

9683

Water blend comms

Focus Group Discussion Guide (45-60 mins)

(Reconvened GROUP – 8 participants)

(I) Introduction	5 mins
Brief explanation of the purpose of the research	<p><i>Moderator to explain the nature of the research;</i></p> <ul style="list-style-type: none"> • Thank you for joining us again! • Just as a reminder, I work for a company called DJS Research, we are an independent market research company and today we are working on behalf of United Utilities • Today we'll be taking a quick look at some updated letters of the type that you saw in your focus groups. <p><i>Moderator to reassure respondents about confidentiality / GDPR compliance</i></p> <ul style="list-style-type: none"> • Feedback will be summarised into a report along with other research, we won't pass names/specific details of who we have spoken to back to our client • There are no right and wrong answers; we are just interested in your views, opinions and ideas. • Brief explanation about audio/video recording information (as appropriate) – we may use anonymised quotes &/or video clips in our report to illustrate the research findings for our client, but these will not be attributed to your personally. • Introduce any client observers
Introductions	<p><i>Moderator to invite respondent(s) to introduce themselves;</i></p> <ul style="list-style-type: none"> • Firstly, as many of you will not have met each other yet, let's do some introductions! I'm (MODERATOR NAME) from DJS Research and I'll be leading tonight's discussion. • Introduce any client observers • Please could you now introduce yourselves, giving your name, where you live, and who you live with.

(II) Water blend changes	15 mins
Introduce UU Materials	<p><i>[Moderator show relevant change letter]</i></p> <p>So to remind you all, you gave United Utilities feedback on some letters they'd mocked up to inform customers of a water supply change. They have mocked up a new letter which you can now see on your screen. As before, I want you to imagine that you have received this letter yourself.</p> <p>We've also put a version of the letter in the chat, so that you can view it on your screen a little more easily, if you'd prefer.</p> <p>I would like you to give the letter a full read through. After which, I will have a few questions for you.</p> <p><i>[Allow a minute for participants to read through letter – please assist anyone struggling to read the letter]</i></p> <ul style="list-style-type: none"> • I'd like you to complete the following sentence, "after reading this letter I feel [xxx]" <ul style="list-style-type: none"> ○ Why do you say that?

- [If annoyed or upset] Is it something that you would want to speak to United Utilities about?
- If you received a letter like this one, what do you think you'd do? If anything?
 - Why?
- *[If not covered above]* Do you think that you'd feel motivated to speak to anyone or look for more information?
 - *[If speak to someone]* Who would you speak to?
 - (P) Speak to friends and family? Social media? Research online? Contact United Utilities? Something else? [If any Health Vulnerable in attendance] medical professional or information source?
 - Why?
 - *[If speak look for more information]* Where would you look for more information?
 - (P) Google, Ofwat, UU website, call UU, elsewhere
 - Why would you choose this source?
 - What information would you be looking for?
- Do you think you would contact or consider contacting United Utilities about it?
 - What would lead you to contact United Utilities?
 - [If mentions of 'water turn out to be worse than promised/expected'] what do you mean by 'worse than expected'?
 - What would you hope to achieve by contacting United Utilities?
 - What would be a successful outcome?
 - (P) Reassurance, practical advice about filtering/softening, etc
- How does this letter compare to the version that you saw last time in your groups?
 - *[If absolutely necessary, share the previous version of the letter, but try to avoid this if possible]*
 - How is it different?
 - How is it similar?
 - Are there any ways in which it's better?
 - Are there any ways in which it's worse?
 - Overall, what difference do these changes make to you as a recipient, if any?
 - Do you feel that it addresses the important recommendations that your group made?
 - What are your thoughts on the role of the person who has signed off the letter? Is this the right person (moderator explain that it would be the business lead in their region)? If not, who should it be?

Moderator show FAQs asking them to focus on the headings rather than the detail

- In the previous sessions, customers asked that United Utilities develop an FAQs for the website. Please spend a minute reading this and let me know your thoughts?
- Is there anything missing you'd like to see here?
- Would you visit the website for any of this information? Which?

(III) BehSci feedback	35 mins
<p>Reaction to the content</p>	<p>As you did in the in-person groups, we're going to assess the letter as a group. However, this time, we're not going to split into separate groups, we're going to remain as one group.</p> <p>Firstly, we're going to look at the letter from the perspective of how easy it is to understand and how easy it is to find the key information</p> <p>MODERATOR RUN THROUGH THE 4 POINTS BELOW PROBING INTO REASONS. SPEND UP TO 10 MINS ON THIS DISCUSSION:</p> <ul style="list-style-type: none"> • Easy to find the important information or difficult? • Clear or unclear? • Informative or lacking detail? <p>Next, we're going to discuss how convincing a case the letter makes and how trustworthy it feels.</p> <p>MODERATOR RUN THROUGH THE 4 POINTS BELOW PROBING INTO REASONS. SPEND UP TO 10 MINS ON THIS DISCUSSION:</p> <ul style="list-style-type: none"> • Makes a good case for the changes or fails to do this? • Is reassuring or concerning? • Feels trustworthy or untrustworthy? • Makes you confident that your water will remain safe or will become unsafe?
<p>Testing against the BehSci levers</p>	<p>For this last section, I'm going to put to you a few statements that someone might say in reaction to reading this letter.</p> <p>For each, I want to get a sense of whether you agree with the statement as well as why/why not?</p> <p><i>[If one or more topics have been adequately covered in the conversation so far, skip that statement]</i></p> <ul style="list-style-type: none"> • This letter feel like it comes from a source that I can trust to be doing the right thing (messenger) • This letter gives me confidence that United Utilities will manage this project well (messenger) • This letter make me worry that I'll be losing something that I value (loss) • This letter suggests that I'll benefit from the changes in the long run (gains) • I'm reassured that I wouldn't be the only one receiving this letter (messenger) • The way the letter is laid out makes it clear what the important information is (salience) • I feel reassured by the letter (affect) • I'm confident that I would know what to expect, having read the letter (expectation) • The letter reassures me that the changes to my water won't be too bad (expectation) • The letter gives me a good feeling for why the changes are happening (transparency) • The letter gives me a good feeling for what the changes actually are (transparency)

(IV) Sum up	5 mins
Final thoughts	<ul style="list-style-type: none">• To what extent, if at all, has your view of United Utilities changed as a result of taking part in this research?• Are there any final thoughts or questions you have about water blend changes that you would like to put to United Utilities?

Thank & Close