**Name:** Files\\Group 2 - Leisure Walking\\Participant 17 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 0:11.0 | We opened in October, and John's done quite a lot to get the site ready, because it was all quite run down, well, very run-down | Participant 17 | Introductions |  |
| 2 | 0:01.0 - 0:11.0 | We opened in October, and John's done quite a lot to get the site ready, because it was all quite run down, well, very run-down | Participant 17 | Introductions |  |
| 3 | 0:11.0 - 0:12.0 | Oh! Did he build that himself? | Me | Introductions |  |
| 4 | 0:12.0 - 0:13.0 | No, he didn't... | Participant 17 | Introductions |  |
| 5 | 0:12.0 - 0:13.0 | No, he didn't... | Participant 17 | Introductions |  |
| 6 | 0:13.0 - 0:14.0 | Looks good though, I was going to say... | Me | Introductions |  |
| 7 | 0:14.0 - 0:18.0 | Yeah, '68 that was built, we had the jiggle it round so you coudl get to the...[long pause] | Participant 17 | Introductions |  |
| 8 | 0:14.0 - 0:18.0 | Yeah, '68 that was built, we had the jiggle it round so you coudl get to the...[long pause] | Participant 17 | Introductions |  |
| 9 | 0:18.0 - 0:19.0 | Okay | Me | Introductions |  |
| 10 | 0:19.0 - 0:22.0 | Yeah, he's done a lot, because he's a builder, you know, so he's done quite a lot himself. | Participant 17 | Introductions |  |
| 11 | 0:19.0 - 0:22.0 | Yeah, he's done a lot, because he's a builder, you know, so he's done quite a lot himself. | Participant 17 | Introductions |  |
| 12 | 0:22.0 - 0:45.0 | There you go, see that's something I could ask him about later. I'm doing our decking, so I'm gong to have to put some hardwood down, andbattion some posts in and backfill it with concrete, but it's getting the mix right, so I'll use ballast to start with, but it's just knowing how much cement to use to sharp | Me | Introductions |  |
| 13 | 0:45.0 - 0:47.0 | Yeah, I'll ask him., He'll tell you. I couldn't tell you, but he'll know. | Participant 17 | Introductions |  |
| 14 | 0:45.0 - 0:47.0 | Yeah, I'll ask him., He'll tell you. I couldn't tell you, but he'll know. | Participant 17 | Introductions |  |
| 15 | 0:47.0 - 0:48.0 | yeah, he'll know | Me | Introductions |  |
| 16 | 0:48.0 - 0:50.0 | He he, he'll know, definately | Participant 17 | Introductions |  |
| 17 | 0:48.0 - 0:50.0 | He he, he'll know, definately | Participant 17 | Introductions |  |
| 18 | 0:50.0 - 1:01.0 | Yeah, if you get it doen privately it can cost up to four grand, but if go down to wickes you can buy it all much cheaper | Me | Introductions |  |
| 19 | 1:01.0 - 1:02.0 | Exactly | Participant 17 | Introductions |  |
| 20 | 1:01.0 - 1:02.0 | Exactly | Participant 17 | Introductions |  |
| 21 | 1:02.0 - 1:14.0 | But yeah, so we've been the through the research, and obviously, as you say, you're quite happy for it to be filmed. But if you chnge your mind, just let me know at any point. So, the first one is quite simple, what type of walk...which type of digital maps have you used so far? | Me | Maps used |  |
| 22 | 1:14.0 - 1:23.0 | [long puase] - what, like digital maps in particular? | Participant 17 | Maps used |  |
| 23 | 1:14.0 - 1:23.0 | [long puase] - what, like digital maps in particular? | Participant 17 | Maps used |  |
| 24 | 1:23.0 - 1:28.0 | Um, yeah, well anything like a map you maybe use on a computer, it can be as broad as you like | Me | Maps used |  |
| 25 | 1:28.0 - 1:34.0 | Err, Google maps, so that's probably about as much really, as regards...yeah, yeah | Participant 17 | Maps used |  |
| 26 | 1:28.0 - 1:34.0 | Err, Google maps, so that's probably about as much really, as regards...yeah, yeah | Participant 17 | Maps used |  |
| 27 | 1:34.0 - 1:44.0 | That's fair enough, and do you use a Sat-Nav at all, in your car. | Me | Maps used |  |
| 28 | 1:44.0 - 1:46.0 | Yep, yep, use that, and um, routeplanner if that counts | Participant 17 | Maps used |  |
| 29 | 1:44.0 - 1:46.0 | Yep, yep, use that, and um, routeplanner if that counts | Participant 17 | Maps used |  |
| 30 | 1:46.0 - 1:49.0 | Is that AA routeplanner? | Me | Maps used |  |
| 31 | 1:49.0 - 1:55.0 | Yep, I usually have that by the side of Sat-Nav, because sometimes the [hand movement to suggest teh Sat-Nav can be unreliable] | Participant 17 | Maps used |  |
| 32 | 1:49.0 - 1:55.0 | Yep, I usually have that by the side of Sat-Nav, because sometimes the [hand movement to suggest teh Sat-Nav can be unreliable] | Participant 17 | Maps used |  |
| 33 | 1:55.0 - 1:57.0 | Yep, okay, and is that on a phone or printed, or...? | Me | Maps used |  |
| 34 | 1:57.0 - 2:07.0 | No, I just print it out, to get the route into my head, and then use the Sat-Nav and check the print to just double-check that it's...sometiems they're completely different, but...[laughs]...yeah | Participant 17 | Maps used |  |
| 35 | 1:57.0 - 2:07.0 | No, I just print it out, to get the route into my head, and then use the Sat-Nav and check the print to just double-check that it's...sometiems they're completely different, but...[laughs]...yeah | Participant 17 | Maps used |  |
| 36 | 2:07.0 - 2:10.0 | Is that more for a sort of security thing or...? | Me | Maps used |  |
| 37 | 2:10.0 - 2:25.0 | Yep. Sometimes I use it like that, and just to get an idea of distance and things, and then just get into teh car, put the SatNav in, and then...even if I'm listening to the SatNav... | Participant 17 | Maps used |  |
| 38 | 2:10.0 - 2:25.0 | Yep. Sometimes I use it like that, and just to get an idea of distance and things, and then just get into teh car, put the SatNav in, and then...even if I'm listening to the SatNav... | Participant 17 | Maps used |  |
| 39 | 2:25.0 - 2:26.0 | Okay, so it just reinforces it? | Me | Maps used |  |
| 40 | 2:26.0 - 2:28.0 | Yeah | Participant 17 | Maps used |  |
| 41 | 2:26.0 - 2:28.0 | Yeah | Participant 17 | Maps used |  |
| 42 | 2:28.0 - 2:44.0 | And out of those, do you have a preference? - and more in the context of walking say, if you were to explain to someone how to get from A to B, would you use a map to show them a route? | Me | Choice of map |  |
| 43 | 2:44.0 - 2:46.0 | Yep | Participant 16 | Choice of map |  |
| 44 | 2:44.0 - 2:46.0 | Yep | Participant 16 | Choice of map |  |
| 45 | 2:46.0 - 2:48.0 | And which map would you use? | Me | Choice of map |  |
| 46 | 2:48.0 - 2:51.0 | OS map | Participant 16 | Choice of map |  |
| 47 | 2:48.0 - 2:51.0 | OS map | Participant 16 | Choice of map |  |
| 48 | 2:51.0 - 2:53.0 | OS map? Okay, and is that the paper-based one? | Me | Choice of map |  |
| 49 | 2:53.0 - 2:54.0 | Yep | Participant 16 | Choice of map |  |
| 50 | 2:53.0 - 2:54.0 | Yep | Participant 16 | Choice of map |  |
| 51 | 2:54.0 - 2:57.0 | Okay, yeah. SO whjen you choose an OS map, is there any reason why? | Me | Choice of map |  |
| 52 | 2:57.0 - 3:04.0 | We've got a big OS map in the front Porch, and they've just been doing it now, when they have gone, so... | Participant 16 | Choice of map |  |
| 53 | 2:57.0 - 3:04.0 | We've got a big OS map in the front Porch, and they've just been doing it now, when they have gone, so... | Participant 16 | Choice of map |  |
| 54 | 3:04.0 - 3:07.0 | Okay, and is that on the wall? | Me | Choice of map |  |
| 55 | 3:07.0 - 3:09.0 | Yeah, yes it's just in the...[points at the building entrance] | Participant 16 | Choice of map |  |
| 56 | 3:07.0 - 3:09.0 | Yeah, yes it's just in the...[points at the building entrance] | Participant 16 | Choice of map |  |
| 57 | 3:09.0 - 3:11.0 | And is there any reason why OS, or? - is it any better than the other ones, or...? | Me | Choice of map |  |
| 58 | 3:11.0 - 3:14.0 | Well, no, it's just what we know really. | Participant 16 | Choice of map |  |
| 59 | 3:11.0 - 3:14.0 | Well, no, it's just what we know really. | Participant 16 | Choice of map |  |
| 60 | 3:14.0 - 3:16.0 | Okay, so familairity and all that | Me | Choice of map |  |
| 61 | 3:16.0 - 3:17.0 | Yes, yes. | Participant 16 | Choice of map |  |
| 62 | 3:16.0 - 3:17.0 | Yes, yes. | Participant 16 | Choice of map |  |
| 63 | 3:17.0 - 3:33.0 | That's fair enough. Um, just in terms of everyday examples, can you give me some specific examples where. Obvioulsy you mentioned today, but where you have used a map, in the context of walking | Me | Choice of map |  |
| 64 | 3:33.0 - 3:35.0 | What, for myself, or for other people? | Participant 16 | Choice of map |  |
| 65 | 3:33.0 - 3:35.0 | What, for myself, or for other people? | Participant 16 | Choice of map |  |
| 66 | 3:35.0 - 3:36.0 | Whichever | Me | Choice of map |  |
| 67 | 3:36.0 - 4:14.0 | If it's ourselves, I use the little walks books, obvioulsy because it;s Derbyshire and people have written a lot of books, and we tend to do, the ones where there are walks on a level, so your not too [gestures at a steep hill with her hand], and they're not, they're not comepletely level, I mean there is one down Cromford, and that said it's level, but it's not, you still go up into the hills and drown down, and yo go [shakes head and looks in disagreement - acted gesture]. so we try and do them so we can relay to the guests to say, this what it's are really like, but that is a book, and we still take a book in a pack. Because it's a circular walk and they can photocopy a bit of the book, or take it with them, or... | Participant 16 | Choice of map |  |
| 68 | 3:36.0 - 4:14.0 | If it's ourselves, I use the little walks books, obvioulsy because it;s Derbyshire and people have written a lot of books, and we tend to do, the ones where there are walks on a level, so your not too [gestures at a steep hill with her hand], and they're not, they're not comepletely level, I mean there is one down Cromford, and that said it's level, but it's not, you still go up into the hills and drown down, and yo go [shakes head and looks in disagreement - acted gesture]. so we try and do them so we can relay to the guests to say, this what it's are really like, but that is a book, and we still take a book in a pack. Because it's a circular walk and they can photocopy a bit of the book, or take it with them, or... | Participant 16 | Choice of map |  |
| 69 | 4:14.0 - 4:16.0 | So they could take it with them... | Me | Choice of map |  |
| 70 | 4:16.0 - 4:26.0 | we've not really been down the route of, well we did for a bit, we went down to Carsington water with my other son, and went aroudn with this manager thing and he did it on an app [gestures at using a smart phone] | Participant 16 | Choice of map |  |
| 71 | 4:16.0 - 4:26.0 | we've not really been down the route of, well we did for a bit, we went down to Carsington water with my other son, and went aroudn with this manager thing and he did it on an app [gestures at using a smart phone] | Participant 16 | Choice of map |  |
| 72 | 4:26.0 - 4:27.0 | Oh! Yeah, | Me | Choice of map |  |
| 73 | 4:27.0 - 4:30.0 | and it let you now how far you walked, so that was quite handy. | Participant 16 | Choice of map |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 74 | 4:27.0 - 4:30.0 | and it let you now how far you walked, so that was quite handy. | Participant 16 | Choice of map |  |
| 75 | 4:30.0 - 4:34.0 | do suppose you know which app you used for that, or...? | Me | Choice of map |  |
| 76 | 4:34.0 - 4:38.0 | No [laughs] that;s a bit technical [laughs] | Participant 16 | Choice of map |  |
| 77 | 4:34.0 - 4:38.0 | No [laughs] that;s a bit technical [laughs] | Participant 16 | Choice of map |  |
| 78 | 4:38.0 - 4:40.0 | But it's quite handy to have | Me | Choice of map |  |
| 79 | 4:40.0 - 4:53.0 | Yes, because we knew how far we had actually walked, and then we knew how far we actually had left to go, so at lets you know you had not gone wrong, so it were a bit of a backup. Not to bad at Carsington, because you coudl see all the way around, because if you walking off all the way around here [points out to the hill up to Abrahams Heights/Matlock] | Participant 16 | Choice of map |  |
| 80 | 4:40.0 - 4:53.0 | Yes, because we knew how far we had actually walked, and then we knew how far we actually had left to go, so at lets you know you had not gone wrong, so it were a bit of a backup. Not to bad at Carsington, because you coudl see all the way around, because if you walking off all the way around here [points out to the hill up to Abrahams Heights/Matlock] | Participant 16 | Choice of map |  |
| 81 | 4:53.0 - 4:54.0 | Yeah | Me | Choice of map |  |
| 82 | 4:54.0 - 5:14.0 | We walked all the way of there in February, and we were going to come up to the to of the cable cars, and we got a bit lost, and it was starting to get a bit frosty and it was in teh afternoon, and there is a lot of old mineshafts, and then we got off track, and I was going, shall we just go back, and we were right at the very top. | Participant 16 | Choice of map |  |
| 83 | 4:54.0 - 5:14.0 | We walked all the way of there in February, and we were going to come up to the to of the cable cars, and we got a bit lost, and it was starting to get a bit frosty and it was in teh afternoon, and there is a lot of old mineshafts, and then we got off track, and I was going, shall we just go back, and we were right at the very top. | Participant 16 | Choice of map |  |
| 84 | 5:14.0 - 5:15.0 | Oooh! | Me | Choice of map |  |
| 85 | 5:15.0 - 5:17.0 | And I just thought, you know, there is a lot of accidents out there and things, so... | Participant 16 | Choice of map |  |
| 86 | 5:15.0 - 5:17.0 | And I just thought, you know, there is a lot of accidents out there and things, so... | Participant 16 | Choice of map |  |
| 87 | 5:17.0 - 5:22.0 | Yeah, and that is not the sort of place where you have the little red and yello pillars, do you know what I mean [marker posts to aid wayfinding on tourist walk routes] that follwo the trail at the same time... | Me | Choice of map |  |
| 88 | 5:22.0 - 5:30.0 | Yeah, exactly, so it was a bit, a bit sort of, welll...[laughs]. | Participant 16 | Choice of map |  |
| 89 | 5:22.0 - 5:30.0 | Yeah, exactly, so it was a bit, a bit sort of, welll...[laughs]. | Participant 16 | Choice of map |  |
| 90 | 5:30.0 - 5:31.0 | But you managed to get back on track | Me | Choice of map |  |
| 91 | 5:31.0 - 5:33.0 | Yeah, | Participant 16 | Choice of map |  |
| 92 | 5:31.0 - 5:33.0 | Yeah, | Participant 16 | Choice of map |  |
| 93 | 5:33.0 - 5:45.0 | So, would you say that would be your main use of maps for walking, so you can sort of sketch out a route so you've got that knowledge, or do you use them in differnet ways aswell? | Me | Choice of map |  |
| 94 | 5:45.0 - 5:51.0 | um, mainly to try and stick onto the route you're meant to be on and not get lost | Participant 16 | Choice of map |  |
| 95 | 5:45.0 - 5:51.0 | um, mainly to try and stick onto the route you're meant to be on and not get lost | Participant 16 | Choice of map |  |
| 96 | 5:51.0 - 6:03.0 | and is that, just for your personal use, more so that you have a better understanding of the route so you can relay that back to yoru customers, or is it more for general...? | Me | Choice of map |  |
| 97 | 6:03.0 - 6:21.0 | Yeah, for both really. Foir ourselves, because we do try and walk when we can,m and if the guests are in we can say, if you're going this way, just avoid this, or that's what your going to come across, and you know you're right, you've got a loandmark to say - yes, | Participant 16 | Choice of map |  |
