

# **United Utilities WaterTalk**

**JOB NUMBER: 4664**

**PROJECT:**  
DWMP Website Research  
Pop-Up Community

**DISCUSSION GUIDE VERSION: 8.0**

**DATE:**  
16/11/2020



## Project Timings (Two Stage Qual and Quant)

- Research commission: 23rd October
- Draft questionnaire to UU Monday 2nd November COP
- Questionnaire signed off by UU Thursday 5th November COP
- Scripting and QA Friday 6th – Tuesday 10th November
- UU to share stimulus Monday 9th November COP
- Draft DG to UU Tuesday 10th November COP
- Survey launch Tuesday 10th November
- Survey close Friday 13th November AM
- DG signed off by UU Monday 16<sup>th</sup> November midday
- Pop-up community set-up Monday 16th November PM
- Pop-up community live 17th – 18th November
- Analysis and reporting: Ongoing from 13th November
- Draft report delivered: Wednesday 25th November
- Final report delivered: Friday 27th November

## Pop-Up Community - Core Objectives

- Understand attitudes, level of engagement and understanding of drainage and wastewater;
- Explore what type of content customers are interested in reading about their local area;
- Explore preferences of look and feel of the website, format of content;
- Explore customer feedback on mock-ups of the website, video content and preferences of format for proposed content.

## Pop-Up Community – Customer Pre-task

Customers to bring examples of reference websites that they feel display best practice in delivering information about complex topics and their local area (this is to provide examples and principles of good practice based on content they have seen from other sources)

Customers encouraged to bring screenshots and example URLs to demonstrate what they have found and why it is useful

