**Name:** Participant 34 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 0:05.0 | Right then, now there might be some ambient sound [referring to the coffee shop] | Me |  |  |
| 2 | 0:05.0 - 0:08.0 | Yes, that's the only thing | Participant 32 |  |  |
| 3 | 0:08.0 - 0:24.0 | But that will be fine. Okay. I'll try to balance it [refrring to placing the camera on napkin]. Right then, just to go through the questions overall, obviously you've been the process of buying a house, but was than in a chain with you selling aswell, or...? | Me |  |  |
| 4 | 0:24.0 - 0:27.0 | Yeah, we, well we sold a flat to buy a house. | Participant 32 |  |  |
| 5 | 0:27.0 - 0:30.0 | Okay, fair enough. So you sold the flat to upsize was that? To a bigger house? | Me |  |  |
| 6 | 0:30.0 - 0:31.0 | Yep. | Participant 32 |  |  |
| 7 | 0:31.0 - 0:35.0 | …and, what, how did digital maps fit in with that? | Me |  |  |
| 8 | 0:35.0 - 1:22.0 | Um, I used it on, I don't know what you call it now but Zoopla and RightMove sites, and I used it for - RightMove had quite a nice map for visually drawing around the area you wanted to keep, so you search within that areas, which I found easier to use than some of the other search ones, because sometimes I do want this area, but not this street - that might be a bit riough, so it was much easier to outline where to be. Er, Zoopla's wasn't quite as good, but I coudl use it to find places on that, but mostly when I looked online I would also look on the map and see where it was on the street and maybe use the StreetView aswell. | Participant 32 |  |  |
| 9 | 1:22.0 - 1:25.0 | Okay, so there is quite a broad range of uses there… | Me |  |  |
| 10 | 1:25.0 - 1:32.0 | …and outside of that, I also used it for looking at the areas I wanted to be, I also used Google Maps | Participant 32 |  |  |
| 11 | 1:32.0 - 1:33.0 | Okay | Me |  |  |
| 12 | 1:33.0 - 1:40.0 | ..and I remember checking the walking distances to places, so how far it was to the train station from a certain house. Things like that. | Participant 32 |  |  |
| 13 | 1:40.0 - 2:01.0 | Yep, like commuting and stuff like that. And just thinking about that, when, um, when you were using it to sort of spatially narrow down a search, that's quite a sophisticated use rather than a refinement panel [gestures with hand on table to layout on-screen of refinement panel on RightMpove/Zoopla]. So is that something you use quite abit, or do you use the panel quite a bit aswell? | Me |  |  |
| 14 | 2:01.0 - 2:26.0 | I think, what I used because you can then save it in my map, and go back and re-edit it, and you can then get a list view, so you don't have to have a map view, you can switch and go "search in this area" and it will pull them all up for you, and because I'm quite familair with the computer and internet anyway, for me that was brilliant. | Participant 32 |  |  |
| 15 | 2:26.0 - 2:27.0 | So was is it… | Me |  |  |
| 16 | 2:27.0 - 2:29.0 | …and we got a better result aswell… | Participant 32 |  |  |
| 17 | 2:29.0 - 2:35.0 | …so, I mean, when you were buying, was that an area you were quite familiar with anyway? | Me |  |  |
| 18 | 2:35.0 - 3:14.0 | Um, well, we were kind of open to, because were moving to Chesterfield, were kind of open to specfic areas were we knew we could commute really. SO we knew there were certain areas where people who were into UKIP were voting, and we were like "we're not going there!". So we had experience, but I also found that the search kept returning places that I knew where it was, I knew that this area was okay, this areas was not okay, things like that. Because my husband woudl say "No", and it was like "can you not just open them up in a book kind of way?" | Participant 32 |  |  |
| 19 | 3:14.0 - 3:20.0 | So it's almost as though that's kind of negotiating, and using the map to see them visually. | Me |  |  |
| 20 | 3:20.0 - 3:21.0 | Yep | Participant 32 |  |  |
| 21 | 3:21.0 - 3:25.0 | Okay. And is that… | Me |  |  |
| 22 | 3:25.0 - 3:29.0 | ...and it helped me then see where the place was within that, so it was like "Oh, it's there"! | Participant 32 |  |  |
| 23 | 3:29.0 - 3:39.0 | …yeah, and when you're making those decsions, is that a case of - you mentioned the train station, is that a case of how far away the train statin is, or where it is, or… | Me |  |  |
| 24 | 3:39.0 - 3:41.0 | It was just distance to walk to it. | Participant 32 |  |  |
| 25 | 3:41.0 - 3:47.0 | Okay, yeah. | Me |  |  |
| 26 | 3:47.0 - 3:51.0 | And distance to walk to town, that were our requirements, you know - it was 'can we get to these places in a certain amount of time'. | Participant 32 |  |  |
