



# WaterTalk: Wype Product Trials

COMMUNITY MONTH 1  
DISCUSSION GUIDE - VERSION 3

**VERVE**  
Energising Insight

17 JUNE 2022

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## Background & Research Objectives

As part of its efforts to educate customers and prevent sewer blockages due to ‘non-flushable products’, United Utilities is considering a partnership with Wype. Wype is an innovative new gel-based product which, when applied onto toilet paper, works as a sustainable alternative to wet wipes.

In preparing a business case for this, United Utilities wishes to trial the product with a group of existing wet-wipe user customers to understand:

- Current use of moist toilet tissue / feminine/intimate hygiene wipes / baby wipes
  - Inc. use cases and channel/purchase habits
  - Methods of disposal
  - Awareness of issues around disposal
  - Attitudes towards minimising the harm from flushing wipes
- Evaluation of the Wype product over time
  - Experience of initial purchase journey and subsequent communications (high level)
  - Experience of using product as a replacement for existing wipes
- Barriers and enablers to use (including periodic communications from Wype)
  - As a product (does it deliver a satisfactory alternative to current use of wipes)
  - As a purchase (i.e. do current shopping habits ‘get in the way’)
  - In terms of price
  - As a way of reducing impact on the environment
- Whether establishing a partnership might actually reduce the number of unflushables that are put down the toilet.

## Project Timings

Element	Start date	End Date	Responsibility
Project commission	18 <sup>th</sup> May	18 <sup>th</sup> May	UU
Kick-off meeting and briefing with stakeholders	19 <sup>th</sup> May	19 <sup>th</sup> May	UU/ Wype/ Verve
Screeener development	20 <sup>th</sup> May	24 <sup>th</sup> May	Verve
Screeener review	24 <sup>th</sup> May	27 <sup>th</sup> May	UU/Wype
Screeener signed off	30 <sup>th</sup> May	30 <sup>th</sup> May	UU
Respondent recruitment	31 <sup>st</sup> May	8 <sup>th</sup> June	Verve
Discussion guide development ( <i>Briefing groups &amp; Month 1 online diary</i> )	1 <sup>st</sup> June	7 <sup>th</sup> June	Verve

DG review ( <i>Briefing groups &amp; Month 1 online diary</i> )	8 <sup>th</sup> June	15 <sup>th</sup> June	UU/Wype
DG signed off ( <i>Briefing groups &amp; Month 1 online diary</i> )	16 <sup>th</sup> June	16 <sup>th</sup> June	UU
<b>Stage 1: Briefing Discussion Groups</b>	<b>20<sup>th</sup> June</b>	<b>21<sup>st</sup> June</b>	<b>Verve</b>
Wype products sent to participants	22 <sup>nd</sup> June	24 <sup>th</sup> June	Wype
Online Community setup	22 <sup>nd</sup> June	24 <sup>th</sup> June	Verve
<b>Stage 2: 3-month Online Diary Fieldwork</b>	<b>27<sup>th</sup> June</b>	<b>16<sup>th</sup> September</b>	<b>Verve</b>
<b>Stage 3: Wrap Up Discussion Groups</b>	<b>20<sup>th</sup> September</b>	<b>22<sup>nd</sup> September</b>	<b>Verve</b>
Draft report development	23 <sup>rd</sup> September	3 <sup>rd</sup> October	Verve
Report amends	4 <sup>th</sup> October	7 <sup>th</sup> October	UU/ Wype/ Verve
Final report and debrief delivered	10 <sup>th</sup> October	10 <sup>th</sup> October	UU/ Wype/ Verve

## Discussion Flow

- **Wype Diary:** kept open for participants to return to at any time during the fieldwork period with any updates on their Wype experiences
- Week 1:
  - Q1 **Welcome to my world:** a quick intro video or text response introducing themselves and who they live with. Including recap on use of wipes currently: what are they using and in what circumstances. How do they feel about the packaging they come in?
  - Q2 **Disposing of wipes:** How do they dispose of them and how do they feel about this? An opportunity to reflect on the discussion about ‘flushable’ wipes in the briefing groups
  - Q3 **An alternative to wipes:** participants describe how they feel about trying a wipe alternative – are they open to this or hesitant?
  - Q4 **Wype Unboxing:** participants take a video of themselves opening the Wype packaging for the first time, sharing their reactions & how they feel about trying it for the first time.
  - Q5 **My first Wype:** participants to describe their first experience with Wype: where they were, what they were doing, how well the product satisfied their needs etc.
- Week 2:
  - Q1 **Storing my Wype:** participants take photos of where they store their Wype products in the home / on the go, and their thoughts on this. How does it compare with their previous wipes?