| 98 | 6:03.0 - 6:21.0 | Yeah, for both really. Foir ourselves, because we do try and walk when we can,m and if the guests are in we can say, if you're going this way, just avoid this, or that's what your going to come across, and you know you're right, you've got a loandmark to say - yes, | Participant 16 | Choice of map |  |
| 99 | 6:21.0 - 6:27.0 | Yeah, and I guess in someways it almost cements your relationship with the landscape, um both as a business owner and... | Me | Choice of map |  |
| 100 | 6:27.0 - 6:28.0 | Yes, | Participant 16 | Choice of map |  |
| 101 | 6:27.0 - 6:28.0 | Yes, | Participant 16 | Choice of map |  |
| 102 | 6:28.0 - 6:29.0 | Okay | Me | Choice of map |  |
| 103 | 6:29.0 - 6:30.0 | Yeah | Participant 16 | Choice of map |  |
| 104 | 6:29.0 - 6:30.0 | Yeah | Participant 16 | Choice of map |  |
| 105 | 6:30.0 - 7:14.0 | Um, okay, so we've covered what you used them for, and obviously you gave a nice example of use earlier when you wnet around Carsington watre, but I am also quite interetsed in, if you like, how your use of maps fits on with other activities, so like when you say you use the AA route map which you print off, to get the route right and to memorise them, but thinking again about walkimg and how they might fit in with other activities you do, so it might be, you oudl be lookinmg a little books or the OS maps, so really how do you use difermet sources? | Me | Choice of map |  |
| 106 | 7:14.0 - 7:35.0 | Um, really, we've only ever used OS maps, or a guide, we'ce not really tried - because we've not long had the iPhones for start, but also, you need to put your glasses on with them [laughs] | Participant 16 | Choice of map |  |
| 107 | 7:14.0 - 7:35.0 | Um, really, we've only ever used OS maps, or a guide, we'ce not really tried - because we've not long had the iPhones for start, but also, you need to put your glasses on with them [laughs] | Participant 16 | Choice of map |  |
| 108 | 7:35.0 - 7:38.0 | And is that the same with paper maps aswell? | Me | Choice of map |  |
| 109 | 7:38.0 - 8:18.0 | They're not too bad [laughs], yoiu can see them, but before you didn't used to take your phone anyweher, but now with this,, and because its an iPhone, do it does just about everything don't it? As I say, we could try using it, and it saves folding a map up in the wet or whatever, or carrying a heavy book, itls something this big and quite light, so yeah, probably . I mean, we've had to adapt things, I mean Jhns;s had to...I mean we get booking through on that thing [points to the main building, presunmably a computer] all teh while, and you get used to having that thing with you all the while, and you know they're coming in from all over the world, so the guests are coming in at different times of day, so I suppose its adapting, like anything in life, itl;s above moving to that differnet way of doing thinsg isn;t it? | Participant 16 | Choice of map |  |
| 110 | 7:38.0 - 8:18.0 | They're not too bad [laughs], yoiu can see them, but before you didn't used to take your phone anyweher, but now with this,, and because its an iPhone, do it does just about everything don't it? As I say, we could try using it, and it saves folding a map up in the wet or whatever, or carrying a heavy book, itls something this big and quite light, so yeah, probably . I mean, we've had to adapt things, I mean Jhns;s had to...I mean we get booking through on that thing [points to the main building, presunmably a computer] all teh while, and you get used to having that thing with you all the while, and you know they're coming in from all over the world, so the guests are coming in at different times of day, so I suppose its adapting, like anything in life, itl;s above moving to that differnet way of doing thinsg isn;t it? | Participant 16 | Choice of map |  |
| 111 | 8:18.0 - 8:23.0 | Would you say that's quite a gradual process, or is it suddenly | Me | Choice of map |  |
| 112 | 8:23.0 - 8:43.0 | No, I think its because we started out just with the tourist board, and then we went on with these peopel and Booking,com, because that's how people are booking withg us, and we've got to keep up. You've got to keep forward with it, yeah, and it's a biot sort scary sometimes, we don't really understand it that much, but... | Participant 16 | Choice of map |  |
| 113 | 8:23.0 - 8:43.0 | No, I think its because we started out just with the tourist board, and then we went on with these peopel and Booking,com, because that's how people are booking withg us, and we've got to keep up. You've got to keep forward with it, yeah, and it's a biot sort scary sometimes, we don't really understand it that much, but... | Participant 16 | Choice of map |  |
| 114 | 8:43.0 - 9:01.0 | Right. And is it, I mean, and this goes off-track away from maps a bit, but do you find there are resources there to help you manage that, like managing content or looking after websites, is the support and information easily accessible> | Me | Choice of map |  |
| 115 | 9:01.0 - 9:03.0 | Yeah, yeah yep. | Participant 16 | Choice of map |  |
| 116 | 9:01.0 - 9:03.0 | Yeah, yeah yep. | Participant 16 | Choice of map |  |
| 117 | 9:03.0 - 9:04.0 | Okay. That's good to know. | Me | Choice of map |  |
| 118 | 9:04.0 - 9:18.0 | Oh - we have used the iPhone! We use the maps in town actually, trying to find somewhere using our maps on teh Sat-Nav it told me. I've used it on teh iPhone, yeah [looks uncomfortable, scratches back of her neck] | Participant 16 | Choice of map |  |
| 119 | 9:04.0 - 9:18.0 | Oh - we have used the iPhone! We use the maps in town actually, trying to find somewhere using our maps on teh Sat-Nav it told me. I've used it on teh iPhone, yeah [looks uncomfortable, scratches back of her neck] | Participant 16 | Choice of map |  |
| 120 | 9:18.0 - 9:20.0 | Do you know which map that was? | Me | Choice of map |  |
| 121 | 9:20.0 - 9:38.0 | No, but it was, yeah, well, we're on Google maps anyway with here, because the guests said they used to find where we were on [Name Redacted] Road. Yeah, so people do use it to find this, yeah, because we are sort of in the middle of nowhere. | Participant 16 | Choice of map |  |
| 122 | 9:20.0 - 9:38.0 | No, but it was, yeah, well, we're on Google maps anyway with here, because the guests said they used to find where we were on [Name Redacted] Road. Yeah, so people do use it to find this, yeah, because we are sort of in the middle of nowhere. | Participant 16 | Choice of map |  |
| 123 | 9:38.0 - 9:56.0 | Okay, but it's, I mena itls an easy way to find it isn't it? But just going back, to when you said you us the OS maps, nd you use that before you go out, is that sort of 10 minutes befoer you go out or...? | Me | Choice of map |  |

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| --- | --- | --- | --- | --- | --- |
| 124 | 9:56.0 - 10:06.0 | Yeah, so if we were heading off now and we were'nt sure where we were going, we woudl look on teh big one on there [points to main building with OS map of local area up on the wall], and then we would take the fold up version with us. | Participant 16 | Choice of map |  |
| 125 | 9:56.0 - 10:06.0 | Yeah, so if we were heading off now and we were'nt sure where we were going, we woudl look on teh big one on there [points to main building with OS map of local area up on the wall], and then we would take the fold up version with us. | Participant 16 | Choice of map |  |
| 126 | 10:06.0 - 10:17.0 | But it's not like a week in advance, its just 10 minutes before and then you've got one with you? | Me | Choice of map |  |
| 127 | 10:17.0 - 10:19.0 | Yeah | Participant 16 | Choice of map |  |
| 128 | 10:17.0 - 10:19.0 | Yeah | Participant 16 | Choice of map |  |
| 129 | 10:19.0 - 10:37.0 | Okay. Um, is that just curious actually, when you, and this could be walkers or cyclists really, um, when your customers are just about to go out, do they tend to look the night before, just before they are about to go out, or...? | Me | Choice of map |  |
| 130 | 10:37.0 - 10:56.0 | Um, just before really. They tend to discuss a little bit, well, at breakfast I tend to have a little chat and say "what are your plans for today" and you can always tell them where to park and where to go, from what we know from experience, but if not, we've got the one in there, which I used this morning because I couldn'r remember which way to get to Monsal, Bakewell, or Chatsworth, and then we looked at the map. Whether they have gone and sat in their car and tapped it in [gestures to using a smart phone], or because they know the area... | Participant 16 | Choice of map |  |
| 131 | 10:37.0 - 10:56.0 | Um, just before really. They tend to discuss a little bit, well, at breakfast I tend to have a little chat and say "what are your plans for today" and you can always tell them where to park and where to go, from what we know from experience, but if not, we've got the one in there, which I used this morning because I couldn'r remember which way to get to Monsal, Bakewell, or Chatsworth, and then we looked at the map. Whether they have gone and sat in their car and tapped it in [gestures to using a smart phone], or because they know the area... | Participant 16 | Choice of map |  |
| 132 | 10:56.0 - 11:09.0 | ...and do you see them use theor phone at all...? | Me | Choice of map |  |
| 133 | 11:09.0 - 11:11.0 | I didn't see them use that, no. | Participant 16 | Choice of map |  |
| 134 | 11:09.0 - 11:11.0 | I didn't see them use that, no. | Participant 16 | Choice of map |  |
| 135 | 11:11.0 - 11:12.0 | Okay | Me | Choice of map |  |
| 136 | 11:12.0 - 11:15.0 | no, I don't know, because they knew where they were going | Participant 16 | Choice of map |  |
| 137 | 11:12.0 - 11:15.0 | no, I don't know, because they knew where they were going | Participant 16 | Choice of map |  |
| 138 | 11:15.0 - 11:16.0 | ...so they already.... | Me | Choice of map |  |
| 139 | 11:16.0 - 11:20.0 | ...think so yeah...they knew Derbyshire because they had been before. | Participant 16 | Choice of map |  |
| 140 | 11:16.0 - 11:20.0 | ...think so yeah...they knew Derbyshire because they had been before. | Participant 16 | Choice of map |  |
| 141 | 11:20.0 - 11:26.0 | Okay, and in general, do you see people use quite a lot of, well, I say phone, but it could laptops or tablets, say digital devices? | Me | Choice of map |  |
| 142 | 11:26.0 - 11:30.0 | Ooh yeah, everytinme they book in, as soon as they...they just want your code. | Participant 16 | Choice of map |  |
| 143 | 11:26.0 - 11:30.0 | Ooh yeah, everytinme they book in, as soon as they...they just want your code. | Participant 16 | Choice of map |  |
| 144 | 11:30.0 - 11:31.0 | [laughs] is that ...? | Me | Choice of map |  |
| 145 | 11:31.0 - 11:58.0 | They just want the code to get onto the internet., and they've all got their iPad's, iPhone's, everything with them, and then they book all the resturants and things, and I imagine they porbably do, they might do a walk around a pub...because we do that...do a pub lunch, so you book your walk in, so they probably do a pub tripadviser, look at the reviews, and then base a walk around it. That's what I know they do, yeah. | Participant 16 | Choice of map |  |
| 146 | 11:31.0 - 11:58.0 | They just want the code to get onto the internet., and they've all got their iPad's, iPhone's, everything with them, and then they book all the resturants and things, and I imagine they porbably do, they might do a walk around a pub...because we do that...do a pub lunch, so you book your walk in, so they probably do a pub tripadviser, look at the reviews, and then base a walk around it. That's what I know they do, yeah. | Participant 16 | Choice of map |  |
| 147 | 11:58.0 - 12:02.0 | And that would be quite interesting to watch, although it is quite scary though... | Me | Choice of map |  |
| 148 | 12:02.0 - 12:03.0 | [laughs] yeah. | Participant 16 | Choice of map |  |
| 149 | 12:02.0 - 12:03.0 | [laughs] yeah. | Participant 16 | Choice of map |  |
| 150 | 12:03.0 - 12:29.0 | Okay, right, back to, and this one, well, it fits in with activities, and it's a bit of a weird question, how importnat do you think digital maps are, both to you as a business owner, and to other people, like if they're a tourist and maybe they're coming from outside the lcoal area, or anywhere really... | Me | Choice of map |  |
| 151 | 12:29.0 - 12:31.0 | ...well, anywhere now yeah... | Participant 16 | Choice of map |  |
| 152 | 12:29.0 - 12:31.0 | ...well, anywhere now yeah... | Participant 16 | Choice of map |  |
| 153 | 12:31.0 - 12:38.0 | ...but um, how important in that overall experience, through to finding where to stay, through to what to do when they are there? | Me | Choice of map |  |
| 154 | 12:38.0 - 13:11.0 | The digital, well, I think its more and more so, isn't it, yeah. It's like books, it's all eBooks and things, because it's all going digital isn't it. I think some people will still prefer the paper, and when there a walkers out, and they are in a group, and they've got a map, and I think that's part of the walk. You all stand there and go "where do you think we are?" [laughs]. You know, I think that's probably part of the social bit of waking, but if you've got two, then you're probably more likeley...or at least you've got that [gestures to holding up a smart phone] as a back up, haven't you? | Participant 16 | Choice of map |  |
| 155 | 12:38.0 - 13:11.0 | The digital, well, I think its more and more so, isn't it, yeah. It's like books, it's all eBooks and things, because it's all going digital isn't it. I think some people will still prefer the paper, and when there a walkers out, and they are in a group, and they've got a map, and I think that's part of the walk. You all stand there and go "where do you think we are?" [laughs]. You know, I think that's probably part of the social bit of waking, but if you've got two, then you're probably more likeley...or at least you've got that [gestures to holding up a smart phone] as a back up, haven't you? | Participant 16 | Choice of map |  |
| 156 | 13:11.0 - 13:12.0 | Yeah, is that for security? | Me | Choice of map |  |
| 157 | 13:12.0 - 13:25.0 | Yeah, it is, I think that's for security again, I think, if they have a discussion and you're going [shrugs shoulders], you kinow, "we think we're on this path", "I think we're on this path", and someone else is going "No, I think we're here", prehaps they can just back it up with that [gestures to use a smart phone]. can't they? | Participant 16 | Choice of map |  |
| 158 | 13:12.0 - 13:25.0 | Yeah, it is, I think that's for security again, I think, if they have a discussion and you're going [shrugs shoulders], you kinow, "we think we're on this path", "I think we're on this path", and someone else is going "No, I think we're here", prehaps they can just back it up with that [gestures to use a smart phone]. can't they? | Participant 16 | Choice of map |  |
| 159 | 13:25.0 - 13:27.0 | Okay, so it becomes a sort of authority doesn't it? | Me | Choice of map |  |
| 160 | 13:27.0 - 13:28.0 | Yeah [laughs] | Participant 16 | Choice of map |  |
| 161 | 13:27.0 - 13:28.0 | Yeah [laughs] | Participant 16 | Choice of map |  |