| 27 | 3:51.0 - 3:54.0 | and that was commuting, and wa sthat for leisure aswell, or just for work, or… | Me |  |  |
| 28 | 3:54.0 - 4:02.0 | Um, mostly for work, but also 'can we get to town to do the shop at the weekend, or go for a coffee, or whatever', yeah. | Participant 32 |  |  |
| 29 | 4:02.0 - 4:11.0 | Okay, and just thinking about that, you mentioned Google StreetView. How does that fit in with that? | Me |  |  |
| 30 | 4:11.0 - 4:45.0 | Um, when I found a property I was interested in, I used StreetView a lot to see what the surrounding streets were like, and obvioulsy I don’t know how long it was taken, but I could check the footage and look up and down the street, and then I would look at the overview, the normal view and then have a look at, um, zoom-in, and have a look at people's gardens, because I wanted to see if they were scruffy or not, to give me a better idea of how well the street was kept. | Participant 32 |  |  |
| 31 | 4:45.0 - 4:54.0 | …okay, and did that, just thinking about that just there, did that then inform which properties you went to view, or…? | Me |  |  |
| 32 | 4:54.0 - 5:38.0 | Yep, well, I found a few property listings on the map, where they said it was, they hadn't pinned it right, So you were going to somewhere and going 'I can't see the house', so I then kept sort of looking at the photographs and then going "well there is a tree there, and they have a got a view of the garden and next door's is white" and then I would use the map to try and piece together where the map actually was on the street, and if I couldn't find it - because soem were tucked away down a sort of side-street, I woudl use StreetView to literally go round and go 'it's got white on that side, and neighbour has got a garage there, oh, so it must be this one", and StreetView helps, and they hav even renovated since StreetView came out. | Participant 32 |  |  |
| 33 | 5:38.0 - 5:47.0 | ...and I suppose, because I know what we found was that estate agents sometimes tend to give you a reference rather than the full address | Me |  |  |
| 34 | 5:47.0 - 6:00.0 | yeah, or sometimes they ones they give are bit off - or sometimes the postcode, what they pinned in was rough, and you could actually find where from that, but that only happened two or three times and I would sort of have to piece it together. | Participant 32 |  |  |
| 35 | 6:00.0 - 6:08.0 | Now the other one, now that's searching for a property beforehand, but when you physically went to view did you use a map at all, or…? | Me |  |  |
| 36 | 6:08.0 - 6:18.0 | Er, sometimes to work out were it was on the street, could we park up to actually view it, things like that, er, say, and if we had to get from our place to there if we had to drive | Participant 32 |  |  |
| 37 | 6:18.0 - 6:25.0 | Ansd was that, were you using Google Maps there ot was that SatNav, or…? | Me |  |  |
| 38 | 6:25.0 - 6:27.0 | Er, Google Maps | Participant 32 |  |  |
| 39 | 6:27.0 - 6:54.0 | Okay. That's a good one, so that covers quite a big area already! But um, can you give me one concrete example of just the process of, well let’s say the hous eyou bought, so from before setting up a search, through to viewing a property, through to the second viewing and how a digital map might have fitted in with that process? | Me |  |  |
| 40 | 6:54.0 - 7:50.0 | We had actually found a house and put in an offer and got it accepted, and then we got gazumped, and because we already had a buyer who wanted it quite quickly, we needed to find something quite fast at that point. And we searched online a lot and discounted quite a lot of properties for various reasons that were currently in our ring , and so we had to go back to our list and we were going 'oh, ist that one we want to go back to', or 'is that one we want to look at again, can we consider it', and then were were like if we don't find somewhere, we are going to have to rent, and literally by a certain point and the house we actually ended up buying we had seen may times onlien and had skipped past, it was two doors down from the one we had ended up viewing twice, um, but originally we were'nt looking for a mid-terrace, and teh pcitures of it were shocking. The estate agent ones were literally so bad that we kept skipped over it... | Participant 32 |  |  |
| 41 | 7:50.0 - 7:52.0 | Just because of the photos? | Me |  |  |
