**Name:** Files\\Group 3 - Home Choice\\Participant 27 - Interview

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|  | **Timespan** | **Content** | **Speaker** |
| 1 | 0:09.0 - 0:11.0 | Hello is that Claire? | Me |
| 2 | 0:11.0 - 0:13.0 | Yes, speaking.  | Participant 27 |
| 3 | 0:13.0 - 0:14.0 | Hi It's Matthew | Me |
| 4 | 0:14.0 - 0:16.0 | Hi! | Participant 27 |
| 5 | 0:16.0 - 0:18.0 | Hi, How are you? Can you hear me okay? | Me |
| 6 | 0:18.0 - 0:20.0 | Yeah, well you're a bit echo-ey | Participant 27 |
| 7 | 0:20.0 - 0:26.0 | Right, okay that mght be the recorder. Sorry about that | Me |
| 8 | 0:26.0 - 0:28.0 | That's okay! | Participant 27 |
| 9 | 0:28.0 - 0:30.0 | But how are you?  | Me |
| 10 | 0:30.0 - 0:32.0 | Yeah good thanks | Participant 27 |
| 11 | 0:32.0 - 0:35.0 | Oh, fantastic, but thank youf or agreeing to interview. | Me |
| 12 | 0:35.0 - 0:36.0 | Yep | Participant 27 |
| 13 | 0:36.0 - 0:43.0 | Um, just before I start, how much do you know about the research so far?  | Me |
| 14 | 0:43.0 - 0:57.0 | Er, only what was said through SADLA, that you were a student looking at how digital maps are used for properties.  | Participant 27 |
| 15 | 0:57.0 - 2:35.0 | Right, yeah. So basically I am carrying out a PhD at the University of Sheffield, and what I am interested in are digital maps quite broadly. SO that could be anything for Googel Maps right through to other technologies like mobile phones or other technologies peopelk use alongside them, er, I'm looking at three case-studies, so one is sort of University life, choice fo Univesity. Um, the third-one is Leasire-walking, the er, sort of choice fo where to walk and use of maps in that, and the third case that I'm looking at now is choice of home. What I'm interested in is how digital maps fit in with that as a process. So, if you like, how they are used in everday life. So I have interviewed some students, some landlords, some retirees. I've interviewed homebuyers, homesellers and estate agents. Just to see how maps fit in across a broad spectrum. And so I think your input will be really useful really, because you'll help me sort of bridge the students case into the home choice case if that makes sense.  | Me |
| 16 | 2:35.0 - 2:37.0 | Yeap. Yeah. | Participant 27 |
| 17 | 2:37.0 - 3:33.0 | And at the end of the reearch, really what I'm hoping to do is get some sort of theory. Because although people are studying how to design maps, they are not really looking at how they might affect everday lives. So for example some B&B owners - one set were a pair of retirees and they had no digital strategy in place and what they found was with digital maps people were checking in later at night which meant their family life was disrupted. So I'm looking at ways, if you like we can help them, and so on the home choice side I'm looking at how it can help people choose homes. So what tools we can develop to help small landlords and small organisations to help different landlords collaborate without sort fo breaking the bank if that makes sense  | Me |
| 18 | 3:33.0 - 3:35.0 | Yeah, yeah. | Participant 27 |
| 19 | 3:35.0 - 3:37.0 | But that's where I am going with it all.  | Me |
| 20 | 3:37.0 - 3:39.0 | That's a good topic. | Participant 27 |
| 21 | 3:39.0 - 3:47.0 | Well, I'm happy to share the research findings with at the end of the research aswell, I'll give you those back. | Me |
| 22 | 3:47.0 - 3:52.0 | Yeah, I’d be very interested in that | Participant 27 |
| 23 | 3:52.0 - 4:00.0 | Okay. Now before we start, can you tell me a little bit about yourself. I mean I know you look aftre properties in different areas, like Stafford and Sheffield. Can you just tell me a little bit about that. | Me |
| 24 | 4:00.0 - 4:17.0 | Yeah, sure. We're a small family business, um set up by my Dad with a few University properties and then it's just kind of grown over the years - Um there is quite a bit of feedback on this, from my voice, can you hear that? | Participant 27 |
| 25 | 4:17.0 - 4:19.0 | No, not at all. | Me |
| 26 | 4:19.0 - 4:48.0 | It's just a bit off-putting when I'm not sure of you can hear my voice at my end - I'm glad you can! So yeah, so we developed a website as a um, a kind of different way to get students to come to us. We used to put up there, and as an advert in each shop and they used to see it as they walked past us, but as they use technology more and more and it's getting more complex - because people are perhaps using computers more remote to the locations where we have properties.  | Participant 27 |