| 162 | 13:28.0 - 13:32.0 | I know because you get walk leaders, with the landyard, and the... | Me | Choice of map |  |
| 163 | 13:32.0 - 13:59.0 | ...yeah, with the laminated [map], yeah, that;s it [laughs]. Yeah. You see a lot of um, well, probably more into the peak, you know, into the park, and you see a lot f walkers go up here [points to the road], and we get a lot of cyclists come up, perhaps I think because the road is, you know good for practising descending down here. You know, because it has a good 22% hill up. So yeah, it is a good route, because you go right to the top of the hill, around the castle. | Participant 16 | Choice of map |  |
| 164 | 13:32.0 - 13:59.0 | ...yeah, with the laminated [map], yeah, that;s it [laughs]. Yeah. You see a lot of um, well, probably more into the peak, you know, into the park, and you see a lot f walkers go up here [points to the road], and we get a lot of cyclists come up, perhaps I think because the road is, you know good for practising descending down here. You know, because it has a good 22% hill up. So yeah, it is a good route, because you go right to the top of the hill, around the castle. | Participant 16 | Choice of map |  |
| 165 | 13:59.0 - 14:01.0 | Yeah, that's the way we came in around there. | Me | Choice of map |  |
| 166 | 14:01.0 - 14:02.0 | Yeah | Participant 16 | Choice of map |  |
| 167 | 14:01.0 - 14:02.0 | Yeah | Participant 16 | Choice of map |  |
| 168 | 14:02.0 - 14:05.0 | came in past teh car boot sale, off the A38 | Me | Choice of map |  |
| 169 | 14:05.0 - 14:08.0 | Oh did you, I bet itls packed out there, past Tansley. | Participant 16 | Choice of map |  |
| 170 | 14:05.0 - 14:08.0 | Oh did you, I bet itls packed out there, past Tansley. | Participant 16 | Choice of map |  |
| 171 | 14:08.0 - 14:14.0 | I did think that, as soon as the weather became nice, because that's the thing with Matlock isn't it. As soon as the weatehr is nice, if they are not at the Goldfish - the bikers... | Me | Choice of map |  |
| 172 | 14:14.0 - 14:18.0 | ...oh you can hear them, down at the Fishpond, yeah... | Participant 16 | Choice of map |  |
| 173 | 14:14.0 - 14:18.0 | ...oh you can hear them, down at the Fishpond, yeah... | Participant 16 | Choice of map |  |
| 174 | 14:18.0 - 14:21.0 | ...Fishpond! That;ls it, yeah... | Me | Choice of map |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 175 | 14:21.0 - 14:28.0 | Yeah, it will be packed down there. We normally go and walk down, but, yeah. | Participant 16 | Choice of map |  |
| 176 | 14:21.0 - 14:28.0 | Yeah, it will be packed down there. We normally go and walk down, but, yeah. | Participant 16 | Choice of map |  |
| 177 | 14:28.0 - 14:55.0 | But yeah, that's one of the interesting things is obviously how important are they, but when you think about using digital maps as a process, so as you say, you're on booking.com, but quite generally, at what satges do you think a map might fit in with that process? | Me | Choice of map |  |
| 178 | 14:55.0 - 15:45.0 | I think, it depends what they are coming for. If they are coming...obviously our location is quite a big one of they are coming for a specfic reason, like they are coming for a wedding or something and they need to be close, um, some of it might be the walking, just thinking "right, whatls around, walking distance from here", so yeah, I think they are probably...I think it's something they would probably look at aswell as the rooms like, and they rate. I woudl have thought, it's itls no differnet to us, like if we were going to Scotland, we would probably look at a particular area first, so you would probably look at a map first as think "well, is there a pub nearby?", or "is there this nearby?". | Participant 16 | Choice of map |  |
| 179 | 14:55.0 - 15:45.0 | I think, it depends what they are coming for. If they are coming...obviously our location is quite a big one of they are coming for a specfic reason, like they are coming for a wedding or something and they need to be close, um, some of it might be the walking, just thinking "right, whatls around, walking distance from here", so yeah, I think they are probably...I think it's something they would probably look at aswell as the rooms like, and they rate. I woudl have thought, it's itls no differnet to us, like if we were going to Scotland, we would probably look at a particular area first, so you would probably look at a map first as think "well, is there a pub nearby?", or "is there this nearby?". | Participant 16 | Choice of map |  |
| 180 | 15:45.0 - 16:08.0 | ...and if you were looking a Speyside fo example (it's the only bit of Scotland I know, through the Scotch!), if you were doing that, how woudl you go about finding somewhere to stay, what would be the process of..so you decide where to go, and then...but would you use a map to make that decision? | Me | Choice of map |  |
| 181 | 16:08.0 - 16:49.0 | [long pause] I would want to know what the facilities are around me, depending on whethere you want to be remote, or...because we're very lucky here because there is a pub just below us. So we think a lot of guests come here in the evening, and they don't particulaly want to get their cars out again. Especially if they've driven, and they've got the hill back up again. So that's very busy, and they're always very busy from us because we have got that pub. So I think, yeah you would, the only thing I think is that looking at a map it doesn't really tell you - because the hill is very steep, and that sort of, they don't reallt get that, and you can't really get that unless you did a street, Google Map Street and 'walked' up [laughs] | Participant 16 | Choice of map |  |
| 182 | 16:08.0 - 16:49.0 | [long pause] I would want to know what the facilities are around me, depending on whethere you want to be remote, or...because we're very lucky here because there is a pub just below us. So we think a lot of guests come here in the evening, and they don't particulaly want to get their cars out again. Especially if they've driven, and they've got the hill back up again. So that's very busy, and they're always very busy from us because we have got that pub. So I think, yeah you would, the only thing I think is that looking at a map it doesn't really tell you - because the hill is very steep, and that sort of, they don't reallt get that, and you can't really get that unless you did a street, Google Map Street and 'walked' up [laughs] | Participant 16 | Choice of map |  |
| 183 | 16:49.0 - 16:54.0 | Because I know OS maps have the contour lines, that they dodn't have on all maps. | Me | Choice of map |  |
| 184 | 16:54.0 - 17:01.0 | Yes. Yes, yep. So yeah, I think that;s still a bit f a shock to most people when they get here, and they don't realise. | Participant 16 | Choice of map |  |
| 185 | 16:54.0 - 17:01.0 | Yes. Yes, yep. So yeah, I think that;s still a bit f a shock to most people when they get here, and they don't realise. | Participant 16 | Choice of map |  |
| 186 | 17:01.0 - 17:05.0 | ...it's a bit of, well, it is in the Peaks... | Me | Choice of map |  |
| 187 | 17:05.0 - 17:15.0 | Well yeah, you are in the Peak Ditsrict, yeah, not going to be flat is it! The one's who have just gone, well they're from Lincolnshire, and that's phuum [gestures at a flat, level terrain]. Completely different [laughs] | Participant 16 | Choice of map |  |
| 188 | 17:05.0 - 17:15.0 | Well yeah, you are in the Peak Ditsrict, yeah, not going to be flat is it! The one's who have just gone, well they're from Lincolnshire, and that's phuum [gestures at a flat, level terrain]. Completely different [laughs] | Participant 16 | Choice of map |  |
| 189 | 17:15.0 - 17:17.0 | That would be a bit, er.... | Me | Choice of map |  |
| 190 | 17:17.0 - 17:29.0 | So I suppose, if you were...yeah...I think you would use a map. Yeah. I mean, in the old days, you used to just get your AA book out with the B&B's sort of thing, and that was as much information about it as you got. | Participant 16 | Choice of map |  |
| 191 | 17:17.0 - 17:29.0 | So I suppose, if you were...yeah...I think you would use a map. Yeah. I mean, in the old days, you used to just get your AA book out with the B&B's sort of thing, and that was as much information about it as you got. | Participant 16 | Choice of map |  |
| 192 | 17:29.0 - 17:32.0 | Whether it was three star or four star... | Me | Choice of map |  |
| 193 | 17:32.0 - 17:42.0 | Exactly. Whereas you can find out an awful lot now, to pin it down as to whether you want to go and stay somewhere can't you, so you might want...I think the map probably would come into it. | Participant 16 | Choice of map |  |
| 194 | 17:32.0 - 17:42.0 | Exactly. Whereas you can find out an awful lot now, to pin it down as to whether you want to go and stay somewhere can't you, so you might want...I think the map probably would come into it. | Participant 16 | Choice of map |  |
| 195 | 17:42.0 - 17:43.0 | Okay | Me | Choice of map |  |
| 196 | 17:43.0 - 17:46.0 | If you want to be next to a main road, or quiet, or...you know, there's lots you could find out now, isn't there? | Participant 16 | Choice of map |  |
| 197 | 17:43.0 - 17:46.0 | If you want to be next to a main road, or quiet, or...you know, there's lots you could find out now, isn't there? | Participant 16 | Choice of map |  |
| 198 | 17:46.0 - 17:59.0 | Exactly, especially with travel, I eman I spoke with one, who did travelling sales, and they actually prefrred hotels next to the motorway, as soon as they get up - whoompf, they were off. | Me | Choice of map |  |
| 199 | 17:59.0 - 18:22.0 | Yeah, exactly, exactly. Well, we said here, because we've had people that have recommeded guests up to us, and we said we're all provding competion, but we're all providing something a little bit different aren't you. So if you want to be down with your bikes and walking into Matlock Bath, you want to be down there. If you want to be up here in the quiet, but you've got the hill, you come up. So you know, you've not really, you're all a little bit different aren't you. | Participant 16 | Choice of map |  |
| 200 | 17:59.0 - 18:22.0 | Yeah, exactly, exactly. Well, we said here, because we've had people that have recommeded guests up to us, and we said we're all provding competion, but we're all providing something a little bit different aren't you. So if you want to be down with your bikes and walking into Matlock Bath, you want to be down there. If you want to be up here in the quiet, but you've got the hill, you come up. So you know, you've not really, you're all a little bit different aren't you. | Participant 16 | Choice of map |  |
| 201 | 18:22.0 - 18:26.0 | Huh, yeah. I mean,. You can almost imagine sitting here doing a nice watercolour or landscape. | Me | Choice of map |  |
| 202 | 18:26.0 - 18:36.0 | Yeah, I said that, because I used to do an Art class, and I aid I'll be n touch with Tony, and I said we could sit up on there [poinst to the retaining wall between teh graden and road] and do a painting. | Participant 16 | Choice of map |  |
| 203 | 18:26.0 - 18:36.0 | Yeah, I said that, because I used to do an Art class, and I aid I'll be n touch with Tony, and I said we could sit up on there [poinst to the retaining wall between teh graden and road] and do a painting. | Participant 16 | Choice of map |  |
| 204 | 18:36.0 - 18:40.0 | I mean, its a perfect sort of Vista here isn't it | Me | Choice of map |  |
| 205 | 18:40.0 - 18:44.0 | Yeah. Best get around to doing it one day [laughs] | Participant 16 | Choice of map |  |
| 206 | 18:40.0 - 18:44.0 | Yeah. Best get around to doing it one day [laughs] | Participant 16 | Choice of map |  |
| 207 | 18:44.0 - 18:46.0 | [laughs] well, that's the first think that came to mind. | Me | Choice of map |  |
| 208 | 18:46.0 - 18:48.0 | Yeah, doing painting, becuse they call it little Switzerland don't they. | Participant 16 | Choice of map |  |
| 209 | 18:46.0 - 18:48.0 | Yeah, doing painting, becuse they call it little Switzerland don't they. | Participant 16 | Choice of map |  |
| 210 | 18:48.0 - 18:50.0 | ok, is that waht they call it? | Me | Choice of map |  |
| 211 | 18:50.0 - 18:58.0 | Yeah, they call Matlock Bath little Switzerland, because of the cable cars, and I think it's...Skegness down the bottom, but it's little Switzerland from up here. Cause of the differnet colours of the houses and that, yeah. | Participant 16 | Choice of map |  |
| 212 | 18:50.0 - 18:58.0 | Yeah, they call Matlock Bath little Switzerland, because of the cable cars, and I think it's...Skegness down the bottom, but it's little Switzerland from up here. Cause of the differnet colours of the houses and that, yeah. | Participant 16 | Choice of map |  |
| 213 | 18:58.0 - 19:04.0 | I don't know. I can remember going to that Heights of Abraham as a kid, and Gulliver's Kingdom. | Me | Choice of map |  |
| 214 | 19:04.0 - 19:10.0 | Yeah, most people go on that. Gulliver's, you can usually...you can hear the children a bit, can't you? | Participant 16 | Choice of map |  |
| 215 | 19:04.0 - 19:10.0 | Yeah, most people go on that. Gulliver's, you can usually...you can hear the children a bit, can't you? | Participant 16 | Choice of map |  |
| 216 | 19:10.0 - 19:12.0 | A little bit, but it's abot £16 now isn't it. | Me | Choice of map |  |
| 217 | 19:12.0 - 19:14.0 | Nods. It's gone up a bit. | Participant 16 | Choice of map |  |
| 218 | 19:12.0 - 19:14.0 | Nods. It's gone up a bit. | Participant 16 | Choice of map |  |
| 219 | 19:14.0 - 19:41.0 | A bit of weird one now then, do you think digital maps have changed the sense of place, or the way you feel about, the sort of feel you get for a place, do you think a digital map has ever done that? | Me | Choice of map |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 220 | 19:41.0 - 19:43.0 | I can't think of one, no. | Participant 16 | Choice of map |  |
| 221 | 19:41.0 - 19:43.0 | I can't think of one, no. | Participant 16 | Choice of map |  |
| 222 | 19:43.0 - 20:01.0 | And once, and in termd of walkers, do you think that might..so in terms of their...so they are booking a place and they are looking beforehand for example, would a digital map, if you like, give them any sense of what that place might be like before they get there? | Me | Choice of map |  |
| 223 | 20:01.0 - 20:08.0 | Um, no, only as in what's around it, what's surrounding it, yeah. | Participant 16 | Choice of map |  |
| 224 | 20:01.0 - 20:08.0 | Um, no, only as in what's around it, what's surrounding it, yeah. | Participant 16 | Choice of map |  |
| 225 | 20:08.0 - 20:10.0 | Okay, so mostly it's how close it is to other things around it? | Me | Choice of map |  |
| 226 | 20:10.0 - 20:11.0 | Yeah, I think it is, yeah. | Participant 16 | Choice of map |  |
| 227 | 20:10.0 - 20:11.0 | Yeah, I think it is, yeah. | Participant 16 | Choice of map |  |
| 228 | 20:11.0 - 20:12.0 | Okay. | Me | Choice of map |  |
| 229 | 20:12.0 - 20:15.0 | That's the only way I think it woudl do it, yeah. | Participant 16 | Choice of map |  |
| 230 | 20:12.0 - 20:15.0 | That's the only way I think it woudl do it, yeah. | Participant 16 | Choice of map |  |
| 231 | 20:15.0 - 20:32.0 | Okay, and would that, I'm just interested, if they did the internal [pointing at the building], do you think that woudl give peopel a good sense of what it woudl be like? | Me | Choice of map |  |
