**Name:** Files\\Group 3 - Home Choice\\Participant 32 - Interview

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|  | **Timespan** | **Content** | **Speaker** |
| 1 | 0:07.0 - 0:09.0 | Alright, Matthew? | Participant 32 |
| 2 | 0:09.0 - 0:13.0 | Hello there, is that - well, is it Dr. Stacey | Me |
| 3 | 0:13.0 - 0:15.0 | Well, just JP | Participant 32 |
| 4 | 0:15.0 - 0:18.0 | Just JP, okay. How are you? | Me |
| 5 | 0:18.0 - 0:22.0 | Oh not too bad, can you hear that? | Participant 32 |
| 6 | 0:22.0 - 0:24.0 | Yeah, I can hear you fine.  | Me |
| 7 | 0:24.0 - 0:30.0 | Oh you can hear me fine, there is occassional drilling noises in the background, but I'm hoping the phone call won’t pick them up, so that will be um, er… | Participant 32 |
| 8 | 0:30.0 - 0:35.0 | Oh, that will be fine. Okay, just to ehck are you happy for me to record this phone call?  | Me |
| 9 | 0:35.0 - 0:39.0 | Yeah, yeah, I e-mailed you back about that, that's fine | Participant 32 |
| 10 | 0:39.0 - 0:43.0 | Okay, brilliant. That's fantastic. Yeah, it's just to check. But, yeah,. So… | Me |
| 11 | 0:43.0 - 0:46.0 | How is it all going, how's the research. | Participant 32 |
| 12 | 0:46.0 - 0:50.0 | Um, it's okay but obviously it's part-tiem, so it takes a little bit longer. | Me |
| 13 | 0:50.0 - 0:52.0 | Right, yeah, I know.  | Participant 32 |
| 14 | 0:52.0 - 0:55.0 | But yeah, I'm really enjoying it so far. Um, do know much about the resarch at all. | Me |
| 15 | 0:55.0 - 1:06.0 | Um, vaguely just reading through some of the things you sent through [link to University profie page], so it's to do with use of digital maps I guess.  | Participant 32 |
| 16 | 1:06.0 - 1:15.0 | Yeah, that's about it, I mean elephant in the room, I can see you’ve passed, got your PhD, so which topic roughly was that in. | Me |
| 17 | 1:15.0 - 1:17.0 | That was in Physics | Participant 32 |
| 18 | 1:17.0 - 1:19.0 | Physics, okay | Me |
| 19 | 1:19.0 - 1:29.0 | Yeah, yeah, Thompkins laser physics, yeah. It was ah, too long ago, no, I don’t think I want to tell you how long ago it was, because it's er- quite frightening.  | Participant 32 |
| 20 | 1:29.0 - 1:37.0 | Ooh, but it's, so is that quite complex mathematical modelling, or…?  | Me |
| 21 | 1:37.0 - 2:24.0 | Yeah, well, it wa sto do with, it was bits of maths aswll, um, but I think the reason I finally got the impetus to write-up and move on was that it was rapidly turning into lots of adjusting of literally hundreds of mirrors on this optical bench to align lasers through lots of differnet devices in order to get them to the right kind of beam size, polarisations der-der-der, and yeah, it was just that kind of, and that's a lot of it really, it's sitting in a darkened room, in a basement of a laboratory waiting for the traffic to stop, so that your measurements can actually start making some sense, so not exactly glamourous [laughs].  | Participant 32 |
| 22 | 2:24.0 - 2:26.0 | Well, no, but you get the big projects like CERN aswell, don't you.  | Me |
| 23 | 2:26.0 - 2:44.0 | Thatls true, yeah, and I think we were very lucky to, and even luckier then, and they tend to get lots of money so they say - because it's got all the engineering opportunities off it really, and I think that;s where a lot of that coms from.  | Participant 32 |
| 24 | 2:44.0 - 3:13.0 | Yeah, okay, I mena my research isn't anything quite as high level as that, I mean the approach I take is called grounded theory, so itls almost the opposite of normal science. I don't start with any hypothesis, so it's inductive, and I'm looking at how digital maps fit in with everyday life. So the sort of entanglements in the practices of what people do.  | Me |
| 25 | 3:13.0 - 3:24.0 | Yeah, yeah, and I think that's a scientific method has got it's place, but you need to be in a kind of fact-gathering kind of cultural thing really don’t you.  | Participant 32 |
| 26 | 3:24.0 - 3:48.0 | Yeah, I mean it's quite in interesting approach, and I've got three cases I'm looking at. One of them is University Life, so it’s everday, how people are using maps to navigate around a new campus. Th seocn done is leaiure-walking, because I wanted to test it out - where there was no signal, or, you know really probelmatise it, and they tend to be a little bit older, so I wanted to see if technology was a barrier. And home-chocie, which covers a broad range, from landlords, people who are looking to rent a house, through to housing associations, and estate agenst, it's a really broad remit. Um, that's carried out over quite a long period of time usually. But rather than, you know, trying out immediate uses, I wanted to test it out against a broad range of timescales. Um, so far it's going well, and there are some intersting things liek Mode of Transport and things like that coming out fo it. So, I see a lot of students choosing to get a bus because they can, or, you know. i mean thatls quite good.  | Me |
| 27 | 3:48.0 - 4:48.0 | Yeah, that is quite interesting, yeah. | Participant 32 |
| 28 | 4:48.0 - 5:09.0 | But, you know, at the minute it's still in that exploratory phase. So the purpose of the interview today is just to go over, from your perspective, how digital maps fit in with home choice. And what I'll do, at the end of this case, I’ll hold a focus group, and invite people in if they want to come, and you know talk over the themes if he come. And at the end of it, I'll compare the three cases with the survey and finish off my analysis and write it up.  | Me |
| 29 | 5:09.0 - 5:11.0 | Sounds good, yeah. | Participant 32 |
| 30 | 5:11.0 - 5:20.0 | Okay, and I mean can you tell me a little bit about yourself, you know, in terms of the housing side of things.  | Me |
| 31 | 5:20.0 - 6:57.0 | Yeah, yeah, I mean there was various small reasons for moving up north, er, well the main reason for moving up in that direction was that I've got family in Manchester, and Preston and they are getting quite elderly and infirm. Um,and it's been quite difficult getting up to them, especially now that there has been this landslip between Banbury and Leamington Spa, which kind of means that there is litearally no West Coast trains at all [laughs], so it is a nightmare. Um, so we started looking at places and we already knew people in Sheffield, we had quite a few friends in Sheffield, so it's been pretty much the only kind of time I've actually missed Sheffield, and we're in no massive rush to move. Um, but we kind of had a couple of months fact-finding, and um, now we are in a position where we're doing out own house up- so that's why you might occassionally hear drilling from downstairs. Erm, and maybe we're hoping in the next week or two we're going to be ready for the market, at which point we will go up again, and we're hoping to spend two or three days in Sheffield looking at as many houses as possible. And then we'll have like, sort of fifteen to sort iof call on, or think about. You know, you might get two or three that might be suitable. So, put our house on the market and see how things go really.  | Participant 32 |
