United Utilities – Charging and Bills Webpage UX Testing (Unexpected bill amount)

Thank you for taking the time to complete testing of the United Utilities webpage. Finally, we would like to ask you a few quick questions on the webpage you just reviewed.

Q1. If you were to receive a bill that was higher than expected, where would you initially go to find out more information?

- Use a search engine such as Google
- Go directly to the United Utilities website
- Call United Utilities contact centre
- Other – please state
- I would not seek information on why my bill was higher than expected

Q2. In as much detail as possible, what were your initial thoughts on the 'is your bill higher than expected' webpage?

- Open response

Q3. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

1 (strongly disagree)   2 3 4 5 (strongly agree)

- The language used on the webpage is easy to understand
- The tone of the language on the webpage is 'just right'
- The layout of the webpage makes it easy to access the relevant information
- The webpage provides the appropriate level of information to understand why my bill may be higher than expected
- The webpage gives me confidence in the next steps I need to take

Q4. What if anything, could be improved on this webpage?

- Open response

Q5. Using a scale of 1-5, where 1 is extremely unlikely and 5 is extremely likely, how likely are you to take part in a task like this one in the future.

Q6. Could you please tell us why?

- Open response

Thank you for taking part in our research. This is hugely important to United Utilities and the feedback you have provided will help them enhance their website to continue to improve customer experience.

As a thank you for your time, you will receive a £10 Love2Shop voucher. Please enter the email address you would like to receive the voucher to in the space below and click submit!