| 42 | 7:52.0 - 8:53.0 | …just because of the photos, not because of the location - like I say it was on a good street, it was actually on a, um, even better for us because we wanted to ideally stay on the same estate, um, because we love where we live, but we knew it wasn't neccessarily going to be possible. So we had looked at much more outside the area. This is literally right on our estate, it's literally only two roads along [laughs] from where we were, but it had never leaped of the page, and literally been really good at everything else, at checking everything we had read, and we had walked past it because we had been at the one two doors up, and we ended up going 'well, we should probably consider it and just go an view it, in case it's awful', but it's nice. So, um, we double-checked on the map normal view, to see where it was on the street and because it was fairly new estat aswll, itls only about 6 years old, that road is still on Google Maps, but further up the road isn't, it's still abuilding site. | Participant 32 |  |  |
| 43 | 8:53.0 - 8:56.0 | Oh right, so it's still…. | Me |  |  |
| 44 | 8:56.0 - 9:12.0 | ...so that was quite interesting to see how it was built. So then you've got a little bit of the history, it's like there is a history on the map aswell [laughs]. | Participant 32 |  |  |
| 45 | 9:12.0 - 9:19.0 | Yeah, I mean that is, no, that’s quite an, but yeah, it's…just thinking about that, so you've used a map for that, but... | Me |  |  |
| 46 | 9:19.0 - 9:38.0 | Well we used a different map, everywhere we've been looking at one we've used it actually the Police websiet map, and we prefer their view for zooming-in on the map ona street and seeing the crimes on that month, on that street, so I use their map quite alot for that aswell. | Participant 32 |  |  |
| 47 | 9:38.0 - 9:45.0 | And is that quiet a big, I mean how did that figure in with the other maps you used? | Me |  |  |
| 48 | 9:45.0 - 10:28.0 | Um, we used it, like for some of the houses we were going to phone up and visit, and we didn't because there was a lot of arson on the street in the last 6 months, which we saw on the Police map. But having that Police map was actually really useful. It wasn't soemthing I used a lot, but when you used it it was like 'it's a safe street' or you saw where people's houses were getting scratched up, where the burglaries were happening, bit of arson, sexual crime, violent crime - "yeah, the house looks really nice, but maybe someone attempted rape around the corner - maybe not". | Participant 32 |  |  |
| 49 | 10:28.0 - 10:33.0 | And I'm assuming that that helped to sort of narrow down the map of what you wanted to view, or…? | Me |  |  |

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| 50 | 10:33.0 - 11:03.0 | Um, that was more sort of specific, for looking at this street and seeing what happened on this street. You get avery zoomed in view, and saying , er, crime - because it gave youa number of crimes on the street. So you could say, this street is okay, but the next street over is where a lot of stuff happens, So maybe it may be quiet, but there is dodgy people there kind of thing. And that was really interesting, the first time I have ever used that kind of site, and I found it really, really helpful. | Participant 32 |  |  |
| 51 | 11:03.0 - 11:07.0 | And that's at the top-right isn’t it, you get the big red circle. | Me |  |  |
| 52 | 11:07.0 - 11:54.0 | Yeah, and you get a few different views and then you can go in and see what kind of area it is, and we found there was a fair bit of crime on the street where we actually live was, but it's actually mislogged. It's actually at the edge of a boundary for districts, and behind the house there is like a B&Q and a Toys R Us, and the crimes are all shoplifting or getting stuff out of cars in the car park, but there is no street to attach the crime to, so they have attached the crime to our street despite the fact that it didn't actually happen there. So we knew it was safe, but the car insurnace compnay were like "Oh there is car crime" so they put the insurance price up, because there is more crime logged on that street. But actually it's not, it's not on that street but they have no where else to pin it on. | Participant 32 |  |  |
| 53 | 11:54.0 - 11:57.0 | And then, I mean did that ever figure at all in when you were negotiating a price, or…? | Me |  |  |
| 54 | 11:57.0 - 11:59.0 | No. We needed a house [laughs]. | Participant 32 |  |  |
| 55 | 11:59.0 - 12:01.0 | That's fair enough | Me |  |  |
| 56 | 12:01.0 - 12:07.0 | I think if we had been in more of a position, we could have gone down that route if we were, but…[long pause] | Participant 32 |  |  |
| 57 | 12:07.0 - 12:16.0 | Okay, that's fine. And what I'm sort of quite interested in aswell, is, just thinking about your sort of routine and habits, how long ago did you buy the flat? | Me |  |  |
