

DEPTH INTERVIEWS (30 minutes)

Objectives:

To review the card-sorting task alongside the respondent, to understand the customer's thought processes for their spontaneous grouping choices. After discussing and rationalizing their choices we want to see if this changes any of the grouping decisions.

We also need to explore the language used to describe tasks and headings, identifying any language that doesn't resonate and highlight customer language that makes most sense for task group headings.

Key questions to answer:

- How do customers naturally group the tasks?
- Why do they group certain tasks together?
- What headings do customers feel the groups of tasks should fall under?
- Is there any better language to describe these tasks and the groupings to make navigation easier and more intuitive?

1. Introductions and warm-up (5 minutes)

The first few minutes will be spent introducing the session, explaining the format and answering any participant queries

Setup

- Check all tech is working fine
- Thank them for taking part
- Explain we work for an independent research agency.
- Explain the topic and nature of discussion: **We are going to talk about navigating United Utilities' website, particularly the menu bar and how the drop-down choices can best help you to find what you are looking for on the site**
- Moderator introduces format
 - No wrong answers
 - Everything confidential
- Explain any viewing and recording
 - We will chat over video, so we can see & hear each other.
 - We will look at your grouping task results on screen as we talk through them
- **30 min** discussion
- Any questions?
- PRESS RECORD

Intros

- First of all, could you tell me very briefly a little bit about yourself:

- How you spend your time, who (if anyone) lives at home with you
- What devices you normally use when going online
- How confident you feel normally navigating your way around websites.

2. Review of the card-sort task (10 minutes)

The next 10 minutes will involve looking back over the grouping choices from the grouping task, discussing the thought processes behind these choices and reviewing what is clearest and most intuitive when wanting to navigate United Utilities' website

Explain

We are going to review the sorting task you completed, and chat about what was easy and what was harder when doing this, plus what your rationale was behind putting the tasks in the groups. There are no right or wrong answers here...I just want to understand why you grouped them the way that you did...

Group 1 thought process and analysis

Share screen – Stim Group 1

- Tell me about this group – talk me briefly through your understanding of what each of these tasks is about.
- Why did you put these ones together in this group?
 - Why did you think these tasks should be together?
 - What do they all have in common?
- Were there any tasks you were unsure of fitting within these group/any outliers?
 - Which tasks? Why didn't they fit as well?
 - Ultimately why did you decide to include them within this group in the end?
- Are there any other tasks you might visit UU's website for that were not mentioned that could also be included in this group?

REPEAT FOR GROUPS 2, 3+

REPEAT FOR ALL OTHER GROUPS, SHOWING GROUPING STIM AND SWITCHING BACK TO ALL GROUP SCREEN WHEN DISCUSSING CHANGES AND ALLOWING RESPONDENTS TO MAKE CHANGES IF THEY WANT

Reviewing group choice

Share stim – Showing all groups together

UU want to make it easy for customers to find out how to complete different tasks on their website.

- After discussing the groups with me, do you feel your groupings would help customers find the things they are looking for?
- Would you make any changes to the activities within the group?
 - Would you move any tasks out of the group?
 - Would you add any tasks from another group?

<p>REPEAT FOR GROUPS 2,3 +</p>	<p>Share stim – Showing all groups</p> <ul style="list-style-type: none"> • Looking at this grouping next to your other grouping choices, does it have a unique or individual purpose? • Is it different from the other groupings? • Would you make any changes or switches to groupings? <p>Moderator to highlight and annotate any changes to stim</p> <p>REPEAT FOR ALL OTHER GROUPS, SHOWING GROUPING STIM AND SWITCHING BACK TO ALL GROUP SCREEN WHEN DISCUSSING CHANGES AND ALLOWING RESPONDENTS TO MAKE CHANGES IF THEY WANT</p>
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3. Exploring Language (10 minutes)

In this section we will understand thinking behind

<p>Explain</p>	<p><i>Thinking about the groups of tasks, we are now going to discuss which words and language best describes what they are all about</i></p>
<p>Language brainstorming task</p>	<p>Group 1 We going to start with a short brainstorm task...</p> <ul style="list-style-type: none"> • Brainstorming task: <i>Thinking about what we have discussed already I would like to think of words/ways to talk about this group that best describes what it is all about</i> <p>Share screen – use stim to create brainstorm word bubbles</p> <p>Share stim with respondents chosen headings – go through each of the group headings</p>
<p>Naming headings</p>	<ul style="list-style-type: none"> • Why did you select this heading for your group? • Overall, what is this group all about? • What were the most important points that this heading needed to communicate about this group of tasks? <ul style="list-style-type: none"> ○ Probe on key words used in section above when describing the group – does the heading work in easily explaining this? ○ Is there any simpler or more
<p>Sub-groups and headings</p>	<ul style="list-style-type: none"> • Could you group the tasks in this group into sub-groups at all? <ul style="list-style-type: none"> ○ What tasks might you group together if you were splitting these into smaller groups? ○ What would you name these sub-groups? <p>Looking at the tasks, are there any that do not make sense or could be explained in easier-to-understand language?</p>

<p>Task Language</p>	<ul style="list-style-type: none"> • Thinking about UU’s customers – do you imagine that the wording of the tasks will be universally understood by customers? • Are there any words/phrases that might cause confusion? <ul style="list-style-type: none"> ○ Customers with disabilities and ill health <ul style="list-style-type: none"> ▪ What is this all about? ▪ Who is this for? ▪ Does the phrase Priority Service cover this – would you understand it as meaning people with disabilities, illness, or financial difficulties? ▪ What is the simplest way to talk about or explain this? ○ Recreation on our land <ul style="list-style-type: none"> ▪ What is this all about? ▪ Does the title Acre of Nature mean anything to you? ▪ What is the simplest way to talk about or explain this? • Would you change any of the headings to make them any easier to understand for all customers? <p>REPEAT BRAINSTORMING TASK AND QUESTIONS FOR ALL OTHER GROUPS</p>
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3. Summary of heading and groups (5 mins)

Reviewing headings and summing up group and heading choices.

<p>Reviewing headings</p>	<p>Moderator to show stim of final groups with chosen headings.</p> <ul style="list-style-type: none"> • Looking at your final headings and groups– are you happy that your final heading and group choice make sense for UU’s website? • Do each of the group headings feel different enough from each other? • If you just initially saw the group headings, would you know what tasks you would expect to fall under these headings? • To what extent would these headings make it easy for you to find what you were looking for on the website?
<p>Overall response</p>	<p>Overall summing up</p> <ul style="list-style-type: none"> • Thinking about your choices, if you were recommending to UU that they should go with your groupings – why would your groupings make it easy to find what you were looking for? <p style="text-align: center;">Thank and close</p>