| 232 | 20:32.0 - 21:00.0 | Yeah, I think it would, yeah. I would like to, I think, I would like to go on it when we can. I think it's difficult, because yes it's a benifit, but can it be a negative, because you can actually walk round, well virtually walk round your rooms | Participant 16 | Choice of map |  |
| 233 | 20:32.0 - 21:00.0 | Yeah, I think it would, yeah. I would like to, I think, I would like to go on it when we can. I think it's difficult, because yes it's a benifit, but can it be a negative, because you can actually walk round, well virtually walk round your rooms | Participant 16 | Choice of map |  |
| 234 | 21:00.0 - 21:18.0 | [wind blows paper-work and consent from across teh table] - oh, I better put that in the wallet [plastic A4 document folder]. Do you think that woudlk be fairly realistic, in terms of, if they went on and looked at it, although it would be photographic imagery, would it be a realistic feel of what it would be like coming here? | Me | Choice of map |  |
| 235 | 21:18.0 - 22:17.0 | I think the feedback we get from guests, the main reason the book with us is the view, and as we say the master suite because it looks this way (the windows view over the vista), it's huge a suite that one is, so if they had a virtual tour, it's still a surprise when they get here. So if you're giving them too much information, can that be...I don't know. I suppose the more information they've got, the better..they can't then get a surprise and go "ooh, I didn't expect that". You know, if you think, you've got everything now, because you've got all your reviews on Tripadvisor, you've got your Googel Map if you did a virtual thing, you know, you've got just about everything, you've got your website which is - John took all the photos for the website - well that's an indication of what you'e getting, so really, you're not going to get a big shock and go - that's not right, thatls not what I expected, really are you, these days. Not like alittle page in a book like you used to get | Participant 16 | Choice of map |  |
| 236 | 21:18.0 - 22:17.0 | I think the feedback we get from guests, the main reason the book with us is the view, and as we say the master suite because it looks this way (the windows view over the vista), it's huge a suite that one is, so if they had a virtual tour, it's still a surprise when they get here. So if you're giving them too much information, can that be...I don't know. I suppose the more information they've got, the better..they can't then get a surprise and go "ooh, I didn't expect that". You know, if you think, you've got everything now, because you've got all your reviews on Tripadvisor, you've got your Googel Map if you did a virtual thing, you know, you've got just about everything, you've got your website which is - John took all the photos for the website - well that's an indication of what you'e getting, so really, you're not going to get a big shock and go - that's not right, thatls not what I expected, really are you, these days. Not like alittle page in a book like you used to get | Participant 16 | Choice of map |  |
| 237 | 22:17.0 - 22:25.0 | Okay, yeah, so it's sort of, if you like...woudl you say it informs people's choices to a greater degree? | Me | Choice of map |  |
| 238 | 22:25.0 - 22:35.0 | Yes, definately. And also, but personally, I,...soem people still look on and see what rooms, what's available, and they still like to ring because they want to talk to a person | Participant 16 | Choice of map |  |
| 239 | 22:25.0 - 22:35.0 | Yes, definately. And also, but personally, I,...soem people still look on and see what rooms, what's available, and they still like to ring because they want to talk to a person | Participant 16 | Choice of map |  |
| 240 | 22:35.0 - 22:36.0 | okay | Me | Choice of map |  |
| 241 | 22:36.0 - 22:48.0 | Some people still want to talk to a person, or speak to use to get a feel of what you're like. | Participant 16 | Choice of map |  |
| 242 | 22:36.0 - 22:48.0 | Some people still want to talk to a person, or speak to use to get a feel of what you're like. | Participant 16 | Choice of map |  |
| 243 | 22:48.0 - 22:51.0 | So, would you, if people phone and itls after they looked at the website... | Me | Choice of map |  |
| 244 | 22:51.0 - 23:03.0 | ...yeah, you've looked at the website, and again they still prefer to make sure we have got rooms available, because as nice as computers arr, and they are fantastic, there is still that blip that can happen. So, yeah [laughs] | Participant 16 | Choice of map |  |
| 245 | 22:51.0 - 23:03.0 | ...yeah, you've looked at the website, and again they still prefer to make sure we have got rooms available, because as nice as computers arr, and they are fantastic, there is still that blip that can happen. So, yeah [laughs] | Participant 16 | Choice of map |  |
| 246 | 23:03.0 - 23:07.0 | And again, that;s almost for security isn't it? | Me | Choice of map |  |
| 247 | 23:07.0 - 23:17.0 | Yeah, and that might be like my parenst have got very very old mobiles, like, there is no internet and all these things have gone digital, so... | Participant 16 | Choice of map |  |
| 248 | 23:07.0 - 23:17.0 | Yeah, and that might be like my parenst have got very very old mobiles, like, there is no internet and all these things have gone digital, so... | Participant 16 | Choice of map |  |
| 249 | 23:17.0 - 23:31.0 | I know my stepdad, he olny had one. Because he likes to look at it, and everytime he was looking at it, the screen kept going blank., and in the end he just went akc to, um... | Me | Choice of map |  |
| 250 | 23:31.0 - 23:35.0 | Yeah, that, see not everybody is...are they, so... | Participant 16 | Choice of map |  |
| 251 | 23:31.0 - 23:35.0 | Yeah, that, see not everybody is...are they, so... | Participant 16 | Choice of map |  |
| 252 | 23:35.0 - 23:41.0 | Yeah, even trying to get my Grandma to e-mail, is a bit of a... | Me | Choice of map |  |
| 253 | 23:41.0 - 23:43.0 | Yeah, it is, well my Mum and Dad don't do any of that. I think sometimes they could do with a litle bit, just to be a bit more technical. | Participant 16 | Choice of map |  |
| 254 | 23:41.0 - 23:43.0 | Yeah, it is, well my Mum and Dad don't do any of that. I think sometimes they could do with a litle bit, just to be a bit more technical. | Participant 16 | Choice of map |  |
| 255 | 23:43.0 - 23:53.0 | Okay | Me | Choice of map |  |
| 256 | 23:53.0 - 23:56.0 | But you know, you can't...so...generation thing isn't it. | Participant 16 | Choice of map |  |
| 257 | 23:53.0 - 23:56.0 | But you know, you can't...so...generation thing isn't it. | Participant 16 | Choice of map |  |
| 258 | 23:56.0 - 24:22.0 | Yep. It can be quite an alien technology, so yeah. The other one I've got there is - do digital maps - and obviously these are generic questions that go across the three cases [outline of the research explained earlier in the meeting], so this one might seem a but obvious - do digital maps have any effect on the place or site - wheer you decide to go or visit? | Me | Choice of map |  |
| 259 | 24:22.0 - 24:24.0 | As in, what just a attraction you mean? | Participant 16 | Choice of map |  |
| 260 | 24:22.0 - 24:24.0 | As in, what just a attraction you mean? | Participant 16 | Choice of map |  |
| 261 | 24:24.0 - 24:35.0 | Yeah, or in our, in the leisure-walking case, just the choice of which walk to go on could be informed by digital maps? | Me | Choice of map |  |
| 262 | 24:35.0 - 24:37.0 | Um, not really, I don't think so, no. | Participant 16 | Choice of map |  |
| 263 | 24:35.0 - 24:37.0 | Um, not really, I don't think so, no. | Participant 16 | Choice of map |  |
| 264 | 24:37.0 - 24:42.0 | That's fair enough | Me | Choice of map |  |
| 265 | 24:42.0 - 24:47.0 | I don't think so, no. Because we've not really used it when any of the patrons, so no. | Participant 16 | Choice of map |  |
| 266 | 24:42.0 - 24:47.0 | I don't think so, no. Because we've not really used it when any of the patrons, so no. | Participant 16 | Choice of map |  |
| 267 | 24:47.0 - 25:02.0 | Okay, so the map might not effect where they walk, but do you think the map might inform where they stop if they wanted to eat, or.... | Me | Choice of map |  |
| 268 | 25:02.0 - 25:17.0 | Yes, I think then it would, yeah. Like I say, still I think if you were looking for somewhere to stop or have a cup of tea, or a pub or whatever I think that would influence it if you look at that, yeah. | Participant 16 | Choice of map |  |
| 269 | 25:02.0 - 25:17.0 | Yes, I think then it would, yeah. Like I say, still I think if you were looking for somewhere to stop or have a cup of tea, or a pub or whatever I think that would influence it if you look at that, yeah. | Participant 16 | Choice of map |  |
| 270 | 25:17.0 - 25:23.0 | Okay, so is it almost more about consumption and about where to consume, but the route itself, that's more about... | Me | Choice of map |  |
| 271 | 25:23.0 - 25:24.0 | Mmm. Mmm [agreement] | Participant 16 | Choice of map |  |
| 272 | 25:23.0 - 25:24.0 | Mmm. Mmm [agreement] | Participant 16 | Choice of map |  |
| 273 | 25:24.0 - 25:35.0 | So how would they decide which route would you say? What would they look at whenthey are deciding say, which walking route to take? | Me | Choice of map |  |
| 274 | 25:35.0 - 25:42.0 | Um, I don't know really, depends what they had, or where they are really. | Participant 16 | Choice of map |  |
| 275 | 25:35.0 - 25:42.0 | Um, I don't know really, depends what they had, or where they are really. | Participant 16 | Choice of map |  |
| 276 | 25:42.0 - 26:04.0 | Okay, but it's, I mean, say for example when you go to go walking, you're trying out routes because: a) you like walking; and b) it gives you an idea so you can tell the customers. But when you decide to choose a route, how do you make that decison, like "we're going to go for this walk, not this walk"? | Me | Choice of map |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 277 | 26:04.0 - 26:27.0 | er, usually distance [laughs]. Usually we set out, because we had our daughter last week, and we know Monsal Trail quite well, and now we've got a leaflet and itls just got about 8 walks, and we've got to time in between when you want to leave here and when you want to get back, and do you leave it, and if you want to do it reaistically, or you want to do a four-mile walk, or an 8-mile, depending on how long you've got, and how much energy you've got... | Participant 16 | Choice of map |  |
| 278 | 26:04.0 - 26:27.0 | er, usually distance [laughs]. Usually we set out, because we had our daughter last week, and we know Monsal Trail quite well, and now we've got a leaflet and itls just got about 8 walks, and we've got to time in between when you want to leave here and when you want to get back, and do you leave it, and if you want to do it reaistically, or you want to do a four-mile walk, or an 8-mile, depending on how long you've got, and how much energy you've got... | Participant 16 | Choice of map |  |
| 279 | 26:27.0 - 26:28.0 | ...Especially if it's [gestures to peaks/troughs with hand] | Me | Choice of map |  |
| 280 | 26:28.0 - 26:42.0 | Yes, exactly. But we didn't get lost, we took the little brochure with us, and were right on the top, and also we had done a little bit of the monsal trail, and we did it a little bit different, so we could say to people, go and do the Number 4 if you want to do this, or go and do number 5, but that is still with a little leaflet. | Participant 16 | Choice of map |  |
| 281 | 26:28.0 - 26:42.0 | Yes, exactly. But we didn't get lost, we took the little brochure with us, and were right on the top, and also we had done a little bit of the monsal trail, and we did it a little bit different, so we could say to people, go and do the Number 4 if you want to do this, or go and do number 5, but that is still with a little leaflet. | Participant 16 | Choice of map |  |
| 282 | 26:42.0 - 26:53.0 | And arethey the Visit Peak ones, or are they... | Me | Choice of map |  |
| 283 | 26:53.0 - 27:08.0 | erm, the ones that you get in the little tourist information centres, yeah ...so wherever we go. We did Cromford a couple of weeks ago and I picked one up on Tissington, the general ones that are around and that are well known. | Participant 16 | Choice of map |  |
| 284 | 26:53.0 - 27:08.0 | erm, the ones that you get in the little tourist information centres, yeah ...so wherever we go. We did Cromford a couple of weeks ago and I picked one up on Tissington, the general ones that are around and that are well known. | Participant 16 | Choice of map |  |
| 285 | 27:08.0 - 27:11.0 | Yeah, and of course Tissington is quite nice, it's a straight line, you've got Bluebells | Me | Choice of map |  |
| 286 | 27:11.0 - 27:53.0 | Exactly, and if you've one ch...like monsal, you've got a trail through it where you can cycle with the children, where you can go on the flat, but if you want to go up and down, like when you get some serious walkers in, they want to...we've had some come in, we've had backpackers in, and they just wak for eight/ten hours. All day. They have walked all up there [poinst to the main hill] all around there [her had gestures to skirt the valley rim] and come back. They literally just walk up from the station first and then off they go. So...yeah. There are serious walkers, then there are family walkers, then there are lesiurley walkers, like us if you've got a group of you, and then you've got walking groups haven't you, yeah. There is a lot of dfferent types of walkers out there. | Participant 16 | Choice of map |  |
| 287 | 27:11.0 - 27:53.0 | Exactly, and if you've one ch...like monsal, you've got a trail through it where you can cycle with the children, where you can go on the flat, but if you want to go up and down, like when you get some serious walkers in, they want to...we've had some come in, we've had backpackers in, and they just wak for eight/ten hours. All day. They have walked all up there [poinst to the main hill] all around there [her had gestures to skirt the valley rim] and come back. They literally just walk up from the station first and then off they go. So...yeah. There are serious walkers, then there are family walkers, then there are lesiurley walkers, like us if you've got a group of you, and then you've got walking groups haven't you, yeah. There is a lot of dfferent types of walkers out there. | Participant 16 | Choice of map |  |
| 288 | 27:53.0 - 27:57.0 | And do you think they use digital maps differently? | Me | Choice of map |  |
| 289 | 27:57.0 - 27:59.0 | Yeah, I think there woudl be...yeah, I think it would be actually interesting to see if that's a generation thing. Because, as I say, Imagine youngsters, like our son in law, I imagine he.... | Participant 16 | Choice of map |  |
| 290 | 27:57.0 - 27:59.0 | Yeah, I think there woudl be...yeah, I think it would be actually interesting to see if that's a generation thing. Because, as I say, Imagine youngsters, like our son in law, I imagine he.... | Participant 16 | Choice of map |  |
| 291 | 27:59.0 - 28:00.0 | [Partner leaves building - addresses me] - Like coffee? | Participant 17 | Choice of map |  |
