

# 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

### Introduction and recap [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.
  - **NOTE FOR RESEARCHER: ASK MEMBERS TO MESSAGE EXPLAIN WITH THEIR ITF USERNAMES FOR INCENTIVES**
- You're all here this evening as United Utilities customers and In The Flow members. We'd like to talk to you this evening to follow on from conversations we had a few weeks ago about different ways that United Utilities could help you to track your personal 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?

♣ NOTE FOR RESEARCHER: RECORDING TO BE SHARED WITH OTHER UU COLLEAGUES – HAPPY WITH THIS SPECIFICALLY?

It was a few weeks ago now, so I just wanted to quickly recap what we talked about in the last session and give you an update on the format of this session. In the last session we had, we discussed with you all about some different ways that United Utilities might be able to provide you with information about your personal water usage. For example, we discussed the possibility of text updates, emails and an App so that individuals could monitor their water usage and set personal goals. We also discussed how you'd want this to look, what language you think should be used, how often you'd like an update etc.

United Utilities really appreciated the feedback you gave during the last session, and we are very excited to share with you today a draft of what they have been working on since we last spoke. The purpose of this session today is to share what they have developed so far with you and gather your feedback.

What I am going to do throughout the session today is share my screen with you so that you can see what has been developed as we talk through it.

## Guided run through of PoC – both mobile and desktop versions and immediate reactions [10 minutes]

- o RESEARCHER TO SHARE SCREEN AND GUIDE RESPONDENTS THROUGH PoC page by page for desktop version.
- Now that you've had a quick look and before we go through the pages individually, I just wanted to hear from everyone about your initial thoughts. What do you all think of the desktop version? *(unprompted for initial thoughts only)*

- RESEARCHER TO SHARE SCREEN AND GUIDE RESPONDENTS THROUGH PoC page by page for mobile version.

- What do you all think of the mobile version? (*unprompted for initial thoughts only*)

## Wider thoughts on each page (30 minutes)

Okay thanks everyone – good to hear your initial feedback and thoughts. For the rest of the session I am going to share the desktop version with you for ease but please keep the mobile version in your minds throughout too and we can open that up where needed so you can have a look through. The content displayed in both is the same, but worth thinking through how it looks on both a mobile and desktop so we can flip between throughout.

I'm going to go through each page and I want to hear what everyone thinks.

### RESEARCHER SHARE PAGE 1 ON SCREEN – Hello, personalised welcome page

United Utilities  
Water for the North West

Corporate | About us | Building and developing | Business | LOG OUT

My Account | Help & Support | Emergencies | Search

Home | My Account | My Usage

**Hello, Mark Henry**

Well done! In **Jan 2023** you used **131 litres** per person per day on avg. versus **154 litres** per person per day on avg. in **Dec 2022**.

Month	Usage (ltr)
Jan 23	131.18
Dec 22	154.32

Let us help you **understand** your usage better

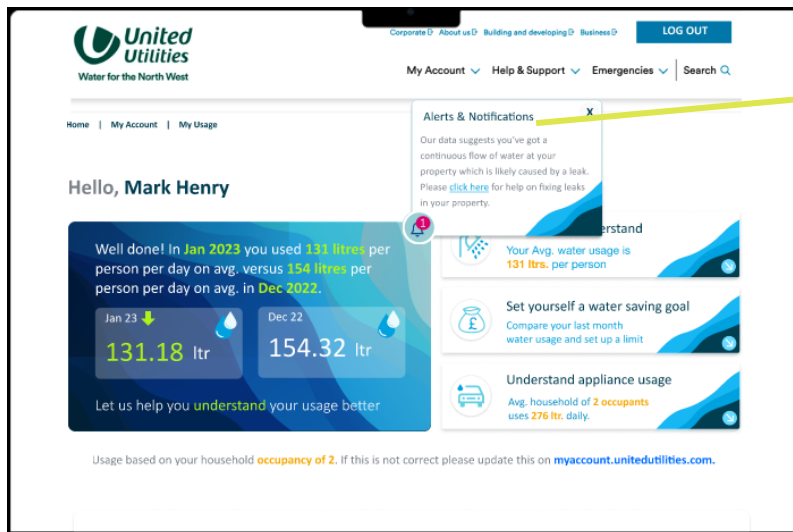
- Compare & understand**  
Your Avg. water usage is **131 ltrs.** per person
- Set yourself a water saving goal**  
Compare your last month water usage and set up a limit
- Understand appliance usage**  
Avg. household of **2 occupants** uses **276 ltr.** daily.

Usage based on your household **occupancy of 2**. If this is not correct please update this on [myaccount.unitedutilities.com](https://myaccount.unitedutilities.com).

First click - Alerts & Notifications

These three boxes are all clickable and take you directly to the relevant page.

Within the demo it will be the scroll function through each one to discuss.



Alerts & Notifications once opened (continuous flow alert)

- What do you think of this page?
- Do you think the information on this page is useful or not?
- What do you like?
- What do you not like?
- What features on this page would you use?
- Would you click on the alarm notification?
  - o Is it noticeable?
  - o What do you think of the message that pops up?
  - o How would you feel reading the message that pops up?
  - o Would you expect anything else?
- What features would you not use?
- What do you think of the language used on this page?
  - o Easy to understand?
- What do you think of the look and feel?

- Colours?
- Font?
- Images?
- Display?

**RESEARCHER SHARE PAGE 2 ON SCREEN – compare and understand**



Toggle between different views to compare (Last year or Similar HouseHold)

Toggle between different measurements

Number of occupiers we think a customer has in their property and how that can be updated if it's no longer correct.

