**Name:** Files\\Group 3 - Home Choice\\Participant 31 - Interview

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|  | **Timespan** | **Content** | **Speaker** |
| 1 | 0:03.0 - 0:04.0 | Hello | Me |
| 2 | 0:04.0 - 0:06.0 | Good Morning | Participant 31 |
| 3 | 0:06.0 - 0:07.0 | Is that Nick? | Me |
| 4 | 0:07.0 - 0:09.0 | It is. How are you? | Participant 31 |
| 5 | 0:09.0 - 0:10.0 | I'm good, and you? | Me |
| 6 | 0:10.0 - 0:13.0 | Yeah, good, I'm just on the A74 M | Participant 31 |
| 7 | 0:13.0 - 0:17.0 | Oooh, okay, do youw nat me to call you back in a bit or are you okay?  | Me |
| 8 | 0:17.0 - 0:25.0 | No, I'm alright, let’s go, and let's hope it takes less than three quarters of an hour because that's when I get to where the SatNav says I'm going.  | Participant 31 |
| 9 | 0:25.0 - 0:28.0 | Oh okay, we won’t be that long I shouldn't imagine. | Me |
| 10 | 0:28.0 - 0:31.0 | Oh, okay, great. So how can I help you? | Participant 31 |
| 11 | 0:31.0 - 0:34.0 | Um, really it's just a few questions if that's okay? | Me |
| 12 | 0:34.0 - 0:36.0 | Yeah, that's brillinat, go on. | Participant 31 |
| 13 | 0:36.0 - 0:39.0 | Um, do you know much about the research at all? | Me |
| 14 | 0:39.0 - 0:50.0 | Er, itls a little while since I looked at your e-mails to be honest, but I understsnd that you're tring to understand Googel maps as the de facto mapping system | Participant 31 |
| 15 | 0:50.0 - 1:35.0 | Um, well, that's one of the things I am looking at, but I'm quite generally looking at digital maps, so that includes things like SatNav, and it inlcudes Google Maps, but quite a broad range. Um, really I'm interested in how it informs their decisions if you like, so where they choose to live, or which route to take in the Peak District. Because there is no real research on that at the moment, and it is quite important, well, I feel it is. But quite a broad range. But obvioulsy before I contine, can I just check - because obviously I sent a consent form, but are you happy for me to record the call?  | Me |
| 16 | 1:35.0 - 1:37.0 | Yes, if I can give you a verbal consent now, that's fine. | Participant 31 |
| 17 | 1:37.0 - 1:39.0 | Oh fantastic  | Me |
| 18 | 1:39.0 - 1:47.0 | I'm not in the office that much, er, I'm usually out of the office two days a week, and that, um, and I'm not very good at getting back to people about things, so I appologise if I missed something out  | Participant 31 |
| 19 | 1:47.0 - 1:55.0 | No, no, it's more - I mean a verbal confirmation should be fine anyway, it's just to confirm that you happy for me to record the phone call  | Me |
| 20 | 1:55.0 - 1:58.0 | Yeah, well, that's fine | Participant 31 |
| 21 | 1:58.0 - 2:05.0 | And obviously if I do ever quite you, I will make you anonymous and I can only use the recording in the context of the research | Me |
| 22 | 2:05.0 - 2:09.0 | Oh, I'm not precious about stuff like that to be honest | Participant 31 |
| 23 | 2:09.0 - 2:16.0 | No, it's just something I have to say. Okay, so just, can you tell me a little bit about your role | Me |
| 24 | 2:16.0 - 3:19.0 | So, I kind of, I work in the IT Support function. So we're a housing organisation and I provide the IT services for the north - everything North of Birmingham. Hence why I'm in sunny Scootland this morning, um I've got two sites in Scotland, and I've got Preston, Doncaster. Morecambe, Bolton, Manchester, Nottingham, er, Scunthorpe, Hull - all over the place really! And we're a housing association, we generally provide accomodation for single people. A lot of our, sort of, turnover come from what we call 'foyers' and are directly managed stock, where we have quiote a high, high needs support for er, predominantly young people aged 16-25 who end up homeless for whatever reason and we then try and turn their lives around fro whatever reason, basically. Transforming lives is kind of like the motto for the company.  | Participant 31 |
| 25 | 3:19.0 - 3:36.0 | Yeah, I mean it's, yeah, itls a good organsiation - especially when you go down near Elephant & Castle, all that way, itls made a big dent. But I'm just curious, do you use anything like SharePoint or Drupal, or anything like that as a management system? | Me |
