Abstract

The aim of this writing is to explore restaurant design in relation to the opinion and awareness of the local people. The human psychology plays a large role in the response of the market. How successful or unsuccessful an idea or space is will depend on the reactions of the customer and this can aid in creating a more successful design approach. The schema theory was developed by R.C Anderson and first used in 1926. R.C Anderson being a psychologist realized that each person has a schematic on various topics. A ‘schemata’ comes from a person’s experiences and observations in daily life and these create a so called ‘mind-set’. The schema theory will be the basis of my analysis. Further in the writing I will delve into this theory in detail with respect to Interior Design.

I will discuss how various schema theories can assist in its coherence and in the selection of useful techniques relevant to a local context in bringing the quality of design to a competitive level. I will be conducting quantitative research to measure people to interior environments through surveys forms, qualitative research will also be performed to help me in understanding the design intent and source through interviews.