| 58 | 12:16.0 - 12:18.0 | Er, four years | Participant 32 |  |  |
| 59 | 12:18.0 - 12:21.0 | Four years, so did you use digital maps a lot when you bought that, or…? | Me |  |  |
| 60 | 12:21.0 - 12:26.0 | My husband bought that one, so, um, I dodn;t know what he did, so no. | Participant 32 |  |  |
| 61 | 12:26.0 - 12:33.0 | Okay, that's okay. What I was doing there was just to see how maps fit in between then and now, you see. But okay, is it, how... | Me |  |  |
| 62 | 12:33.0 - 13:48.0 | Well, because it was quite new, I think it was only a couple of years old when he bought it, it wouldn't have shown up on the map, because I know when he did move in Google Maps just had it as a barren area. But ione thing, interestingly, Land Registry did actually have the flat the wrong way around. We had a query that came through when we were selling that there was an issue on the Land Regsitry, er docuemnt, so we had to get a copy [smiles] and we found out that you can get a basic copy on the internet, you just pay £2 and you can get one, and we say that the building, the whole building was rotated 180 degrees the wrong way, so our flat was positioned right, but because it was rotated it was wrong. But to prove that it was wrong I actually used Google Maps, I took screen shots from Google Maps, erm, I sort of photoshopped on their documents to show which way around it should be, and then I also used StreetView to explain exactly which street it should be, and I also drew a big box around the flat to show which street it was actually on, so they could see it wasn't facing a car park, it was facing a railway, and I sort of sent those over and Land Registry found them really useful as evidence to support their map aswell. | Participant 32 |  |  |
| 63 | 13:48.0 - 13:51.0 | Oh I see, and I'm fascinated about that, the Land Registry having to correct their… | Me |  |  |
| 64 | 13:51.0 - 14:01.0 | …and on a six year old building, so it had been wrong for 6 years and it had obviously been wrong from the first time but nobody had looked at that. | Participant 32 |  |  |
| 65 | 14:01.0 - 14:04.0 | And that could get quite tricky, because I mean you go down the years and... | Me |  |  |
| 66 | 14:04.0 - 14:10.0 | ..yeah, and obviously they have sold quite a few flats and nobody had picked up on that until now, so… | Participant 32 |  |  |
| 67 | 14:10.0 - 14:14.0 | Yeah, and you know in my head I had always imagined Land Registry would be correct, but obviously not. | Me |  |  |
| 68 | 14:14.0 - 14:16.0 | They, I know already are using GIS maps. | Participant 32 |  |  |
| 69 | 14:16.0 - 14:17.0 | Okay. | Me |  |  |
| 70 | 14:17.0 - 14:34.0 | I know because I looked that up, when I was like 'where are they getting their data from', and I suppose because it was a fairly new build, but it was literally hat every detail on the building was correct, so it had flats 1 to 10 on this side, and then the others on that side, so it was literally just 180 degrees out. | Participant 32 |  |  |
| 71 | 14:34.0 - 14:36.0 | Um, would you um, What… | Me |  |  |
| 72 | 14:36.0 - 14:38.0 | …I know it's a bit of a diversion, sorry… | Participant 32 |  |  |
| 73 | 14:38.0 - 15:05.0 | No, but what I'm interested in is to see how your use of digital maps fits in with your daily routine. I mean is it, you get home from work, have your dinner, then one of you goes on the laptop and goes on and maybe calls over the other one and goes "oh, what about this one", or is it something you do together on tablet? How does it fit in with your daily routine. | Me |  |  |
| 74 | 15:05.0 - 15:39.0 | Um, we found the RightMove and Zoopla apps pretty helpful, because we both have mobile phones, so we could both log in and look up and save thinsg to our list, because we could both log in to the same account, or different ones or whatever, and when we'd get home we would go onto the laptop to get a better view, because of the bigger view maps are easier on the laptop, because if you've got one you might aswell. So, we did that and then we would sit down together and go through that, and then we would generally put in a route to somewhere from here, and how far is it from the flat to drive through, how far is it from the train station, things like that. | Participant 32 |  |  |
| 75 | 15:39.0 - 15:43.0 | So in that then, you would sort flick it on, and flicking here and [gstures to using a mobile phone]. Okay, yeah. | Me |  |  |