| 27 | 4:48.0 - 5:01.0 | …and that… | Me |
| 28 | 5:01.0 - 5:05.0 | …and we now rely very much on the internet.  | Participant 27 |
| 29 | 5:05.0 - 5:10.0 | Okay, and is that quite a recent thing the website, or… | Me |
| 30 | 5:10.0 - 5:39.0 | Well, we've had it for about perhaps the last 4 or 5 years. It's interesting because obviously we see how many people look at it, what kind of device, what kind of properties they are looking for and all that, and the last couple of years more people, are coming to us through the contact us button on the website and, um, I'm not sure if things are changing in the way that they are searching or...  | Participant 27 |
| 31 | 5:39.0 - 5:45.0 | So, I mean, are they…How are they searching differently now?  | Me |
| 32 | 5:45.0 - 6:34.0 | Just because they are using different Search Engones - I don't know if you have heard of 'Accomodation for Students', like a lot of properties are on there and a lot of queries come from Accomodation for Students, and then they are literally coming to 'Contact Us' on our website, and so I don't know if they look at 'Accomodation for Students' and then come to us, and that might be true because Accomodation for Students tend to have a lot more in the area than we do on our website. But I don't know if they are going between sites, or if once they are on our site going direct to us, or... | Participant 27 |
| 33 | 6:34.0 - 6:51.0 | Right, okay. And I notice aswell, that you have got Google Maps embedded on your webiste. I was just curious, what made you…I mean, wa sthere a rationale behond the choice of Google over, er, I don't know - say any other vendor?  | Me |
| 34 | 6:51.0 - 7:15.0 | Er, no! We didn't think about it at all. We had a developer and we thought for a competitve website that we needed something about the area. The location, and then the developer just said "Oh, just use Google", so no, we didn’t because they didn't give us any options.  | Participant 27 |
| 35 | 7:15.0 - 7:32.0 | Okay, that's fair enough…and when, I was just thinking about your interaction with your students - or parents, like when they are lookinga at property, does a map ever figure into that? Like do you ever send them a map or send them a link to a map, or a postcode or...?  | Me |
| 36 | 7:32.0 - 8:16.0 | No. The postcode is already on our website, and I'm not too sure how they use the map, but my assumption is that they know the where they want to live in, but not that an important ascpect of it - more it's where do I want to sort of live on that road, or not on that hill, and as long as they confirm they want to be in that area, which a lot of them are - in the popular student areas, then..but what I don't is how much they actually look at it, or if they know beforehand that's what they want to do.  | Participant 27 |
| 37 | 8:16.0 - 8:33.0 | Okay. I'm just curious, that's all. So, um, just stepping outside of your - just to compare - stepping outside of your role there in your everyday life, which digital maps do you use yourself? | Me |
| 38 | 8:33.0 - 8:57.0 | Well, we recently relocated, and we did a bit of research and relocated to Scotland, and I remember we used RightMove and used a lot with them, and it was really useful because it kind of told you where it was, and also where the schools where and what the traffic was like, and so when we go back, in my everday life I did find it really useful.  | Participant 27 |
| 39 | 8:57.0 - 9:16.0 | Okay, so I mean that's slightly different on the outside, but yeah itls very similar isn't it. So when you were using that, what sort of information were you getting out? I mean, was it the travel routes, or the location, or were you looking to see what a place was like - to get an idea before you moved or...?  | Me |
| 40 | 9:16.0 - 9:43.0 | Um, really it was more about, because we already had an idea of roughly whereabouts we wanted to live ourself, so it was more about looking the properties around that street, and where everything was in relation to that, um, and like you say in terms of the transport links they were obviously important to me, and to look at the alternatives so we could the children to school and thta was importnat aswell | Participant 27 |
| 41 | 9:43.0 - 9:49.0 | And did you say you compare that with OFTSED reports, does that factor in, or…? | Me |
| 42 | 9:49.0 - 10:09.0 | Yes, um then did. I can't remember if we went through the OFSTED reports on the actual page, but I would then go and and have a look at what it says about the particular school.  | Participant 27 |
