

## 9521/United Utilities

### Fluidmaster Research Discussion Guide (v1)

1.5 hours

<b>(I) Introduction</b>		<b>10 mins</b>
<b>Brief explanation of the purpose of the research</b>	<p><i>Moderator to explain the nature of the research.</i></p> <ul style="list-style-type: none"> <li>I work for a company called DJS Research, we are an independent market research company and today we are working on behalf of your local water company, United Utilities who deliver water and wastewater services across North West England.</li> </ul> <p><i>Moderator to reassure respondents about confidentiality / GDPR compliance.</i></p> <ul style="list-style-type: none"> <li>Feedback will be summarised into a report along with other research, we won't pass names/specific details of who we have spoken to back to our client.</li> <li>There are no right and wrong answers; we are just interested in your views, opinions and ideas.</li> <li>Brief explanation about audio/video recording/photos- we may use anonymised quotes &amp;/or video clips in our report to illustrate the research findings for our client, but these will not be attributed to you personally. Audio and video recordings may be shared with United Utilities and third parties such as the product manufacturers and United Utilities' customer engagement groups. Photographs may also be shared publicly in marketing materials, including but not limited to, online platforms, social media, and promotional materials.</li> <li>Introduce any client observers.</li> <li>I am not an industry expert and, so, there may well be questions that you have that I cannot answer. We have representatives from United Utilities present today, who may be able to answer some questions depending on the department they work in. We'll take other questions away and can send out the answers to those interested.</li> <li>[Moderator: throughout, note down any unanswered respondent questions, along with response given]</li> </ul>	
	<p><i>Moderator to invite respondent(s) to introduce themselves.</i></p> <ul style="list-style-type: none"> <li>Please tell me your name and share a bit about yourself: <ul style="list-style-type: none"> <li>Hobbies</li> <li>Family/household</li> <li>Are you in work? What do you do?</li> </ul> </li> </ul>	
<b>(II) Attitudes towards saving water</b>		<b>5 mins</b>
	<p>MODERATOR: First of all, we'd like to ask you a little about your opinions on saving water.</p> <ul style="list-style-type: none"> <li>How would you describe your personal attitudes and feelings towards the importance of conserving water in your household?</li> <li>Do you think it's important to save water at home?</li> </ul>	

