**Name:** Files\\Group 1 - University Life\\Participant 16 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 0:03.0 | …I don’t know where you want me to stand | Participant 16 |  |  |
| 2 | 0:03.0 - 0:06.0 | Anywhere you want. There we go. Okay, so… | Me |  |  |
| 3 | 0:06.0 - 0:11.0 | This is my comfort zone right here [stood behind the shop counter] | Participant 16 |  |  |
| 4 | 0:11.0 - 0:31.0 | Okay, first of all I’ll just tell you why I am doing the research. So what I have found so far ios that there is a lot opf research on map design, and Ithings like the hardware and software of maps, but there is very little research on how people actually use them in everyday life | Me |  |  |
| 5 | 0:31.0 - 0:32.0 | Right. | Participant 16 |  |  |
| 6 | 0:32.0 - 1:30.0 | And that;s really important because maps could have very real effects on university life, local commrec and also local business, and I'm trying to address that gap really. So although itls quiet a small project, it will grow. Um, I'm comparing three groups, so students, Peak District walker and homebuyers, and this is the students group, so I am lookig at students and local businesses, and other student services and University staff. And after the interviews I'll hold a focus group and everyone will be invited to sort of talk amongst themselves about how maps could improve, and also what effect they could really have, so the questis ar qwuite simple rally. So the first one - is which maps have you used? | Me |  |  |
| 7 | 1:30.0 - 1:41.0 | I have used basic computer maps, um, A-Z maps I used for Sheffield a lot, er on my mobile occasionally, but not very often. It's not regulalrly. I prefer to have a big spread one. | Participant 16 |  |  |
| 8 | 1:41.0 - 1:44.0 | Okay, and do you use digital maps at all? | Me |  |  |
| 9 | 1:44.0 - 1:46.0 | Er, no. | Participant 16 |  |  |
| 10 | 1:46.0 - 1:49.0 | No, okay, you've never used digital at all. | Me |  |  |
| 11 | 1:49.0 - 1:51.0 | No. | Participant 16 |  |  |
| 12 | 1:51.0 - 1:54.0 | Okay, and do you think students use them a lot, or… | Me |  |  |
| 13 | 1:54.0 - 2:00.0 | Probably, yes. But I am a non-driver so I possibly use them not so much as other people. | Participant 16 |  |  |
| 14 | 2:00.0 - 2:10.0 | Okay, that's fine. Fair enough, And do you think, from a business point of view, do you know of any busiensses on a digital map, like Google maps, or Bing Maps, or any other specific one? | Me |  |  |
| 15 | 2:10.0 - 2:24.0 | I don't l know about this one, but I would imagine that there would be in the middle - Division Street they wodul be down there. I would imgaine the bigger ones are, near Smedley they are. | Participant 16 |  |  |
| 16 | 2:24.0 - 2:29.0 | Okay, and in terms of that, what sort of things do you use maps for? | Me |  |  |
| 17 | 2:29.0 - 2:35.0 | I just use them to find where I am going basically [laughs] | Participant 16 |  |  |
| 18 | 2:35.0 - 2:38.0 | So is it more the route, than... | Me |  |  |
| 19 | 2:38.0 - 2:57.0 | Yes, and the streetnames. Particulalrly if I'm doing deliveries, because we delivery from all the shops, you know balloons for parties, weddings, enagemenst whatever, so we do need to use the map to find out exactly where these normally are, like whether they are nar the church, or... | Participant 16 |  |  |
| 20 | 2:57.0 - 3:01.0 | And do you deliver those yourself, or... | Me |  |  |
| 21 | 3:01.0 - 3:03.0 | I don't, no. It's the boss who will do that. | Participant 16 |  |  |
| 22 | 3:03.0 - 3:13.0 | Yep, and when they are delivering them the boss, do they mobile phone with them, or a SatNav, or... | Me |  |  |
| 23 | 3:13.0 - 3:26.0 | He will use his mobile phone with him, and a SatNav, and if he stil can't us what he is looking for he'll use the old - under the car seat - pages [gestures at using a book]. | Participant 16 |  |  |
| 24 | 3:26.0 - 3:33.0 | And have you ever seen him do that, or seen him use the map while he is doing that, or know which maps he uses, orrr? | Me |  |  |
| 25 | 3:33.0 - 3:37.0 | I think he has a Sheffield A to Z. | Participant 16 |  |  |
| 26 | 3:37.0 - 3:38.0 | Right, Okay. | Me |  |  |