- Q2 **Thoughts on comms:** how useful have email communications from Wype been in terms of learning about and using the product? Have they paid attention, or discarded, and why? (*Timed alongside Day 14 Let's Break It Down email*)
- Week 3:
  - Q1 **My Wype moments:** participants describe the key moments when they have been using the product – who in the household has been using it, and what is it about the product that works well in these moments? Are there any downsides?
  - Q2 **Wype vs. other Wet Wipes:** participants explain how Wype compares to their wipe of choice (pros & cons). Have they fully replaced their other wipes or are there times when they resort to conventional wipes?
- Week 4:
  - Q1 **Running low?:** Exploring how much of the product they have left at this point, and intent to stock up on more. What are the reasons they might decide to buy / not buy again? (*Timed alongside Day 28 Running Low email*)
  - Q2 **Buying wipes:** How do they currently buy their wipes of choice, and how might buying Wype work with this? Any concerns about price? Changing purchase habits?

## Discussion Flow

DISCUSSION GUIDE	
TASK DETAILS	TEXT
<b>WEEK 1 – launches 27<sup>th</sup> June</b>	
<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>You should have now ordered (if not already received) your new Wype product, and be ready to enter Stage 2 of our research programme!  <b>Remember: please do NOT open your product packaging until you are instructed to do so on the community!</b></p> <p>Over the next 3 months, we'd like you to use the product and record your experiences here.</p> <p>We will post structured questions for you to answer about your experiences, but we will also have a diary section that will be open for the duration of the trial, which you can add to whenever you wish. So please remember to come back and check in.</p> <p>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. Please note, this is not a test. We're simply interested in what you have to say 😊</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>Please rest assured that all participation will remain confidential and everything you say will be treated with the utmost sensitivity; all reporting will be done anonymously. You will not be required to show your face in any tasks on the community if you do not wish to, and nothing you share as part of the research will be directly attributed back to you. Whilst this is a community, all of your</p>

	<p>posts will be visible by yourself and the research only – no other participants will be able to see what you have posted.</p> <p><b>Remember we are offering £80 Voucher Express voucher for the completion of all tasks and follow-up questions on the community.</b></p> <p>So there's absolutely nothing requiring you to keep participating in this study for the full 3 months, <u>but if you would like to drop out, we may set up a short 15 minute call to understand why – as this is a key part of the research for us! We will adjust your compensation according to the amount you have participated.</u></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><b>Title:</b> Welcome!  <b>Day(s):</b> 0  <b>Allocation:</b> All  <b>Task type:</b>          Welcome activity</p>	<p>Hi everyone, welcome to the community.</p> <p>Over the next 3 months, we'd like you to use the Wype product and record your experiences here!</p> <p><b>Remember: please do NOT open your product packaging until you are instructed to do so on the community!</b></p> <p>We will post structured questions for you to answer about your experiences, but we will also have a diary section that will be open for the duration of the trial, which you can add to whenever you wish.</p> <p>For the first month, we will post questions once a week, that you may complete at your leisure throughout the week. In months 2-3, questions will be posted every 2 weeks.</p> <p>Activities will be posted from today, and the community will close on Friday 23<sup>rd</sup> September. We are offering a <b>£80 Voucher Express voucher</b> for the completion of all tasks and follow-up questions.</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. Please note that we also respect your privacy, and all information you share will be treated with the utmost sensitivity.</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 here and there which we'd like you to respond to. You'll get an email notification if that is the case.</p> <p>Please rest assured that all participation will remain confidential and everything you say will be treated with the utmost sensitivity; all reporting will be done anonymously. You will not be required to show your face in any tasks on the community if you do not wish to, and nothing you share as part of the research will be directly attributed back to you. Whilst this is a community, all of your posts will be visible by yourself and the research only – no other participants will be able to see what you have posted.</p>
<p><b>Title:</b> Welcome to my world  <b>Day</b> 1.1  <b>Allocation:</b> All</p>	<p>To start off, we would like to get to know you a little better.</p> <p>Please introduce yourself</p> <ul style="list-style-type: none"> <li>• Where do you live?</li> <li>• Who do you live with?</li> </ul>