	<ul style="list-style-type: none"> <li>• Is it something that you think about regularly?</li> <li>• Do you have a water meter in your home?</li> <li>• If yes, have you always had one, or has it been installed whilst you are living there?</li> <li>• If metered: How aware are you of your daily water usage? <ul style="list-style-type: none"> <li>○ Have you found yourself being more conscious of your water usage habits since the installation of the water meter, or has your usage remained the same? If more conscious, in what ways?</li> </ul> </li> <li>• For those of you who are conscious of your water usage, are there any specific ways that you reduce the amount of water you use at home?</li> </ul>
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<b>(II) Leak experiences – LEAK FIXERS ONLY</b>	<b>15 mins</b>
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	<p>MODERATOR: We're now going to talk a little bit about leaks at home, and methods of getting them fixed.</p> <p>We understand that some of you have recently had some communication from United Utilities indicating there may have been a leak in your property, and that, since, you have gone on to find and fix this leak.</p> <ul style="list-style-type: none"> <li>• Upon learning that you had a leak, what were your initial thoughts? Did you have any specific concerns?</li> <li>• <b>Can you share with us a little about your recent experience with having a leak at home, and tell us how you went about handling it?</b> <ul style="list-style-type: none"> <li>○ Where it was located,</li> <li>○ How much of a priority was it for you to get this fixed? Why? <ul style="list-style-type: none"> <li>▪ How quickly you got it fixed</li> </ul> </li> <li>○ how long it took to fix,</li> <li>○ How did you go about fixing the leak?</li> <li>○ Why did you choose this method? (Explore any barriers towards fixing themselves)</li> <li>○ how they knew how to fix it if they fixed it themselves,</li> <li>○ who they called if they got help and why</li> <li>○ how they found their plumber if a plumber fixed it and what type of plumber, if know.</li> </ul> </li> <li>• <b>For those of you who got someone else to fix the leak, was there any specific reasons why you didn't try and fix it yourselves?</b> <ul style="list-style-type: none"> <li>○ (P) if necessary: time, knowledge, convenience, access, homeowner status (rent/own)</li> </ul> </li> <li>• And how much of an impact did this leak have on your everyday life?</li> <li>• Thinking about fixing leaky loos in particular, what solutions are you currently aware of?</li> </ul>
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<b>(II) Leak experiences – LEAK IGNORERS ONLY</b>	<b>10 mins</b>
	<p>MODERATOR: We're now going to talk a little bit about leaks at home, and methods of getting them fixed.</p> <p>We understand that some of you have recently had some communication from United Utilities indicating there may have been a leak in your property, but you have not yet fixed this leak.</p> <ul style="list-style-type: none"> <li>• Upon learning that you had a leak, what were your initial thoughts? Did you have any specific concerns?</li> <li>• <b>Can you share with us a little about your recent experience with having a leak at home?</b> <ul style="list-style-type: none"> <li>○ Where it is located, if known</li> <li>○ How much of an impact is this leak having on your everyday life? How much of a priority is it for you to get this fixed?</li> </ul> </li> <li>• <b>What would you say are the main reasons that you haven't fixed this leak? Are there any barriers in you doing so?</b> <ul style="list-style-type: none"> <li>○ (P) if necessary: time, cost, knowledge, whether they've just forgotten about it</li> </ul> </li> <li>• If you were going to fix your leak, how would you go about doing so? (e.g. fix it themselves, call a plumber or handyman) <ul style="list-style-type: none"> <li>○ Why would you choose this method? (Explore any barriers towards fixing themselves)</li> <li>○ (If they would fix it themselves) How would you know how to fix it?</li> </ul> </li> <li>• (If they would contact a plumber) How would you find a plumber? Thinking about fixing leaky loos in particular, what solutions are you currently aware of?</li> </ul>

<b>(II) Leak experiences – HYPOTHETICAL CUSTOMERS ONLY</b>	<b>15 mins</b>
	<p>MODERATOR: We're now going to talk to you about fixing leaks within your property. We understand that you haven't had experience with this within the last 2 years, so we'd like to ask you here to imagine that you have a water leak in your home.</p> <p>To give you an idea of what that might be like, a small water leak may be spotted as a dripping tap, or audible sounds of dripping or running water. Additionally, you may see this reflected in the price of your water bill.</p> <ul style="list-style-type: none"> <li>• When you picture having a water leak at home, what kind of leak is it? <ul style="list-style-type: none"> <li>○ (P): location, scale, etc</li> </ul> </li> <li>• Upon learning that you had a leak, what would be your initial thoughts? Do you think you have any specific concerns?</li> <li>• <b>How much of a priority do you think that getting this leak fixed would be for you?</b> <ul style="list-style-type: none"> <li>○ <b>Why?</b></li> <li>○ <b>How quickly would you look to get it fixed?</b></li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ <b>If low priority, would you leave it instead and not get it fixed?</b></li> <li>● <b>If you were in that scenario, how do you think you'd go about getting that leak fixed?</b> <ul style="list-style-type: none"> <li>○ (P) if necessary: fix it myself, ask family or friends, contact a plumber, contact my landlord / housing association</li> </ul> </li> <li>● <b>Those of you that said you'd fix it yourself, do you think you'd know how to fix it straight away?</b> <ul style="list-style-type: none"> <li>○ If no, how would you learn how to fix it?</li> </ul> </li> <li>● <b>Are there any particular sources you would go to in order to find the information you needed?</b> [e.g. United Utilities Webpage, social media, YouTube, Google, or any other specific websites]</li> <li>● <b>Those of you that said you'd contact a plumber to fix the leak, how would you go about finding one?</b> <ul style="list-style-type: none"> <li>○ (P) if necessary: contact a plumber you've used before, ask friends or family for recommendations, find an accredited plumber online [if so, on which sites], use social media sights or community groups, arrange a visit through a landlord/housing association.</li> </ul> </li> <li>● Thinking about fixing leaky loos in particular, what solutions are you currently aware of?</li> <li>● Do you think your reaction to the leak would be different if you were on a water meter vs not? Why / why not? (<i>MODERATOR: Explore varying views from metered and unmetered customers</i>)</li> </ul>
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<b>(II) Introduction to the Syphon</b>	<b>25 mins</b>
	<p>MODERATOR: Each year, United Utilities runs an innovation programme which gives a handful of applicants the chance to trial their solutions in an operational setting. This year marks the fifth wave of the innovation lab programme. One of this year's participants is Save Water Save Money. United Utilities would like to gather opinions on a new product created by Save Water Save Money and Fluidmaster (a repair parts manufacturer), that is intended to help tackle toilet leaks. To be clear, United Utilities is not the manufacturer of this product.</p> <p>One of the biggest culprits for wasting water in the home are toilet cisterns, especially the modern push button types. These types of toilets have a rubber seal within the push button flush valve inside the cistern which moves with every flush, and over time degrades. When it starts to degrade, the cistern starts to leak water down in to the toilet pan. As modern cisterns tend to overflow into the toilet bowl rather than through a pipe in the wall, it makes these leaks more difficult to spot.</p>