| 32 | 6:57.0 - 7:02.0 | Okay, and that's n a chain ins't it, so you’re buyingand selling at the same time  | Me |
| 33 | 7:02.0 - 7:05.0 | It will be yeah, yeah, yeah. | Participant 32 |
| 34 | 7:05.0 - 7:16.0 | Okay, so how, in terms of your timescale, how far in advance, how long ago have you started looking at properties?  | Me |
| 35 | 7:16.0 - 7:39.0 | Looking at properties, it was, it was definately was at the start of this year. Um, I thinking it might have been, actually going to look for places, rather than just looking on Zoopla and going "oh, that looks qute nice", I thionk that was kind of more around mid-February I think.  | Participant 32 |
| 36 | 7:39.0 - 7:48.0 | Okay, and just going back to when you were using Zoopla, when you were using that, was that just to get a rough idea, or what, what, what...  | Me |
| 37 | 7:48.0 - 8:55.0 | A little bit, yeah. We'd er, e-mailed a few people, well the three people we knew in Sheffield, we e-mailed them to aks about what regions they would recommend and which regions, if any, they would disrecommend, so we had a very non-map based idea of regions, um, and then in January/February we started looking, er, in fact, yeah, so my first trip down after that was in December. Bt really that was just looking at the city centre, and there was a conference nearby, there was a conference on so I took that as an excuse to look around. Um, actually looking for houses, that's been since then, but back in December I had already put together a Google map with recommended and disrecommended regions on it, and a bit about flooding aswel, so.. | Participant 32 |
| 38 | 8:55.0 - 8:59.0 | Okay, and mean you say you put that together is that using the Engine with an API or…?  | Me |
| 39 | 8:59.0 - 9:11.0 | It's using the, it's using the like My Maps, you know, if you go to it, it will allow you to draw areas, you know, and put pointrs on and then you can save it, a configured map, so… | Participant 32 |
| 40 | 9:11.0 - 9:19.0 | Okay, so that's quite a complex use, I mean a lot people just give the webmap as it is given, don’t they.  | Me |
| 41 | 9:19.0 - 10:08.0 | Yeah, yeah, well yeah. I just needed something to, because I had got information from two or three different sources, and pulling it all together, you know, especially when you are literally, you can't tell he differnec between, I don't know. There was Woodseats, and then there was somewhere else. And there's a few names around there that were actually really similar, like somepeople are calling at Manor, some people are calling it Manor Top, and you know I was just trying to work out - I think itsl Woodseats and Woodhills or soemthing, and I think I was getting them confused, and I really needed to get something actually on teh map, that I could see. So yeah, I did spnd quite a bit of time doing that. It wasn't the most user-friendly thing I have ever done in my entire life, I have to say [laughs][, but yeah, it was the only route I could think of to be honest.  | Participant 32 |
| 42 | 10:08.0 - 10:11.0 | So is that more to sort of visualise all that data?  | Me |
| 43 | 10:11.0 - 11:08.0 | Yeah, it was to visualise, it was because there was more than one dataset basically. Becais ethere was some stuff we had looked up from, I think it was Market Oracle, ther was kind of data about - what’s the word, the, the, crime I guess, you know problem areas and stuff, and then we had two different people giving us, you know, any information about areas they knew personally. Whether it was good or bad or whatever, and when you've got that it was very difficult to reconcile, you kow especially when different people say different things about the area, you know, it was very difficult to reconcile it without having soem sort of graphical display, and then there's lots of things people talk about where it's just literally too far fom the centre for us, so we can kind of discard it so we don't have to keep considering it, so that was quite a nice thing to be able to do.  | Participant 32 |
| 44 | 11:08.0 - 11:14.0 | Okay, so that's literally, in a lot of ways just literally mapping out from  | Me |
| 45 | 11:14.0 - 11:16.0 | yeah, a lot of it is, yeah. | Participant 32 |
| 46 | 11:16.0 - 11:25.0 | Okay, and is it , because you've mentioned a few options there, Zoopla, making your own Google Maps - or is it a layer, or... | Me |

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| 47 | 11:25.0 - 12:00.0 | Yeah, I mean the interface has changed. I mean everytime I go back to the interface it changes. But it allows you to sort of layer different information sets, so I created a sort of layer that was very sort of polished, with everything a different colour based on the data from Market Oracle, and then other layers with just single point markers on where people said "this estate is good/this state is bad - don;y buy here" sort of thing, you know. | Participant 32 |
| 48 | 12:00.0 - 12:11.0 | Fair enough, and I mean when you are choosing these resources, is there any reason why you have chosen Zoopla over any others, such as compare the Propety Market, or  | Me |
| 49 | 12:11.0 - 12:32.0 | Errr, Zoopla is one that historically I have found particularly easy to use. Um, not really, I haven't had anything good from a mapping perspectve, so it's typically been that case that I have had to start of with something map-based, like my own map I put together first, and then get an idea for roughly what postcode that is, and then move to Zoopla. But really I have never found the in website mapping - it never really seems to match the use-cases that I want, because things like you always have to keep going back to search in one form another, and teh text searches are just awful on all of them, Zoopla, RightMove and there is another one called, not HomeNetwork, but there's about tow or three, and rally it jus came down to that Zoopla had the nicest interface for everything non-location-based. Um, like for thinsg, like, you kow, er, floor maps, and er, you know, just seemed to have more information generally about the house, but then I did have to keep cross-referencing, which, you know, has been a bit of a pain. | Participant 32 |