## Discussion guide

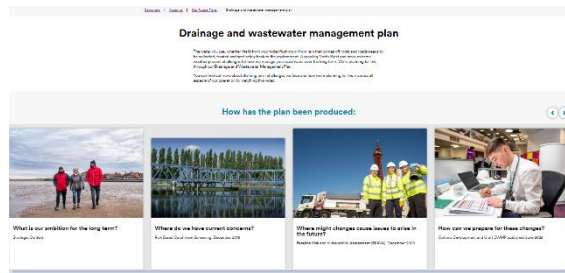
Task details	Text
<p><b>Title:</b> Welcome!  <b>Day(s):</b> 0  <b>Allocation:</b> N/A  <b>Task type:</b>  Welcome screen as they login</p>	<p>Hi everyone and welcome to your new community!</p> <p>There will be two days' worth of activities, posted between Tuesday 17<sup>th</sup> and Wednesday 18<sup>th</sup> November.</p> <p><b><i>Remember we are offering £30 Voucher Express voucher for the completion of all tasks and follow-up questions.</i></b></p> <p>If you are new here, click the 'Get started' button, then enter the email address we used to invite you. Next, you will be asked to complete a few profile questions, along with your password. <b>NOTE:</b> the second time you log in, enter your email address and your password. You might want to bookmark this page for future use.</p> <p>This community is designed to be very informal, but we do want you to think about the answers you give. There are no right or wrong answers; we simply appreciate your honesty.</p> <p>Over the next few days we'll be posting new activities for you, so please remember to come back and check in. We'll also be asking some additional questions which we'd like you to respond to. You'll get an email notification if that is the case.</p>
<p><b>Title:</b> Getting to know you  <b>Day</b> 1.1  <b>Allocation:</b> All  <b>Task type:</b> Group discussion</p>	<p>To start off, we would like to get to know you a little better.</p> <ul style="list-style-type: none"> <li>• Please introduce yourself, where you live, who do you live with</li> <li>• How long have you been with United Utilities and how has your experience been with them so far?</li> <li>• How much water do you tend to use at home and how has this changed over the last few months?</li> <li>• What are your thoughts on the possible risks for drainage and wastewater management in your local area?</li> </ul>
<p><b>Title:</b> Information sources  <b>Day</b> 1.2  <b>Allocation:</b> All  <b>Task type:</b>  Individual blog</p>	<p>Firstly we would like to look more closely at where you get your information from and what information you find most useful</p> <ul style="list-style-type: none"> <li>• Before taking part in this project, had you ever undertaken any research or information gathering into drainage and wastewater issues?</li> <li>• If yes: <ul style="list-style-type: none"> <li>○ What prompted you to search, and what information were you looking for or what problem were you looking to solve?</li> <li>○ What information did you find useful?</li> <li>○ What sources were the best at answering your queries?</li> <li>○ Did you consider United Utilities for this?</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• If no: <ul style="list-style-type: none"> <li>○ Why have you never undertake any research or information gathering about drainage and wastewater issues?</li> <li>○ What kind of scenarios might prompt you to look into this?</li> <li>○ Imagining you did want to do some research on drainage and wastewater issues, what sources of information do you think you might look at?</li> <li>○ Is this something you would like to hear more about from UU?</li> <li>○ Would you think to look to United Utilities for this information? Where else might you look first?</li> </ul> </li> </ul> <p><b>Moderator</b> – What is likely to prompt an interest in looking for information on this topic?</p> <p><b>Sequence</b>  <b>Prior to this research, we asked you to look for some good examples of how websites can provide you with complex and important information about issues that may relate to your local area.</b></p> <p>We would like you to tell us about what you found and which sources you used. We'd encourage you to upload any screenshots or images of content that you found useful.</p> <p><b>For each source you used, tell us – [put in survey format to make it easy to complete]</b></p> <ul style="list-style-type: none"> <li>○ What the information is (website address etc) or screenshot</li> <li>○ What the information is conveying</li> <li>○ What made you look here for information?</li> <li>○ Why you think this is a good example of providing this information? What in particular did you like about it?</li> </ul> <p><b>Moderator</b> –</p> <p>Prompt to understand what makes this kind of information engaging or easy to follow and what makes it less so</p>
<p><b>Title:</b> Risks that matter to you  <b>Day 1.3</b>  <b>Allocation:</b> All  <b>Task type:</b>  Discussion exercise – in open ended survey format</p>	<p>Now we'd like to show you some of the risks that need to be managed and challenges that need to be addressed.</p> <p>We would like you to tell us how important each of these factors are to you.</p> <ul style="list-style-type: none"> <li>• Preventing sewer flooding in streets and public areas</li> <li>• Prevent sewer flooding in the home or garden</li> <li>• Preventing pollution and environmental harm in rivers and the sea</li> <li>• Ensuring United Utilities are able to manage increasing volumes of wastewater</li> </ul>

	<ul style="list-style-type: none"> <li>• Partnerships with charities, environmental bodies and businesses to collaborate on ways to reduce pollution, flooding and drainage issues</li> <li>• Investing in and enhancing natural ecosystems – in our rivers, lakes, the sea and on land</li> <li>• Understanding how United Utilities ensure the network is resilient and can cope against risks such as increasing demand, extreme weather and other external factors, both now and in the future</li> </ul> <p>For each, please tell us:</p> <ul style="list-style-type: none"> <li>• How important is it that each of these factors are addressed by United Utilities?</li> <li>• How much would you say you know about these topics?</li> <li>• What kind of information would you like to see from United Utilities about how they are dealing with these challenges</li> <li>• How important is it that you are able to find out about what United Utilities is doing to tackle these issues <i>in your local area</i></li> </ul> <p>[After all topics have been explored show all topics in one form and ask]</p> <ul style="list-style-type: none"> <li>• Which if these topics is most important to you personally and why?</li> </ul> <p>Probe for:</p> <ul style="list-style-type: none"> <li>• How important is it that each of these factors are addressed by United Utilities?</li> <li>• What kind of information would you like to see from United Utilities about how they are dealing with these challenges?</li> <li>• How important is it that you are able to find out about what United Utilities is doing to tackle these factors <i>in your local area?</i></li> </ul>
<p><b>Title:</b> Quick look at UU ideas  <b>Day</b> 1.4  <b>Allocation:</b> All  <b>Task type:</b>  Individual blog</p>	<p>This is the last task of the day</p> <p>We would like to give you a first look at some of the ideas we will be testing tomorrow</p> <p><b>United Utilities are developing an online resource for customers to find out about their Drainage and Wastewater Management Plan.</b></p> <p><b>The Drainage and Wastewater Management Plan (DWMP) is a document that all water and sewerage companies are required to publish. It is a long term strategic plan that sets out how wastewater and drainage networks will be managed, extended, improved and maintained to ensure that they are robust and can deliver against future pressures including climate change, extreme weather and population growth.</b></p> <p>We are going to show you a draft website site that United Utilities is developing for this purpose. What we're looking to do is find out what you think of the content developed so far and what, if anything, might</p>