| 26 | 3:36.0 - 3:57.0 | We just, we bought some SharePoint licenses recently. We've already bought the lcienbses but we haven't doen anything with them yet. I mena we had our Strategy meeting for the coming 12 months yesterday, no, not yesterdays the day before, and SharePoint seems to be moving along aswell as being approved at budget. So...  | Participant 31 |
| 27 | 3:57.0 - 4:08.0 | So, that's…and the system you are uisng at the minutes, do you have separate websites - like is there a website for each different region or is it one main… | Me |
| 28 | 4:08.0 - 4:41.0 | Ah, okay. So we have like a corporate website, which you will have seen, and we have an intranet product called interact that we use internally and we don't publish anywhere at the moment, that's kind of what we've got, and we've also got another department called IQI who inspect the Salvation Army servics liek CQC or mock quality assessment framework type questions, depending on the type of funding stream.  | Participant 31 |
| 29 | 4:41.0 - 4:42.0 | Rightey-oh.  | Me |
| 30 | 4:42.0 - 4:50.0 | …and they have a separate website, so the internal stuf we look at in-house, the external stuff is a web desgn agency called Tone that we use  | Participant 31 |
| 31 | 4:50.0 - 5:02.0 | Okay, so are they, sorry I'm just trying to map out on my head, um, if you like how digital maps fit in with that. So, do you sort of host maps on your website?  | Me |
| 32 | 5:02.0 - 5:26.0 | My understanding is that there is some sort of a Google Maps plug-in built in there, which when you do a search for a property near you, what it uses to return the results. I think it's got like an overlay of where the stock is. So if you out in Preston for example, we don't have any general needs stock in Preston, but we've got a Foyer for young people so that would come up in the search results.  | Participant 31 |
| 33 | 5:26.0 - 5:37.0 | So when you're, I mean, obviously when those search results come back, that dataset, is that compiled by local authorities or…the data itls returning, the properties.  | Me |
| 34 | 5:37.0 - 5:38.0 | It brings up ones we would manage, I would think.  | Participant 31 |
| 35 | 5:38.0 - 5:40.0 | Okay, yeah. | Me |
| 36 | 5:40.0 - 6:02.0 | But in the settings of the plug-in I would imagine, I suppose. I have little understanding of Google maps. You can have an account, like we have and on our intranet we have a, um, Google Maps widget., which the IQI team was trying to make sure they had a list of the places they inspect  | Participant 31 |
| 37 | 6:02.0 - 6:11.0 | Right. Okay. Yep. And then I imagine it uses some kind of Javascript or jQuery to look that up does it? | Me |
| 38 | 6:11.0 - 6:49.0 | Yeah, I imagine it probably does. In terms of how we market our properties, we don’t market them on the website. The website tells people where we have got stock, but it depends, um, some of the stock is choice-based lettings, some of it is local authority owned and you have a to get a referral from somewhere, some of it is direct application to us. It's all kind of, I mean because I think we cover 75 Local authority areas. Itls al very...nothing follows one pattern.  | Participant 31 |
| 39 | 6:49.0 - 6:57.0 | No, well, itls like ELLC would be quite big - East London Lettings Compnay - would be quite different from, say, Bolton or soemwher in the North West. | Me |
| 40 | 6:57.0 - 6:58.0 | Yeah | Participant 31 |
| 41 | 6:58.0 - 6:59.0 | Okay | Me |
| 42 | 6:59.0 - 7:15.0 | And my previous role, was with a single local authority, and that really was just choice-based lettings, with an origin in choice-basd lettings, but that didn't really have mapping as such, I suppose, it was just - "These are the properties, take your pick!".  | Participant 31 |
| 43 | 7:15.0 - 7:26.0 | Yah, which makes sense. And are you…just out of curiosity, you use Google, but is there any reason why that in particular and no, say, Bing, or… | Me |
| 44 | 7:26.0 - 7:47.0 | Er, I imagine the decision was made by the web design agency, and I was thinking about this , and thinking what you might want to ask me about, and I was, I decided it was either because the API or the Wordpress plug-in was either free, cheaper, or simpler to use. But I don't know which.  | Participant 31 |