| 50 | 12:32.0 - 13:32.0 | So is that, when you are cross-referencing then, are you going to a general search engine, or… | Me |
| 51 | 13:32.0 - 15:47.0 | Er, well, it's finding out more, probanaly more the addresses, because estate agenst have this crazy thing, where they won’t put the house number on things, but, well first off all, all you need to do is drive down the street and there is a sign outside the house right away. Um, but even then, with the advent of things like Google Street-View, often has been straightforward to find out where the house is, and often that has been very useful, because when you finally get a house number from an estate agent, then often it's quite had to know when end of quite a long road it is, er, and in fact there was one house where we asked them for the number, and they gave us some number that was oh, in the hundreds or something, and I looked it up on StreetView, and I was like, "No, you've given us the number for the wrong house", and it turned out that when we said "what's the number", they had quoted the price back at us, and in thousands of pounds, and didn't quite think that "these people might need to know which side of the street it is" and so, that has been a real, yeah, that's been one we're, you know, itls all kind of fallen down, you know we've had to be kind of at our wits, and that has often been, you know, looking at a photo, going onto StreetView - because, for example, I don't really now my way around the one-way sytems in Sheffield and stuff, I needed to sometimes work out off StreetView where the turn-off is on the Chesterfield road, and what kind if signs I need to be looking for. That kind of thing. Um, so when I've been doing that anyway, you know, I have actually looked up and down a street on StreetView, and you know gone that's got the right kind of painting on the door, or "that must be the one because the one next to it has that weird porch". And that's the only way, with estate agents, they live in this weird world where they won't tell you where it is, really!  | Participant 32 |
| 52 | 15:47.0 - 15:50.0 | It’s almost a misunderstanding of data protection isn’t it.  | Me |
| 53 | 15:50.0 - 16:17.0 | Yeah, it is, but it's so weird because, that's right, I mean we've never found it to be a complete barrier to finding a house, because you know, if the property is on a street with 40 houses on it, and they’re all fairly different, like you can tell when one has a different fascia on it or something. But at the same time, they make us jump through these hoops which makes us think "what's going on" really.  | Participant 32 |
| 54 | 16:17.0 - 16:27.0 | But, um, you've mentioned using StreetView there, but are you using that in sort of real-time if you like, in situ, whilst you are there or are you using that...  | Me |
| 55 | 16:27.0 - 16:32.0 | Er, no, that tends to be researched beforehand. And um, yeah, yeah. Go on, sorry... | Participant 32 |
| 56 | 16:32.0 - 16:44.0 | No, it's just, so is that quite a bit in advance, or is it - because you mentioned you were looking at properties quite a bit in advance to get the 15 down. | Me |
| 57 | 16:44.0 - 17:04.0 | Yeah, no, that, that, specifically when we've got the places in mind, and it's almost in fact when we've got a booking with the estate agent, um, typically sort of around that time, and that's when we're looking for things on Street-View, but it's not really that, um, speculative, because there have been so many speculative on ours.  | Participant 32 |
| 58 | 17:04.0 - 17:10.0 | Okay, and that would eb sort fo a week or so before I imiagine, would it? | Me |
| 59 | 17:10.0 - 17:55.0 | Yeah, it is, yeah, because we live, I mean on a good day that can be - because we have to drive because the trains are so horrible at the moment, we need a car - because we need to get from property to property so quickly - fro diffenet agenst and things like that, and on a good day it can take us two and a half hours. The last trip I made, it took me well over 3 hours to get up there, well over 3 hours back, so we kind of have to make the abosulate most of our time when we're up there, and that means wquit a lot of preparateion befiore we get up there, and things like StreetView is good preparation, because then I can kind of have that in my mind when we're in parts pof teh ciy that I've never, even, ever seen this more, so yeah. | Participant 32 |
| 60 | 17:55.0 - 18:06.0 | Okay, and is that your, would you say that's one of your main uses of the map, your sort of ground level StreetView function?  | Me |
| 61 | 18:06.0 - 19:28.0 | Er, I think that's kind of the end stages. But the combined map we have you know, the custom map on Google maps erm, plus um, when we're actually up there, um, beceause my, I have had problems with getting files to cache properly on Google maps, so actually on my tablet I've got the, um, OpenStreetMap application on it, OSM, OSM AD I think it's called. And I've got the maps downloaded for that for the whole East of England, and that's omething I know is going to work, where I found Google Maps can be a bit flaky. Like on my mobile now, everytime I open Google Maps it crashes, so I think I ned to unistall and reinstall it, because that has been happening for a few weeks, and um, it survived a few reboots aswell, so yeah. So we don't use StreetView at all once we get there, and in fact a couple of times, just getting roundthe centre we've actually just used a paper A-Z | Participant 32 |
| 62 | 19:28.0 - 19:44.0 | Okay, so it's, and is, just thinking, because you've used OSM amd you've used Google a lot, and is there any reason why for example Google and not Bing, is there any reason for that specific choice, or is there or any reason or…? | Me |