| 43 | 10:09.0 - 10:13.0 | Okay, because I know that something we would do - we've got a 19 month old.  | Me |
| 44 | 10:13.0 - 10:14.0 | Oh wow, God, yes… | Participant 27 |
| 45 | 10:14.0 - 10:21.0 | ...and we moved back up from London just under two years ago, about, and we did a similar thing then. | Me |
| 46 | 10:21.0 - 10:28.0 | Yeah, ours are 7 and 8 and having them at this age and it's a big thing having to relocate your life  | Participant 27 |
| 47 | 10:28.0 - 10:56.0 | It was quiet odd aswell, from studying digital maps to see how we were using them. But um, just going back to the students again, and in terms of your role offering them, do you, how do you communicate with them, I mean do they come sort of over the phone to sort of ask queries about the property or is on the website.  | Me |
| 48 | 10:56.0 - 11:14.0 | Um, probably fifty-fifty, via the website we get an e-mail in and then we weill usualy give them a call, and we can then find out what they are looking for, and what kind of property they are looking for, and then the other 50% will just see an advert and then just call us off that, call us themselves.  | Participant 27 |
| 49 | 11:14.0 - 11:19.0 | …and is that an advert online - you mentioned a shop, so is that… | Me |
| 50 | 11:19.0 - 11:50.0 | Yeah, no, shops are a bit of a dead end now, it's all online, and from a landlord, advertising a property used to be a lot cheaper because you probably put up a postcard in a shop window, whereas now it can be hundreds of pounds, with um a differnet Search Engine, and a new one is just coming out, and you've got to make sure you've got all your bases covered.  | Participant 27 |

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| 51 | 11:50.0 - 11:57.0 | And is it, do they tend to be pay-per-click, or what sort of model do they tend to use?  | Me |
| 52 | 11:57.0 - 12:19.0 | Um, you pay for your advert and that could be sort of a hundred pounds, but because they have only got so many adverts on there anyway, you sort of end up where either your advert is on there, so you are not at the bottom of the pile.  | Participant 27 |
| 53 | 12:19.0 - 12:46.0 | Okay, and is it, um, just where a digital map comes into the process, so um, before a student looks at the advert through to they're actually moving in on the first day, how would you - could you talk me through that process and sort of flag up anywhere where a digital map sort of fits in with that  | Me |
| 54 | 12:46.0 - 13:45.0 | I'd say it…I'd assume it would have it's own, that they would decide the area they wanted to live in which could be, say Ecclesall Road, and then they would then go onto different Search Engines and look at the area where they wanted to locate a property, and they would then see we've got one on the end of Bridge Street, and then the map - a digital map would come into it there in terms of, I don't know what - whether it would just be Ecclesall Rad, or of there were any others that are just down the road, so I don't know if that it is where it would come in in relation to using, and then they would usually call us and we would arrange a viewing, um, and I think that part they play, because then they move in - they may use them further down the line, just to explore the area a bit more.  | Participant 27 |
| 55 | 13:45.0 - 14:18.0 | Sorry, could you - just when people are raising the initial request with you, before the courtesy call, are - do you ever notice a difference between UK students, EU students or international students in the the way that they, in the information that they are requesting, or the types of information they are after?  | Me |
| 56 | 14:18.0 - 14:23.0 | Er, most of our students are UK students, we have very few international students. They have their own funding and guarantors and everything, er, it's only really UK students that we have anything to do with.  | Participant 27 |
| 57 | 14:23.0 - 14:28.0 | Okay, so er, that's more so you can get your guaranteed security isn’t it. | Me |
| 58 | 14:28.0 - 14:30.0 | Yeah, yeah. | Participant 27 |
| 59 | 14:30.0 - 14:37.0 | That's fair enough, no I was just thinking…do you have any mature students at all? Or… | Me |
| 60 | 14:37.0 - 14:42.0 | Not really, no. Generally our properties are third years, yeah.  | Participant 27 |
| 61 | 14:42.0 - 14:51.0 | Right, so it's more that they have come out of student halls in the first year, and they are looking to move into their first shared house | Me |
| 62 | 14:51.0 - 14:52.0 | Yeah | Participant 27 |