| 45 | 7:47.0 - 7:51.0 | Okay, I was just - that, I was just curious really | Me |
| 46 | 7:51.0 - 8:00.0 | I mean I can ask if you want, if you post me more questions I'm really happy to come back to you, plus it means I might be able to get you the answers that you need.  | Participant 31 |
| 47 | 8:00.0 - 8:37.0 | Oh, well, I wouldn’t press you too far. It's really curiosity. But if you do have, like, any data on usage, it would be really interesting to see if people are visiting your site more mobile - for the maps - visiting it more mobile or on a laptop, or how they are actually accessing those services would be really good. Especially because I imagine some would use the library or sort of shared resource, and I woudl be interested to see how the local authority is sort of scaling back, how they are actually accessing that service. Does that make sense? | Me |
| 48 | 8:37.0 - 8:46.0 | Yeah, that would make sense. Like I saw, do you want to - after this conversation - drop me the questions you want in an e-mail, I'll do my best to help you out, itls not a problem.  | Participant 31 |
| 49 | 8:46.0 - 9:04.0 | Yeah, that would be brilliant. Thank you very much. So I mean, just thinkig about that, do uou, I mean when you are using the map, Um or if you like - I mean I don't know if you call them residents or service-users, or customers, or… | Me |
| 50 | 9:04.0 - 9:21.0 | …residents, service-users, there is a bit fo debate at the moment, we are trying to create a sort of corporate dictionary or corporate language to try and improve and unify our communications, let’s call them customers for the sake of it - because they are taking a service from us.  | Participant 31 |
| 51 | 9:21.0 - 9:38.0 | Well, yeah, so…in terms of your customers, when, in, obviously you don't have much, in terms of face-to-face interaction, but you do sort of interact with them as part of the communications strategy I would imagine. Getting the information out... | Me |
| 52 | 9:38.0 - 9:56.0 | …I, because I work, we have coming up to support the foyers which I directly manage, and we have some equipment in the general spaces, in the general needs aswell. So I do sit with the tenants from time to time, and...  | Participant 31 |

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| 53 | 9:56.0 - 10:07.0 | Okay, brillaint. And when you are chatting with them, do they use digital maps at all in any way, or any digital technologies really - like do they have smartphones,or...?  | Me |
| 54 | 10:07.0 - 10:22.0 | Certainly in the Foyers, most of the young people have got at least a smartphone, plus one other device, whether it’s a games console a smart TV, um, playstation, laptop - whatever it might be.  | Participant 31 |
| 55 | 10:22.0 - 10:55.0 | Okay, now I'm just trying to think, so they come in, they are asking for - they are saying "oh, I've got a problem with housing, I need somewhere to live" potentially with some other issues, um, so I'm trying to sort of bracket out any safeguarding issues, but in terms of just using the technology, do they hand them out leaflets or any other sorts of resources?  | Me |
| 56 | 10:55.0 - 11:19.0 | Um, that's a tough one to answer. They have, um, a support worker, and they have support sessions, and we provide equipment in order that they can do online job searches, write their CV, access Choice Based Lettings and things like that. Okay, so whether they do that on their own devices, or on our devices I don't know.  | Participant 31 |
| 57 | 11:19.0 - 11:32.0 | So when you say support workers, are they - do they sort of touch on things like motivational interviewing, or cognitive behavioural approaches or is it just in terms of giving advice?  | Me |
| 58 | 11:32.0 - 11:45.0 | Erm, it can be both, it kind of - I suppose I would describe it as creating the environment where the person can be the best version of themselves | Participant 31 |
| 59 | 11:45.0 - 11:47.0 | Okay, yeah. | Me |
| 60 | 11:47.0 - 12:02.0 | So it's not, I don't think itls that structured. It's not like social work, it's a bit of allsorts depending on what they want to do , and where they want to go with their lives. | Participant 31 |