| 63 | 19:44.0 - 20:35.0 | I just, it just, honestly I can go months without realising that Bing exists as a thing, really. Like, we don’t have a single computer in the house that uses Microsoft software. I tend to use Chrome because it's a good brand for software development - I do software development, so I tend to use Chrome for that, and really the last time I interacted with Bing, I did it on TripAdvisor and um, I realisd that when I was pressing the down arrow I realised that the screen wasn't scolling, and it turns out that the Bing map had captured my arrow keys, so I was scrolling the map instead, so that was my most recent experience with Bing and frankly, I'm just not interested.  | Participant 32 |
| 64 | 20:35.0 - 21:15.0 | No, that's fair enough. I was just curious. I mean, well yeah, I mean Chrome is lovely, press F12 and lots of views and everything. But um, that covers the maps you use in those particular maps, but can you give me, sort of, in terms of a process, can you give me a concrete example from start to finish on where a digital map has, um, if you like. the lifecycle of you using a digital map, from the very first sort, of looking at a property through to actually phsycially going to view it.  | Me |
| 65 | 21:15.0 - 24:40.0 | Er, yeah, I, wll, thes days I guess we have a bit more of an idea of the geography, but, um, I think we'll still get, um. We'll still get in the back of my mind the original map that we put together that, um, that's kind of given us a region of, I think it's Meersbrook and Woodseat is kind of wher we are looking at the moment, um, so that's kind of in the bakc of our mind. And then, er, and then we'll look at places based on postcode search, not really map search, but then we do use Zoopla and RightMove aswell, I tenmd to use Zoopla but I know my partner uses RightMove, so we tend to, so that tends to be more of a textual search and then when we get addresses, er, we then tend to cross check them against, either with our custome map, or just put them into Googel maps and find them on there and just think "yeah, they're roughly in the right area". Um, and then, er, once we know they're in the right area, um, we'll then have, we'll start having conversations with the agents to try and book a viewing. And that's about the point where. if I've not been around an area before, I will er, start looking on StreetView and check I know how to get there, but also check that I know which house it is. Because that's another thing, you know, because although, you know, I joke about how useless it is the information you get from estate agents, but it's really nice to be able to, um, know that you're going to be able to - know that you can pull up in front of a house, rather than having to go all the way down to kind of find the house, do a part of the road, then do a U-turn and come back. So that's the Google StreetView bit, um, and then, er, once we've got the booking, and we've had a look on StreetView, we tend not to bother so much with the Google Map, or Google's map-based search anymore, and that's where I tend to get my OpenStreetMap up on my tablet, and er, if it looks like it's going to be complicated to get there, then I'll actually put the locations in, and get a set of dircetions, but typically it's just a question of looking it up on the tablet. Knowing it's there, that means I can have it in teh back of my car, and if I need to know I can pull over, and I've got it to consult, and that's pretty much it really. We did think at one point, of maybe adding properties to it as we went, to the custom Google Map, you know, possibly colour-coding or something, but it turned out to be so much hassle, and actually we've been able to keep, the number of properties we've really wanted to push ahead with has been, you know, a handful, and you can keep that in you head, so that's pretty much it after that, and we have um, you know, spreadsheets where we keep the information, and we tend to just update the spreadsheets. We don't tend to go back onto the maps after that.  | Participant 32 |

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| 66 | 24:40.0 - 24:50.0 | Okay, so it's not a case of - once you've viewed a property, you wouldn't then go back to check "oh, what's the crime rate like in that area again?", or… | Me |
| 67 | 24:50.0 - 25:53.0 | Not really, because we've kind of, um, we've kind of already got that, because that's something the orginal map, the putting together of the custom map has provided us with, and then that's provided us with a kind of less geographical, more kind of name based idea - like we are looking for Meersbrook or Woodseat, or...and north of Meersbrook is too expensive and up a hill, so I think we kind of had that in our head, and then we tend not to think too much about the crime in that area because it's not a massive problem, but it's one of those things where we have already doen that, you know effort ahead, and I think that we would have to - if a property did come through that was really, really perfect, but was in another area of Sheffield, we then probably would have to then go back to the map, but that's really kind of, this far in the procss, we don't really do that as much. | Participant 32 |
| 68 | 25:53.0 - 26:04.0 | Okay, so in some ways it's almost like the map was there to narrow down and filter the search, and then afterwards it's a case of StreetView to locate it? | Me |
| 69 | 26:04.0 - 27:08.0 | Yeah, I think so, yeah. And I mean, it’s seems to be, quite a lot of that has come from, there seems to have been quite a lot of geographical kind of things and information, and not just geographical in terms of we don't know the layout of the city, but liek we didn't really know what the names were of things, but we needed to do that all up-front, but then we couldn't - a, we couldn't keep all of that in our head, and b, it wasn't always feasible to keep going back to these custom maps when , you know, like I say, you're on these various websites and they actual mapping you get on there, it's really, very, it's just basic. Like the basic sort of Streetmap, of streets, there is none of that, um, data we have on the custom map. So it's really not been feasible to keep going back and forth, rather than just say, well actually we do wnat to be in these areas, so... | Participant 32 |
| 70 | 27:08.0 - 27:26.0 | Okay, and is it, I'm just thinking, the property you are in now, obviously you will have bought that at some point. How does your use of a digital map compare with years ago - I don't know how long ago you bought it? | Me |