| 63 | 14:52.0 - 15:07.0 | Okay, that's absolutely fine, and now do you think you could give me an example of a digital map in use, you know, like a real-life example.  | Me |
| 64 | 15:07.0 - 15:35.0 | Um, only really like where people have been like looking for a house, like where it is in relation to the other ameneties, really that's the only concrete example, but I don't know how to make it more concrete or kind of like "ooh, John was that advert and..." without looking at all that. I don't really have any examples of where people have said "oh that was really useful that you had that on the website"  | Participant 27 |
| 65 | 15:35.0 - 15:48.0 | Okay, and just going back a step to your own process of moving to Scotland. Can you talk me through process of that, how maps fit in with that at all  | Me |
| 66 | 15:48.0 - 16:15.0 | Um, yeah, that was, um, looking on RightMove, and all the kind of lots of differnet properties. I mean we had a general idea of the area we were looking at, and then when I got the properties in a list that were worth checking, I put them on to check the information that was important to us  | Participant 27 |
| 67 | 16:15.0 - 16:20.0 | Rightey-oh, and is RightMove based on Google Maps do you know?  | Me |
| 68 | 16:20.0 - 16:22.0 | Er, yes I think it is | Participant 27 |
| 69 | 16:22.0 - 16:35.0 | Did it, was it, were you just looking at the static view, or was it things like the Satellitte View or Street-View or things like that?  | Me |
| 70 | 16:35.0 - 16:43.0 | I did generally it was just the static view, but then if I wanted to get an overall sense of things I did go on the Street-View aswell.  | Participant 27 |
| 71 | 16:43.0 - 16:53.0 | Right, and did that ever give you an idea, or shape your idea of what a place might be like before you got there?  | Me |
| 72 | 16:53.0 - 17:03.0 | Well, yeah, it was quite nice to kind of see the property and whether it was a nice street, and to give you more an idea of "no, thatls not right for me" or…[pause] | Participant 27 |
| 73 | 17:03.0 - 17:15.0 | Okay, no that’s given you a rough impression, and how realistic would you say that would have been, in terms of what the place is like?  | Me |
| 74 | 17:15.0 - 17:23.0 | Yeah, no, it was quite good. If you go…yeah I think it was quite realistic.  | Participant 27 |
| 75 | 17:23.0 - 17:25.0 | That's quite interesting in itself isn't it?  | Me |
| 76 | 17:25.0 - 17:44.0 | Yeah, I know when a lot of kind of our family and friends have been on, and they used Street-View and um, after saying this is where we're moving to, and had a look at what the area might be like, instead of just looking at the map.  | Participant 27 |
| 77 | 17:44.0 - 18:01.0 | Right, okay, and I'm just thinking, how far in advance would you look at a map, or sort of view a map before you sort of went to view a place? Like was it a week before, or… - once you knew it was available?  | Me |
| 78 | 18:01.0 - 18:15.0 | Yeah, well I did a bit of a preliminary search just looking at the general areas, but then when property came up in one fo our areas, we would then phone to set up a viewing.  | Participant 27 |
| 79 | 18:15.0 - 18:27.0 | Right, and as you went to view it, did you have a good knowledge of the area, or were using SatNav, or…how did that? | Me |
| 80 | 18:27.0 - 18:35.0 | Yeah, my partner is from the area, and I mean, I know the area aswell, so um, so we kind of did it yeah.  | Participant 27 |
| 81 | 18:35.0 - 18:44.0 | Okay, so you, itl;s not like you were kind of lost on the streets in a new city.  | Me |
| 82 | 18:44.0 - 18:45.0 | Yeah | Participant 27 |
| 83 | 18:45.0 - 19:06.0 | That's fair enough. Um, just thinking about students in a similar fashion, um, how far in advance do you imagine they sort of look at at property to book it. I mean are they sort of looking to move in September, but did they view a property sort of June/July in the previous term, or...?  | Me |
| 84 | 19:06.0 - 19:29.0 | Yeah, um, there are alsorts, but our tenancies run from 1st July to 30th June, and then they start looking around November time for the following July, but they start looking from November through December and probably the middle of January. So it's all done within a three-month period.  | Participant 27 |
| 85 | 19:29.0 - 19:34.0 | Right, okay, so I mean that's quite a bit in advance, so… | Me |
| 86 | 19:34.0 - 19:35.0 | Yeah. | Me |
| 87 | 19:35.0 - 19:43.0 | …and are they, when they are doing that, are they - do you have any visibility on Google Analytics, on whether they are going to the map or not? | Participant 27 |