| 61 | 12:02.0 - 12:11.0 | Right, so it's not intervention, it's not like, where it's all, it's not like there is a power position there, wheras when itls an intervention there is usually some kind of treatment…. | Me |
| 62 | 12:11.0 - 12:14.0 | …no, no, no, no.  | Participant 31 |
| 63 | 12:14.0 - 12:16.0 | …you are very much… | Me |
| 64 | 12:16.0 - 12:59.0 | …they have a license agreement which then gets renewed by the affinity group, they ahave like a license, and they have to engage in 16 hours per week of positive activity, whether it's education, employment, or training, and there is a few other sort of guidelines, um. And I know obviously with communal living, you have then got blocks, plus they have a flat with shared facilities in there, but the rules and guidelines are quite flexible in terms of if they can demonstrate an outcome of any kind that they have been working on, that that's usually okay.  | Participant 31 |
| 65 | 12:59.0 - 13:08.0 | Okay, so it's almost like a kind of arms-length, but just to give them, empower them, to give them that little bit of extra support they need, just that tiny bit they need | Me |
| 66 | 13:08.0 - 13:16.0 | Yeah, and advice about benefits and help with sort of like, paper - form filling in and all that sortof stuff | Participant 31 |
| 67 | 13:16.0 - 13:25.0 | Okay, and I mean that sort of, quite a broad - I mean that could range from how to fill out a direct debit to…you know, just general lifeskills.  | Me |
| 68 | 13:25.0 - 13:43.0 | Yeah, definateley, and we put on loads of activities - like for example how to cook on a budget, and other sorts of fluffy things which could help you live independently, when they come to move on from the foyer and move to wherever  | Participant 31 |
| 69 | 13:43.0 - 13:56.0 | Okay, and I mean, just drawing that back to digital maps, does that ever involve things like how to get from A to B, or say public transport or anything like that? | Me |
| 70 | 13:56.0 - 14:09.0 | Um, I have heard them talking about public transport and how they are going to use it to get to places, but how they get that information and share it with them I don't know.  | Participant 31 |
| 71 | 14:09.0 - 14:12.0 | Okay, that's fair enough. | Me |
| 72 | 14:12.0 - 14:17.0 | Probably involve a bit of local knowledge, because the that places that they'll be going are the places that all the local residents g across to there... | Participant 31 |
| 73 | 14:17.0 - 14:18.0 | …right.. | Me |
| 74 | 14:18.0 - 14:34.0 | ...so, job centre, I can't remember what else, council offices, er, a college, I don't know, A camps, whatever it might be.  | Participant 31 |
| 75 | 14:34.0 - 14:44.0 | And do you link in with other organisations, like say the citizen's advice bureau aswell, or… | Me |
| 76 | 14:44.0 - 15:08.0 | Um, yepah, there is lots of partnership that goes on - I've not really heard the citizen's advice bureau mentioned specifically. But for example, the Doncaster foyer was right next door to an organisation called 'Doncaster Housing for Young People', so there is lots of co-location and shared premises, and it seems to be that where we have a foyer, we generally have some general needs stock aswell, for them to move into in the future.  | Participant 31 |
| 77 | 15:08.0 - 15:38.0 | Okay, I mean that's qute future looking, and just thinking about, andyou can give me an example of specific one or just give me a typcial one, whichever, but can you walkme though a process of one of your customers - so from they first approach you, through to they finish using your service and where digital maps might fit in with the whole lifecycle with you.  | Me |
| 78 | 15:38.0 - 16:14.0 | Alright, I mean our webiste has only been live for about a year, so maybe that hasn't happened yet, but I think in, I don't know really. I think peope might use our website to see where we've got stock, but they are probably not accessing that as their primary means, it will be through their local choice-based lettings or other sort of, word of mouth referral or liek they will go in to their housing needs or whatever.  | Participant 31 |
| 79 | 16:14.0 - 16:27.0 | So do they, when you say referrals are they - can you see that in terms of, er, Google Analytics - can you see that - where your top referrers are coming form? | Me |