| 27 | 3:38.0 - 3:45.0 | And if he ever does go outside, because he often does have to go outside Sheffield, he would use his phone. | Participant 16 |  |  |
| 28 | 3:45.0 - 3:50.0 | And when he's on his phone, do you know if it's a specific app or... | Me |  |  |
| 29 | 3:50.0 - 3:53.0 | I've never seen him use his phone in fornt of me, so I… | Participant 16 |  |  |
| 30 | 3:53.0 - 4:02.0 | No, that's absolutely fine. And just in terms of that, how important do you think digital maps are? For, just in everday life. | Me |  |  |
| 31 | 4:02.0 - 4:17.0 | Well I think, I should think, just, very important because, as I said I love them, I just love to [gestures at opening a book]. I loved Ordnance Survey maps, I absolutely loved Ordnance Survey maps - I think maps are beautiful. | Participant 16 |  |  |
| 32 | 4:17.0 - 4:26.0 | Okay, and is it - I mean obviously you don't use digital maps as often as paper-based maps, is there any specific reason, or…? | Me |  |  |
| 33 | 4:26.0 - 4:32.0 | I prefer to hold something in my hand. I don't like Kindle books, because I like to hold the physicla books in themselves. | Participant 16 |  |  |
| 34 | 4:32.0 - 4:34.0 | And that's quite interesting in itself | Me |  |  |
| 35 | 4:34.0 - 4:42.0 | I like to touch them, and hold them, and smell them - particulalrly maps [gestures at opening a book and sniffing] oh, the pages has'nt been opened for a while [laughs] | Participant 16 |  |  |
| 36 | 4:42.0 - 4:56.0 | No, I know, I do that when I get an old book from the Library. But um, I'm just thinking about maps in general, have they ever informed your choice of route? | Me |  |  |
| 37 | 4:56.0 - 4:57.0 | Sorry | Participant 16 |  |  |
| 38 | 4:57.0 - 5:07.0 | Have they ever informed your choice of route, or the route you have taken? Like when you are going form point A to point B, do you literally follow alongsth map and gop "right this I sthe right", I am going to go along that on the map, or…? | Me |  |  |
| 39 | 5:07.0 - 5:22.0 | If I knew the area, then I would, like I knw a shorter way then I would go through ginnels and…but yes I would, and I would plan a bus route because I'm a non-driver, so I would plan a bus route there. | Participant 16 |  |  |
| 40 | 5:22.0 - 5:29.0 | Okay, because ona map there is, so has it got all the bus stops, or…? | Me |  |  |
| 41 | 5:29.0 - 5:33.0 | No, just from knowing Sheffield I would know which area, or which bus to catch to which rough area, yeah. | Me |  |  |
| 42 | 5:33.0 - 5:36.0 | Okay, so if it said Crytsal Peaks, you know it would pass throug here | Me |  |  |
| 43 | 5:36.0 - 5:37.0 | Yeah. | Participant 16 |  |  |
| 44 | 5:37.0 - 5:45.0 | Okay, fair enough. Um, has a map ever informed your choice of site, like where you have chosen to go to? | Me |  |  |
| 45 | 5:45.0 - 5:52.0 | No, it hasn't other than planning things like shops | Participant 16 |  |  |
| 46 | 5:52.0 - 6:04.0 | Okay, because I didn’t know if, wel yeah. And, I'm nost sure how far this is as such, but do you think they have ever affected your sense or feel for a place? | Me |  |  |
| 47 | 6:04.0 - 6:16.0 | Yes, I would say so, because you can see that this the cluster with all the activity here, and then this is the way out and it doesn't take you long to get out to here, and then on to here. | Participant 16 |  |  |
| 48 | 6:16.0 - 6:28.0 | So, it's, is it almost about an identity, or does it give you a sense of what it might be like before you get there? | Me |  |  |
| 49 | 6:28.0 - 6:35.0 | Er, yes if you know it has a nice park area in the centre of twn and, sorry [Phone rings, she answers it] | Participant 16 |  |  |
| 50 | 6:35.0 - 7:02.0 | No, no, you go for it….[participant on phone] but no, we’ve gone through them [refers to the topic guide], but um, do you think it's the same for students, the way they use maps? | Me |  |  |
| 51 | 7:02.0 - 7:17.0 | I think with students it's basic, I think it would be more University to place to eat, to nightclub. Maybe one ot two will if they want to know more about the area, but not many. | Participant 16 |  |  |
| 52 | 7:17.0 - 7:30.0 | And do you think it’s, I mean how important do you thinks maps are for a student first when they get to a new city, and through to, I don’t know, they have been here a while. | Me |  |  |