| 88 | 19:43.0 - 19:50.0 | Um, I can check that, I don’t know if it will have everwheer they go, but it might have when they go off the map on there. | Me |
| 89 | 19:50.0 - 19:55.0 | Well, I would just be interested to know if that's okay?  | Participant 27 |
| 90 | 19:55.0 - 19:59.0 | Yeah, yeah, sure. I'll have a look.  | Me |
| 91 | 19:59.0 - 20:09.0 | That would be good, just to give me a rough idea. But um, in terms of users, do you notice of many are mobile users compared to, sort of desktop/laptop , would you say?  | Participant 27 |
| 92 | 20:09.0 - 20:22.0 | Um, yes there are a lot of mobile users; we've actually had to adapt the website so that it would be better on a mobile for that, because a lot of people were using them. | Me |
| 93 | 20:22.0 - 20:31.0 | Yeah, and is that quite a recent shift, or is that…because your website has been up for four years, but have there been quite a few mobile users from the start, or…? | Participant 27 |
| 94 | 20:31.0 - 20:46.0 | No, the first couple of years I didn't think it was that much of an issue, we had the initial set-up on there for the laptop or desktop, but then it did become apparent that we had to make it more mobile friendly, yeah.  | Me |
| 95 | 20:46.0 - 21:24.0 | Okay, and is that - I'm sorry, I'm jumping aropund everywhere here - just thinking about, you mentioned that when you moved, you were looking at houses. Er, of course you were looking at houses! Sorry. You were looking at schools, local amenities and resources. Now, when students are looking for local amenities, so for example they maybe want to move somewhere in Crookes, or somewhere in Sheffield say, they are unlikely to be looking for schools, but what sort of amenities and resources would you say would you say are important to them?  | Participant 27 |
| 96 | 21:24.0 - 21:43.0 | I think the transport links would be really important, and how close to the university they are, and then probably bars, nd then things like shops and, it depends if there is a supermarket.  | Me |
| 97 | 21:43.0 - 21:47.0 | Okay, so it is just sort of local - food, drink, and uni! | Participant 27 |
| 98 | 21:47.0 - 21:48.0 | Yeah [laughs] | Me |
| 99 | 21:48.0 - 22:24.0 | That's fine, that was pretty much my experience as an undergraduate. But just thinking about, if you like, your sense of, your sense of place through a digital map when you were moving. Now, students are likely to have already had that when they are in student halls, but do you think if they are looking at a property and they have maybe not been down a street, do you think theyhave a similar thing in place?  | Participant 27 |
| 100 | 22:24.0 - 22:27.0 | Would they have a what? Sorry? | Me |
| 101 | 22:27.0 - 23:00.0 | Would they have a similar thing in place, like a similar use of maps? Um, but I would have thought they were a lot more technologically savvy than, um, maybe I am, and they will have gone with that and um, would have Google Maps on their phones, and I would have thought that they would explore the area, because I think that's such a big thing for them - being in the right place. Although I don't know for students how it is, whether they do look into it or if they are just told that that's the place where you've got to live.  | Participant 27 |

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| 102 | 23:00.0 - 23:02.0 | Yeah, that makes sense | Me |
| 103 | 23:02.0 - 23:13.0 | You know, the hype - kind of, if you don’t live in this area, you won’t have such a good experience. I don't know how much of that gathers momentum, um...  | Participant 27 |
| 104 | 23:13.0 - 23:25.0 | Okay, I mean that interesting, but where, would you say that that is information given out by the University, sort of advice on 'these are areas close to', or...  | Me |
| 105 | 23:25.0 - 23:45.0 | Yeah, the Uni really plays a big role in advising students about looking for their properties, um, once they have moved out of halls. But I mean, that's when they would kind of say "look for houses close to the University", so certainly for the main campus area.  | Participant 27 |
| 106 | 23:45.0 - 23:54.0 | Rightey-oh, and I'm assuming they use PropertyWithUs, because that's the Student University website?  | Me |
| 107 | 23:54.0 - 23:55.0 | Yeah. | Participant 27 |