| 80 | 16:27.0 - 16:33.0 | ER, when I say referralm, I mean from another agency, I mean from hosuing options, or housing needs, something like that.  | Participant 31 |
| 81 | 16:33.0 - 16:43.0 | Oh, I see! Yeah, so there could be a, I don't know, a local housing ALMO might say "we haven't got anything at the moment, have you tried…" | Me |
| 82 | 16:43.0 - 16:44.0 | Yeah. | Participant 31 |
| 83 | 16:44.0 - 16:58.0 | Hey, I'm with you! Okay, so they come over, they look at your website, and a that point what happens? So, do they phone in to make an appointmenet, or booking, or… | Me |
| 84 | 16:58.0 - 17:12.0 | Well, they will probably get in touche with our customer service centre, who would then pass their details on to the housing officer for that region or patch | Participant 31 |
| 85 | 17:12.0 - 17:14.0 | Okay… | Me |
| 86 | 17:14.0 - 17:30.0 | …and they would then say "Oh, we've got stock" or "no, we haven't". And then they would the potential customer how they would apply for stock in that area, whether it was choice-based lettings or direct application, or…whatever it might be | Participant 31 |
| 87 | 17:30.0 - 17:48.0 | And what kind of, when you mention the local housing officers, what sort of relationship do they have. Do they sort of have their regular people that they know quite well, or is very much that they do cover a large area and...  | Me |
| 88 | 17:48.0 - 18:27.0 | It's very, very strange, and I can only tell you about what happends in the north. The whole north region, right the way up from Nottingham up to, er, Newcastle, we've only got two housing officers for the whole patch. So they go to the schemes as they call them, and they go and do inspections, and they go once a quarter or soemthing like that. And what I found in housing is that when you get oppurtuity for customers to get involved and consulted, you get teh same people all the time. Kind of like preaching to the choir almost.  | Participant 31 |
| 89 | 18:27.0 - 18:55.0 | Yeah, I mean that makes sense. So, I mean, just, thinking about those - because you said you had been on reception a couple of times, you now when you go into sites - do you use digital maps there to sort of point at, to show people; kind of like well, we've got properties in thsi area, this the boundary, this is how get there - does that fit in at all?  | Me |
| 90 | 18:55.0 - 19:13.0 | Um, probabably...maybe the directions bit of that, but like I sasi before it's going to be like the local knowledge, so the people at a given site will know what general stock we've got in that area.  | Participant 31 |
| 91 | 19:13.0 - 19:16.0 | Rightey-oh, so they know thir patch basically… | Me |
| 92 | 19:16.0 - 19:18.0 | Yeah, bascially.  | Participant 31 |
| 93 | 19:18.0 - 19:20.0 | Okay, and how do they… | Me |
| 94 | 19:20.0 - 19:27.0 | ..I can talk to you, I don't know if it's relevant, we used Microsoft - what was it called - Autoroute. | Participant 31 |
| 95 | 19:27.0 - 19:29.0 | Oh Right | Me |
| 96 | 19:29.0 - 19:43.0 | It had an API for scheduling, for scheduling trades-people - we donpt have any trades-people at SAHA, but in my old job we had a dircet labour-force. We had joiners, plumbers, and plasterers and all of that so of stuff...  | Participant 31 |
| 97 | 19:43.0 - 19:45.0 | …okay yeah... | Me |
| 98 | 19:45.0 - 19:59.0 | …and we used a GIS programme to map their, um, so if they had got 15 jobs for the day, to try and make it bit smarter and tried to do the ones that were all in one region one after the other.  | Participant 31 |
| 99 | 19:59.0 - 20:00.0 | …okay, is that… | Me |
| 100 | 20:00.0 - 20:03.0 | …but I don't know if that's relevant to what you do, or not | Participant 31 |
| 101 | 20:03.0 - 20:07.0 | Okay, well, yeah, everything is relevant, but is that a bt like Opti-time?  | Me |
| 102 | 20:07.0 - 20:28.0 | Opti-time! It wasn't called opti-time, the housing sofware providor was called MIN. So, their version of…it sat on-top of Auto-Route, we had top have auto-route on the computer for it to generate the route plan from, to be ab;le to do the calculations. | Participant 31 |
