Customer Water App

Discussion guide

Notes about this document

- 🖵 This guide has been developed based on your research objectives, to help our interviewers get the most from each qualitative conversation
- 🖵 As such, it's designed to give our interviewers guidelines around the structure, timing and content of their discussions
- 🖵 However, we want to ensure that conversations feel natural and engaging for participants and thus allow conversations to flow and evolve as participants move through the conversations, within reason. We will ensure all key areas are covered, and will also explore new, interesting but relevant tangents if they arise
- 🖵 Content won't necessarily be covered in the exact order it appears in this document, dependent on natural conversation flow
- 🖵 Language will be adapted to suit the participants, as appropriate, determined by the moderator
- 🖵 We find that the deepest insights often aren't found by asking direct questions, but by prompting and probing initial responses
- 🖵 All interviewers have been well briefed on the project context and objectives, so will be able to probe into topics that come up and ask additional questions to reveal other relevant tangents as and when appropriate, and delve beneath initial reactions

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Introduction [5 minutes]

- Thank you for agreeing to take part in this focus group. My name is X and I work for Explain – you may have seen my face before as I help to manage the In The Flow online community. We also have X here from United Utilities to hear what you have to say first hand and to also answer any questions as we go through the discussion this evening.

- You're all here this evening as United Utilities customers and In The Flow members. We'd like to talk to you about some ideas that they have about some different ways that they could help you track your water usage.

- There are no right or wrong answers in this, I'm just hoping to understand your thoughts and opinions.

-   Discussion and debate is encouraged, but please do so respectfully and allow everyone to voice their opinions without judgement.

    o   MRS Guidelines - Right to refusal / anonymity

    o   Okay to record?

What do customers know about their water use? [5 minutes]

-   Before we start, we just want to quickly go around the group and ask you to introduce yourselves and let us know where you're from and who's in your household?

-   Now we'd like to explore what you already know about your water usage.

-   What activities do you think drive the highest water use in your home? (e.g., showers, washing machine, watering the garden)

-   How water efficient do you think you are in your home? Why?

-   Are you aware/conscious of how much water you use in your household?

    o   What do you do to track this?

    o   When did you start to track this?

-   Is there anything that you do in your household to save water?

    o   What do you do to save water? *(researcher probe for specifics)*

-   What motivates you to try and save water/what is the biggest driver?

    o   Financial?

    o   Environmental?

    o   What else?

What types of information would customers want to see? [15 minutes]

- United Utilities are thinking about how they can give customers information/data about their personal water usage. What types of information or data would be helpful for you in tracking your water usage?

- Do you think it makes getting a water meter more or less appealing if you can see your usage? (in general including for other customers, not just yourself)

- What, if any, would you want to see in terms of comparison data? *(unprompted)*

    o *Researcher prompt for:*

        ♣ Comparison to similar households of size?

            • Why/why not?

        ♣ Comparison to similar household of number of occupants?

            • Why/why not?

        ♣ Comparison to own usage in previous months?

            • Why/why not?

        ♣ Comparison to personal goals? E.g. if you were able to set a personal goal to save 2% in comparison to last month?

            • Why/why not?

- Would it be useful to be able to set personal water saving goals and targets?

    o If yes, why would that be useful?

    o If yes, how would you like to be able to do this?

- One primary benefit of a water meter is that it can help to identify a leak. If you were receiving information about your water usage, what would your expectations be if a leak was detected? *(unprompted)*

- Researcher prompt for:

    - Would you want to be informed you had a leak?

    - Would you like information to explain why this is thought to be the case through comparison usage data?

    - Would you want to see the potential cost impact of the leak?

    - Would you want to be signposted to where you can get help?

  - What else would you want to know/see in terms of information/data/signposting etc.?

- Currently, UU would point you in the direction of the website to this page if you had a leak https://www.unitedutilities.com/help-and-support/your-water-supply/your-pipes/leakage/inside-leaks/ (SHARE ON SCREEN). Would you find this useful if you had a leak?

  - Is this what you would expect to find?

  - How do you feel about this information?

  - Is there anything missing?

  - What other information would you want to see?

Explaining water saving data [5 minutes]

- If United Utilities were to provide you with information/data about your personal water usage, what do you think they would need to keep in mind about the language and terminology they use with customers? *(unprompted)*

- What sort of language/terminology would best resonate with you?

- What sort of language/terminology would be easiest to understand?

  - **Poll:** if you were to be told you could save 1,000 litres of water, how would you prefer this was explained to you? (1 cubic metre, 1,000 litres of water, 12 baths, 28 showers, 111 toilet flushes, 3,300 cuppas, 14 washing machine loads, £3 in monetary value)

    - Why did you vote the way you did?

      - Easier to understand?

- Easier to compare?

Incentivising water saving [5 minutes]

- What would your expectations be, if any, from United Utilities if you were to reduce your water usage? (unprompted)

  o Researcher prompt for:

    ♣ Environmental?

    ♣ Financial?

    ♣ Rewards?

      - Vouchers?

      - Entry into a prize draw?

