

USED project – interview format

The interview will cover the 3 sections outlined below. Interviewer should try not to rattle through the questions, rather it should be a conversation with the bullet points below as a guide to the possible flow.

Section 1 – who they are

- **About them** – who/interests/life general
- **About their work/study** – what/where/how long/
- **Motivation** - plans?
- **Where do you work/study?** Library/office/lab/home
 - What do you tend to have around you, is there a desk, laptop/PC/mobile phone etc?
- **What kind of computer/tech do you use?**
 - Smart Phone/laptop/desktop
 - Frequency of use
- **Use of internet**
 - for work/study?
 - Reading news
 - Buying stuff
 - banking

Section 2 – mapping and geographical services

- **Is mapping relevant** to your work/study/research?
- **Do you use maps outside of work much?**
- **What online mapping services do you use?** (google/bing/osm/Digimap ROAM/Carto)
 - How often might you use that/those services?
 - How easy do you find them to use?
 - Do they allow you to do what you need to do?
 - What do you tend to do when you use these services?
 - Try and ascertain if they understand difference between viewing map data online and accessing/using map data.

- **If they use data, what do you use data for?** - background mapping/analysis in GIS
 - Easy to access geo data?
 - Problems encountered
 - Categorising map data...
 - What kind of data would you download? (raster/vector, shapefile/kml/gml)
 - What types of mapping data can you identify? Looking to start to build a categorisation, possible words: topographic, contour, small scale, height, administrative, etc.

Section 3 – Digimap Data Download

- **How did you find out about Digimap?**
- **What do you use Digimap for?**
- **Have you used downloaded data from Digimap?**
 - If not, why?
 - If yes,
 - What did you download
 - was it easy to use
 - did you get what you wanted
 - Why/motivation/could you get the data elsewhere?
 - How often do you use it? Weekly/monthly)

Section 4 – Demo use

- **Get user to show you how they use Download Services if they have used it before.**
 - How would they ideally specify what data they want, e.g. draw an area on a map, type in a place name/postcode/select a data product?