| 53 | 7:30.0 - 7:44.0 | I would think they are vital. At first, they are vital because you’re stuck in a completely new, and then you nheed to know where to go, and then to know more about the outlying area sto go to the parks, to go to the rivers, to go to Kelham Island. | Participant 16 |  |  |
| 54 | 7:44.0 - 7:50.0 | I've not been to the river yet, or Kelham Island | Me |  |  |
| 55 | 7:50.0 - 7:52.0 | Ohh, God. | Participant 16 |  |  |
| 56 | 7:52.0 - 8:09.0 | The brewery, but um, no that about covers us for most of them, ooh apart from two more digitally based, which I imagine not, but um, have you ever amended or chnagd the contnet at all, or adding anything to it? | Me |  |  |
| 57 | 8:09.0 - 8:13.0 | No, I would maybe have put little red stars and grid markings to remind me. | Participant 16 |  |  |
| 58 | 8:13.0 - 8:15.0 | And that';s on te papre one is it | Me |  |  |
| 59 | 8:15.0 - 8:18.0 | That's just the basic one, yeah | Participant 16 |  |  |
| 60 | 8:18.0 - 8:47.0 | Yep. Okay. And, um, itls gone out my head - yes, the lats one, in terms of the map itself, you use it at work but how does it fiot in with other actvities, like you're using it to find where soemthing is, but are you using it before you head out or is it something you have on teh car seat next to you - well not you - but...? | Me |  |  |
| 61 | 8:47.0 - 9:01.0 | Yeah, well, I would use before I head out. And also I'm always fascinating whn people have gone abroad on holiday, and I always get the map out because I want to know where they have been, and I want to know where it is in relation to pinpoint exactly where they are when they've gone. | Participant 16 |  |  |
| 62 | 9:01.0 - 9:04.0 | Okay, so you’re sorting of pinpiointing | Me |  |  |
| 63 | 9:04.0 - 9:05.0 | Yes | Participant 16 |  |  |
| 64 | 9:05.0 - 9:12.0 | Okay, and in terms of that, do you do that yourself if you're going soemwhere, or… | Me |  |  |
| 65 | 9:12.0 - 9:15.0 | Yes, oh yeah. | Participant 16 |  |  |
| 66 | 9:15.0 - 9:20.0 | And so if you're going somewhere you have not been before, do you look on a map to dort of look on a map to get an idea of… | Me |  |  |
| 67 | 9:20.0 - 9:27.0 | First thing I do is buy a map of the area, you know, a local streetmap, you know. | Participant 16 |  |  |
| 68 | 9:27.0 - 9:34.0 | But I mean would a digital map ever fit into that before you bought one, or would you just buy one and then [hand gestures to holding a paper map] | Me |  |  |
| 69 | 9:34.0 - 9:38.0 | I would um, buy on first so I had the, hold the... | Participant 16 |  |  |
| 70 | 9:38.0 - 9:41.0 | So you're a fan of the object more than, haveinbg soemthing to hold. | Me |  |  |
| 71 | 9:41.0 - 9:42.0 | Yes. | Participant 16 |  |  |
| 72 | 9:42.0 - 9:46.0 | Well no that about covers us then really, but thank you very much. | Me |  |  |
| 73 | 9:46.0 - 9:48.0 | You're welcome. | Participant 16 |  |  |
| 74 | 9:48.0 - 10:38.0 | And what I'll do, is I will be having a focus group soon, and I'll be getting all the students, student services and local businesses together, and just to sort of get together, have a chat and discuss some of the findings, and get some feedbakc on that in part so that I know I'm not making it up or going off on something completely irrelevant, and also to make sure the write-up style is suited to an everday reader of possible and not too heavy an academic prose, and also about producing some sort of digital strategy for helping, businesses with that, so hopefully it should have some potential. Aswell, I imagine with the walking one it could really affect businesses up there aswell. So I want to see if I can redrss that aswell. | Me |  |  |
| 75 | 10:38.0 - 10:52.0 | Yes, and I mean this is a tiny shop and itls at the crossroads of the, and they're either zooming aross there or flying across the corner, but the others you can see they come along and see they have a massive window, and hmm... | Participant 16 |  |  |
| 76 | 10:52.0 - 11:13.0 | What here? They hsve, but I mena if you wer in a shop in ohh, I don’t know, like Fenny Bentley near Ashbourne or, I mean, if you were a little shop in the middleof the countryside or a little hotel, you could quite eaily get people just miss you out. | Me |  |  |