	<p>make this more appealing and useful to customers. Please bear in mind that these pages are only drafts</p> <p>Click on this link to access the draft site</p> <p>And then feedback your overall impression</p> <p>Think about:</p> <ul style="list-style-type: none"> <li>• Do these topics cover what you would want to know?</li> <li>• Are there any missing topics?</li> <li>• Where would you be likely to click if you were looking information?</li> </ul> <p>Feel free to interact and tell us what you do but be aware that not all of these links are live</p> <p>This is the last activity for today, come back tomorrow for more tasks.</p>
<p><b>Title:</b> Evaluation of storyboard <b>Day 2.1</b> <b>Allocation:</b> All <b>Task type:</b> Survey sequenced to click tool</p>	<p>Today we'll be looking at how United Utilities could provide information about drainage and wastewater issues and planning.</p> <p><b><i>United Utilities are developing an online resource for customers to find out about their Drainage and Wastewater Management Plan.</i></b></p> <p><b><i>The Drainage and Wastewater Management Plan (DWMP) is a document that all water and sewerage companies are required to publish. It is a long term strategic plan that sets out how wastewater and drainage networks will be managed, extended, improved and maintained to ensure that they are robust and can deliver against future pressures including climate change, extreme weather and population growth.</i></b></p> <p>First we would like for you to look at a 'story board' for a video that would be hosted on the Drainage and Wastewater Management Plan – this would be available on the introductory page that we will show you in the next page</p> <p>The story board is an early draft of what the video might look like. Please take a read through, imagining it was a video, and answer the following questions.</p> <div data-bbox="746 1697 1150 2007" data-label="Image"> <p>A yellow rectangular title card with the text 'STORYBOARD' at the top, 'LONG TERM PLANNING ANIMATION' in the center, and 'UNITED UTILITIES' at the bottom. The TUCSEY DUCK logo is in the bottom right corner.</p> </div>

	<p>INSERT LINK TO STIM</p> <p>[Put in survey format]</p> <ul style="list-style-type: none"> <li>• How would you summarise in a few sentences what the video is trying to tell you?</li> <li>• How well does it explain United Utilities' Drainage And Wastewater Management Plan?</li> <li>• What information do you think is the most and least useful and interesting in this storyboard? <ul style="list-style-type: none"> <li>○ Please be sure to highlight any slide numbers where you have specific comments</li> </ul> </li> <li>• Tell us how likely you are to watch a video such as this when searching for information and why?</li> <li>• What are your views on the overall look and style of the storyboard? Do you have any suggested improvements?</li> </ul> <p><i>Probe – does it communicate a long-term plan? Does it tell the story well? Does it tell the story that they think is?</i></p>
<p><b>Title:</b> Evaluation <b>Day 2.2</b> <b>Allocation:</b> All <b>Task type:</b> Individual blog</p>	<p>We are now going to show you some specific draft pages that United Utilities is developing for its website, you will have seen these yesterday. What we're looking to do is find out what you think of the content developed so far and what, if anything, might make these pages more appealing and useful to customers. Please bear in mind that these pages are only drafts.</p> <p>The first page we'd like you to take a look at is the <b>Title page</b> – the panel on the right is where you would click to learn all about the Drainage and Wastewater Management Plan.</p> <div data-bbox="608 1335 1214 1576" data-label="Image"> </div> <ul style="list-style-type: none"> <li>• What are your thoughts on the images and heading? What would be your interpretation if you were searching for information on these topics? (<i>Probe, would they know what DWMP stands for?</i>)</li> <li>• What information would you expect to find if you clicked on this tile?</li> </ul> <p>The second page we'd like you to take a look at is the <b>Introductory Page</b> – all about the plan itself.</p>



