**Name:** Files\\Group 3 - Home Choice\\Participant 31 - Interview follow-on E-mail from Web Developer

¶1:

¶2: NAME REDACTED <E\_MAIL ADDRESS REDACTED > 25 June 2015 at 13:17

¶3: To: Matthew S Hanchard <m.hanchard@sheffield.ac.uk>

¶4: Hi Matthew – here’s the response from one of the dev team:

¶5: Google Maps has an extensive geolocation service as well as map layer, which we use to get coordinates of the addresses of [ORGANISATIONAL] properties to match them against the users property search.

¶6: We only really consider two options when implementing a map feature for a client and those are Google Maps or MapBox. Google Maps has a very well documented API and works flawlessly with the Geocoding API, so we didn’t foresee any problems integrating the two and decided that rather than having to support lots of APIs from different vendors to "keep it all under one roof”.

¶7: MapBox is a lot more customisable and powerful though, but not as compatible with older browsers. We didn’t quite need that level of customisation for this particular project and we wanted the website to be as accessible as possible and to work in the oldest browser it could. So that’s what swayed us towards an all‐google approach.

¶8: Hope that’s of use J

¶9: NAME REDACTED | Customer Relations

¶10: ORGANISATIONAL DETAILS REDACTED

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¶17: From: Matthew S Hanchard [mailto:m.hanchard@sheffield.ac.uk]

¶18: Sent: 25 June 2015 12:31

¶19: To: NAME REDACTED

¶20: Subject: Fwd: Use of Google Maps on [ORGANISATIONAL DETAILS REDACTED] Website

¶21:

¶22: Hello David,

¶23:

¶24: Just to chase­up, I would be really grateful for your input on digital map choice in web­design. This need not be specific to the [ORGANISATIONAL DETAILS REDACTED] website. Really I am interested in what the rationale is (for a web developer/web designer) when choosing which map to use/create/embed. If you can send a short e­mail, taht would really be a big help, and would be very much appreciated.

¶25: Kind Regards,

# ¶26: Matthew Hanchard

¶27: Doctoral Researcher, Dept. of Sociological Studies.

¶28: m.hanchard@sheffield.ac.uk | @ondigitalmaps

¶29: P Please consider the environment before printing this email

¶30:

¶31: ­­­­­­­­­­ Forwarded message ­­­­­­­­­­

¶32: From: Matthew S Hanchard <m.hanchard@sheffield.ac.uk>

¶33: Date: 11 June 2015 at 12:37

¶34: Subject: Re: Use of Google Maps on [ORGANISATIONAL DETAILS REDACTED] Website To: NAME REDACTED <E\_MAIL ADDRESS REDACTED >

¶35: No rush at all, whenever you can. Thank you very much.

¶36: Kind Regards,

# ¶37: Matthew Hanchard

¶38: Doctoral Researcher, Dept. of Sociological Studies.

¶39: m.hanchard@sheffield.ac.uk | @ondigitalmaps

¶40: P Please consider the environment before printing this email

¶41:

¶42: On 11 June 2015 at 12:33, David Redmond <david@tone.co.uk> wrote:

¶43: Hi Matthew – thanks for your email. We’re slammed today on client stuff but I’ll get you a response as soon as I can.

¶44:

¶45: Cheers

¶46:

¶47: NAME REDACTED | Customer Relations

¶48: ORGANISATIONAL DETAILS REDACTED

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¶58: From: Matthew S Hanchard [mailto:m.hanchard@sheffield.ac.uk]

¶59: Sent: 11 June 2015 12:31

## ¶60: To: studio@tone.co.uk

¶61: Subject: RE: Use of Google Maps on [ORGANISATIONAL DETAILS REDACTED] Website

¶62:

¶63: Hello,

¶64:

¶65: I am carrying some research at the University of Sheffield, focussing on how digital maps are used in everyday life. One of my cases focussed on home­choice, which led me to interview a member of staff from [ORGANISATIONAL DETAILS REDACTED], who later mentioned that you managed their external website (with interact used for their internal intranet).

¶66:

¶67: During the interview we noted that you use a Google Maps layer on the [ORGANISATIONAL DETAILS REDACTED] website. I would be really grateful if you can answer this one question:

¶68:

¶69: What is the rationale for choosing Google Maps, and not another vendor e.g., Bing, OpenStreetMap etc.?

¶70:

¶71: For example, is it cheaper? Is the API easier to work with? Is it better in any way that other Maps? Is it more amenable to interaction with legacy apps/widgets etc.? Is it just familiarity with the brand (brand loyalty)? Or is it some combination of these, or perhaps something completely different

¶72: Kind Regards,

# ¶73: Matthew Hanchard

¶74: Doctoral Researcher, Dept. of Sociological Studies.

¶75: m.hanchard@sheffield.ac.uk | @ondigitalmaps | 07583304302

¶76: P Please consider the environment before printing this email

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