| 76 | 15:43.0 - 16:04.0 | And we would always look at a map when we looked at the property, one of the first things, is when it says it's in this area, but where is it, just giving evidence of the - not district, but you know what I mean, a generalised term for places like we're at... | Participant 32 |  |  |
| 77 | 16:04.0 - 16:06.0 | Yeah, like Graveley, or Staveley, or... | Me |  |  |
| 78 | 16:06.0 - 16:16.0 | Yeah, you want to know actually like where, what raod it was in, so that the map always, always gave that, and we discounted properties straight after looking on map. | Participant 32 |  |  |
| 79 | 16:16.0 - 16:19.0 | Just straight off, and not view it. | Me |  |  |
| 80 | 16:19.0 - 16:22.0 | No, and not even look at it any further, just on the map where it was. | Participant 32 |  |  |
| 81 | 16:22.0 - 16:24.0 | And that was just on the location | Me |  |  |
| 82 | 16:24.0 - 16:25.0 | Yep. | Participant 32 |  |  |
| 83 | 16:25.0 - 16:32.0 | So was that, I mean you get that with Eccelsall Road a bit, you know, " I want to be on or near Ecclesall Road", and it's an absolutely massive road | Me |  |  |
| 84 | 16:32.0 - 16:34.0 | It is, it goes on for miles | Participant 32 |  |  |
| 85 | 16:34.0 - 16:35.0 | Yeah. | Me |  |  |
| 86 | 16:35.0 - 16:39.0 | And then you can go on it a bit, and go "oh, it's too far way, gone". | Participant 32 |  |  |
| 87 | 16:39.0 - 17:05.0 | Alright, so you've done how it fits in with other activities, but what, um, what, now bit of a random question but how important do you think they are to where you, your choice of home. So, how vital were they in your decision to buy a home bascially? If you didn't get the chance to use a digital map at all, do you think you might have chosen a differnet property, or...? | Me |  |  |
| 88 | 17:05.0 - 17:43.0 | I think it would have changed the experience entirely. I think you would have had to have gone to the estate agents and got them to print something out for you, and then have whatever view of the map they put on their print-out, which probably wouldn't be very zoomed-out, a bit blurry a bad print-out. Um, we woudl have probably viewed more properties, actually phycially gone to them, or driven to them before to see what the area was like and then gone, you know, " do we actually want to view it, do we like the road" | Participant 32 |  |  |
| 89 | 17:43.0 - 17:49.0 | Well, and as you say your estate agent ones for that one weren't great | Me |  |  |
| 90 | 17:49.0 - 18:14.0 | I think we would probably try to get the estate agent to give us details of where it actually was before we got there, so it would have taken a lot longer. It would have been a slower process to have understood the position of where it, you know is it just too far, is it five minutes too far or ten minutes walk extra, you know, is there a cut-off of how many minutes walk we were willing to do, | Participant 32 |  |  |
| 91 | 18:14.0 - 18:22.0 | So in some ways, although it's more efficient in time, in terms of saving your time because you can do it at work... | Me |  |  |
| 92 | 18:22.0 - 18:49.0 | …I think it would have been sad to drive out and love the property, but then kind of been like "but I would never have been out and seen the property if I had known it was going ti be this far" because it would take us too long, because I don't want to walk that far. We had an ideal amount of time around the 20 minute mark, but we were prepared to go up to 30, 35 if we absolutely had to, because it can get very hot in the summer or really cold in the winter and you don't want to have to increase that time out your day. | Participant 32 |  |  |
| 93 | 18:49.0 - 18:52.0 | Yeah, and especially if you've finished work and you just want to get home. | Me |  |  |
| 94 | 18:52.0 - 18:59.0 | And you've got to get home, and depending on how early you've got to get up in the morning to catch the train, and I don’t like getting up early. | Participant 32 |  |  |

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| 95 | 18:59.0 - 19:02.0 | No, I don't think anybody does. | Me |  |  |
| 96 | 19:02.0 - 19:15.0 | So, I think it would have been a lot slower and lot more frustrating, and not really having a sense of what the area was until you actually physically visited it. | Participant 32 |  |  |
| 97 | 19:15.0 - 19:29.0 | Yeah, and I mean you have mentioned using the crime statistics on the Police websites, but do you think a digital map does give you a sense of place befire you visit it, or…? | Me |  |  |