[Put in open ended survey format]

- What are your views of the overall content presented on this page? Is it what you might expect to see on the main introductory page?
- How well does the description at the top explain what the plan sets out to achieve? (FYI – we will be talking about the ‘video’ in the next task)
- Do each of the five sections at the bottom show what you would expect to see on a page like this? What kind of information might you wish to see behind each? (**Probe on headings and language**)
- Are there any questions or information about that plan that appear to be missing from this page? What and why?
- What do you think of the overall design of the page? Is there anything that you would improve about it in any way?

The third page we'd like you to take a look at shows you **details about the areas of drainage and wastewater management United Utilities is tackling.**



[Put in open ended survey format]

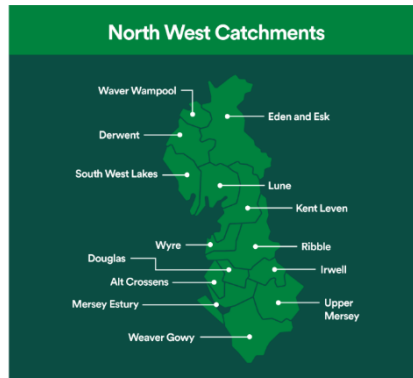
- How well does this page outline each of the three areas that the Drainage and Wastewater Plan is concerned with?
- How clear is the language used?
- What else would you expect to see on this page?
- Would you expect to be able to click on each section for more information? If so, what additional information would you like to see about each?



- What do you think of the overall design of the page? Is there anything that you would improve about it in any way?

The fourth page we'd like you to take a look at shows you **the various catchment areas in which United Utilities operates**

This map shows you the different catchments in our region.



[Put in open ended survey format]

- How useful is it to have information about your specific area opposed to general information about the region?
- What kind of information would you want to see for your specific area?
- How would you want to see information about your local areas presented – in what format might you like to see them?
- What do you think of the overall design of the page? Is there anything that you would improve about it in any way?

Finally:

- What is your overall impression of the draft pages that you have seen?
- Do you imagine that you would be able to find all of the information you need through these pages?
- Do you have any other comments about the design and content of these pages you'd like to tell us about?

**Title:** Content  
**Day 2.3**  
**Allocation:** All  
**Task type:** Group discussion

We would like to finish this community with a group discussion.

Think about what information you have seen over this research and what helped you to understand the issues vs what was unhelpful

As a group we would like you to discuss what content should be included in the webpages, how it should be presented and why this would be the best way.

- If you were United Utilities what would you do to make it useful and engaging?
- How would you tell your customers about it?

Do comment on each other and join in the conversation

	<p><b>Moderator</b> – understand what content participants have found most memorable, useful or engaging vs what they have not</p>
<p><b>Thank you and incentives information</b></p>	<p>Thank you for taking part in our research. The community will remain open until 9am on Thursday 19<sup>th</sup> November so you are free to return and continue the conversation but there are no more activities to complete.</p> <p><b><u>What happens next</u></b>  The feedback you have given us will be used to decide what will go into the webpages about drainage and wastewater, so we very much appreciate you taking part.</p> <p>Everyone who has completed all the tasks in this research will receive a £30 Voucher Express voucher. We aim to get these to you as quickly as possible after the community has closed but please be aware on occasion it can take up to two weeks.</p> <p>If you have any questions about the research or your incentive, then please feel free to get in touch with a member of the team directly</p> <p>We hope you have enjoyed giving your feedback and do look out for future projects to get involved in</p> <p>Best wishes  Claire and the WaterTalk team</p> <p>[No response needed]</p>