| 292 | 27:59.0 - 28:00.0 | [Partner leaves building - addresses me] - Like coffee? | Participant 17 | Choice of map |  |
| 293 | 28:00.0 - 28:01.0 | Oh, er, I would love one if you're offering. | Me | Choice of map |  |
| 294 | 28:01.0 - 28:02.0 | Yeah, certainly, yeah. | Participant 17 | Choice of map |  |
| 295 | 28:01.0 - 28:02.0 | Yeah, certainly, yeah. | Participant 17 | Choice of map |  |
| 296 | 28:02.0 - 28:03.0 | Thansk, that's... | Me | Choice of map |  |
| 297 | 28:03.0 - 28:05.0 | Thanks [addressing Participant 17a as he goes back into the builidng]. Yeah, I think the little booklet is going to be old school soon, but as I say, the groups of walkers, they like one in front, you know, group leader with a [getures to holding a paper map on a horozantal plane]. | Participant 17 | Choice of map |  |
| 298 | 28:03.0 - 28:05.0 | Thanks [addressing Participant 17 as he goes back into the builidng]. Yeah, I think the little booklet is going to be old school soon, but as I say, the groups of walkers, they like one in front, you know, group leader with a [getures to holding a paper map on a horozantal plane]. | Participant 16 | Choice of map |  |
| 299 | 28:05.0 - 28:34.0 | Yeah, it's definately a social activity | Me | Choice of map |  |
| 300 | 28:34.0 - 28:42.0 | Yah, I think. I could be completely wrong [laughs] because we're not in a walking group, but...I imagine that it's still a bit like that. | Participant 16 | Choice of map |  |
| 301 | 28:34.0 - 28:42.0 | Yah, I think. I could be completely wrong [laughs] because we're not in a walking group, but...I imagine that it's still a bit like that. | Participant 16 | Choice of map |  |
| 302 | 28:42.0 - 28:47.0 | Well, I'll have to, I mean I've not moved on to walkers yet, becaseu they are the next ones to come, but I'll have to look out for... | Me | Choice of map |  |
| 303 | 28:47.0 - 28:50.0 | I sthat what you're going to do, go and interview walkesr. | Participant 16 | Choice of map |  |
| 304 | 28:47.0 - 28:50.0 | I sthat what you're going to do, go and interview walkesr. | Participant 16 | Choice of map |  |
| 305 | 28:50.0 - 28:52.0 | Yeah, I will do | Me | Choice of map |  |
| 306 | 28:52.0 - 28:58.0 | Yeah, yeah. That will be good, yeah. | Participant 16 | Choice of map |  |
| 307 | 28:52.0 - 28:58.0 | Yeah, yeah. That will be good, yeah. | Participant 16 | Choice of map |  |
| 308 | 28:58.0 - 29:18.0 | Yeah, I mean there are few places like I can go to meetup to find them and then go and meet them. But I woudl be intrigued to see, because you've got hikers, nordic walkers, hikers...to see, and you've got holidaygoers sometimes, and they might not want to go off - I mean some of them, if they are from a city, they might not be happy going off the beaten track a lot. | Me | Choice of map |  |
| 309 | 29:18.0 - 29:27.0 | That's true, yeah, I mean it's a completely different set up here to the middle of London isn't it. | Participant 16 | Choice of map |  |
| 310 | 29:18.0 - 29:27.0 | That's true, yeah, I mean it's a completely different set up here to the middle of London isn't it. | Participant 16 | Choice of map |  |
| 311 | 29:27.0 - 29:29.0 | Yeah - I mean they get scared of sheep [laughs] | Me | Choice of map |  |
| 312 | 29:29.0 - 29:42.0 | yeah, that's true [laughs]. Sheep, yeah, Yeah, the coutryside in general can be quite scary, mind you, we've always been living in teh coutryside, so we've...I mean Participant 17 is a farmer, so he is used to all cattle and you know, so you just take it all for granted down't you, you know. | Participant 16 | Choice of map |  |
| 313 | 29:29.0 - 29:42.0 | yeah, that's true [laughs]. Sheep, yeah, Yeah, the coutryside in general can be quite scary, mind you, we've always been living in teh coutryside, so we've...I mean Participant 17 is a farmer, so he is used to all cattle and you know, so you just take it all for granted down't you, you know. | Participant 16 | Choice of map |  |
| 314 | 29:42.0 - 30:06.0 | Yeah, especially, aswell what we find difficult when we go on holiday - because we come from Derby - now where di we go on holiday? - the South Downs, it's actially quite disappointing, because although it's a nice national park, it isn't the same, because you measure everything by the peak district, so it's jyst a bit [wasn't gret]. | Me | Choice of map |  |
| 315 | 30:06.0 - 30:08.0 | Was it - yeah. | Participant 16 | Choice of map |  |
| 316 | 30:06.0 - 30:08.0 | Was it - yeah. | Participant 16 | Choice of map |  |
| 317 | 30:08.0 - 30:17.0 | Well, its got wild horses, but not much else. So at least I found that interesting! But it's um, ruined the rest of the country for me. | Me | Choice of map |  |
| 318 | 30:17.0 - 30:23.0 | [laughs] where was that, did you say? | Participant 16 | Choice of map |  |
| 319 | 30:17.0 - 30:23.0 | [laughs] where was that, did you say? | Participant 16 | Choice of map |  |
| 320 | 30:23.0 - 30:27.0 | The south downs, just sout of Southmapton, near Portsmouth just on the national park. | Me | Choice of map |  |
| 321 | 30:27.0 - 30:35.0 | Oh yes. Oh I know Portsmouth and that, but I didn't know there was a...I've been round the new forest, and around there, but I didn't know there was a... | Participant 16 | Choice of map |  |
| 322 | 30:27.0 - 30:35.0 | Oh yes. Oh I know Portsmouth and that, but I didn't know there was a...I've been round the new forest, and around there, but I didn't know there was a... | Participant 16 | Choice of map |  |
| 323 | 30:35.0 - 30:36.0 | Yeah, it used to be common land | Me | Choice of map |  |
| 324 | 30:36.0 - 30:37.0 | right | Participant 16 | Choice of map |  |
| 325 | 30:36.0 - 30:37.0 | right | Participant 16 | Choice of map |  |
| 326 | 30:37.0 - 30:47.0 | I can't remember who it was that gave it way, but it was commonland people could live on, and farm off for free. Yha it;s got all wild horses, and walks. Yeah. | Me | Choice of map |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 327 | 30:47.0 - 30:58.0 | Oh right, yeah, but not naturally, like this is just beautiful [gesturing to the vista], which it is, isn't it really? | Participant 16 | Choice of map |  |
| 328 | 30:47.0 - 30:58.0 | Oh right, yeah, but not naturally, like this is just beautiful [gesturing to the vista], which it is, isn't it really? | Participant 16 | Choice of map |  |
| 329 | 30:58.0 - 31:12.0 | Yeah, it is, it's nice. But, yeah, I mean thatls most my questions really. But obvioulsy, i'll go through the last one, but I think we have pretty much answered it. Do you think a digital map map has any effect on the choice of route you decide to take? I mean spearate to the place, | Me | Choice of route |  |
| 330 | 31:12.0 - 31:24.0 | Yeah. Yeah. I don't know how much they do. It's automatic, it's forgetting you've got this digital thing in your pocket really. Mine's a littl bit aswell, that I want to switch off from it, so mine's, I don't particlurly want...I mean, mine pings all the time, and I leave mine behind, [points at the main building] because I tinm they way thinsg are now, if you're not careful, you are ruled by them, and I think, alright, sometimes (again) if you get lost up there [point to hill where the wto got lost in the fog] you need your phone to ring help, or you know...[Participant 17 arrives with the tea and coffee - and then sits down] | Participant 16 | Choice of route |  |
| 331 | 31:12.0 - 31:24.0 | Yeah. Yeah. I don't know how much they do. It's automatic, it's forgetting you've got this digital thing in your pocket really. Mine's a littl bit aswell, that I want to switch off from it, so mine's, I don't particlurly want...I mean, mine pings all the time, and I leave mine behind, [points at the main building] because I tinm they way thinsg are now, if you're not careful, you are ruled by them, and I think, alright, sometimes (again) if you get lost up there [point to hill where the wto got lost in the fog] you need your phone to ring help, or you know...[Participant 17 arrives with the tea and coffee - and then sits down] | Participant 16 | Choice of route |  |
| 332 | 31:24.0 - 31:59.0 | Oh, thank you. | Me | Choice of route |  |
| 333 | 31:59.0 - 32:01.0 | That;s alright | Participant 17 | Choice of route |  |
| 334 | 31:59.0 - 32:01.0 | That;s alright | Participant 17 | Choice of route |  |
| 335 | 32:01.0 - 32:02.0 | Cheers | Me | Choice of route |  |
| 336 | 32:02.0 - 32:05.0 | It's beatiful isn't it | Participant 17 | Choice of route |  |
| 337 | 32:02.0 - 32:05.0 | It's beatiful isn't it | Participant 17 | Choice of route |  |
| 338 | 32:05.0 - 32:12.0 | We're on about phones [Participant 17], digital maps and things. | Participant 16 | Choice of route |  |
| 339 | 32:05.0 - 32:12.0 | We're on about phones [Participant 17], digital maps and things. | Participant 16 | Choice of route |  |
| 340 | 32:12.0 - 32:14.0 | Oh yeah | Participant 17 | Choice of route |  |
| 341 | 32:12.0 - 32:14.0 | Oh yeah | Participant 17 | Choice of route |  |
| 342 | 32:14.0 - 32:21.0 | I said, I tend to find that when you go out walking I like to switch it off and leave it behind, so you can switch off from it. | Participant 16 | Choice of route |  |
| 343 | 32:14.0 - 32:21.0 | I said, I tend to find that when you go out walking I like to switch it off and leave it behind, so you can switch off from it. | Participant 16 | Choice of route |  |
| 344 | 32:21.0 - 32:23.0 | Well yeah. | Participant 17 | Choice of route |  |
| 345 | 32:21.0 - 32:23.0 | Well yeah. | Participant 17 | Choice of route |  |
| 346 | 32:23.0 - 32:27.0 | But we were just saying, it is a back-up, if you do get lost it is there as a back-up. | Participant 16 | Choice of route |  |
| 347 | 32:23.0 - 32:27.0 | But we were just saying, it is a back-up, if you do get lost it is there as a back-up. | Participant 16 | Choice of route |  |
| 348 | 32:27.0 - 32:29.0 | Oh it is these days, yeah. | Participant 17 | Choice of route |  |
| 349 | 32:27.0 - 32:29.0 | Oh it is these days, yeah. | Participant 17 | Choice of route |  |
| 350 | 32:29.0 - 32:31.0 | But we've not really used one have we. | Participant 16 | Choice of route |  |
| 351 | 32:29.0 - 32:31.0 | But we've not really used one have we. | Participant 16 | Choice of route |  |
| 352 | 32:31.0 - 32:32.0 | No. | Participant 17 | Choice of route |  |
| 353 | 32:31.0 - 32:32.0 | No. | Participant 17 | Choice of route |  |
| 354 | 32:32.0 - 32:38.0 | We get the little books out and the OS maps. Itls like when we went with [daughter] and [another person] - he got his map out [gestures to using either a smartphone or a tablet] didn't he. | Participant 16 | Choice of route |  |
| 355 | 32:32.0 - 32:38.0 | We get the little books out and the OS maps. Itls like when we went with [daughter] and [another person] - he got his map out [gestures to using either a smartphone or a tablet] didn't he. | Participant 16 | Choice of route |  |
| 356 | 32:38.0 - 32:43.0 | Yeah. Oh yeah, on the screen, it tells you how many miles you have walked and everything. | Participant 17 | Choice of route |  |
| 357 | 32:38.0 - 32:43.0 | Yeah. Oh yeah, on the screen, it tells you how many miles you have walked and everything. | Participant 17 | Choice of route |  |
| 358 | 32:43.0 - 32:49.0 | So yeah, if you think you're going wrong, you can go - oooh, hold on a minte, we're right | Participant 16 | Choice of route |  |
| 359 | 32:43.0 - 32:49.0 | So yeah, if you think you're going wrong, you can go - oooh, hold on a minte, we're right | Participant 16 | Choice of route |  |
| 360 | 32:49.0 - 32:54.0 | And these ones you can do, like i have seen chaps around here doing a treasure hunt on a GPS | Participant 17 | Choice of route |  |
| 361 | 32:49.0 - 32:54.0 | And these ones you can do, like i have seen chaps around here doing a treasure hunt on a GPS | Participant 17 | Choice of route |  |
| 362 | 32:54.0 - 32:55.0 | Oh okay | Me | Choice of route |  |
| 363 | 32:55.0 - 32:56.0 | Oh have you heard of that one, where they bury things? | Participant 16 | Choice of route |  |
| 364 | 32:55.0 - 32:56.0 | Oh have you heard of that one, where they bury things? | Participant 16 | Choice of route |  |
| 365 | 32:56.0 - 32:58.0 | They put loads of clues... | Participant 17 | Choice of route |  |
| 366 | 32:56.0 - 32:58.0 | They put loads of clues... | Participant 17 | Choice of route |  |
| 367 | 32:58.0 - 32:59.0 | Oh, er, geocaching | Me | Choice of route |  |
| 368 | 32:59.0 - 33:01.0 | That's it | Participant 17 | Choice of route |  |
| 369 | 32:59.0 - 33:01.0 | That's it | Participant 17 | Choice of route |  |
| 370 | 33:01.0 - 33:05.0 | Is that what it is called | Participant 16 | Choice of route |  |
| 371 | 33:01.0 - 33:05.0 | Is that what it is called | Participant 16 | Choice of route |  |
| 372 | 33:05.0 - 33:09.0 | They found some, and I went and had a look the other day, and there is a tin there, and you opne it up.... | Participant 17 | Choice of route |  |
| 373 | 33:05.0 - 33:09.0 | They found some, and I went and had a look the other day, and there is a tin there, and you opne it up.... | Participant 17 | Choice of route |  |
| 374 | 33:09.0 - 33:11.0 | Oh okay | Me | Choice of route |  |
| 375 | 33:11.0 - 33:14.0 | They've got litle plastic cup crate holders hadn't they | Participant 17 | Choice of route |  |
| 376 | 33:11.0 - 33:14.0 | They've got litle plastic cup crate holders hadn't they | Participant 17 | Choice of route |  |
| 377 | 33:14.0 - 33:16.0 | I don't know John... | Participant 16 | Choice of route |  |
| 378 | 33:14.0 - 33:16.0 | I don't know John... | Participant 16 | Choice of route |  |
| 379 | 33:16.0 - 33:22.0 | Yeah, and that's like their trademark, they've all got one, and then you look in the tin and sign it and date there. | Participant 17 | Choice of route |  |
| 380 | 33:16.0 - 33:22.0 | Yeah, and that's like their trademark, they've all got one, and then you look in the tin and sign it and date there. | Participant 17 | Choice of route |  |
| 381 | 33:22.0 - 33:24.0 | Then what do you do? | Participant 16 | Choice of route |  |
| 382 | 33:22.0 - 33:24.0 | Then what do you do? | Participant 16 | Choice of route |  |
| 383 | 33:24.0 - 33:26.0 | Well, you move on to your next one. | Participant 17 | Choice of route |  |
| 384 | 33:24.0 - 33:26.0 | Well, you move on to your next one. | Participant 17 | Choice of route |  |
| 385 | 33:26.0 - 33:28.0 | It's like a challenge is it? | Participant 16 | Choice of route |  |
| 386 | 33:26.0 - 33:28.0 | It's like a challenge is it? | Participant 16 | Choice of route |  |
| 387 | 33:28.0 - 33:30.0 | Yeah, well, it's like a treasure hunt, but you have to find it and it gives you clues | Participant 17 | Choice of route |  |
| 388 | 33:28.0 - 33:30.0 | Yeah, well, it's like a treasure hunt, but you have to find it and it gives you clues | Participant 17 | Choice of route |  |
| 389 | 33:30.0 - 33:31.0 | And who sets it up [joking accusation]? | Participant 16 | Choice of route |  |
| 390 | 33:30.0 - 33:31.0 | And who sets it up [joking accusation]? | Participant 16 | Choice of route |  |
| 391 | 33:31.0 - 33:32.0 | Well, I don't... | Participant 17 | Choice of route |  |
| 392 | 33:31.0 - 33:32.0 | Well, I don't... | Participant 17 | Choice of route |  |
| 393 | 33:32.0 - 33:33.0 | Do you join a club? | Participant 16 | Choice of route |  |