| 98 | 19:29.0 - 20:02.0 | I think I like maps because I like being able to look on the satelitte view, becaiuse I switch between the Satelitte View and the normal view depnding on what I am using the map for. So for houses I am often using the Satelitte View, because I can see the shapes of the buildings, I can see that gardens and shapes, how green it is, or whatever time of year it was taken. Um, but I can also see marked on, like where the bus stop is, where the shops are nearby, and it will usually give me a bit more than, um, if I had a print-out it would give me a lot more information. | Participant 32 |  |  |
| 99 | 20:02.0 - 20:16.0 | So is it, just thinking about it, so in some ways is it more about where everything is in relation to, rather than how far it is to get to, if that makes sense? | Me |  |  |
| 100 | 20:16.0 - 20:24.0 | Yes, I suppose it is, like where, what's around that, like if that becomes the centre what orbits that, yeah. | Participant 32 |  |  |
| 101 | 20:24.0 - 20:32.0 | Okay, yeah, that covers that one. So in terms of sense of place then, it does inform it to a certain extent would you say? | Me |  |  |
| 102 | 20:32.0 - 21:00.0 | Yeah, I mean in some ways we weren't bothered about living in a certain type of house; we wanted so many bedrooms and a graden, but what, um, where it was was, if the lcoation was good, then we were more open to what the property was like, so if the property was a tow-floor, or three-floor, or a bungalow, it didn't matter, it was more about what the location was like. | Participant 32 |  |  |
| 103 | 21:00.0 - 21:02.0 | Location, location, location. | Me |  |  |
| 104 | 21:02.0 - 21:23.0 | [laughs] But then the map allowed us to do that. I think if they had just provided us with a listing and no map, and I think we would have relied a lot more on the photo and the written description and lot more on whether to view it, so, what it looked like woudl have meant a lot more. | Participant 32 |  |  |
| 105 | 21:23.0 - 21:33.0 | Okay, I mean, aswell what I imagine is that before digital maps you might have been guided a lot more by the estate agent, whereas now there is a wider range of... | Me |  |  |
| 106 | 21:33.0 - 22:08.0 | [nods to agree] and we can look in our own time, because the estate agents are open when we are at work, and they close early on a Saturday, and they are not open on Sundays, and they don't answer the phone when they're on lunch and they’re on lunch at the same time, and you're like going [pulls agry/confused gesture] which is where the online apps are really helpful for that, because then you can put it in an e-mail, which they don't answer very well. But at least you can save it, and go and look at this one aswell and at least you can do it in your own time aswell, and I think all that is aswell, you just take out five minutes of your day. | Participant 32 |  |  |
| 107 | 22:08.0 - 22:13.0 | So in a certain sense it almost gives you power to take over the process yourself. | Me |  |  |
| 108 | 22:13.0 - 22:21.0 | You don't have to physically go into an estate agents, which makes a big difference. | Participant 32 |  |  |
| 109 | 22:21.0 - 22:44.0 | Um, just thinking. Have you got, I mean you've mentioned using a map to get to a property and using a map, but can you give me an example of how that has worked, just to sort of how you planneing ahead, like three-weeks ahead, and then printing it off, or...? | Me |  |  |
| 110 | 22:44.0 - 23:02.0 | I never print it, well, no I don't ever, I don't have a printer. So I couldn't print it off, so in this instance, and we don’t have SatNav in the car. We ended up buying a new car and we didn't get SatNav, we were going to get it, but we didn’t get it, so we haven't got SatNav. Um, but we get the map in advnace and we check he route, either on teh laptop or on phones, and then in teh car aswll, we get Google Maps navigation on the go. | Participant 32 |  |  |
| 111 | 23:02.0 - 23:04.0 | Right, so is that the actual application? | Me |  |  |
| 112 | 23:04.0 - 23:05.0 | Yeah. | Participant 32 |  |  |
| 113 | 23:05.0 - 23:11.0 | And when you were checking beforehand, is that sort of the night before, or just before you leave the house, or…? | Me |  |  |
| 114 | 23:11.0 - 23:24.0 | It's generally a bit before, like when we've decided to look at it because we like to review where we are going, but then we might just run it again before we leave. Especially because the app can sometimes give you a different route than if you do it on a laptop | Participant 32 |  |  |
| 115 | 23:24.0 - 23:27.0 | But then, with that I suppose… | Me |  |  |
| 116 | 23:27.0 - 23:29.0 | Just because. | Participant 32 |  |  |
| 117 | 23:29.0 - 23:33.0 | And with the house you bought I suppose you didn't need to much. | Me |  |  |