    ♣ Other?

Viewing and using the data [20 minutes]

- We've talked a lot about what information and data you'd like to see. Now I'd like to finish by getting an understanding of *how* you would like to see this information. How would you like to see your water usage information? *(unpromoted)*

  o *Research probe for:*

    ♣ SMS?

      - Positives/negatives?

    ♣ App?

      - Positives/negatives?

    ♣ Email?

      - Positives/negatives?

♣   Other?

•   What would this be?

•   Positives/negatives?

- **Poll**: Out of the below options, how would you prefer to see water usage information? (SMS, App, Email, other)

We're now going to look at some specific ideas that United Utilities has in terms of providing customers with their water usage data/information. I'd like to know what you think of each option.

Option A: Receive email or SMS with information on your water usage. This would be similar to the screen time alerts you get on Iphones. So United Utilities would send a text to a customer every fortnight for example that said something along the lines of, "in the last fortnight you've used xx litres and that's up 10% from the previous fortnight." The text might also provide some saving advice, but it wouldn't have anything more sophisticated than that. Data would be available at most every two weeks or once a fortnight.

- What do you think of this?

- Would you prefer to SMS or email?

- How frequently would you want to be notified?

Option B: Option B is similar to option a but with the addition of an online platform that shows usage trends – so United Utilities would send the same text as in option A but would then provide a place for customers to see more details and explore their usage themselves.

- What do you think of this?

- Would you prefer to SMS or email?

- How frequently would you want to be notified?

Option C: Option C would be a "one stop United Utilities app" (the My account app) i.e., a customer would download one app and be able to manage their billing needs, see water usage visualisation, submit meter reads and find all necessary contact details for UU in one place.

- What do you think of this?

- If you don't currently have the My Account App - would this new added feature, make you want it?

- Do you tend to have push notifications on from apps?

- Would you find a notification from the app useful?

Option D: Option D would be a separate app that is specific to water usage so a customer would have a United Utilities app for water usage and a different United Utilities app for anything else such as billing, meter reads etc.

- What do you think of this?

- What would you like to see on this App?

- Would you find a notification from the app useful?

- Poll: Which is your preferred option? (A,B,C,D,none)

    o   Please explain why you voted the way you did?

- I'm going to share a screenshot of what metered customers are currently able to see in 'My account'. What do you think of this information? <mark>(SHARE SCREEN).</mark>
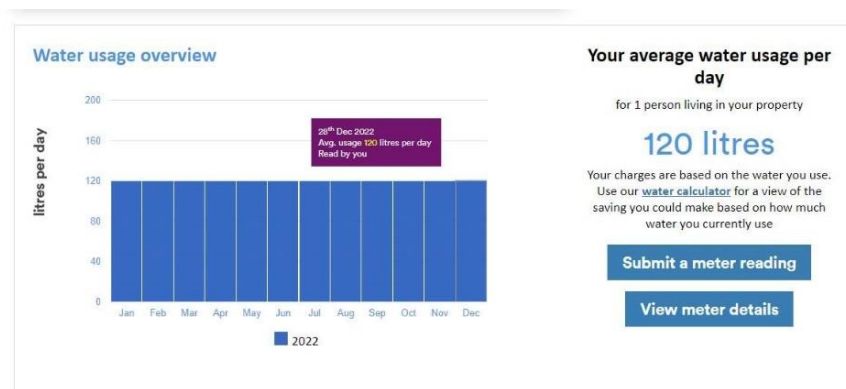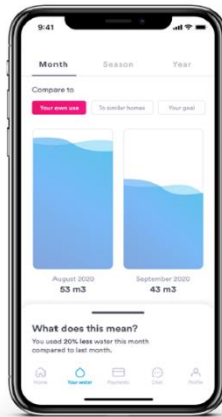

- United Utilities have some draft examples of water usage and data visualisations specific to water usage in household that they have been working on <mark>(SHARE SCREEN).</mark> What do you think of these? *(unpromoted)*
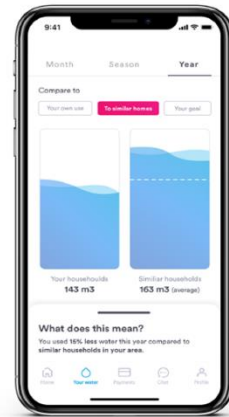
Visualising Consumption

Push notification for customised targets

Compare with similar households

Compare to your own home at a different time

      ○   *Researcher probe for:*

          ♣   Look and feel?

          ♣   Information displayed?

          ♣   Accessibility?

- Our final question this evening is, would you like to see United Utilities explore the idea of giving customers their water usage data/information further?

Close [5 minutes]

Thanks everyone for taking part in the discussion this evening, it's been really useful. Does anyone have any final comments to make?

- A member of the team will be in touch in the next few days with your incentive for this session.

Our next session in February will be a follow up from this discussion and we're hoping to have something interactive to share with you. Please keep an eye on your emails over the next few weeks as you will receive a confirmation email and further information about session 2. Thanks very much for taking part in our research today, we appreciate it.