| 103 | 20:28.0 - 20:31.0 | Oh fantastic, I'll have to have a look for that, because that's yeah. | Me |
| 104 | 20:31.0 - 20:44.0 | It was just called scheduler I think, the contractors module , er...  | Participant 31 |
| 105 | 20:44.0 - 20:47.0 | Yeah, was that… | Me |
| 106 | 20:47.0 - 21:11.0 | …it was one that looking good on paper, but it didn’t fit well with customer activity, so the joiner for example might know that the customer at number 25 isn't going to be in at 12 O'Clock, but the scheduler says he's got to go ther at lunchtime because his next job is next door at number 23. | Participant 31 |

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| 107 | 21:11.0 - 21:14.0 | OK | Me |
| 108 | 21:14.0 - 21:17.0 | So, it has it’s limitations shall we say | Participant 31 |
| 109 | 21:17.0 - 21:22.0 | Well, I suppose aswell that has - um, did you use Nat-Fed codes? | Me |
| 110 | 21:22.0 - 21:25.0 | Yeah, oh, the SOR's? | Participant 31 |
| 111 | 21:25.0 - 21:38.0 | Yeah, SOR's, because they've got the standard minute values in haven't they? So I imagine they wanted to make sure they are optimising what they get back aswell?  | Me |
| 112 | 21:38.0 - 21:54.0 | Yeah, it was all very fluffy to begin with, but then they started bringin in performnace management, so when you got to a job you had to start signing in tp stay youi had started the job and there was a lot mpore monitoring and that kind of, uh.  | Participant 31 |
| 113 | 21:54.0 - 21:58.0 | So did you then have trackers on the vans, or…? | Me |
| 114 | 21:58.0 - 22:00.0 | Did we have what sorry? | Participant 31 |
| 115 | 22:00.0 - 22:04.0 | Trackers on the vans, so you could see where they were?  | Me |
| 116 | 22:04.0 - 22:21.0 | There were trackers in terms of a time point fo view, but then HR said we couldn't have them froma 'this is where John Briggin has been' point of view, where there was a lot of work/life privacy balance sort fo thing | Participant 31 |
| 117 | 22:21.0 - 22:36.0 | yeah, okay I mean that makes sense, so on another one, just a more general question, in - do you use digital maps outside your personal life in your role?  | Me |
| 118 | 22:36.0 - 22:38.0 | Yah, I'm driving where I am going nbow with Google Maps on my phone? | Participant 31 |
| 119 | 22:38.0 - 22:44.0 | Ha ha, ah brilliant. And is it...  | Me |
| 120 | 22:44.0 - 22:53.0 | I used to have, I used to be an Ornage customer, and I used to have Navigone select offline maps, and that was qite good. | Participant 31 |
| 121 | 22:53.0 - 22:58.0 | Okay, especially oif you've got no signal - if you're offline, that helps!  | Me |
| 122 | 22:58.0 - 23:06.0 | Yeah, my wife, whenever she is going away she uses the AA routeplanner, because that;'s what she is used to and she usef it for years, so...  | Participant 31 |
| 123 | 23:06.0 - 23:08.0 | Right, okay. | Me |
| 124 | 23:08.0 - 23:11.0 | So, we use a bit of everything. | Participant 31 |
| 125 | 23:11.0 - 23:16.0 | So when you are using it, is that just to get from A to B, like, um, if you like your choice of route, or… | Me |
| 126 | 23:16.0 - 23:59.0 | yeah, it is really. I suppose. The Navigon one was a little bit better because it had information about services, like you could add way points along the journey as you went along, like if you wanted to call off somewhere, for whatever reason, you could edit the journey as you went along. You didn't have to like stop, and start again - which, Google really is point to point, you don't really get any way point. But it also had lots of information about what shops were nearby, and petrol stations of garages, you know - if the car was breaking down and all of that stuff whicgh is lacking in the Google one.  | Participant 31 |
| 127 | 23:59.0 - 24:00.0 | Okay, yeah. | Me |
| 128 | 24:00.0 - 24:04.0 | The search it is great if you know what you are looking for, but not of you just want to know what is around - not amazing.  | Participant 31 |
| 129 | 24:04.0 - 24:43.0 | Right, okay, yeah, that makes sense. So are you, I mean, so just thinking about, um, if you like - that is very much about route-finding, but what you have touched on there is almost a sense of place, seeing what is around you. Do you think the digital maps give the, um, customers who are looking for a house any sense of place when they are looking for properties, like what the area is like, or does that not matter given the context?  | Me |