| 394 | 33:32.0 - 33:33.0 | Do you join a club? | Participant 16 | Choice of route |  |
| 395 | 33:33.0 - 33:35.0 | Well I don't know actually | Participant 17 | Choice of route |  |
| 396 | 33:33.0 - 33:35.0 | Well I don't know actually | Participant 17 | Choice of route |  |
| 397 | 33:35.0 - 33:36.0 | Do you know about it [addressing me]? | Participant 16 | Choice of route |  |
| 398 | 33:35.0 - 33:36.0 | Do you know about it [addressing me]? | Participant 16 | Choice of route |  |
| 399 | 33:36.0 - 33:40.0 | I've seen it yeah, geocaching yeah, there's apps they can download, and it;s a bit like challeneg Anika isn;t it? | Me | Choice of route |  |
| 400 | 33:40.0 - 33:41.0 | Yeah | Participant 16 | Choice of route |  |
| 401 | 33:40.0 - 33:41.0 | Yeah | Participant 16 | Choice of route |  |
| 402 | 33:41.0 - 33:43.0 | Yeah, it is a bit yeah. | Participant 17 | Choice of route |  |
| 403 | 33:41.0 - 33:43.0 | Yeah, it is a bit yeah. | Participant 17 | Choice of route |  |
| 404 | 33:43.0 - 33:48.0 | [laughs] yeah, that's true. Well, there you go then, that's a big thing really isn't it, for maps using. | Participant 16 | Choice of route |  |
| 405 | 33:43.0 - 33:48.0 | [laughs] yeah, that's true. Well, there you go then, that's a big thing really isn't it, for maps using. | Participant 16 | Choice of route |  |
| 406 | 33:48.0 - 34:00.0 | But that's what he came for, you know, and he showed us on his phone, and there is literally hundreds in Matlock to go to, yeah, just around here. | Participant 17 | Choice of route |  |
| 407 | 33:48.0 - 34:00.0 | But that's what he came for, you know, and he showed us on his phone, and there is literally hundreds in Matlock to go to, yeah, just around here. | Participant 17 | Choice of route |  |
| 408 | 34:00.0 - 34:02.0 | Yeah, especially with the stone walls, going up and down | Me | Choice of route |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 409 | 34:02.0 - 34:04.0 | Yeah, that's it. | Participant 17 | Choice of route |  |
| 410 | 34:02.0 - 34:04.0 | Yeah, that's it. | Participant 17 | Choice of route |  |
| 411 | 34:04.0 - 34:08.0 | But it's just your challenge in saying, itls just your satisfaction in doing it? | Participant 16 | Choice of route |  |
| 412 | 34:04.0 - 34:08.0 | But it's just your challenge in saying, itls just your satisfaction in doing it? | Participant 16 | Choice of route |  |
| 413 | 34:08.0 - 34:11.0 | Yeah. You're obviously walking to it aren't you? | Participant 17 | Choice of route |  |
| 414 | 34:08.0 - 34:11.0 | Yeah. You're obviously walking to it aren't you? | Participant 17 | Choice of route |  |
| 415 | 34:11.0 - 34:19.0 | Yeah, perhaps it's more interesting aswell, when the children go. It's a challenge for children wouldn't it. Bit like the easter egg bunny hunt | Participant 16 | Choice of route |  |
| 416 | 34:11.0 - 34:19.0 | Yeah, perhaps it's more interesting aswell, when the children go. It's a challenge for children wouldn't it. Bit like the easter egg bunny hunt | Participant 16 | Choice of route |  |
| 417 | 34:19.0 - 34:21.0 | Yeah, that's it. | Participant 17 | Choice of route |  |
| 418 | 34:19.0 - 34:21.0 | Yeah, that's it. | Participant 17 | Choice of route |  |
| 419 | 34:21.0 - 34:28.0 | We had one of those in Deby city centre. It was qite good. | Me | Choice of route |  |
| 420 | 34:28.0 - 34:35.0 | Did you, yeah, I bet that''s classic to use your, yeah [Particpnat 17 walks off] | Participant 16 | Choice of route |  |
| 421 | 34:28.0 - 34:35.0 | Did you, yeah, I bet that''s classic to use your, yeah [Particpnat 17 walks off] | Participant 16 | Choice of route |  |
| 422 | 34:35.0 - 35:28.0 | Bt it's sort of, I mean, one guy I spoke to called Nigal Vardy is a speaker at TED [TEDx Derby 2014] - a conference, and he takes peopel out walking,a nd one of things that was quite worrying about that - he calls himself an adventurer, um goes all up everest and mountains, um, mount everest base cap now has wi-fi, which I found interesting, but he's taking people up a mountain range, and it's some of the most dangerous terrain in the world, and they are there actually on their phone [gestures to looking down at a smartphone screen], because they have actually got check-in points, and they are checking in as they are going up the mountain, rather than comncentrating on the [gestures to the surrounding floor/ground] - I mean obvioulsy it was high up, so it was easy to get a signal. But he was sayinbg itwas quite scary, that shift. | Me | Choice of route |  |
| 423 | 35:28.0 - 36:06.0 | Yes, that's true, I had never thought of that side of it. I was just thinking, the other way people probably use them is if your spotting wildlife, or flowers and plants, I suppose of you've got osmething like "...if you're in this area, you should see this, look out for this...". For all, and I suppose they can tap it in. I suppose there is that side of them, I don't know, theree could be something intersting like waterfalls or, I suppose they use it for...I don't know. If we've got wild birds, or "...if you're on this particluar walk you should be spotting this, or...", I suppose people do that aswell, don;t they. | Participant 16 | Choice of route |  |
| 424 | 35:28.0 - 36:06.0 | Yes, that's true, I had never thought of that side of it. I was just thinking, the other way people probably use them is if your spotting wildlife, or flowers and plants, I suppose of you've got osmething like "...if you're in this area, you should see this, look out for this...". For all, and I suppose they can tap it in. I suppose there is that side of them, I don't know, theree could be something intersting like waterfalls or, I suppose they use it for...I don't know. If we've got wild birds, or "...if you're on this particluar walk you should be spotting this, or...", I suppose people do that aswell, don;t they. | Participant 16 | Choice of route |  |
| 425 | 36:06.0 - 36:07.0 | Of course, what could be useful is "here are the mines" [joking] | Me | Choice of route |  |
| 426 | 36:07.0 - 36:10.0 | Oh yeah, excatky, yeah, like when we goty lost | Participant 16 | Choice of route |  |
| 427 | 36:07.0 - 36:10.0 | Oh yeah, excatky, yeah, like when we goty lost | Participant 16 | Choice of route |  |
| 428 | 36:10.0 - 36:13.0 | that woudl have been useful | Me | Choice of route |  |
| 429 | 36:13.0 - 36:55.0 | Yeah, yeah. Because there is a lot of mineshafts up there, and I remember we were miles too high, right on that top. That was going , that was using...no, that wasn't using anything. That was just going, that was just driving up in February it was, and we wanted to get above, and we wanted to go to the cable cars, because you can walk across, without going on to them, and we just parked right at the top and we got up there and we got lost up there, and we got off the footpath, the public footpath, and it was boaut half past wo, three and because the weather changes to quick down here, and I says you're going to look a right idiot of you ring the rescue people and they ask "where do you live"...[Participant 17 retunrs with the geocache box] | Participant 16 | Choice of route |  |
| 430 | 36:13.0 - 36:55.0 | Yeah, yeah. Because there is a lot of mineshafts up there, and I remember we were miles too high, right on that top. That was going , that was using...no, that wasn't using anything. That was just going, that was just driving up in February it was, and we wanted to get above, and we wanted to go to the cable cars, because you can walk across, without going on to them, and we just parked right at the top and we got up there and we got lost up there, and we got off the footpath, the public footpath, and it was boaut half past wo, three and because the weather changes to quick down here, and I says you're going to look a right idiot of you ring the rescue people and they ask "where do you live"...[Participant 17 retunrs with the geocache box] | Participant 16 | Choice of route |  |
| 431 | 36:55.0 - 37:03.0 | There you are, this ones called 'Suzie' [showing us the geocache box - a small 50g tobacco tin sized plastic tupperware container]. That's unusual isn't it. Just hiden under a stone up there [points up the hill] | Participant 17 | Choice of route |  |
| 432 | 36:55.0 - 37:03.0 | There you are, this ones called 'Suzie' [showing us the geocache box - a small 50g tobacco tin sized plastic tupperware container]. That's unusual isn't it. Just hiden under a stone up there [points up the hill] | Participant 17 | Choice of route |  |
| 433 | 37:03.0 - 37:04.0 | Oh people have signed it | Me | Choice of route |  |
| 434 | 37:04.0 - 37:06.0 | You can sign now Participant 17 | Participant 16 | Choice of route |  |
| 435 | 37:04.0 - 37:06.0 | You can sign now Participant 17 | Participant 16 | Choice of route |  |
| 436 | 37:06.0 - 37:09.0 | yep. | Participant 17 | Choice of route |  |
| 437 | 37:06.0 - 37:09.0 | yep. | Participant 17 | Choice of route |  |
| 438 | 37:09.0 - 37:10.0 | You can sell it! [laughs] | Me | Choice of route |  |
| 439 | 37:10.0 - 37:12.0 | Do you take milk? [addressing me, refrring to perculated the coffee] | Participant 16 | Choice of route |  |
| 440 | 37:10.0 - 37:12.0 | Do you take milk? [addressing me, refrring to perculated the coffee] | Participant 16 | Choice of route |  |
| 441 | 37:12.0 - 37:15.0 | Ooh, yes please [addressing Participant 16 RE the coffee] - I can see it's got a stamp and everything [addressing Participant 17 RE the geocache box] | Me | Choice of route |  |
| 442 | 37:15.0 - 37:24.0 | Yep, yep. An dthere is these little trinkets they leave as commemorative things, yeah. | Participant 17 | Choice of route |  |
| 443 | 37:15.0 - 37:24.0 | Yep, yep. An dthere is these little trinkets they leave as commemorative things, yeah. | Participant 17 | Choice of route |  |
| 444 | 37:24.0 - 37:30.0 | Oh wow. So that's what it's all about. See when was the first one- 1990? {looks in box] | Participant 16 | Choice of route |  |
| 445 | 37:24.0 - 37:30.0 | Oh wow. So that's what it's all about. See when was the first one- 1990? {looks in box] | Participant 16 | Choice of route |  |
| 446 | 37:30.0 - 37:49.0 | [Reading the earliest comment in the box] "why didn't we bring the car?". That's um, seventh of the second that one, and sixth of the fifth. No names on that one, 8th of the third | Participant 17 | Choice of route |  |
| 447 | 37:30.0 - 37:49.0 | [Reading the earliest comment in the box] "why didn't we bring the car?". That's um, seventh of the second that one, and sixth of the fifth. No names on that one, 8th of the third | Participant 17 | Choice of route |  |
| 448 | 37:49.0 - 38:02.0 | That's the orginal one, it was written on 18th of the fourth 2010 | Me | Choice of route |  |
| 449 | 38:02.0 - 38:07.0 | Yeah, "Made this for my wife" | Participant 17 | Choice of route |  |
| 450 | 38:02.0 - 38:07.0 | Yeah, "Made this for my wife" | Participant 17 | Choice of route |  |
| 451 | 38:07.0 - 38:15.0 | So where did that suddenly spring from, because we came...oh, I... | Participant 16 | Choice of route |  |
| 452 | 38:07.0 - 38:15.0 | So where did that suddenly spring from, because we came...oh, I... | Participant 16 | Choice of route |  |
| 453 | 38:15.0 - 38:23.0 | Odd though, aren't they the little... | Me | Choice of route |  |
| 454 | 38:23.0 - 38:37.0 | Yeah...nothing valuable in there? No jewellery then, no? [laughs] | Participant 16 | Choice of route |  |
| 455 | 38:23.0 - 38:37.0 | Yeah...nothing valuable in there? No jewellery then, no? [laughs] | Participant 16 | Choice of route |  |
| 456 | 38:37.0 - 38:40.0 | So, I mean, are these the guests then? | Me | Choice of route |  |
| 457 | 38:40.0 - 38:55.0 | There was two, I don't know, I just happened to, they said about it and I seen some people standing there and they were at the garage, the wall, and I lifted it up (the stone) and I seen the grab the pot, and um, yeah, I wnet and had a look, and that's when I ... | Participant 17 | Choice of route |  |
| 458 | 38:40.0 - 38:55.0 | There was two, I don't know, I just happened to, they said about it and I seen some people standing there and they were at the garage, the wall, and I lifted it up (the stone) and I seen the grab the pot, and um, yeah, I wnet and had a look, and that's when I ... | Participant 17 | Choice of route |  |
| 459 | 38:55.0 - 38:57.0 | Well, how do you get your clue for the next one then? | Participant 16 | Choice of route |  |
| 460 | 38:55.0 - 38:57.0 | Well, how do you get your clue for the next one then? | Participant 16 | Choice of route |  |
| 461 | 38:57.0 - 38:59.0 | Well, I don't know, I suppose you must... | Participant 17 | Choice of route |  |
| 462 | 38:57.0 - 38:59.0 | Well, I don't know, I suppose you must... | Participant 17 | Choice of route |  |
| 463 | 38:59.0 - 39:06.0 | That is your, this is the map then, yeah. | Participant 16 | Choice of route |  |
| 464 | 38:59.0 - 39:06.0 | That is your, this is the map then, yeah. | Participant 16 | Choice of route |  |
| 465 | 39:06.0 - 39:14.0 | They left some little treaure prizes, that's um, they're quite novel aren't they. | Me | Choice of route |  |
| 466 | 39:14.0 - 39:19.0 | [laughs] yeah - naye bother [Participant 17 walks off to replace geocache box in teh wall, Participant 16 passes me a coffee] | Participant 16 | Choice of route |  |
| 467 | 39:14.0 - 39:19.0 | [laughs] yeah - naye bother [Participant 17 walks off to replace geocache box in teh wall, Participant 16 passes me a coffee] | Participant 16 | Choice of route |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 468 | 39:19.0 - 39:26.0 | Oh, thank you very much. It's really intriguing that one, because they do seem be changing digital maps every moth or every week. | Me | Choice of route |  |
| 469 | 39:26.0 - 39:28.0 | Oh are they? | Participant 16 | Choice of route |  |
| 470 | 39:26.0 - 39:28.0 | Oh are they? | Participant 16 | Choice of route |  |
| 471 | 39:28.0 - 39:42.0 | Yeah, they are updating them all the time. But it's, I mean, one of thr other questions - given this is a business, I mean, obviously they can put contnet on, but have you ever put your own content on? | Me | Choice of route |  |
| 472 | 39:42.0 - 39:47.0 | [Nods no] no i didn't know you coudl do that | Participant 16 | Choice of route |  |
| 473 | 39:42.0 - 39:47.0 | [Nods no] no i didn't know you coudl do that | Participant 16 | Choice of route |  |
| 474 | 39:47.0 - 39:49.0 | That's fair enough | Me | Choice of route |  |
| 475 | 39:49.0 - 39:51.0 | What? Onto Google maps, can you? | Participant 16 | Choice of route |  |
| 476 | 39:49.0 - 39:51.0 | What? Onto Google maps, can you? | Participant 16 | Choice of route |  |
| 477 | 39:51.0 - 39:59.0 | Yeah, it's um, yeah, you can do. I just didn't know if you had done that yourself, or... | Me | Choice of route |  |
| 478 | 39:59.0 - 40:13.0 | No, that was, that's part of the website, I think. I think they must have put us on or something. You, because on the last page, on our site you've got a local attractions page, and then it's got a 'find us' and that is the Google map. | Participant 16 | Choice of route |  |