We have handed out some information about a new 'syphon' product that is coming to the market, which will help to fix and prevent future leaks in toilets. For context, a syphon is a tube fitted in the toilet cistern which, when flushed, assists in drawing water and waste from the bowl, ensuring that everything is efficiently flushed away.

When you open your normal toilet cistern, you will see a fitting like this picture. This is the part which over time can start to leak. This new syphon, can be fitted by taking out old one, and replacing like this... **(MODERATOR TO GIVE DEMONSTRATION)**... then adding the push button back on top like so. Then you close the lid and your loo will work like normal.

We'll pass that round now so that you can all have a look at how it looks whilst I take you through this information sheet

[MODERATOR: PASS ROUND SYPHON AND READ THROUGH INFORMATION SHEET]

- Was there anything on that information sheet that didn't make sense? Do you need any further clarification on the syphon, its purpose and how it works?
- What are your initial thoughts about the new syphon, based on the information provided?
- **Please raise a hand if you think you'd be likely to use this product if you were experiencing a leaking toilet.**
  - Explore why/why not
  - Are there any immediate concerns you have about using the syphon?
- **Do you think that you'd be more likely to use the syphon only in the event of discovering a leak, or would you get one sooner, so you had it already and were able to prevent a leak in the future?**
  - Why?

MODERATOR: The information sheet we've just looked at told us about the product and why it is needed, but now we're going to play a short video for you so that you can see how it is fitted. This video would be used to help teach users how to fit the syphon themselves, in their own homes.

[MODERATOR: SHOW VIDEO]

- Do you have any questions or concerns about the technical aspects of the new syphon?
- How do you think the new syphon compares to other solutions currently available?

	<ul style="list-style-type: none"> <li>• <b>After having seen that video and being taken through the installation process, please raise your hand if you think you'd feel confident enough to install the syphon in your own toilet .</b> <ul style="list-style-type: none"> <li>○ Explore why/why not.</li> <li>○ Is there anything that would make you feel more confident about installing it yourself?</li> <li>○ If no, would you consider asking a plumber or handyman to install the syphon on your behalf?</li> <li>○ Would you be interested in the option of United Utilities fitting the product?</li> </ul> </li> <li>• <b>If you were to encounter difficulties or have questions while installing the product, who or where would you go to for help?</b> <ul style="list-style-type: none"> <li>○ (P) If necessary: friends or family, customer support/the manufacturer/a plumber/handyman, online tutorials</li> </ul> </li> </ul> <p>This syphon operates as a single button flush, rather than a dual button flush, and consequently, your flush system may look and act slightly differently to how it did before installation. You will still have a water efficient flush option, but this will operate and look differently to a dual button, if that's what you currently have.</p> <ul style="list-style-type: none"> <li>• Would you still be happy to install the syphon on this basis? Why?</li> <li>• Would this raise any concerns with you? If so, what? <ul style="list-style-type: none"> <li>○ (P): is the look or the way it flushes more of a concern?)</li> </ul> </li> </ul> <ul style="list-style-type: none"> <li>• The majority of newbuild properties are now fitted with dual flush push button toilets, leaving them more open to leaks in the future. With that in mind, with whom do you think the responsibility should lie when it comes to fitting products such as the syphon to help prevent leaking toilets? <ul style="list-style-type: none"> <li>○ (P) If necessary: homeowners or housing developers?</li> </ul> </li> </ul>
<b>LEAK FIXERS/IGNORERS ONLY</b>	<ul style="list-style-type: none"> <li>• For those of you who have/had a leak in your toilet at home, now that you are aware of the syphon, would you have used it to fix the leak in your toilet? <ul style="list-style-type: none"> <li>○ Why/why not?</li> </ul> </li> </ul>