<p><b>Task type:</b> Individual blog</p>	<ul style="list-style-type: none"> <li>• What do you do for work / leisure?</li> <li>• Please also remind us:             <ul style="list-style-type: none"> <li>○ What kind of wet wipes do you currently use, and what do you use them for?</li> <li>○ What brand(s) do you use? Why these brands?</li> <li>○ <b>HOW LONG HAVE YOU BEEN THIS BRAND OF WIPES FOR? WHY?</b></li> <li>○ <b>DOES ANYONE IN YOUR HOUSEHOLD USE THEM? TELL US ABOUT THIS.</b></li> <li>○ What are the key benefits of the wet wipes you use?</li> <li>○ What are the downsides of these wipes?</li> <li>○ How do you feel about the packaging they come in?                 <ul style="list-style-type: none"> <li>▪ Are they easy to use and store? Why/why not?</li> </ul> </li> </ul> </li> </ul> <p>You can either take a short video, or simply write a text response here – either is fine!</p> <p><b>Moderator –</b> Welcome the respondents Explore levels of loyalty with particular wet wipes LISTEN FOR MENTIONS OF PACKAGING MESSAGING E.G. ‘FLUSHABLE’ – TO WHAT EXTENT DOES THAT INFLUENCE THEIR CHOICE?</p>
<p><b>Title:</b> Disposing of wipes <b>Day</b> 1.2 <b>Allocation:</b> All <b>Task type:</b> Individual blog</p>	<p>Now let’s think about disposal of the wipes you use:</p> <ul style="list-style-type: none"> <li>• Tell us about the ways you might dispose of wipes in your household</li> <li>• Does this differ depending on the moment? Why?</li> <li>• Does this differ depending on the type of wipe? Why?</li> </ul> <p>Now, everyone was recruited for this research because you previously indicated that you flush some form of wet wipe down the toilet.</p> <ul style="list-style-type: none"> <li>• In what scenarios might you flush a wet wipe down the toilet? What types of wipes?</li> <li>• Remind me: have you ever tried to avoid flushing wipes down the toilet in the past? Tell me about this – how easy / difficult was it?</li> <li>• How do you feel about flushing wipes now, since the discussion we had in the briefing group?</li> </ul> <p><b>Moderator –</b> Listen for reflections on the news that flushable wipes aren’t really flushable &amp; probe – how does that influence motivation to switch?</p>
<p><b>Title:</b> An alternative to wipes <b>Day</b> 1.3 <b>Allocation:</b> All <b>Task type:</b> Individual blog</p>	<p>Thanks for sharing your thoughts on the wipes you currently use! Before we get you to open your new product, please let us know:</p> <ul style="list-style-type: none"> <li>• How do you feel about switching to an alternative to wet wipes? Is this something you feel motivated to do, or are you hesitant? Why?</li> <li>• Did you look at any information on the Wype website? If so, what did you think of what you read?</li> <li>• Have you received the new product yet?</li> </ul> <p><b>Moderator –</b> Listen for reflections on the news that flushable wipes aren’t really flushable &amp; probe – how does that influence motivation to switch? If product hasn’t arrived yet – check on the status</p>
<p><b>Title:</b> Wype Unboxing <b>Day</b> 1.4 <b>Allocation:</b> All</p>	<p>Great! Now is the moment you’ve been waiting for – we’d like you to open your product!</p>

<p><b>Task type:</b> Individual blog (video)</p>	<p>We'd love it if you could take a video of yourself opening the package, and telling us your initial reactions. Remember it's totally up to you whether you want to show your face in the video or not, but please at least show the product and talk through your thoughts. Key things we'd like you to cover in your video:</p> <ul style="list-style-type: none"> <li>• What are your initial thoughts?</li> <li>• How do you feel about the packaging &amp; product information provided? Is it clear?</li> <li>• How do you feel about the look of the product itself?</li> <li>• What do you expect it to be like to use?</li> <li>• Where do you think you will store the product?</li> <li>• How do you feel about trying the product for the first time? Are you excited? Hesitant? Why?</li> </ul> <p><b>Moderator:</b> Probe to understand initial packaging feedback – what do they think of the box, contents, how helpful are the instructions, thoughts on tone of voice etc. Understand initial emotions towards the product How do you think you will use the product? Who in the household do you think will use this? What do you expect the strengths of the product to be? What about the weaknesses?</p>
<p><b>Title:</b> My first Wype <b>Day</b> 1.5 <b>Allocation:</b> All <b>Task type:</b> Individual blog</p>	<p>Now you've opened your Wype product, we'd like you to tell us about your first experience using Wype. As soon as possible after using the product for the first time, please come back here and tell us about it!</p> <ul style="list-style-type: none"> <li>• Please describe your first experience with the new product:             <ul style="list-style-type: none"> <li>○ Set the scene: where were you? What were you doing? What time of day? Etc.</li> <li>○ What made you decide to use Wype in this moment (other than the research trial)? What made you think this might be a good moment?</li> <li>○ What were you hoping to get from the product in this moment? Did it deliver?</li> <li>○ How easy or difficult was it to use? Tell me about this</li> <li>○ How likely do you think you would be to keep using this product, based on this initial experience? Why?</li> </ul> </li> </ul> <p><b>Moderator:</b> Is this a typical moment that you would use this kind of product? Any other moments you think would be worth mentioning? Do you think this will replace all wipe moments How did it compare with your expectations of the product performance How did it compare with the performance of other wipe products?</p>