| 71 | 27:26.0 - 29:08.0 | Er, years ago, nearly 6 years ago now, so, [sharp intake of breath] very hard to remember to be honest. So, where we are living now, Witney, is a, um, small town, and when it comes to houses that are affordable and reasonably nicely situated, er, it was actually quite a narrow range of house really, and we also lived, we didn't live in Witney at the time, we actually lived in a different village about 8 miles away, but it was sort fo a 15 minute bus ride, and it was easier for us to come here and have a look around back then, than really to do much to do with maps, and in fact, I think at the time we didn;t do any map work at all, because what we knew about the town laready, and even having one of those - I don't know if it's something you even get up there, but when you are in a smallish town you get like, a smallish, it's called the Witney advertiser, you know and in the back there is actually a fold-out map, and a fold-out map of about A4 size is, you know, enough to show the whole town. So it's really a difference in, you know, completely differant size and scale, but I don't think we did any digital maps back then at all.  | Participant 32 |
| 72 | 29:08.0 - 29:11.0 | Okay, I mean that's fair enough. I'm just curious  | Me |
| 73 | 29:11.0 - 30:27.0 | And it's, I've forgotten really, but it's surprising how different it has been this time around. We do now have an A-Z, and we do now have an Ordnance Survey map, um, because it turns out Sheffield has hills [laughs]. Which I did know actually, but er, but when we were going up, er, Upper Albert Street I think, from the sort of basin of Meersbrook up into North and Lees, we were kind of going up there in second gear, and my partner is syaig to me "we're not going to be able to cycle this", you know, so, what are we going to do, you know, so that kind of thing, actually having an Ordnance Survey map was, well, actually I was hoping it might be a bit less difficult than it is, but actually it's quite difficult to work out the slopes from the street detail. Actually, what I really need is something that has't got the street details, but has the actual, you know, slope details, elevations and stuff like that, because that's basically what I bought an ordnance survey map for, and I know they do the Ordnance Survey map online, but I still find it very difficult to use, and it's really not user-focussed in the way that the other maps are.  | Participant 32 |
| 74 | 30:27.0 - 30:33.0 | So in terms of the paper-based one you've bought, do you know if that is a 1 to 25, or a 1 to 50 scale?  | Me |
| 75 | 30:33.0 - 30:57.0 | Er, I could tell you after this call, it's not the usual pink one, it's the orange one I think. And it's Sheffield, Rotherham and Barnsley I think  | Participant 32 |
| 76 | 30:57.0 - 31:22.0 | Oh, it's yeah, okay, it was just to see if was an Explorere or Landranger, but I know by the colour. Now one thing I was interested in, you were talking about how you and your partner were looking for the property together, I was just interested in how you, if you like, work collaborativey on that. I mean do you, sort of, I don't know, if you're partner is at work, do you maybe e-mail them and they would look at it on their on map, or do you sit down together and look at it on a laptop, or...how does that work?  | Me |
| 77 | 31:22.0 - 32:43.0 | Yeah, the mapping side of it is, r, is, er, is entirely up to me. So, um, Kate will often find the properties, well, we'll both look for them mainly, but she's on all the mailing lists for all the estate agents. And then, er, we've not yet had the case where estate agents have outright lied to us about where a property is, and my partner did actually used to work in the property section of a newspaper back sort of 10 years ago, no 12 years ago no I think and they were pretty bad about postcode inflation back then I think. We've not really had that, so typically, stuff will come through and itls actually reasonably in the right area, and if, um, I look at it on teh map and think "oh that's going to way to near X", or, say it's going to be near the ringroad or something, then I can kindof feedback on that. Er, yeah, but it is actually quite divided, quite strictly along the traditional gender lines really [laughs][, which, er...  | Participant 32 |
| 78 | 32:43.0 - 33:06.0 | Well, if that's the way it works. Yeah, so it, I mean, what I'm looking at there really is how far, th use of a digital technology, if there has been any change in the relationship there in the way you manage looking at properties.  | Me |
| 79 | 33:06.0 - 34:17.0 | Er, not really no. I mean, like I say, it definately comes back to having done the research in the early stage and then using that as a way of narrowing down, and then, that's our kind of initial filter and then it’s less, er, what's the word, it's less of problem, but less of thing that we then have to think about on a per property basis, except for you know, just sort of checking it's not at the top of a massive hill, you know, or not ontop of a floodplain, or it's not you know, or occassionally where we've actually had a couple of properties where they've ben sent to us by one estate agent, and much later they were clearly unhappy with that estate agent and we got them sent to us by a different estate agent, so that kind of thing is like "have I seen this before", and then that, yeah. But then it's not really the thing, it's not really the case that it's um, outside of that initial reasearch, that it's um, where we're both doing stuff with the map, the mapping side of it tends to be my sort of thing  | Participant 32 |
| 80 | 34:17.0 - 34:54.0 | Okay, that's fair enough, it was just to see really how it fits in with your everyday life. Now in terms of, we've discussed your use of digital maps in the context of home choice, and you've actually got a really sophisticated use on your own map there, but do you use the same sort of maps, so you're using Google StreetView for example, in your everyday life, woudl you - I don't know, say you bought something off eBay for example, would you use Google maps to locate where to pick it up from.  | Me |