| 108 | 23:55.0 - 24:37.0 | Right, I'll pick that up with them, because the University have developed their own map aswell - of the campus, but there is alomost a battle between what students want to have on the map, and what the University thinks they should put on the map, and that's one battle I've been looking at, but that's a differnt case - but um, just in terms of travelling around, or in terms of understanding the transport networks as you have mentioned, how much do you think digital maps fit in with that? - both for yourself and for students. | Me |
| 109 | 24:37.0 - 25:20.0 | Um, yes, when I was looking for a property before moving Chesterfield, when I was looking for a place to live in London, that was a really key thing. Er, because I could see which tube stop was closest. When we were moving up to Scotland it was less of an issue, because I just jumped in a car and already knew the address, but I think if I was a student, I think it would be what buses there are to the University becaus ethey don't usallyhave a car, but then having said that quite a few them do have car, but not every student.  | Participant 27 |
| 110 | 25:20.0 - 25:29.0 | Right, but what, is that quite a recent shift aswell? In the sort of access to transport?  | Me |
| 111 | 25:29.0 - 25:41.0 | Er, yeah, it tends to have been in the last few years, where at least one in the house had a car, whereas when I was at University none of us had a car. So, it could be probably in the last 10 years, so yeah.  | Participant 27 |
| 112 | 25:41.0 - 26:10.0 | Okay, that's interesting. It's the same as me, virtually nobody had a car when I was Uni - well, I'm still there, but…okay, in terms of other resources, in terms of things like amenities, and you mentioned bars, do you think a map fits in with which area they choose to go to at all, or do you think that decision maybe goes to a map after they have decided?  | Me |
| 113 | 26:10.0 - 26:32.0 | Yeah, I don't know too much about how they would be fed back. My assumption would be that they choose the areas to live in because they have been told "oh, you've got to live in Broomhill, or Crookes…" or whatever, but I don't know if they then look at it to get a bar, if it's just wherever they go.  | Participant 27 |
| 114 | 26:32.0 - 27:07.0 | Yeah. That's fair enough, and that gives me quite an overview actually of how that fits in with them. But I'm just, it's one sort of follow-up question really. When you were, um, putting adverts up in shops, before you had the website, how did you deal with the sort of, if you like, dircetions, location and things like that? I mean was there a small map on there, or would they just phone you and you woudl give them the details of the house, or...? | Me |
| 115 | 27:07.0 - 27:55.0 | Yeah, no. Um, I don't think always we would actually put the street on, We would have just said in the Eccy Street area, or and when they rang up we would just say Oh, this is on the Cybil Street, or…The problem you have with Google Maps is that you don't want to put the exact adress on the website, because there is a security risk with 'oh, there are students' and obvioulsy they know they are going toi be coming, and obviously that comes with everything new into a house, they know they will be bringing laptops, and all that. So they become a target. So once we did put the adresses on, but now we've take them off because it's a safety risk, and then they get a litle bit annoyed with that, but then you've got to weigh that up against 'do they need to know where it is'?  | Participant 27 |
| 116 | 27:55.0 - 28:27.0 | It's a difficult balance, and it sounds difficult that, so I mean, before you did that wa it just a static, I mean I'm trying to imagine them, so when I would go to, for example, I don't know, maybe the supermarket, they used to have those little memo cards that were just 4 inches by 3 inches, where people could just write on house for rent' or 'room for rent', and they did have a sort of telephone number and a rough area, wasit sort of like that?  | Me |
| 117 | 28:27.0 - 28:29.0 | Yeah,  | Participant 27 |
| 118 | 28:29.0 - 28:36.0 | Okay, and did they phone you and you would give them the street name and address, or…? Did a map afit in with that at any point, or…?  | Me |
| 119 | 28:36.0 - 28:52.0 | Um, no, not really, it would just be the street name and they we would give them a rough indication, so like it's Collegiate Crescent, or it's just behind such and such pub, and we would then leave it to them to look up where it is. | Participant 27 |
| 120 | 28:52.0 - 29:06.0 | Rightey-oh, okay. So in a way, do you think there still is quite a bit of non-use of digital maps in that same way? Or, do people expect a map now?  | Me |