	<p>How did using the product make you feel (listen for any mentions of 'less guilty'/'more conscious' &amp; probe)          Did anything go wrong?          Any learnings / takeaways for next time you use it?</p>
<p><b>Title:</b> My Wype Diary  <b>Day</b> 1.6  <b>Allocation:</b> All  <b>Task type:</b>          Individual blog</p>	<p>Great! Now we have created a Diary area for you to come back to at any point during the 3 month trial period.</p> <p>You don't need to record an entry for every time you use the product, but whenever something new, interesting or notable happens – we'd love to hear about it!</p> <p>Perhaps you used it in a new occasion you haven't mentioned before, maybe another household member used it and would like to share their experience, it could be that the product surprised you in some way (for better or for worse!), or that you've learned a tip/trick for using the product better than you'd like to share... The possibilities are endless!</p> <p>If you haven't been using the product, please let us know that here as well (and don't forget to explain why!)</p> <p>We'd love it if you could come back here and post <b>at least 5 diary entries</b> over the next 3 months.</p> <p><b>See you soon!</b></p> <p><b>Moderator:</b>          Probe for more details about the diary entry, e.g.          How does this make you feel about the product now?          What would you say are the biggest strengths / weaknesses of the product?</p>
<p><b>WEEK 2 – launches 4th July</b></p>	
<p><b>Title:</b> Storing my Wype  <b>Day:</b> 2.1  <b>Allocation:</b> All  <b>Task type:</b>          Individual blog</p>	<p>Welcome to Week 2 of the community!</p> <p>For our first task of this week, we'd love to know about how you store your new Wype product.</p> <p>Please take a photo of where you typically keep your Wype products, then tell us about it (if you keep your products in different locations, please take a picture of both locations &amp; explain each):</p> <ul style="list-style-type: none"> <li>• Tell us about this location – where is it?</li> <li>• Why do you keep the product here?</li> <li>• How does this compare to your existing wipe products?</li> <li>• Is there anywhere else you think would be a better location to keep the product?</li> </ul> <p>Have you taken your Wype out and about with you? If so, please tell us about this.</p> <p><b>Moderator:</b>          What are the pros and cons of keeping your Wype here?</p>



	<p>If kept in the same spot as other wipes: has Wype replaced your other wipes, or do you interchange between the products? How is this decided? Notice if anyone keeps in a bag to take on the go &amp; probe</p>
<p><b>Title:</b> Thoughts on Wype comms <b>Day:</b> 2.2 <b>Allocation:</b> All <b>Task type:</b> Individual blog</p>	<p>Great to see where you store your Wype – thanks for sharing!</p> <p>Next we'd like to understand what you think of the emails &amp; text messages you have received from Wype since ordering &amp; receiving the product:</p> <ul style="list-style-type: none"> <li>• Have you read the emails / text messages from Wype? (Please be honest!)</li> <li>• What are the key takeaways you have got from the Wype emails / text messages so far? What are they trying to tell you?</li> <li>• How useful, if at all, have you found the information in these emails / messages?</li> <li>• What do you like about them?</li> <li>• And what don't you like so much?</li> <li>• And finally, have the emails / text messages from Wype influenced the way you use the products in any way?</li> </ul> <p><b>Moderator:</b> <i>Participants should have received Day 1 (Thank you), Day 7 (Have you Wyped Yet) &amp; Day 14 (Let's Break It Down) email</i> How do you feel about the tone of the emails? What about the frequency in which you are receiving these emails / texts? Do the emails / texts make people use the product more/less/differently? Probe</p>
<p><b>WEEK 3 – launches 11<sup>th</sup> July</b></p>	
<p><b>Title:</b> My Wype Moments <b>Day:</b> 3.1 <b>Allocation:</b> All <b>Task type:</b> Individual blog</p>	<p>Welcome back to Week 3 of the community!</p> <p>Now you've been using your Wype product for 3 weeks and are more familiar with the product, we'd like to understand a little more about the key moments that you / your household use the product in. For each key moment, please tell us:</p> <ul style="list-style-type: none"> <li>• Set the scene: Who is using? Where? When? What is going on?</li> <li>• Why choose Wype in this moment?</li> <li>• What is it about Wype that works well in this moment?</li> <li>• Are there any downsides to using Wype in this moment?</li> </ul> <p>Are there any other usage occasions that you haven't tried yet but think Wype might be good for? Tell us about them! Why do you think Wype would work in this occasion? <i>(And if you do end up trying it, be sure to check in to your 'Wype Diary' to tell us all about your experience!)</i></p> <p><b>Moderator:</b> Listen for on the go / toddler training Are people using the product for non-toilet related occasions?</p>

