio brings many years of product design experience and a unique vision to his creations. **Antonio Citterio gave the bathroom a new space**

***“To cook is to make a mess. Life is messy! This is the place we gather, where our children do homework, where we cook and break bread together. So, it is full of stuff. As the living room shrinks and turns into more of a private realm, the kitchen is absorbing the dining room and the placement of the table is becoming as important as the design of the kitchen itself.”***

### 3. Interview a Shop Assistant/Salesman

I was fortunate enough to be able to interview Jason to discuss his selling techniques:

**Jason Kingi** - ELECTRICAL WHITEWARE FLOOR MANAGER

Commercial & Insurance Branch Consultant

*"Kaua ma te waewae tutuki engari ma te upoko pakaru..."*

*(Persevere with determination don't be put off by small obstacles...)*

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#### 1. What area of Harvey Norman's do you mainly sell in? ie Domestic Appliances / Whiteware

*I am predominately based in Whitegoods and one of the floor managers for the electrical franchise I manage the white goods area along with commercial insurance etc.*

#### 2. What are your selling techniques, ie as a potential customer comes into your area, do you have a checklist/process/particular technique you use – are you able to list this for me please.

*We have an internal vibe system that is a customer focused online training system that comprises of modules that have to be completed with in a time frame ranging from greeting the customer to after sales service and Retail POS system. We have a sales process that starts with acknowledging the customer through to closing the sale.*

1. Greet all customers
2. Smile and emotionally connect
3. Answer the phone with in 5 rings
4. Introduce customers to next person in other departments
5. Follow customer service standard process
6. Use your best judgement
7. Know your product well
8. Respect your customer
9. Solve problems quickly
10. Follow up on every lead

The five step process for us is:

1. Greet
2. Rapport
3. Qualify
4. Recommend
5. Close

4. Client Brief (A live document)

# CLIENT BRIEF

<b>Client Name/s</b>	<b>Address</b>	<b>Appointment Location</b>	
<b>Phone #'s Home Work Fax</b>	<b>Mobile #</b>	<b>(Any Special Directions)</b>	
<b>Email</b>	<b>Preferred Contact</b>	<b>Appointment Date / Time</b>	
		<b>Home / Work / Mobile</b>	

<b>Style of Kitchen / Scullery / Bathroom (Ensuite) / Laundry</b>	<b>Notes:</b>
<b>Approximate Age</b>	
<b>Budget Range</b>	

<b>Room</b>	<b>Architectural Style Orientation (Positioning/Placement) Size Walls Construction &amp; Colour</b>
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**Assignment 6 – Designer Job**

Jan Walters  
 janw@guyco.co.nz

	<p><b>Walls Height</b></p> <p><b>Floor</b></p> <p><b>Flooring / Toe Kicks</b></p> <p><b>Ornamentation (Decoration/Enhancement)</b></p>	
<p><b>Family</b></p>	<p><b>No. of Members</b></p> <p><b>Age / Height</b></p> <p><b>Pets</b></p> <p><b>Cooking &amp; Lifestyle</b></p> <p><b>Shopping Habits</b></p> <p><b>Entertaining</b></p>	
<p><b>Style of Kitchen</b></p>	<p><b>Classic</b></p> <p><b>Country</b></p> <p><b>Modern</b></p> <p><b>Industrial</b></p> <p><b>Retro</b></p> <p><b>Contemporary</b></p> <p><b>Eclectic (Varied)</b></p> <p><b>Eccentric (Unconventional)</b></p>	

<p><b>Design /Ergonomic Function</b></p>	<p><b>General Aspect</b></p> <p>Special Design Features</p> <p>Colour</p> <p>Texture</p> <p>Other Centres Activity in the Kitchen (M.A.D. Area – “Make A Drink”</p> <p>Flow</p> <p>Access to Other Rooms</p> <p>No. of Cooks</p> <p>Right/Left Handed</p> <p>I.T. Requirements</p>	
<p><b>Cabinets, Storage, Hardware, Handles</b></p>	<p>Material / Finish of the Cabinets</p> <p>Overall Height of the Kitchen</p> <p>Specific Details (Cutlery)</p> <p>Specialised Cabinets (Pull Outs)</p> <p>Storage Requirements</p> <p>Accessibility (Access hardware, depth of cabinets)</p> <p>Handles (Code, Placement &amp; Sizes)</p>	

**Assignment 6 – Designer Job**

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<b>Benchtops</b>	<b>Material</b> <b>Finish</b> <b>Thickness</b> <b>Edge Profile</b> <b>Height</b> <b>Special Shapes</b>	
	<b>Sinkware</b> <b>Tapware</b> <b>Hot/Cold Instant H2O</b> <b>Detergent Dispenser</b>	
<b>Splashback</b>	<b>Glass</b> <b>Tiles</b> <b>Stainless Steel</b> <b>Mosaic</b> <b>Wallpaper</b> <b>Other Options</b>	

Appliances		Sizes / Brands / Colours	Functions / Placement / Integrated
Cooking	<b>Freestanding Stove</b> <b>Oven 1</b> <b>Oven 2</b> <b>Hob 1</b> <b>Hob 2</b> <b>Microwave / Trim Kit</b>		
Exhaust	<b>Extractor</b> <b>Ducting</b>		
Refrigeration	<b>Fridge 1</b> <b>Fridge 2</b> <b>Freezer</b> <b>Wine / Beer</b>		
Recycling	<b>Waste Disposal</b> <b>Waste (Rubbish) Bins</b>		
Washing	<b>Dishwasher</b> <b>W/Machine</b> <b>Dryer</b>		



Assignment 6 – Designer Job

<p><b>Trades</b></p>	<p><b>Building</b>                      Electrical (Induction Cooking?)                      Plumbing / Gas / Water Pressure                      Tiling / Glazier                      Painting                      Floor Installation</p>	
<p><b>Other Considerations</b></p>	<p>Relocate, Extension                      Larger Building Project                      Mobility                      Finance</p>	
<p><b>Timeline</b></p>		
<p><b>Budget</b></p>		

5. Three (3) things about myself that will be memorable for my clients & help them trust me.

- i. I listened to them, asking them about their needs with open-ended questions.
- ii. I made them feel important
- iii. I made them feel comfortable and that I would be able to satisfy their needs.

# FLOOR PLAN (Mud Map)

**Harvard Reference Guide - Research Links to Search Info**

Type of Resource	Format	Bibliography Example	In Text Example
Article in Module Provided (#6)	Emailed & Printed off for my File	Received via Email	
Interview	Sarah Burrows	06.05.15	<b>Page 1</b>
Internet Google	<a href="http://www.boffi.com/en/designers/antonio-citterio.aspx">HTTP://WWW.BOFFI.COM/EN/DESIGNERS/ANTONIO-CITTERIO.ASPX</a>	<b>05.05.15</b>	<b>Page 2</b>
Internet	<a href="http://www.dwell.com/future/article/antonio-citterio-kitchens-future">HTTP://WWW.DWELL.COM/FUTURE/ARTICLE/ANTONIO-CITTERIO-KITCHENS-FUTURE</a>	05.05.15	<b>Page 2</b>
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