| 121 | 29:06.0 - 29:25.0 | I think they would expect a map now, um, we still get a few people that phone to say "I'm lost, I can't get to where I want to be", but its getting less, and a I think people do tend to have Google Maps on their phone, but I do feel that it's then irrelevant to have an address. | Participant 27 |
| 122 | 29:25.0 - 29:37.0 | So it's, is that, I'm just thinking, in your every day life, you sort of mentioned Googlke being the main map, Is there any reason why?  | Me |
| 123 | 29:37.0 - 29:40.0 | Just that's the app I've got | Participant 27 |
| 124 | 29:40.0 - 29:47.0 | Okay, and is that just because you always use Google, or is it a concious choice or…? | Me |
| 125 | 29:47.0 - 29:54.0 | Yeah, it's not a concious choice no, it's just the one I've always used and it came with my phone, so yeah.  | Participant 27 |
| 126 | 29:54.0 - 30:27.0 | Okay, that's fair enough, but yeah. I think that's everything covered really. As I say, it's only a short interview, but um that will be good, but yeah, that's actually really useful. Now I will be doing a focus group soon if you, I mean I know that if you're in Scotland it might be a bit of distance, but um...  | Me |
| 127 | 30:27.0 - 30:33.0 | Yeah, um…but if it happens to be when I'm in Sheffield, then I'm more than happy to… | Participant 27 |
| 128 | 30:33.0 - 30:36.0 | I mean it would be fantastic to see how people go to the map, and whether they do or not.  | Me |
| 129 | 30:36.0 - 30:38.0 | You can get hold of that for you. | Participant 27 |
| 130 | 30:38.0 - 31:05.0 | Oh, that would be great. But no, yeah, that will be really interesting to combine with the students point of view. Also, I know with home buyers, if they are buying ahome, they are sometimes looking at a map for up to two or three years before buying if they are in a chain, so itls quite a different way of using them, in deciding where to look compared to a student, and they differ vastly. | Me |
| 131 | 31:05.0 - 31:30.0 | Yeah, and maybe they do differ because with a student they think "oh, well I'm here for a year" where if we're buying a house, we'll be there for 10 years, so it's more a difference isn't it. | Participant 27 |
| 132 | 31:30.0 - 31:33.0 | Well yeah, and with the students I have interviewed so far, a lot of them do seem to be UK based, so I don't know if that…because a lot of the international students seem to have specific landlords, almost like large companies. I mean I think there is one Coventry based firm, that cater to lots of different Universities just for international students  | Me |
| 133 | 31:33.0 - 31:36.0 | Yeah, yeah. | Participant 27 |
| 134 | 31:36.0 - 31:40.0 | It's quite weird that. That sort of take-over | Me |
| 135 | 31:40.0 - 31:50.0 | Like I saw, with our properties we can't get too involved with international students because we can't get any guarantee, but I don't know of any of my landlords that do that. | Participant 27 |
| 136 | 31:50.0 - 31:54.0 | It's a bit of risk though really isn't it. | Me |
| 137 | 31:54.0 - 31:58.0 | Yeah, no, with an average student it is, but that would be down to the landlord.  | Participant 27 |
| 138 | 31:58.0 - 32:30.0 | Yeah, okay. Well, what I'll do then, because I've gone through all the questions now, so I'll call an end to the interview, but obviously I will keep you updated on where I am with the progress, and obvioulsy I will show you the findings at the end aswell, of the research. | Me |
| 139 | 32:30.0 - 32:42.0 | Yeah, no, I would really appreciate that.  | Participant 27 |
| 140 | 32:42.0 - 32:44.0 | And hopefully, at the end of it if I can move toward a sort of digital strategy report, I will do and obvioulsy I would let you have a copy of that. But yeah, fanstatstic.  | Me |
| 141 | 32:44.0 - 32:47.0 | Brilliant, yeah.  | Participant 27 |
| 142 | 32:47.0 - 32:48.0 | But thank you very much | Me |
| 143 | 32:48.0 - 32:50.0 | Sorry | Participant 27 |
| 144 | 32:50.0 - 32:52.0 | Thank you very much | Me |
| 145 | 32:52.0 - 32:56.0 | Yteah, no, thatls fine, just glad I could help, and I would be intersted to se what you do get at the end of it. | Participant 27 |
| 146 | 32:56.0 - 32:59.0 | Okay, yeah, well itls always good. So I will speak to you soon. | Me |
| 147 | 32:59.0 - 33:01.0 | Okay, well good luck. | Participant 27 |
| 148 | 33:01.0 - 33:02.0 | Thank you. | Me |
| 149 | 33:02.0 - 33:04.0 | Bye!  | Participant 27 |
| 150 | 33:04.0 - 33:05.0 | Okay, bye. | Me |
| 151 | 33:05.0 - 33:09.0 | Thanks Bye. | Participant 27 |