| 81 | 34:54.0 - 37:41.0 | Er, probably less so, um, well probably not StreetView. I would certainly use I mean Google maps mostly out of habit. Um, the um, just the general Search Engine for Google tends to be my first port of call for that sort of thing. And in fact last week we took a day trip from Witney in West Oxfordshire to, um, some gardens that had an open day in West London, to look at some gardens, in fact yes I did actually StreetView for that aswell, because there was some sort of fiddly turn-off aswell, so, er, basically what it is, is because I don't tend to do a lot of driving, and um, and i don't, like until we started looking for a house the car would literally go for three montsh on the driveway woithout being used. Um, so when I do drive, I think, er, I tend not to be comfortable with having to comprimise, it's really useful being able to do things in advance, whereas if it was, if it was er, somewhere I could cycle to or get to on public transport or walking or whatever, I would be less likely to look that up in advance to that detail. And in fact, the most recent thing was that I was going to friend's party near Bermondsey in London and trying to work out how to get from the tube station to the pub, er, I, er and I got to the tube station and that's when I realised that Google Maps was crashing on my phone, and so I texted my friend and he just gave me, you know, verbal directions, which is just kind of how it used to be. But, er, I was actually, I thought, because I was on foot, I thought, I can actually just go and talk to someone, you know, ask for directions of something. Um, and I do cycling, I do a lot of cycling, probably if I'm doing that - again, if I'm doing that around here then it tends to be that I've got a number of the pink Ordnance Survey maps. Er, if I'm cycling, then taking a train and then cycling again at the other end, then, er, I might plan some stuff ahead. But then, again, it tends to be not really quite as in-depth as this, because I'm more comfortable with those modes of transport I think.  | Participant 32 |

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| 82 | 37:41.0 - 37:49.0 | Okay, and is it, I mean you mentioned using a mobile phone, tablet, and there are just a two things I picked up on there, do you have a SatNav in the car? | Me |
| 83 | 37:49.0 - 37:50.0 | No.  | Participant 32 |
| 84 | 37:50.0 - 37:53.0 | Okay, that's fair enough.  | Me |
| 85 | 37:53.0 - 38:07.0 | Only because, again, because arguabley for the past few months it might have been handy in sporadic bursts, but again, you know, looking at the past, mind we have had that car for about 10 years, and looking at that as a whole, it just hasn't been worth us getting one.  | Participant 32 |
| 86 | 38:07.0 - 38:10.0 | No, well if it's sat there for three months at a time aswell. | Me |
| 87 | 38:10.0 - 38:19.0 | Yeah, no, exactly, yeah. The battery has actually gone flat in it in the past, because it's been sat in there for so long.  | Participant 32 |
| 88 | 38:19.0 - 38:37.0 | And the other one is, just, a lot of people would for example, print off a digital map. Is it because you're using tablets that you don’t have a printed version of a digital map, or do you prefer to use it on a screen?  | Me |
| 89 | 38:37.0 - 40:07.0 | Um, I think mostly it's because I'm avoidant of printers, because we have a printer and I it kind of works, but I wouldn't rely on it to b honest, and you know, print-outs - also one thing I have found from print-outs from Google maps is they are surprisingly less informative in the print-out, I don't know if they use different images or something in the printed version, but you can get a screen where, you know, my laptop screen is pushing 2000 pixels across, you get a nice big map on there - loads of data, and then, um, hit print in the browser and the thing you get off the printer is actually quite poor definition, and maybe that's to do with copyright or something, I don't know. But you know, it's a lot of hassle for considerably less return than if you can rely on a combination of tablets and, also once you know, once I have actually laid out some directions on a map I tend to be able to remember them better than if they are purely written, so er, often it is just a case of the map has served it's function by when I've been sat at home, giving me that mental map, and then aftre that I don't think a print-out really helps much after that.  | Participant 32 |
| 90 | 40:07.0 - 40:12.0 | Okay, so for you in a way, a map is more pre-visualisation  | Me |
| 91 | 40:12.0 - 40:44.0 | Yeah, in a way, yeah. I think so, like I say we do use tablet, like I say we both have tablet, aswell slightly as a backup, but also we do tend to be able to stay with freionds when we're looking at houses, so in the evening it's quite handy to be primed for the next day, and to have the tablet with us, but um, really when it comes to zeroing in on a place, it tends to be more about memory and mental maps than digital maps there and then.  | Participant 32 |
| 92 | 40:44.0 - 40:57.0 | Yeah, okay, that makes sense. So really, you've got the digital maps as a back-up, and is it really Googel maps you use - like say you were lost and you were looking for a friends' house, is it Googel Maps you would use - well, befiore it started crashing. | Me |
| 93 | 40:57.0 - 41:53.0 | Yeah, it used to be, yeah, yeah. Um, and er, it mostly tends to be trips to London, because that's kind of, tends to be the biggest place I go to and I don’t know my way around, er, if I have to go to new places for things like conferences, and er, mostly seeing friends I have not seen for ages. Yeah, It's either Google Maps on the phone, or OpenStreetMaps on the tablet. Very ocassionally, last October I did a cycle ride to, um, last October I did a cycle ride in Amsterdam and there was actually a few of us cycling over. and um, so getting myself around London and then on to Harwich, and then Hook at the other end, that was tablet, because I could actually have the tablet in a handlebar bag. There's like a little clear plastic wallet on the top, and then have it almost like a little folded papermap in there.  | Participant 32 |
| 94 | 41:53.0 - 42:33.0 | Okay, yeah, that makes sense. Okay. So I mean, just sort of jumping back into home choice then, so you've mentioned using other resources, other digital resources, so Zoopla, you've created your own map and pulled in other datasets, but how does that fit in with your other sort of activities? Like, so when you were sort of narrowing down your search. Is that something you do, you know, after work, you've had your dinner, you've got ten minutes  | Me |
