**Name:** Files\\Group 2 - Leisure Walking\\Participant 22 - Interview Notes

¶1: Participant 22 – Interview Notes

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**¶3: Basic questions**

¶4: **Question 1: Which digital maps have you used?**

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¶6: When asked which maps he used, the Participant initially noted that “As a business Google maps is the key one.”

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¶8: The participant then discussed his past work as a Web Developer, noting that “…the first thing was to make sure that it was in the correct place”. Refereeing to amending/adjusting the location details for the business on Google maps, where the site had initially been placed incorrectly (across the road).

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¶10: When I pried, to ask if there were any other maps he used (other than Google), he stated that he had an Apple iPhone with Apple Maps, and had used an iPhone since “day one”. Opening more broadly, he began to discuss mobile phone apps, for which he used the Casque Ale Mark app (to ensure his business was listed on the Casque Ale Mark listing), and also the “TomTom app on the phone and hotel info on there”, where he referred to accurately placing his business on the map in “…making sure it is where it is supposed to be, and where people expect it to be!”.

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¶12: He was keen to note that keeping updated on various apps and maps was not a competitive act, but rather the acts was intended to “…make sure if others are on there, we are too.”.

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¶14: He then discussed map use from a customer perspective in part, noting that if the business was more rural or “…isolated, it would be more reliant on the website, twitter and so on.”, but that in Bakewell the issue was not so much to make customers aware that they were there, but more to make the data available on opening times and car parking.

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¶16: He made note that his history as a Web Developer also played into the way in which he approached digital maps and associated data. He often uses the “…appstore app, trending downloads in local area to show what people use”. In some form, this indicates a basic understanding of how to reflexively adjust digital strategy around customers practice.

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**¶18: Question 2: Why did you choose those maps in particular maps?**¶19: The response was that for the business he chooses Google as the main or sole provider, stating that “Google, that would be it”, with the reasoning that it has the facility to “…zoom in, see Street-View.” He then discussed a differing use of StreetView, where he e-mailed each customer booking a room, and attached a PDF with images taken from Google StreetView to help his customers locate the relevant care parking area.   
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¶21: **General everyday digital map use**

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¶23: **Question 3: What do you use them for?**

¶24: In general, the main use discussed was as output – that is, he used digital maps (primarily Google) to make contact details available. He also asked his regulars (regular customers) to add reviews on Yelp, knowing that getting a business onto Apple Maps requires several Yelp reviews. Likewise, he mentioned asking for reviews on Google+ to ensure a better Google ranking. His use of digital maps appeared to work with his past working experience as a Web Developer, making him very adept at SEO and knowledgeable on how to increase the business online presence.

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**¶26: Question 4: How do you use them in the context of walking? and – how did that use the digital map fit in with other activities.**

¶27: “Checking-in and Parking”. He discussed location being important here, with his customers often already knowing what they want to do, and where they want to go prior to arriving at the pub/B&B. Being located in the building next to the local Tourist Information centre also alleviated a need for providing the same amount of information that a similar business located elsewhere may encounter. Providing directions is mostly verbal. However, on the website they do keep a tailored ‘point of interest’ (a layer on Google maps). We discussed using Google maps as a business owner, and the degree to which his history as a Web Developer informed that, and he stated that adding user-generated content in the way he has “…would be difficult if not.”

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¶29: He then discussed technology n the context of his family, where his “…parents don’t like SatNav, and even my sister who is two years younger than me…tech is natural…everyone has that techie, geek person in the family, and that’s me!” – we discussed this further, and he noted that this was very much the role he took in the business. His partner (a former maths teacher) took responsibility for booking-keeping, and he looked after the cellar and the technology, even having reprogrammed the tills when taking that business over four years ago. We discussed the complexity of that (to gauge his level of IT overall), and he described this as a simple flat database, which hinted at a wider understanding of server and database admin than a Web Develop alone would have.

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**¶31: Specific uses of digital maps**

¶32: **Question 5: When and how have you used digital maps in the context of walking – example.**

¶33: “Parking Information…Anyone who books online, we send parking information…” we discussed the type of information sent. It is a generic e-mail with text description of where to park, and how to locate the car park including a PDF attachment with images (copied from Google Street-View)…”…permits allow you to park in the set car park, which can be confusing”. The business has parking spaces for customers allocated by the local authority, however these re a few hundred metres away from the business. The car park directly to the rear serves a supermarket and is a pay and display car park. He initially began sending the e-mail because customers were parking in the pay and display, and feeling upset that they could not be refunded.