- What do you think of this page?
- Do you think the information on this page is useful or not?
- What do you like?
- What do you not like?
- What features on this page would you use?
- What features would you not use?
- What do you think of the language used on this page?

- Easy to understand?
- Thoughts on terminology around bottles/monetary/litres? Do you think these are the correct metrics to help people understand water usage?
- Number of occupiers we think a customer has in their property and how that can be updated if it's no longer correct.
  - Is this noticeable
  - Do they understand it?
- What do you think of the look and feel?
  - Colours?
  - Font?
  - Images?
  - Display?
- What do you think of the graph?
- What do you think of being able to make comparisons?
  - Previous years?
    - ♣ Useful?
  - Similar households?
    - ♣ What do you think similar households means?
    - ♣ There's a description of what this means at the bottom – is this enough?
    - ♣ Useful?
- What do you think about the toggling between the years/similar households?
  - Useful?

RESEARCHER SHARE PAGE 3 ON SCREEN – set yourself a water saving goal



You can click in this box and it brings up a limit of 9,000

You can then click select 'set monthly usage' and it amends the graph

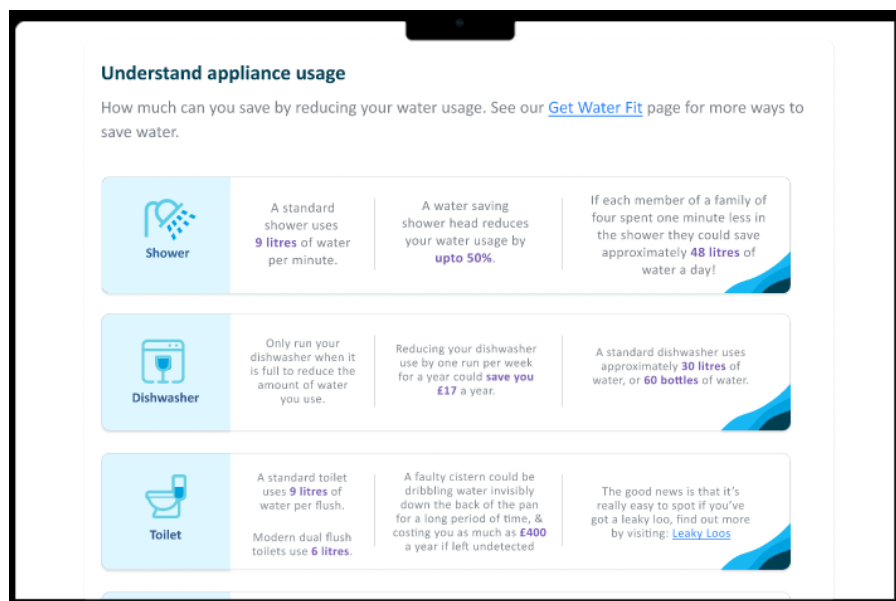
You can click on this again and its changes to 10,000, so you can higher the limit.

To remove figures off, just click the blue button again to reset.

- What do you think of this page?
- Do you think the information on this page is useful or not?
- What do you like?
- What do you not like?
- What features on this page would you use?
- What features would you not use?
- What do you think of the language used on this page?
  - o Easy to understand?
- What do you think of the graph?
- What do you think about being able to set a water saving goal? (*allowing them control to set their own targets and adapt small behaviours/ lifestyle to see if they could use less water*):

- o Likes/dislikes?
  - o Expect to see goal as monthly or daily? Big or small numbers?
  - o How often would you review this?
  - o Would you expect any incentive for reaching your goal? If so, what?
  - o What would you want to see or happen if you did meet your goal? (e.g., push notifications etc.)
  - o What would you want to see or to happen if you did not meet your goal? (e.g., push notifications etc.)
- Overall do you think you know enough to set yourself a water saving goal?

**RESEARCHER SHARE PAGE 4 ON SCREEN – understand appliance usage/water saving tips**



These are static, but the hyper links work i.e. to Leaky Loos, might be useful to have them open and ready if questions are to arise, dependant on time.

- What do you think of this page?
- Do you think the information on this page is useful or not?
- What do you like?
- What do you not like?
- What features on this page would you use?



- What features would you not use?
- What do you think of the language used on this page?
  - o Easy to understand?
- What do you think of the water saving tips?
  - o Are these useful?
    - ♣ Any in particular?
  - o Do these make sense to you?
    - ♣ Do you know if you have a standard shower?
  - o Is there anything else you'd like to know?
  - o What can United Utilities do to keep customers engaged in reviewing these water saving tips over time?
    - ♣ Would you rather see a variety of water saving tips or a focus on one that rotates over time?
    - ♣ What else would you want to see?

## Impact on behaviours (10 minutes)

- Now that you've seen what this tool might look like, do you think this would impact how conscious you are of your personal water usage in any way?
  - o If yes, how?
- **POLL: How likely would you be to be more conscious over the amount of water you use at home as a result of this information/tool?**
  - o **(scale of 1 (not likely at all) – 10 (very likely))**
- Would having access to this make you behave any differently?
  - o If so, how?

- Do you think you'd use this if it was available to you?
  - o If yes, how often?
- Would you recommend it to others?
  - o If yes, why?

## Final poll and close (5 minutes)

- Does anyone have any final thoughts to share?
- Before we close the session, we'd like you to vote in one last poll. **POLL: How likely would you be to use this tool?**
  - o (scale of 1 (not likely at all) – 10 (very likely))
- A member of the team will be in touch in the next few days with your incentive for this session.

Thanks and goodbye.