<b>(III) Price Analysis</b>	<b>10mins</b>
	<p>MODERATOR: I'd like to move the discussion on now, and spend some time thinking about the cost of the syphon. Currently there is no fixed price for the syphon to customers, so we would like to gather your opinions on what you feel would be an acceptable cost for the product.</p> <p>On your table, you will find a stack of post-it notes. Please take one each and write the letters A and B to the left of the post-it. Now, write down, individually, the maximum price that you</p>

	<p>would be willing to pay for the syphon next to the letter A. <b>Do not share this with anyone else yet, we'll be discussing it together shortly.</b></p> <p>MODERATOR: ASK PARTICIPANTS TO SHARE WHAT THEY'VE WRITTEN AND PROMPT ON WHY THEY HAVE SUGGESTED THAT PRICEPOINT</p> <p>MODERATOR: The parts that are currently on the market priced between £20-35 on average.</p> <ul style="list-style-type: none"> <li>• With this in mind, would you change the amount you'd be willing to pay for the syphon, or would you stand by your answer?</li> <li>• Please write down the price you would <b>now</b> be willing to pay next to the letter B on your post-it. This can be the same price, or it can be higher or lower, it's completely up to you.</li> <li>• How likely would you be to order the syphon if it was offered free of charge? How does this differ if you were to have a leak versus ordering to prevent future leaks?</li> </ul>
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<b>(IV) Promotion</b>	<b>10 mins</b>
	<p><b>In this final section, United Utilities would like to find out how best to promote this new product.</b></p> <ul style="list-style-type: none"> <li>• How do you typically discover new products related to home improvement?</li> <li>• How would you prefer to receive information about the new syphon? (e.g., online videos, written articles, in-store demonstrations, television commercials, email communications from UU, email communications from the manufacturer, from the local council)</li> <li>• How important is it for you to have educational content relating to the difference between this product and regular syphons available when learning about a new product like the syphon? <ul style="list-style-type: none"> <li>○ What specific information would you like to see in educational materials about the syphon?</li> </ul> </li> <li>• Likewise, would you find it useful to be supplied with instructions on how to fit the syphon in your own toilet when learning about the syphon? <ul style="list-style-type: none"> <li>○ How would you prefer for this to be supplied? (e.g. video tutorial, written instructions)</li> </ul> </li> </ul>

<b>(VIII) Wrap-up including the post-task</b>	<b>10 mins</b>
<b>Wrap-up</b>	<ul style="list-style-type: none"> <li>• Before we finish, do you have any other thoughts or remarks about the topics we've discussed?</li> <li>• Do you have any questions about what we've discussed or anything you're not quite clear about?</li> </ul>

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|  | <ul style="list-style-type: none"><li>• We will now pass around a form for you to sign so that we can give you that thank-you money for taking part in this group today.</li><li>• There will be a column on that form that will ask whether you would be interested in participating in any follow-up activities, such as product trials for the syphon. If you'd be willing to take part, please put a tick in that box.</li></ul> |
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**Any final questions from the clients/observers**

**Thank & Close**