| 95 | 42:33.0 - 43:26.0 | Yeah, it tends to be, so I'm, I keep trying not to be on computers so much out of my worktime, because you know, it's my job and because I work from home and I'm a freelancer, quite often you can sitting staring for seven hours, and you know, it's not very healthy. But typically, it tends to be dinner and then yeah, and then bed, and often it can be a session of an hour or two actually of going between map, and talking about it. And I tend to be on my personal laptop downstars to get out my personal mindset, and then my partner just goes on there on her sole laptop, so we often have a weekend conversation about that sort of thing, so er [laughs] yeah, that tends to be the circumstances.  | Participant 32 |
| 96 | 43:26.0 - 43:45.0 | Okay, I mean, so that's, what, I mean, I'm looking if you like at other resources, but I am also looking at what other sorts of factors are involved with it. So, you've mentioned wanting to keep the crime rate low when you're looking for a property, so...  | Me |
| 97 | 43:45.0 - 46:17.0 | Yeah, oh, that's the word I'm looking for - social deprivation. So it's not so much about crime, but it's literally because we have no idea what the city is like, and so it's been really about, um, I guess part of it is also partly about, sort of finding a place to fit in. And at the moment, where we are, we're quite close to the centre of a small town, but it's still a small town. And I also think if we're going to be moving, then we're also going to be looking to be moving somewhere well connected to the centre, so public transport has been importnat to us, but I never really got to the point of wanting to replicate the entirity of Sheffield's public transport map on my own map. Er, so I do actually have a PDF in my, just downloaded, which is the map of the buses and soem idea in my head of where most the trams go, so those have been um, definate considerations. And er, yeah, when I think it comes to kind of fitting in, er, I think that I woudl, you know, having lived in an, er, a quite conservative small town somewhere, I think we're looking for somewhere a bit more, that I guess is slightly hipster, but again thatsl really hard to gauge unless you go there. And I think a part of that is from only being in the city, in the surburbs wandering around, before we could really think about that, and um. There was a few places on the Chesterfield Road, and we though "oh, this is quite nice" because it had all the cafe's and stuff, and that was part if it. It's that intangible thing, and I wouldn't say that we ourselves are hipsters, you know, but we kind of like that thing, and it's one of those things were we just wanted a chnage of scene from where we are, which is very rural, very green, a very dormitory town. Vey commuterville. And yeah, that was a big consideration, also cost. It's obvioulsy, less of an issue when you get kind of north of Leicester, and I think that's probably where the dividing line is these days, but, er, that's obviously an issue, but we found a lot of places within our budget that are roughly what we want, so it comes down to other factors I think.  | Participant 32 |
| 98 | 46:17.0 - 46:45.0 | Okay, and another intersting point you just touched on there, is the sort of sense of place, um, the sort of feeling you have when you walk down the street, whether you're in Stoke Newington or Bermondsey, or somewhere that's slightly hipster, do you think a digital map can give you that sense of place or to what extent can it...?  | Me |
| 99 | 46:45.0 - 47:51.0 | Hmm, I don't think, I think a lot of it is very hard, a lot of it is about, um, non-visual criteria. So, um, itls things like gettinga feel for how close the traffic is, you know gettinga feel for traffic noise. Because if you're on a really narrow pavement, and there's traffic going past you, you could tell that if your eyes were closed, and you had headphones on, because you can almost feel it in the air, you know, like air poluution and brightness and lightness, which because particularly things like StreetView, are always taken at a particular time of day - it tends to be 5.00am or something, you know, the streets are all very empty. Well, they always seem to be empty of traffic, but they have all the cars parked along them. And they always have that, you know, dawn brightness to it, that um, if it's anything it's slightly misrepresentative, and then it's only actually being in a place that you actually can gt more of a feel for it.  | Participant 32 |
| 100 | 47:51.0 - 48:12.0 | Okay, ansd I its, I;m just thinking before you went to view the place physically, do you think a digital map might have informed your perception of what a place might have been like befoire you go there? | Me |
| 101 | 48:12.0 - 49:19.0 | Er, not usually, um, I think it was very hit and miss really, and I think um, I thinkthat there is some where I would say "Yes" and there is some where I would say "really, not at all". And I think there was, yeah, there was a couple like up on the hill north of lees, and I think it, the map didn't really give us much of an appreciation, no just of how steep the road was getying up there, but also how steep everything was once you got up there, which made it more, you know, once we were up there it made everything feel quite exposed and windswept in a way that, from the map you just thnk "oh, this looks quite nice on a map" and then on StreeView "yeah, it looks okay". But, um, yeah I think it was very hit and miss.  | Participant 32 |
| 102 | 49:19.0 - 49:50.0 | Okay, so it's, yeah, that makes sense. Um, the other one, and we've already touched on this a little bit when you've created your own map and narrowed down the critera, but do you think a digial map has any - does it inform the choice of site, or property you chose to go to, or the onces you chose to vew, how far do digital maps fit in with your sort of...  | Me |