| 118 | 23:33.0 - 24:15.0 | The one we bought, we didn't need to. The one we were going to buy and got gazumpted on we did. Um, it was an area we really were not too sure about, but it was close to where we lived. It ticked a lot of boxes, even though we didn't know it, but um, we actually drove there before viewing it, to see if we liked the area before viewing it. Because we didn't want to waste anyones time, and that helped because we could see differnet routes to teh property, and we actually saw a walking route that was much quicker to the station than driving. Which, obviously we were driving there but people normally walk, so we looked at it in two different ways. | Participant 32 |  |  |
| 119 | 24:15.0 - 24:32.0 | Now, just to turn it on it's head, in terms of the selling process - I don't know if you've got a cash buyer with somebody coming in quite quickly, but did a digital map figure in that from your perspective, like did you ever provide a map to get to your property at all, or to an estate agent...? | Me |  |  |
| 120 | 24:32.0 - 24:54.0 | Er, we saw our listing online and it did include a decent link to Google Maps on there, and I would have been unhappy if it hadn't [laughs]. Um, and if they had got the placing of it wrong I would have phoned them and told them to fix it. So I checked my own listing. | Participant 32 |  |  |
| 121 | 24:54.0 - 25:01.0 | And did, would you have just been interested if it was on Google, or would you have checked if was on Bing, or something else like that? | Me |  |  |
| 122 | 25:01.0 - 25:13.0 | Er, I have never used Bing because well, I have never used Bing. Um, I have never used a Bing Map. Not knowingly. | Participant 32 |  |  |
| 123 | 25:13.0 - 25:16.0 | And is that because, I mean, they are, is that… | Me |  |  |
| 124 | 25:16.0 - 25:32.0 | Slight brand animosity, and, er, it came in after Google already did the job. So it was more whay switch when you are happy with what you've got. I'm not even curious to try it, I kind of didn't expect it to be around as long as it has been. | Participant 32 |  |  |
| 125 | 25:32.0 - 25:38.0 | So would you say Google is your kind of your default then? | Me |  |  |
| 126 | 25:38.0 - 25:40.0 | Yes, absolutely. | Participant 32 |  |  |
| 127 | 25:40.0 - 25:42.0 | Okay, yeah, that's absolutlely fine. | Me |  |  |
| 128 | 25:42.0 - 25:56.0 | And our phones both came with Google Maps aswell, so Google is, were not even on an iPhone anymore, so it's Google Maps all the time. If we had had the iPhone it would have been Apple Maps just because that is the defualt on the phone. | Participant 32 |  |  |
| 129 | 25:56.0 - 25:59.0 | Well, yeah, it's… | Me |  |  |
| 130 | 25:59.0 - 26:13.0 | But obviously with their more recent update, it's a little bit different there, so we would proabblay have double-checked it on Google. If we were on an iPhone, we would have double-checked it on Google Maps after that update. | Participant 32 |  |  |
| 131 | 26:13.0 - 26:14.0 | Just for… | Me |  |  |
| 132 | 26:14.0 - 26:17.0 | Just because Apple Maps are not that reliable. | Participant 32 |  |  |
| 133 | 26:17.0 - 26:21.0 | I mean, yeah, they have had quite a bad press. | Me |  |  |
| 134 | 26:21.0 - 26:25.0 | We did't have any trouble with anybody viewing our flat or getting to it, no. | Participant 32 |  |  |
| 135 | 26:25.0 - 26:30.0 | So in some sense, even there are few locations slightly out, it's still functional. | Me |  |  |
| 136 | 26:30.0 - 27:01.0 | yeah, I mean we didn’t have any difficulty finding the place, we were lucky we were right next door to a well-known shop which I think anybody could ask for directions for if they were struggling, but I don't think we were difficult to find, so, but our buyer did actually live around the corner, so we knew the building anyway, but other people did arriev without any difficulty. | Participant 32 |  |  |
| 137 | 27:01.0 - 27:04.0 | And I'm assuming they were buying to let then, or… | Me |  |  |
| 138 | 27:04.0 - 27:10.0 | Er, no, they were first time buyers. Everyone who viewed the flat would be first time buyers, which we kind of knew would be our market, so yeah we went for that. | Participant 32 |  |  |
| 139 | 27:10.0 - 27:12.0 | Oh, okay, oh fanstastic, | Me |  |  |
| 140 | 27:12.0 - 27:16.0 | That was what we knew, that was the kind of people we were going to get | Participant 32 |  |  |
| 141 | 27:16.0 - 27:22.0 | Okay, and I mean we covered most the questions, but I have goit one that is a bit of weird one now. | Me |  |  |
| 142 | 27:22.0 - 27:23.0 | Okay. | Participant 32 |  |  |