| 130 | 24:43.0 - 24:46.0 | [long pause]…I don't know to be honest. | Participant 31 |
| 131 | 24:46.0 - 24:47.0 | Okay. | Me |
| 132 | 24:47.0 - 24:53.0 | I would think that…not really, no. But then I don't know.  | Participant 31 |
| 133 | 24:53.0 - 24:58.0 | That's fair enough. If you don't. you don't. And it… | Me |
| 134 | 24:58.0 - 25:13.0 | What something looks like in a picture doesn't really tell you what it is really like. Even if I was to use something like Google Street-View, then I just can't…I don't know really. | Participant 31 |
| 135 | 25:13.0 - 25:21.0 | And is it, what would you say is missing? What is it that isn't there?  | Me |
| 136 | 25:21.0 - 25:44.0 | [long pause]…well, I guess until you actually go to somewhere, you can't actually get a feel for what it's like to be in the non-tangible environment if you will, the way people are and the sort of like community and, because you don't really get that, and you probably can't even get there until you have lived there for a probably a few months.  | Participant 31 |
| 137 | 25:44.0 - 25:52.0 | Okay, it's more about that sense of commuinity and feel for a… | Me |
| 138 | 25:52.0 - 25:55.0 | …the warm and fuzzy, yeah. | Participant 31 |
| 139 | 25:55.0 - 26:27.0 | That's fair enough. And, a bit of an odd one here, but do you, I mean, do you think a digital map ever informs your choice of site, so when they are coming on and looking at your map, are they lookinga at house that's near their friend, or near their old hoem they have maybe been thrown out of, or, I mean, do you think a digital map ever informs their choice, or do they just need a property?  | Me |
| 140 | 26:27.0 - 27:02.0 | Um, I think that, I'm sure that people would be very concious of that fact that, I don't know, that their violent ex-partner lives three streets away or something. So yeah, but I don't think that the property search on our website does anything in that capability, itls not that we have mapped that information for anybody, but I suppose if people are doinga search they could drag the map around to see what is nearby.  | Participant 31 |
| 141 | 27:02.0 - 27:04.0 | Rightey-oh, because I suppose… | Me |
| 142 | 27:04.0 - 27:47.0 | We kind of put together a, what’s it called? A menu of service, which I don't really understand why they are doing, but basically they are trying to put together a kind of welcome pack for tenants. And in that welcome pack there is kind of a size of A4, but it's got all the local churches, community groups, the food bank, all of that other kind of stuff, and maybe that is something mapping could also be used for if we were going to kind of, er, map that information in a map and then create, um, an overlay if you will to the map to say what's available.  | Participant 31 |
| 143 | 27:47.0 - 27:48.0 | Yeah,  | Me |
| 144 | 27:48.0 - 27:51.0 | Er, so then, not a bad idea that!  | Participant 31 |
| 145 | 27:51.0 - 28:43.0 | No it's not a bad, I mean it works if you have a refinement panel and drop-downs and er…but I suppose what I'm getting at more than anything I suppose is, when they're looking for somewhere to live, they are trying to choose a home, do, I'm trying to see how maps fit in as a priority, or how digital maps can help inform their priorities of where they choose, thatls what I was trying to get at there really. I mean do you think digital maps are quite important for that, or are they okay with just going into teh office, the person has got local knowledge, and they can take it on face value?  | Me |
| 146 | 28:43.0 - 29:01.0 | Um, I don't know. I can ask the question if you want? Somebody who has got more fo a customer-facing role and find out what their opinion is, or people you can speak to if you want to get in touch with them. I don't know … | Participant 31 |
| 147 | 29:01.0 - 29:24.0 | Oh, yeah, it would be lovely to speak to - yeah, I would speak to loads of people if I can! But er, okay, that’s absolutely fine, I mean, from our - from your perspective it's quite interesting though to see how they are accessing those services. So I'm quite intrigued, more than anything by the mobile use, and I hadn't actually envisaged so many woudl be mobile.  | Me |