| 103 | 49:50.0 - 51:46.0 | Er, the one thing actually for me, which drives Kate particularly crackers is that I'm really interested in getting a decent sized garden. Um, which, er, I'm looking to get into gardening in a - not semi-professional, but I want to, you know, get a bit more into it. Um, er, in the spare time that freelancing sometimes gives me, you know, by choice or neccessity [laughs], having no work on. And um, it has been occasionally useful to, it has been an uphill struggle to work out where the house is, particulalry when we haven't got a number, you know bcaise numbering isn't perfect in maps, and well it's got better, but then sometims yoiu get a numbe and you're looking down the street and it's now ten houses long, but it's been occasionally useful to figure out for example which direction the garden is facing, because that's like a big deal for wanting to grown, is making sure your house doesn't overlook your garden, but even then, I actually spoke to a friend was a, is an amateur gardener who is quite well versed, and even they said you can, it's still quite, even then you can find a garden that's south-facing and perfect, and then you go there and it's actually up a south hill, which slopes upwarsd and away from the house, so it doesn't get as much sunlight as you think, and it can be overlooked by trees which don't really show up on Google maps, but then, you know - are obvious when you get there. So it's been of some use in absolutely, definately, weeding ones out. Um, but been of quite limited use I think.  | Participant 32 |
| 104 | 51:46.0 - 51:50.0 | Oh okay, that's absolutely fair enough. Um… | Me |
| 105 | 51:50.0 - 51:54.0 | Um, Matthew can I just check, because I might have to be off after 11am. | Participant 32 |
| 106 | 51:54.0 - 51:56.0 | Oh that's okay | Me |
| 107 | 51:56.0 - 51:58.0 | Is that okay | Participant 32 |
| 108 | 51:58.0 - 51:59.0 | Yeah, yeah | Me |
| 109 | 51:59.0 - 52:02.0 | I was going to say, unless you want to priorities you wanted to ask. | Participant 32 |
| 110 | 52:02.0 - 52:04.0 | No, no, I only really wanted - we're onto the last question now anyway!  | Me |
| 111 | 52:04.0 - 52:05.0 | Okay, that's cool | Participant 32 |
| 112 | 52:05.0 - 52:16.0 | Um, I might have one follow-up one aswell, but um, do you think digital maps have any effect on the route you take, the choice of you like on how you get from A to B? | Me |
| 113 | 52:16.0 - 53:41.0 | Um, well, in so far as, when I'm looking for directions to get to soemwhere I don't know, there in terms of they are the only source I have for that information, and it, er, it wouldn't be, If I don’t know the place that I'm always weary of second-guessing the map because it might be taking me, you know, out of my way for a very good reason. Um, if I know the place then it's a guide, but it's um, especially if I know the place then it tends to be more that I am walking or cycling, and I'll sometimes look on a map to find the place and then, er, but would very rarely look on a map for directions at that point. It will tend to be, once I've got the place, I'll pick the route because um, certaily until recently, until now, the um maps do provide information for people by foot or on bike, but it still tends to be a bit mediocre, ther's a bit fo a, it doesn't hold every singel cut-through or things like that, so...  | Participant 32 |
| 114 | 53:41.0 - 53:44.0 | Okay, I mean that’s, especially if you're cycling  | Me |
| 115 | 53:44.0 - 53:47.0 | Yeah, yeah, you kind of make it up a little bit as you go a long | Participant 32 |
| 116 | 53:47.0 - 54:20.0 | That makes sense. Um, the last one that I've got, just before I close, more a clarification one really, is You've mentiond, as I say, quite a sophisticated use where you have created your own map. You have also mentioned errors on the map that you have noticed. Have you ever mended errors, or added contnet to a map other than you own layer, or set of layers of you like?  | Me |
| 117 | 54:20.0 - 55:05.0 | Er, yes actually, so a while ago, when OpenStreetMap was still kicking off, they procured some out of copyright Ordnance Survey maps from the '50's and uploaded them and grid corrected, so they were roughly grid-corrected, now this isn’t something I did, but I knew a few people that were working on it, and then ther was a, I don;t knmwo if was 'Free the Postcode' or something like that, I don't know if you've - have you heard of Free the Postcode?  | Participant 32 |
| 118 | 55:05.0 - 55:07.0 | I've not, no. | Me |
| 119 | 55:07.0 - 56:26.0 | Oh, okay, so when they, so this might be a separate thing actually, but there were these thjinsg where you could click on these kind of 1950's maps and say that this was your postcode, or you could click on things and get names for them. That would then fed into OpenStreetMap without you having to have a lot of technology to do that. But there was a bit thing where the Royal Mail were being very, er, unwilling to provide any of their data for free, and there was a project called free the postcode. And I think it might have been to do with ernestmarples.com - he was the guy that invented the postcode, and it was just encouraging people to get online and open the OpenStreetMaps as it existing, and then kind of clcik on your address and say "I'm here", and they got, oh I think it was something like 60% coverage really quickly, and I think that at that point Royal Mail was like "Oh, do you know what, we are an embarassment to the..", an dthey did actually realise that, they have actually released one of their two sets of data. They only got about two sets of data, and one of them is just postcodes on maps, which they have rleased for free, and the other one is postcodes and addresses which they have kept hold of, because that's like a big money spinner.  | Participant 32 |
| 120 | 56:26.0 - 56:29.0 | Especially from businesses | Me |
| 121 | 56:29.0 - 57:08.0 | Yeah, yeah, so it's that kind of thing really, where if I’m sat with an idle few minutes, because I don’t really have the, I've kind of considered um helping out with OpenStreetMap, partly because one of the, um, one of the key, the big names was in Oxford, and the other was in Charnbridge which is a little village near here. Charnbridge at one point was like the best mapped town in the whole of the country, but its all been beaten, I've been beaten to it recently aswell.  | Participant 32 |
| 122 | 57:08.0 - 57:09.0 | Okay,  | Me |
| 123 | 57:09.0 - 57:11.0 | And you do need to be fairly kind of tech savvy before you can kind of, um.  | Participant 32 |
| 124 | 57:11.0 - 57:16.0 | No, that's, um. That makes sense. So I shall let you go, because you need to get off don’t you | Me |
| 125 | 57:16.0 - 57:25.0 | Yeah, it's one of things, just I've got a client meeting straight after, there's no prep work or anything, so it'sjust….  | Participant 32 |
| 126 | 57:25.0 - 57:36.0 | No, that's fine.. So what I will do is call an end to this interview now… | Me |
| 127 | 57:36.0 - 57:37.0 | Okay. | Participant 32 |