| 77 | 11:13.0 - 12:29.0 | Yeah particularly if you;ve got abig drive and you don’t know what's up there - excuse me [phone rings again, and participant answers. Aftre call she see's me looking at a product and discusses it - itls a Pinyata]- yeah, it’s something you batter, you fill it with stuff and give it a batter, although now they have developed the pull ones, so yoiu can reuse them. All thc children hold a ribbon and pull, which is better because the make such a mess when they batter it. | Participant 16 |  |  |
| 78 | 12:29.0 - 12:32.0 | But no, there;s me getting distracted. | Me |  |  |
| 79 | 12:32.0 - 12:35.0 | I can see you looking around and seeing moer and moe thinsg [laughs] | Participant 16 |  |  |
| 80 | 12:35.0 - 12:41.0 | That's what I mean, you've something for everything here, even paper airoplanes. | Me |  |  |
| 81 | 12:41.0 - 12:42.0 | Over there. | Participant 16 |  |  |
| 82 | 12:42.0 - 12:58.0 | Oh yeah. Oh, my girl she's one - well, seven months, and she'd love it in here. Bu no, jsu for that [poits at the consent form] do you have a contact detail for that at all. Like a business telephone umber, or a home phone, or… | Me |  |  |
| 83 | 12:58.0 - 13:01.0 | A home telephone number if you want. | Participant 16 |  |  |
| 84 | 13:01.0 - 13:16.0 | It's up to you, and obviously I will never pass the personal details on to a third-party, and it will only ever be used for research purpoises, yeah, and it will be on a secure database on a password protected hard-drive. | Me |  |  |
| 85 | 13:16.0 - 13:27.0 | I can give you my home phone number, or my mobile telephone number whichever, I mena if you would like to send me a text perhaps that wodul be easier? Just trying to cathc me, because I;m neraly always here. | Participant 16 |  |  |
| 86 | 13:27.0 - 13:29.0 | Okay. | Me |  |  |
| 87 | 13:29.0 - 14:12.0 | [goes off to get mobile] That's it, it's 07XXXXXXXXXXX. Got that? [as I write it on the consent form] It's 07XXXXXXXXXXX. | Participant 16 |  |  |
| 88 | 14:12.0 - 14:23.0 | Well, thank you very much, and that will be fairly soon, as soon as I have typed all of this up I will send out the invites. Um, it will be - do you know Northumberland Road, just down there | Me |  |  |
| 89 | 14:23.0 - 14:25.0 | Yes, yes. | Participant 16 |  |  |
| 90 | 14:25.0 - 14:28.0 | It wil be in Elmfield, just there. Which is just on, well, it's just on Northumberland Road down the road there. | Me |  |  |
| 91 | 14:28.0 - 14:31.0 | Will it be a daytime thing or an evening thing? | Participant 16 |  |  |
| 92 | 14:31.0 - 14:35.0 | Um, what I’ll do initially is see what works with everybody else., and see | Me |  |  |
| 93 | 14:35.0 - 14:38.0 | Daytime would be no good for me, because I've got to be in the shop. | Participant 16 |  |  |
| 94 | 14:38.0 - 14:48.0 | Yep, I'll see what everyone else is like, but I imagine most student services and businesses will be the same. SO imagine it will probably be about half five ish, if that would be a good time or are you late than that? | Me |  |  |
| 95 | 14:48.0 - 14:50.0 | Er, we don’t finish till 6. | Participant 16 |  |  |
| 96 | 14:50.0 - 15:01.0 | So if we, what I’ll so is I will aim for about half six, and then we'll er, go over it there. And we’ll gt some student in, and get some feedback. | Me |  |  |
| 97 | 15:01.0 - 15:15.0 | Yes, it would be interesting to know what they are playing with. I mean I know you can get the one with eating places, or nihtlcubs or theatres or, you're going to get all that. | Participant 16 |  |  |
| 98 | 15:15.0 - 15:17.0 | Oh yeah. | Me |  |  |
| 99 | 15:17.0 - 15:18.0 | And there should be one for the theatre, there is nothing like the theatre. | Participant 16 |  |  |
| 100 | 15:18.0 - 15:19.0 | Especially the crucible aswell. | Me |  |  |
| 101 | 15:19.0 - 15:21.0 | Yeah, and the lantern theatre, all the little ones. | Participant 16 |  |  |
| 102 | 15:21.0 - 15:22.0 | Oh, I don’t know them | Me |  |  |
| 103 | 15:22.0 - 15:24.0 | Oh, don't you know the latern theatre? | Participant 16 |  |  |
| 104 | 15:24.0 - 15:25.0 | No | Me |  |  |
| 105 | 15:25.0 - 15:28.8 | Oh, it's wonderful , itls a tiny, tiny, little theatre | Participant 16 |  |  |