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**¶35: Question 6: How did your use of digital maps fit with other activities**

¶36: We discussed his approach to using digital maps, and he stated that he uses AVIIVO, which is third-party media site that links to Expedia and TripAdvisor. They take a nominal fee for each booking. Once they receive a booking, it is then a manual process for him to e-mail to booking party with the e-mail and attached PDF. When asked if that was about security or control, to make sure the car parking information the received was correct, he said “no, it’s more about managing expectations”. When pressed to see how digital maps fit in with data to work, he did not seem to recognise any changes in day-to-day practices.

¶37: **Effect of map digital map use**

¶38: **Question 7: Are digital maps important**

¶39: “Not that Important, other than s a communication tool…some information but in different media”. Here he have the example of text signs around the room that read ‘table reserved’ and ‘caution hot’, he stated that people often ignore the text because they have lots of words. Here, his implication was that maps do not offer any information a written text could not, but that the visual format makes data far easier to visualise.

¶40: **Question 8: Why are they/why are they not important**

¶41: “knowing where we are…complex information in easy to digest format”. He went on to discuss the e-mail he sends out to customers with the PDF parking instructions attached, stating that the feedback he had received was very clear in that his customers had found the information helpful – knowing where to park, and he visually had seen several customers arrive to check-in with the details printed out. He then discussed his customers, stating that “normal client base is forty plus…they like to know they can park.” – his tone slightly patronising of his customers, which may indicate that either they are less able/willing to walk in a circuitous route, or that they prefer the security [*my choice of word, not coded at security*] of knowing the exact route. In contrast, day visitors (not staying in the B&B), he suggested would be more likely to use TripAdvisor and Yelp.

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**¶43: Maps and experience:**

¶44: **Question 9: Do digital maps have an effect on the way you feel, or the sense you have of a place or location?**

¶45: Here he referred back to the e-mail he sends out to customers: “we sent out maps, even though the e-mail said it’s a one minute walk, but they couldn’t grasp how far the car park was…so it’s the spatial things, not the maps itself and things to do around Bakewell”. Here, he seemed to suggest that the digital maps (Google in his e-mail) helps customers visualise the route and distance between the car oak and the hotel, in a way that could not be accomplished with text alone.

¶46: Prying further, when asked if somebody was to visit Bakewell for the first time, and specifically his pub/B&B, if they looked at a digital maps before arriving, would it give them a realistic sense of what the place would feel like? – his response was that it was not a realistic interpretation. He added that he had recently said “No” to a Google internal mapping on a cost basis, which would give more of a sense.

¶47: **Question 10: Do digital maps have any effect on the places or sites you decide to go to?**¶48: “I use SatNav a lot…city to city SatNav works well, but sometimes it’s not the most direct route, SatNav is not geared for that…but if living off the beaten track and trying to get to a big city”. Here he discussed the points at which a digital maps becomes more effective as a tool for driving than SatNav. Whilst a SatNav is ideal for urban to urban route-finding, wayfinding from an isolated location via SatNav can encounter issues – location not being ‘mapped’, roads not being mapped. Where digital maps (or maps overall) offer a better source of data. He also added that “we don’t get to interact as much” – it was hard to tell if this was a reference to the lack of user-generated content capabilities with SatNav data sources, or whether it was a broader comment aimed at digital technology in general (like Turkle) – *[here, admittedly, I failed to clarify with a follow-up question]*

¶49: When asked about this in the context of his customers – e.g., does it affect they their choices, he noted that “we manipulate digital maps, we don’t use them…so we’re not really suing digital maps” – referring here to amendments he had made, and the sensible uses of SEO. When asked if he had encountered many customers using maps when planning walks, he noted that “..walkers with proper maps [referring to paper maps, hand gesture showing a map being opened on a table] are few and far between, mainly they come in to use the wi-fi.” We discussed the possibility of walkers using digital maps, and he stated it was hard to tell, because he cannot see their screens at a distance.i

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**¶51: Question 11: Do digital maps have any effect on the choice of how you get from place to place, or the route you take?**

¶52: “Depends on the individuals, some people prefer to book on the phone…other will use maps and make decisions to stay here because it is a central location”.

**See Also Links**

i Memos\\Group 2 - Lesiure-walking\\Memos\\Initial Memos\\We manipulate maps - we dont use them

**Linked Memo**

Memos\\Group 2 - Lesiure-walking\\Memos\\Initial Memos\\Visual over Text