| 479 | 39:59.0 - 40:13.0 | No, that was, that's part of the website, I think. I think they must have put us on or something. You, because on the last page, on our site you've got a local attractions page, and then it's got a 'find us' and that is the Google map. | Participant 16 | Choice of route |  |
| 480 | 40:13.0 - 40:15.0 | Okay, so is that actually embedded into the... | Me | Choice of route |  |
| 481 | 40:15.0 - 40:17.0 | That's embedded into the, yeah. | Participant 16 | Choice of route |  |
| 482 | 40:15.0 - 40:17.0 | That's embedded into the, yeah. | Participant 16 | Choice of route |  |
| 483 | 40:17.0 - 41:00.0 | And was that your choice or the web designers? | Me | Choice of route |  |
| 484 | 41:00.0 - 41:12.0 | Well no, I think we just decided and a, I think was us, just said you need to know, I think you would wouldn't you? I think it's the first thing you would know. When we were younger, before all this lot come along [their children?/digital tehcnology?], and we used to go away, sort of a few books, and the first thing we used to find out was the place. So, then you go off for the day and you know where you're coming back, whereas now, becuse of Sat-Navs and Google maps and everything else, we can have guests coming in at any time. I mean we say a 3 O'Clock check-in, but they can be 10/11 at night, because they've gone off. I mean, like now, we've got, well we've got nobody coming in today, but I would'nt come and find this now, because now you don't need to. You can put it in your Sat-Nav or whatever, and you're not going to be lost wandering around Derbyshire, finding a light and getting your book out with the light on in your car - are you? [laughs]. | Participant 16 | Choice of route |  |
| 485 | 41:00.0 - 41:12.0 | Well no, I think we just decided and a, I think was us, just said you need to know, I think you would wouldn't you? I think it's the first thing you would know. When we were younger, before all this lot come along [their children?/digital tehcnology?], and we used to go away, sort of a few books, and the first thing we used to find out was the place. So, then you go off for the day and you know where you're coming back, whereas now, becuse of Sat-Navs and Google maps and everything else, we can have guests coming in at any time. I mean we say a 3 O'Clock check-in, but they can be 10/11 at night, because they've gone off. I mean, like now, we've got, well we've got nobody coming in today, but I would'nt come and find this now, because now you don't need to. You can put it in your Sat-Nav or whatever, and you're not going to be lost wandering around Derbyshire, finding a light and getting your book out with the light on in your car - are you? [laughs]. | Participant 16 | Choice of route |  |
| 486 | 41:12.0 - 41:15.0 | That's what we thought when we came up - oh, it can't be far from the castle. | Me | Choice of route |  |
| 487 | 41:15.0 - 42:01.0 | [laughs] yeah - so, people don't, they check-in when it gets to, I mean obviously it's ligt tonight, so they just check-in when they feel like. Which is good, but it's restrictive, because onbioulsy we're new at doing B&B. Um, but I imagine if you talk to other B&B owners, I imagine that when they started up, people woudl check-in whatever time you say, because if they want to know exactkly where they want to be - not so much in a town, where there is lots of B&B's, but I think somewhere that;s a little bit in the middle of nowhere...we used to do it, especially if you woudl find somewhere that was in the middle of nowhere - down a track in Cornwall or whatever, you woudl go off and find it firtsm and go "right, now remember that road"... | Participant 16 | Choice of route |  |
| 488 | 41:15.0 - 42:01.0 | [laughs] yeah - so, people don't, they check-in when it gets to, I mean obviously it's ligt tonight, so they just check-in when they feel like. Which is good, but it's restrictive, because onbioulsy we're new at doing B&B. Um, but I imagine if you talk to other B&B owners, I imagine that when they started up, people woudl check-in whatever time you say, because if they want to know exactkly where they want to be - not so much in a town, where there is lots of B&B's, but I think somewhere that;s a little bit in the middle of nowhere...we used to do it, especially if you woudl find somewhere that was in the middle of nowhere - down a track in Cornwall or whatever, you woudl go off and find it firtsm and go "right, now remember that road"... | Participant 16 | Choice of route |  |
| 489 | 42:01.0 - 42:04.0 | Right, so drop off your bags, check the hotel is alright, then... | Me | Choice of route |  |
| 490 | 42:04.0 - 42:08.0 | Yeah, exactly. But these days people don't need to, because they know it;s easy to find, even if... | Participant 16 | Choice of route |  |
| 491 | 42:04.0 - 42:08.0 | Yeah, exactly. But these days people don't need to, because they know it;s easy to find, even if... | Participant 16 | Choice of route |  |
| 492 | 42:08.0 - 42:09.0 | Okay | Me | Choice of route |  |
| 493 | 42:09.0 - 42:16.0 | I wouldn't say this is particulalrly hard to find, but it's not the run-of-the-mill in a village is it, so... | Participant 16 | Choice of route |  |
| 494 | 42:09.0 - 42:16.0 | I wouldn't say this is particulalrly hard to find, but it's not the run-of-the-mill in a village is it, so... | Participant 16 | Choice of route |  |
| 495 | 42:16.0 - 42:22.0 | So they, I mean, in some ways that you adapting to their expectation, or is that.... | Me | Choice of route |  |
| 496 | 42:22.0 - 42:27.0 | I would say so, yeah. Does that make sense? | Participant 16 | Choice of route |  |
| 497 | 42:22.0 - 42:27.0 | I would say so, yeah. Does that make sense? | Participant 16 | Choice of route |  |
| 498 | 42:27.0 - 42:33.0 | Yeah. Just going back to your website a minute, is that, just out of curiosity, was that a concious decision to use Google there, or was it just... | Me | Choice of route |  |
| 499 | 42:33.0 - 42:36.0 | Yeah, i just think because that's what we know | Participant 16 | Choice of route |  |
| 500 | 42:33.0 - 42:36.0 | Yeah, i just think because that's what we know | Participant 16 | Choice of route |  |
| 501 | 42:36.0 - 42:37.0 | Okay. | Me | Choice of route |  |
| 502 | 42:37.0 - 43:12.0 | yeah, well I make the...our main...that came from, because at the moment, obviously at the moment, if we get the bookings from Bookings.com, we pay a commission, because their booking, you know it's too-doomph and two seconds and its done, and he said if you use Google Maps more and a virtual tour, you can try and get more direct bookings, because you're not paying out the commission. Which is good. I personally would like, I must admit, it's very difficult because you don't know until you try it, if it's, you know.... | Participant 16 | Choice of route |  |
| 503 | 42:37.0 - 43:12.0 | yeah, well I make the...our main...that came from, because at the moment, obviously at the moment, if we get the bookings from Bookings.com, we pay a commission, because their booking, you know it's too-doomph and two seconds and its done, and he said if you use Google Maps more and a virtual tour, you can try and get more direct bookings, because you're not paying out the commission. Which is good. I personally would like, I must admit, it's very difficult because you don't know until you try it, if it's, you know.... | Participant 16 | Choice of route |  |
| 504 | 43:12.0 - 43:13.0 | ...yeah... | Me | Choice of route |  |
| 505 | 43:13.0 - 43:23.0 | ...and obviously we're trying to get a more more people, and repeaters to come back, and I don't know who, but somebody did say to me offer a discount, you know - ring us dircet or book - because you can book through the website aswell, you don't have to go through booking... | Participant 16 | Choice of route |  |
| 506 | 43:13.0 - 43:23.0 | ...and obviously we're trying to get a more more people, and repeaters to come back, and I don't know who, but somebody did say to me offer a discount, you know - ring us dircet or book - because you can book through the website aswell, you don't have to go through booking... | Participant 16 | Choice of route |  |
| 507 | 43:23.0 - 43:24.0 | ...okay... | Me | Choice of route |  |
| 508 | 43:24.0 - 43:39.0 | ...like the website chappie, he said, you've got to go with what is in at the moment, and if all that shifts in a few years time, you know, that might all... | Participant 16 | Choice of route |  |
| 509 | 43:24.0 - 43:39.0 | ...like the website chappie, he said, you've got to go with what is in at the moment, and if all that shifts in a few years time, you know, that might all... | Participant 16 | Choice of route |  |
| 510 | 43:39.0 - 43:41.0 | ...you've got to shift with it...? | Me | Choice of route |  |
| 511 | 43:41.0 - 43:46.0 | ...yeah, but at least you've got somebody to say - what should we be doing now - haven't you? | Participant 16 | Choice of route |  |
| 512 | 43:41.0 - 43:46.0 | ...yeah, but at least you've got somebody to say - what should we be doing now - haven't you? | Participant 16 | Choice of route |  |
| 513 | 43:46.0 - 43:47.0 | yeah. | Me | Choice of route |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 514 | 43:47.0 - 44:03.0 | Because really, if you think, with doing something like this, really it wasn't a bed and breakfast, it was just a house on a hill. So, to get your name out, we immediately - because that's the way you always used to think - Tourist board. | Participant 16 | Choice of route |  |
| 515 | 43:47.0 - 44:03.0 | Because really, if you think, with doing something like this, really it wasn't a bed and breakfast, it was just a house on a hill. So, to get your name out, we immediately - because that's the way you always used to think - Tourist board. | Participant 16 | Choice of route |  |
| 516 | 44:03.0 - 44:04.0 | ...yeah... | Me | Choice of route |  |
| 517 | 44:04.0 - 44:11.0 | You know, look up the local area, and people used to ring up the local tourist board "looking for places to stay in the local area" and book therough them. Wheras now, you just sit here with your [gesuture sto using a mobile phone] | Participant 16 | Choice of route |  |
| 518 | 44:04.0 - 44:11.0 | You know, look up the local area, and people used to ring up the local tourist board "looking for places to stay in the local area" and book therough them. Wheras now, you just sit here with your [gesuture sto using a mobile phone] | Participant 16 | Choice of route |  |
| 519 | 44:11.0 - 44:12.0 | Your phone | Me | Choice of route |  |
| 520 | 44:12.0 - 44:13.0 | [nods yes] | Participant 16 | Choice of route |  |
| 521 | 44:12.0 - 44:13.0 | [nods yes] | Participant 16 | Choice of route |  |
| 522 | 44:13.0 - 44:15.0 | Well that's shifted completely! | Me | Choice of route |  |
| 523 | 44:15.0 - 45:10.0 | That's completeley shifted. So we then thought, your website is your shop, so you've got to have a good website. Through the tourist board others businesses were sending cusomesr up to us, and then we just went - this is going to take forever to take off, and so then we joined these two, but then you couldn't lots, so....but then you're giving away a lot of your business, so...I think Google maps is perhaps a good one, and it's a one-off fee, forever. It's not like it's yearly. Wheras the others it's all, well the commission obvioulsy its every month, but some of them it's annual, so...because you just think, well, I don't know if Google is going to massive forever, but you just think clikc in your hed Google, just straight in your head to us, so whether we're unusal in thinking like that - perhaps we are - I don't know, but... | Participant 16 | Choice of route |  |
| 524 | 44:15.0 - 45:10.0 | That's completeley shifted. So we then thought, your website is your shop, so you've got to have a good website. Through the tourist board others businesses were sending cusomesr up to us, and then we just went - this is going to take forever to take off, and so then we joined these two, but then you couldn't lots, so....but then you're giving away a lot of your business, so...I think Google maps is perhaps a good one, and it's a one-off fee, forever. It's not like it's yearly. Wheras the others it's all, well the commission obvioulsy its every month, but some of them it's annual, so...because you just think, well, I don't know if Google is going to massive forever, but you just think clikc in your hed Google, just straight in your head to us, so whether we're unusal in thinking like that - perhaps we are - I don't know, but... | Participant 16 | Choice of route |  |
| 525 | 45:10.0 - 45:17.0 | and is that, I mean, just when you say Google is the fist thing you think of, is that just for maps, or... | Me | Choice of route |  |
| 526 | 45:17.0 - 45:27.0 | Just for everything, search engine, everything. Just tap it into Google and just comes in. | Participant 16 | Choice of route |  |
| 527 | 45:17.0 - 45:27.0 | Just for everything, search engine, everything. Just tap it into Google and just comes in. | Participant 16 | Choice of route |  |
| 528 | 45:27.0 - 45:29.0 | I think I'm pretty much the same | Me | Choice of route |  |
| 529 | 45:29.0 - 45:54.0 | Yeah. As I say, I don't really know what 'Bing' is much. I daren't play, because I have a habit of um, you know, upsetting the computer sometimes if I don't know what I'm doing, and my son-in-law has to come and sort it all out, so he sayd "son't clikc this, don't do this, don't download that". Because we've been hacked into aswell, so, and that wasa bit scary, we had to have the whole... | Participant 16 | Choice of route |  |
| 530 | 45:29.0 - 45:54.0 | Yeah. As I say, I don't really know what 'Bing' is much. I daren't play, because I have a habit of um, you know, upsetting the computer sometimes if I don't know what I'm doing, and my son-in-law has to come and sort it all out, so he sayd "son't clikc this, don't do this, don't download that". Because we've been hacked into aswell, so, and that wasa bit scary, we had to have the whole... | Participant 16 | Choice of route |  |
| 531 | 45:54.0 - 45:57.0 | Was that you being taregtted as a business? | Me | Choice of route |  |
| 532 | 45:57.0 - 46:14.0 | Yeah, and that was last year, we got hacked into, and we had Microsoft ring and say - and my computer was playing up really bad. I couldn't get on to anything and it was really slow - and they rang and said "We're from Microsoft Office, you've got this problem on your computer, and we'll sort it out for you...?" [wry, overacted cynical face] | Participant 16 | Choice of route |  |
| 533 | 45:57.0 - 46:14.0 | Yeah, and that was last year, we got hacked into, and we had Microsoft ring and say - and my computer was playing up really bad. I couldn't get on to anything and it was really slow - and they rang and said "We're from Microsoft Office, you've got this problem on your computer, and we'll sort it out for you...?" [wry, overacted cynical face] | Participant 16 | Choice of route |  |
| 534 | 46:14.0 - 46:16.0 | Why would Microsoft... | Me | Choice of route |  |