	How important
<p><b>Title:</b> Wype vs other wet wipes  <b>Day:</b> 3.2  <b>Allocation:</b> All  <b>Task type:</b> Individual blog</p>	<p>Next, let's think about how the new Wype product compares to your usual brand of wet wipes:</p> <ul style="list-style-type: none"> <li>• What are the <u>pros</u> of using Wype compared to your typical wet wipe brand? Why?</li> <li>• What are the <u>cons</u> of using Wype compared to your typical wet wipe brand? Why?</li> <li>• How do the usage occasions compare? <ul style="list-style-type: none"> <li>○ Have you replaced all previous wet wipe occasions, or are there any moments when wet wipes can't be replaced? Why?</li> </ul> </li> </ul> <p><b>Moderator:</b>  How do you feel about flushing Wype down the toilet?  Listen for attitudes towards flushing wipes down the toilet – have they changed throughout this research?  What's more important to you: environmental considerations or convenience / ease of use? To what extent do the environmental benefits of Wype outweigh any downsides to using the product?</p>
<p><b>WEEK 4 – launches 18<sup>th</sup> July</b></p>	
<p><b>Title:</b> Running Low?  <b>Day:</b> 4.1  <b>Allocation:</b> All  <b>Task type:</b> Individual blog</p>	<p>Welcome back to Week 4 of the community!</p> <p>By now, you should now have received an email from Wype called 'Running Low?' (or you will be receiving it this week). This week I'd like us to think about what you might do when you begin to run low on Wype:</p> <ul style="list-style-type: none"> <li>• How much of the product do you have left at this point? How can you tell?</li> <li>• What do you think of the 'Running Low' email? Is it helpful?</li> <li>• When it's time, how likely do you think you would be to buy more? <ul style="list-style-type: none"> <li>○ What are the reasons that you might decide to buy more Wype?</li> <li>○ What are the reasons that you might decide <u>not</u> to buy any more?</li> </ul> </li> </ul> <p><b>Moderator:</b>  <i>Participants should have received Day 28 (Running Low) email</i>  Do you have any concerns about buying Wype? E.g. price? Availability / location  How useful is the email in prompting you to think about stocking up? Is it convincing? Annoying?  How accurate is the timing of the Running Low email?</p>
<p><b>Title:</b> Buying wipes  <b>Day:</b> 4.2  <b>Allocation:</b> All  <b>Task type:</b> Individual blog</p>	<p>Now we've started thinking about buying Wype, I'd like to know a little more about where you would buy your usual brand of wet wipes:</p> <ul style="list-style-type: none"> <li>• Where would you typically buy your wet wipe brand of choice? (e.g. supermarket, online, corner shop etc.?) Why?</li> </ul>

	<ul style="list-style-type: none"><li>• How often would you typically buy these wet wipes?</li><li>• Do you know how much your typical wet wipes cost?</li></ul> <p>Now let's think about buying Wype:</p> <ul style="list-style-type: none"><li>• How do you imagine the Wype buying routine would compare to your existing wipe purchase habits?</li><li>• How do you think they compare in terms of convenience? How about price?</li><li>• What do you think about the price of Wype products? Is this a price you would feel comfortable paying in future for a product like this?<ul style="list-style-type: none"><li>○ Think about how much use you have got out of the initial order and how the cost compares to buying other wipes – how does it compare?</li></ul></li><li>• Do you have any concerns about stocking up on Wype?</li></ul> <p><b>Moderator:</b> Explore how likely customers might be to switch to purchasing Wype in the long term Would they be switching one for the other, or buying Wype on top of other wipes?</p>