| 148 | 29:24.0 - 29:38.0 | I can ask, I mean we don't have a marketing team, but I can ask our visitor improvement team who look after our website, or I can put you touch with Tone, that look after our website and give you that information.  | Participant 31 |
| 149 | 29:38.0 - 29:41.0 | Yeah, that would be lovely if that's okay? But from your point of view...  | Me |
| 150 | 29:41.0 - 29:56.0 | I know our website is responsive, therfore it must have communication with the browser to find out what browser it is, and what device it is using and all that sort of stuff. You must be able to capture that information I would think. | Participant 31 |
| 151 | 29:56.0 - 30:01.0 | Yeah, I would imagine, I mean it will be thre somewhere. Yeah | Me |
| 152 | 30:01.0 - 30:03.0 | If you stick that in the e-mail to me afterwards...  | Participant 31 |
| 153 | 30:03.0 - 30:05.0 | Oh, I will do… | Me |
| 154 | 30:05.0 - 30:08.0 | …a little bullet point of things you want me to take care of, I’ll just crack on with it. | Participant 31 |
| 155 | 30:08.0 - 30:31.0 | Oh brilliant, I will do, thank you very much. Brilliant. I have actually run out of my 11 questions to ask! But what I will do, is I will send you a bullet list of questions if that's okay. But I, because I'm concious of not keeping you too long you see [refers to his early statement on time]  | Me |
| 156 | 30:31.0 - 30:34.0 | Oh no, it's fine - I've got 18 minutes before I get to where I am going.  | Participant 31 |
| 157 | 30:34.0 - 30:55.0 | Oh okay, I was going to say I'll probably call an end to the interview in a minute, but it's been quite interesting talking, because ethere is a lot fo overlap, because I'm actually, I do the PhD part-time, but during my full-time job I'm actually a SharePoint Administartor for Addaction, and then previously worked in housing. | Me |
| 158 | 30:55.0 - 31:01.0 | Oh right, ahh.  | Participant 31 |
| 159 | 31:01.0 - 31:03.0 | It's an odd one isn't it. | Me |
| 160 | 31:03.0 - 31:07.0 | Right, well, if I need any SharePoint consultants I'll let you know [joke].  | Participant 31 |
| 161 | 31:07.0 - 31:23.0 | [laughs] but it's just interstesting toi see, if you like, how other organisations are dealing with that aswell. But yeah. What I'll do then is, I will call an end to the interview, and then I will send you over a list of questions. But no, that has been really helpful  | Me |
| 162 | 31:23.0 - 31:31.0 | Alright, well I am glad, because I didn't know how much value I would be able to add, because I'm not, it doesn't sit in my role.  | Participant 31 |
| 163 | 31:31.0 - 31:59.0 | No, there is a lot there actually, more than anything it was sense of community, where you have seen people using maps, also in the past - the housing it's almost the antinomy if you like, between them knowing the patch, and the routes and the software. So it was quite interesting to see that aswell. But no. yeah, that;s been really helpful, thank you.  | Me |
| 164 | 31:59.0 - 32:03.0 | Okay, well thank you for your time, and appologies for the changes at the last minute but I got my weeks mixed up!  | Participant 31 |
| 165 | 32:03.0 - 32:06.0 | No, oh, that's absolutely fine. So, but brilliant. | Me |
| 166 | 32:06.0 - 32:13.0 | I'm normally booked up three weeks in advance, and sometimes things change, and I don't do that whole planning and organising things very well, so… | Participant 31 |
| 167 | 32:13.0 - 32:19.0 | No, well it's easily done isn't it? Okay brillinat, well as I say, thank you very much.  | Me |
| 168 | 32:19.0 - 32:22.0 | You're welcome.  | Participant 31 |
| 169 | 32:22.0 - 32:24.0 | And I shall send you that e-mail.  | Me |
| 170 | 32:24.0 - 32:28.0 | And I will get as much information as I can for you, and I will get it promptly back.  | Participant 31 |
| 171 | 32:28.0 - 32:30.0 | Brillaint, well as I say… | Me |
| 172 | 32:30.0 - 32:32.0 | Okay, see you now | Participant 31 |
| 173 | 32:32.0 - 32:34.0 | Oh, cheers, see you now. | Me |
| 174 | 32:34.0 - 32:36.0 | See you now.  | Participant 31 |
| 175 | 32:36.0 - 32:40.7 | You take care.  | Me |