| 535 | 46:16.0 - 46:46.0 | Why would Microsft ring? and then they started to get all "oh you need some protection", so I aid "we'll we've got Norton." or whaterver it is called, and he said "that only protects you frio so much but it doesn't protcet you fromn hackers" then we started to say about money [shakes her head in a no gesture]. So, um, and then [Name Redacted] our son in law said "Let me have your computer" and then he formatted it back and then re-ran the computer for us. So he said "just save anything you want", and then he wiped it clean. | Participant 16 | Choice of route |  |
| 536 | 46:16.0 - 46:46.0 | Why would Microsft ring? and then they started to get all "oh you need some protection", so I aid "we'll we've got Norton." or whaterver it is called, and he said "that only protects you frio so much but it doesn't protcet you fromn hackers" then we started to say about money [shakes her head in a no gesture]. So, um, and then [Name Redacted] our son in law said "Let me have your computer" and then he formatted it back and then re-ran the computer for us. So he said "just save anything you want", and then he wiped it clean. | Participant 16 | Choice of route |  |
| 537 | 46:46.0 - 46:49.0 | He formatted the whole lot? | Me | Choice of route |  |
| 538 | 46:49.0 - 46:51.0 | Yeah, he formatted the whole thing. | Participant 16 | Choice of route |  |
| 539 | 46:49.0 - 46:51.0 | Yeah, he formatted the whole thing. | Participant 16 | Choice of route |  |
| 540 | 46:51.0 - 46:52.0 | Okay. | Me | Choice of route |  |
| 541 | 46:52.0 - 46:57.0 | But it was frightening, you know, somebody sitting there going [gestures at tapping on a keyboard] knowing exactly what you've done [laughs] | Participant 16 | Choice of route |  |
| 542 | 46:52.0 - 46:57.0 | But it was frightening, you know, somebody sitting there going [gestures at tapping on a keyboard] knowing exactly what you've done [laughs] | Participant 16 | Choice of route |  |
| 543 | 46:57.0 - 47:22.0 | especially with bank details, that's um...[pauses]...I mean, that's intruguing in itself, but no, itls um, Bing are, well in he Uk, they are closely beyond Google. It's the Microsoft version. | Me | Choice of route |  |
| 544 | 47:22.0 - 47:24.0 | Oh is it, yeah. | Participant 16 | Choice of route |  |
| 545 | 47:22.0 - 47:24.0 | Oh is it, yeah. | Participant 16 | Choice of route |  |
| 546 | 47:24.0 - 47:33.0 | Quite a lot a businesses, like say it's a call centre, everything is microsoft, even the server, everything - they tend to have bing search engine and a bing maps built in. | Me | Choice of route |  |
| 547 | 47:33.0 - 47:36.0 | oh do they, right, yeah. | Participant 16 | Choice of route |  |
| 548 | 47:33.0 - 47:36.0 | oh do they, right, yeah. | Participant 16 | Choice of route |  |
| 549 | 47:36.0 - 47:45.0 | but you tend to fnd more home users, or users that are not in a calle centre and they didn't have an IT team tend to use Google. It's just prefernce | Me | Choice of route |  |
| 550 | 47:45.0 - 47:47.0 | Oh I see. Yeah. Is it UK owned then Bing? | Participant 16 | Choice of route |  |
| 551 | 47:45.0 - 47:47.0 | Oh I see. Yeah. Is it UK owned then Bing? | Participant 16 | Choice of route |  |
| 552 | 47:47.0 - 47:59.0 | No it's Microsoft, although they probably have a spearate comapny or aprt of it that is in the UK, but yeah. | Me | Choice of route |  |
| 553 | 47:59.0 - 48:01.0 | Yeah, yeah. | Participant 16 | Choice of route |  |
| 554 | 47:59.0 - 48:01.0 | Yeah, yeah. | Participant 16 | Choice of route |  |
| 555 | 48:01.0 - 48:06.0 | I mean, they are similar, but I don't know what the uptake is like | Me | Choice of route |  |
| 556 | 48:06.0 - 48:08.0 | Right, yeah | Participant 16 | Choice of route |  |
| 557 | 48:06.0 - 48:08.0 | Right, yeah | Participant 16 | Choice of route |  |
| 558 | 48:08.0 - 48:10.0 | I mean, I know Google is..everyone uses it. | Me | Choice of route |  |
| 559 | 48:10.0 - 48:13.0 | Yeah [laughs] | Participant 16 | Choice of route |  |
| 560 | 48:10.0 - 48:13.0 | Yeah [laughs] | Participant 16 | Choice of route |  |
| 561 | 48:13.0 - 48:17.0 | But I'm intrigued with their Google glass/glasses - have you heard of them? | Me | Choice of route |  |
| 562 | 48:17.0 - 48:18.0 | What;s that? | Participant 16 | Choice of route |  |
| 563 | 48:17.0 - 48:18.0 | What;s that? | Participant 16 | Choice of route |  |
| 564 | 48:18.0 - 49:04.0 | They have started, they basically, you know when you look on a screen. It has a small projector, so it's like a normal pair of glasses, but it has a projcetor here and the small projector goes onto the lens, so if you like, you see an overlay on one eye onto...I mean it's not massively developed, I think they realised about 30 for this year for the UK, and they're about £1500 a pair, but it can recognise people - you have to stare at someone for 5 to 10 seconds before it can recgnis etheir, you know facial recognition, so you can link to their facebook profile. | Me | Choice of route |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 565 | 49:04.0 - 49:58.0 | This is what this [name redacted] came in, and he said about this um, and asked if we had a [name of the B&B] page, so I said oh yes, he had, and he asked when did we last put anything on it. And then you go on all these things,a nd you've got to keep putting things on there, and then you've got to link, all these - they-re all linked up together aren't they, so I haven't got a clue what we're doing [laughs] so, yeah, if you go booking, I mean on the website, booking.com is on there, TripAdvisor is on there, and they can link the whole thing up., but I think my daughter's up, she's coming up next week, so she can have a look at that [laughs]. Well, the website people are putting, because we've just won an award from Tripadvisor reviews, which was nice, because it's only our second, so they're just sending the certificate through, so she can download it and put them in your brochures and stuff. I put one up in there [points at main reception area]. | Participant 16 | Choice of route |  |
| 566 | 49:04.0 - 49:58.0 | This is what this [name redacted] came in, and he said about this um, and asked if we had a [name of the B&B] page, so I said oh yes, he had, and he asked when did we last put anything on it. And then you go on all these things,a nd you've got to keep putting things on there, and then you've got to link, all these - they-re all linked up together aren't they, so I haven't got a clue what we're doing [laughs] so, yeah, if you go booking, I mean on the website, booking.com is on there, TripAdvisor is on there, and they can link the whole thing up., but I think my daughter's up, she's coming up next week, so she can have a look at that [laughs]. Well, the website people are putting, because we've just won an award from Tripadvisor reviews, which was nice, because it's only our second, so they're just sending the certificate through, so she can download it and put them in your brochures and stuff. I put one up in there [points at main reception area]. | Participant 16 | Choice of route |  |
| 567 | 49:58.0 - 50:01.0 | Um, is Tripadvisor quite a big part of the... | Me | Choice of route |  |
| 568 | 50:01.0 - 50:02.0 | [smile and nods to suggest it definately is] | Participant 16 | Choice of route |  |
| 569 | 50:01.0 - 50:02.0 | [smile and nods to suggest it definately is] | Participant 16 | Choice of route |  |
| 570 | 50:02.0 - 50:03.0 | ...it is, quite | Me | Choice of route |  |
| 571 | 50:03.0 - 50:17.0 | yeah, booking, all of them, they can write a review on - whether it is through the tourist board, or through late rooms, or booking.com, however you book you can put a review on aftrewarsd, but most guests that I talk to, mostly use TripAdvisor, just to double-check that the place is going to be okay when they get here [Participant 17 returns to sit down] | Participant 16 | Choice of route |  |
| 572 | 50:03.0 - 50:17.0 | yeah, booking, all of them, they can write a review on - whether it is through the tourist board, or through late rooms, or booking.com, however you book you can put a review on aftrewarsd, but most guests that I talk to, mostly use TripAdvisor, just to double-check that the place is going to be okay when they get here [Participant 17 returns to sit down] | Participant 16 | Choice of route |  |
| 573 | 50:17.0 - 50:22.0 | I know that when we're looking for holidays, we use onthebeach.com | Me | Choice of route |  |
| 574 | 50:22.0 - 50:25.0 | Oh, that's suppose to be...is that any good? | Participant 16 | Choice of route |  |
| 575 | 50:22.0 - 50:25.0 | Oh, that's suppose to be...is that any good? | Participant 16 | Choice of route |  |
| 576 | 50:25.0 - 50:28.0 | Um, it's okay, and that;s got Tripadvisor built in. | Me | Choice of route |  |
| 577 | 50:28.0 - 50:29.0 | Oh has it, yeah? | Participant 16 | Choice of route |  |
| 578 | 50:28.0 - 50:29.0 | Oh has it, yeah? | Participant 16 | Choice of route |  |
| 579 | 50:29.0 - 50:33.0 | So, you used to go through the star rating, not any more | Me | Choice of route |  |
| 580 | 50:33.0 - 50:46.0 | No, that's true. Because when we used to go abroad, you did again from your brochure with the star rating, [looks at Participant 17]. You didn't have anything else, and sometimes you had a little bit writen, but... | Participant 16 | Choice of route |  |
| 581 | 50:33.0 - 50:46.0 | No, that's true. Because when we used to go abroad, you did again from your brochure with the star rating, [looks at Participant 17]. You didn't have anything else, and sometimes you had a little bit writen, but... | Participant 16 | Choice of route |  |
| 582 | 50:46.0 - 51:04.0 | That's what we're...because we always used to go to the Canaries, because itl's clean, safe, its built up, I mean we wnet travelling for 6 months, but other than that it's always been sort of holiday resorts. But with a 10 month old, it's tryimng to pick somewhere that's safe for a baby. | Me | Choice of route |  |
| 583 | 51:04.0 - 51:10.0 | But, well, yeah. It's ideal for that, because you get your reviews for if it's child friendly, and yeah. | Participant 16 | Choice of route |  |
| 584 | 51:04.0 - 51:10.0 | But, well, yeah. It's ideal for that, because you get your reviews for if it's child friendly, and yeah. | Participant 16 | Choice of route |  |
| 585 | 51:10.0 - 51:16.0 | and I was thinking 10 years ago, you woudln't have had that facility. | Me | Choice of route |  |
| 586 | 51:16.0 - 51:30.0 | The only thing I find, it's come in not that long ago has it, because you can actually, again when you have never doen this sort of thing you are open to everbody that can put whatever they like, you knowe, and you just - don't you [Participant 17 name] [addresses Participant 17} | Participant 16 | Choice of route |  |
| 587 | 51:16.0 - 51:30.0 | The only thing I find, it's come in not that long ago has it, because you can actually, again when you have never doen this sort of thing you are open to everbody that can put whatever they like, you knowe, and you just - don't you [Participant 17 name] [addresses Participant 17} | Participant 16 | Choice of route |  |
| 588 | 51:30.0 - 51:32.0 | Mmm [agreement] | Participant 17 | Choice of route |  |
| 589 | 51:30.0 - 51:32.0 | Mmm [agreement] | Participant 17 | Choice of route |  |
| 590 | 51:32.0 - 52:40.0 | and we had one that came, and we hadn't been started long, and he said something about the room was small or something, or no TV, and for one night only and it wasn't very visible. When its a standard double, what do you expect? And it took him abouit a month or so before he put it in. Now I worked out who it was, because on TripAdvisor you can't be anonymous, but on booking.com you can be. And, but you can reply on TripAdvisor, you can respond back. So we did, because when you've not been going long it's quite upsetting when peopel are grumbing, and our daughter was here, and she said " Mum, go to bed" and she said " let';s address this, because you've got to be positive back" you know, and it took us about a week to respond didn't it. Um, but yeah, that's the scariest thing about the internet and everything, yeah, I just think you're doing your right job, hopefully all the while, but things happen, and read what some peopel have written and you think [makes a disgrunteled sound]. You know, it;s a little bit... | Participant 16 | Choice of route |  |
| 591 | 51:32.0 - 52:40.0 | and we had one that came, and we hadn't been started long, and he said something about the room was small or something, or no TV, and for one night only and it wasn't very visible. When its a standard double, what do you expect? And it took him abouit a month or so before he put it in. Now I worked out who it was, because on TripAdvisor you can't be anonymous, but on booking.com you can be. And, but you can reply on TripAdvisor, you can respond back. So we did, because when you've not been going long it's quite upsetting when peopel are grumbing, and our daughter was here, and she said " Mum, go to bed" and she said " let';s address this, because you've got to be positive back" you know, and it took us about a week to respond didn't it. Um, but yeah, that's the scariest thing about the internet and everything, yeah, I just think you're doing your right job, hopefully all the while, but things happen, and read what some peopel have written and you think [makes a disgrunteled sound]. You know, it;s a little bit... | Participant 16 | Choice of route |  |
| 592 | 52:40.0 - 52:42.0 | and it undes all the good ones doesn't it. | Participant 17a | Choice of route |  |
| 593 | 52:40.0 - 52:42.0 | and it undes all the good ones doesn't it. | Participant 17a | Choice of route |  |
| 594 | 52:42.0 - 52:43.0 | Sorry? [addressing Participant 17] | Participant 17 | Choice of route |  |
| 595 | 52:42.0 - 52:43.0 | Sorry? [addressing Participant 17] | Participant 17 | Choice of route |  |
| 596 | 52:43.0 - 52:47.0 | I said bad news travels just as fast as good news doesn't it. | Participant 17 | Choice of route |  |
| 597 | 52:43.0 - 52:47.0 | I said bad news travels just as fast as good news doesn't it. | Participant 17 | Choice of route |  |
| 598 | 52:47.0 - 53:03.0 | Uh, faster bad news is a lot faster, uh, yeah. | Participant 17a | Choice of route |  |
| 599 | 52:47.0 - 53:03.0 | Uh, faster bad news is a lot faster, uh, yeah. | Participant 17a | Choice of route |  |
| 600 | 53:03.0 - 53:09.0 | I guess it's also, because it's public, itls almost liek someone graffitting the road outside your house, isn't it, it's more | Me | Choice of route |  |
| 601 | 53:09.0 - 53:29.8 | Yeah. You can't take it too personally though, can you, else you get back to, well, touch wood, we've only had that particular one really. But you are open to whatever people feel at the time, and if they are having abad week, they could just have a go at you, and things are going to coem back at you aren't they [laughs] | Participant 17 | Choice of route |  |
| 602 | 53:09.0 - 53:29.8 | Yeah. You can't take it too personally though, can you, else you get back to, well, touch wood, we've only had that particular one really. But you are open to whatever people feel at the time, and if they are having abad week, they could just have a go at you, and things are going to coem back at you aren't they [laughs] | Participant 17 | Choice of route |  |
| 603 | 53:29.7 - 53:29.8 | I might flick that off actually [I stood to tun the the camcorder off - interview had ended]. But yeah, I'm trying to think. When we ere in um, | Me | Choice of route |  |