| 143 | 27:23.0 - 27:30.0 | Have you ever contributed to a map at any point. I mean you have mentioned personalising your own search and saving it, and sharing that with your partner… | Me |  |  |
| 144 | 27:23.0 - 27:30.0 | Have you ever contributed to a map at any point. I mean you have mentioned personalising your own search and saving it, and sharing that with your partner… | Me |  |  |
| 145 | 27:30.0 - 27:34.0 | …you mean including photos to Google Maps? or... | Participant 32 |  |  |
| 146 | 27:30.0 - 27:34.0 | …you mean including photos to Google Maps? or... | Participant 32 |  |  |
| 147 | 27:34.0 - 27:47.0 | Yeah, all of that, any connected applications, or review site through to adding a review, or onto StreetView, through to adjusting a property location. | Me |  |  |
| 148 | 27:34.0 - 27:47.0 | Yeah, all of that, any connected applications, or review site through to adding a review, or onto StreetView, through to adjusting a property location. | Me |  |  |
| 149 | 27:47.0 - 27:59.0 | No. In the past I think I have adjusted where a business was located, er, the company I worked for, their Google Map placement wasn't accurate. | Participant 32 |  |  |
| 150 | 27:47.0 - 27:59.0 | No. In the past I think I have adjusted where a business was located, er, the company I worked for, their Google Map placement wasn't accurate. | Participant 32 |  |  |
| 151 | 27:59.0 - 28:04.0 | Was that just on their sort of .csv upload or via the API engine, or…? | Me |  |  |
| 152 | 27:59.0 - 28:04.0 | Was that just on their sort of .csv upload or via the API engine, or…? | Me |  |  |
| 153 | 28:04.0 - 28:30.0 | I used the engine just to recreate it, and for this, for the housemoving I used the, normally I would use TripAdvisor but I couldn't neccessarily do that because I couldn't be very location specific on places, so you need to do that for the place and not really the area or anything like that. | Participant 32 |  |  |
| 154 | 28:04.0 - 28:30.0 | I used the engine just to recreate it, and for this, for the housemoving I used the, normally I would use TripAdvisor but I couldn't neccessarily do that because I couldn't be very location specific on places, so you need to do that for the place and not really the area or anything like that. | Participant 32 |  |  |
| 155 | 28:30.0 - 28:37.0 | Okay, so just thinking about that, do you use social media to check-in, or… | Me |  |  |
| 156 | 28:30.0 - 28:37.0 | Okay, so just thinking about that, do you use social media to check-in, or… | Me |  |  |
| 157 | 28:37.0 - 28:47.0 | I don't check-in on Social Media, because I don't want to put out where I am to be public,s o that's my personal choice. | Participant 32 |  |  |
| 158 | 28:37.0 - 28:47.0 | I don't check-in on Social Media, because I don't want to put out where I am to be public,s o that's my personal choice. | Participant 32 |  |  |
| 159 | 28:47.0 - 28:57.0 | No, so you don't use - like some people use things like MapMyWalk, or MapMyRun, Locative Media, you don't use those much? | Me |  |  |
| 160 | 28:57.0 - 29:43.0 | No. I have, um, I have in the past if I have gone for a long walk, and for, um, like for Christmas Day I used to go walking and so I would share that with my family, and I take photyos and I would save the route on the Google Maps and share that, and for telling people to come to an event I'm holding, and save that on Google Maps and save the locations of where things are. Like here's the train station, here's the building I'll be going to, here's where the car park is, and save some routes, but they were privateley shared I suppose. | Participant 32 |  |  |
| 161 | 29:43.0 - 29:51.0 | I suppose what I''m getting at is when you're creating that type of map, you're sharing that with an existing small group, not a new group online | Me |  |  |
| 162 | 29:51.0 - 29:57.0 | No, I've seen the running maps and I think they’re great, but I persoanlly don't use them. | Participant 32 |  |  |
| 163 | 29:57.0 - 29:59.0 | Nothing wrong with that. | Me |  |  |
| 164 | 29:59.0 - 30:16.0 | I don't know, but I've seen someone else show me, so you can see someone else running the same route as you. So you can be like "oh, that's probably that guy I have seen running in the opposite direction in the yellow shirt - I've seen his data [laughs]" but I can't see myself doing it myself. | Participant 32 |  |  |
| 165 | 30:16.0 - 30:28.0 | Okay. Fanstastic, so what I will do is I will call end to the interview, because we've gone through those really fast actually | Me |  |  |
| 166 | 30:28.0 - 30:30.0 | That's the coffee for you. | Participant 32 |  |  |
| 167 | 30:30.0 - 30:32.2 | So I will just switch that off | Me |  |  |