

United Utilities WaterTalk

JOB NUMBER: 4307

PROJECT:
Household Charging
Pop-Up Community

DISCUSSION GUIDE VERSION: 5.0

DATE:
23/07/2020

This guide is intended to be fluid, and flow will be partly determined by individual respondents on the day.



Pop-Up Community - Core Objectives

- Understand typical queries members have regarding their water charges when reviewing their billing statement
- Gather views and perceptions of the Household Charging Document overall, and what information is most useful to them
- Gauge member's awareness of the Household Charging Document and whether they are able to locate it on the website
- Explore feedback on: language, relevance, tone of voice, content, format and flow of document, understanding of charges, pain points and reactions to potential improvements

Sample specifications

- X25 members to take part in a three-day pop up community via Further
- Participants will be allocated to c.5 groups, with designated sections of the document to review
- Coverage across gender, age, family and working status, income, literacy and metered vs unmetered

Discussion guide

Task details	Text
<p>Title: Welcome! Day(s): 0 Allocation: N/A Task type: Welcome screen as they login</p>	<p>Hi everyone and welcome to your new community!</p> <p>There will be three days' worth of activities, posted between Thursday 30th July and Monday 3rd August</p> <p><i>Remember we are offering £50 Voucher Express voucher for the completion of all tasks and follow-up questions.</i></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. NOTE: 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>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>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 which we'd like you to respond to. You'll get an email notification if that is the case.</p>
<p>Title: Welcome! Day(s): 0 Allocation: All Task type: Welcome activity</p>	<p>Hi everyone, welcome to the community.</p> <p>Over the next couple of days, we will be asking for your feedback on communications and guides to help you understand our services and charges in more detail.</p> <p>There will be three days' worth of activity, posted from today to Monday 3rd August. We are offering a £50 Voucher Express voucher 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.</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>Title: Getting to know you Day 1.1 Allocation: All Task type: Individual blog</p>	<p>To start off, we would like to get to know you a little better.</p> <ul style="list-style-type: none"> • Please introduce yourself, where you live, who do you live with, and what do you do for work / leisure. • How long have you been with United Utilities and how has your experience been with them so far? • How much water do you tend to use at home and how has this changed over the last few months? <p>Moderator –</p> <ul style="list-style-type: none"> • Have you been in touch with United Utilities for any reason? • How did you find the experience?
<p>Title: Best practice examples of bills Day 1.2 Allocation: All Task type: Individual blog</p>	<p>Thinking about the bills you regularly receive or have received from any company.</p> <ul style="list-style-type: none"> • Are there any bills that you think are really clear and easy to understand? What was it about the statement that made it really easy to understand? • Are there any examples of bills that you find difficult to understand, and why? <p>We'd particularly like you to think about the language used, information included and the layout here. It would be great if you could upload any examples you have (with your personal information covered)</p> <p>Probe: <i>Clarity, language, tone of voice, layout</i></p>
<p>Title: Understanding household charges and information sources Day 1.3 Allocation: All Task type: Individual blog</p>	<p>We would now like you to think about United Utilities and their water bills.</p> <ul style="list-style-type: none"> • When do you tend to receive your United Utilities' water bill and how do you typically pay for it? • Do you review your water bill at all, and if so, roughly how long do you spend reading it? • What are the main things you look out for when reviewing your water bill? • Is there anything you don't understand about your water bill, or any questions about your statement? Where did you go to find out information, and why? • Have you ever looked in the United Utilities website to find out about your bill or the charges? If so what are your thoughts on what you found? • Do you understand how the water charges are calculated? • Where would you look for information if you had any questions about your bill or how your charges are calculated? <p>Moderator – If unanswered, please ask:</p> <ul style="list-style-type: none"> • Have you previously had any issues with your water bill, or questions about your statement? Where did you go to find out information, and why? • How was the process of finding information about your water bill?

<p>Title: Introducing the household charging document Day 1.4 Allocation: All Task type: Individual blog</p>	<p>Thanks for your answers so far, this will be your final activity for Day 1 although it is slightly more involved!</p> <p>Here is a link to a document called Household Charges 2020/21. We would like you to click on the link and spend some looking through it. Please imagine you had a question about your bill or wanted to check something about your services. Please spend as long as you think you would spend looking through the document and then answer the questions below.</p> <ul style="list-style-type: none"> • If you were to describe this document to a friend, what would you tell them about it? • Who do you think this document is aimed at? • When do you think you would look at or use this document, if at all? • What does this document tell you about United Utilities? • Just reviewing the contents page, what are your thoughts on the topics included? Does the list feel comprehensive, and is there anything else you would expect to be included? <p>Moderator – Probe for reaction to:</p> <ul style="list-style-type: none"> • What do you like about the document? • What could be improved about the document? • What would make it easier to use? • Topline information on tone, styling, language used, layout, ease of finding information, use of pictures, ease of understanding, appeal of reading the document
<p>Title: Section Deep Dive Day: 2.1 Allocation: A, B, C, D, E Task type: Individual blog</p>	<p>Welcome to Day 2 of the community! Today we'd like to understand more about your thoughts on the household charging document. Let's start with a short task!</p> <p>We'd like you to imagine that you had the following query, and that you wanted to understand as much as you can about it..</p> <p>Starting with the contents page, please try and answer this query to your satisfaction using the charges document.</p> <p>Once you've finished, please write a short description of what you found out here. Remember, there are no right or wrong answers here – we simply want to see what you took from the guide.</p> <p>Please include the page numbers you have reviewed. And if you needed to consult any other sources of information aside from this document, what were they?</p> <p>Query options:</p>

	<ul style="list-style-type: none"> • A1 – How are your water charges calculated if you do not have a water meter? What are the charges made up of and what determines the amount you pay? • A2 – How are your water charges calculated if you have a meter? What are the charges made up of and what determines the amount you pay? What would be the options open to you if you did not think your meter was giving you an accurate picture of your consumption? • B – What help is there if you required additional support due to age, ill health or disability? What are some of the different types of services available? • C – What would you need to do if you were carrying out some home improvements and needed to move your water meter to a new location? What are the options open to you i.e. who is able to relocate the meter and what are the stages involved? • D – What support is available if you were struggling to pay your water bill? What are the different conditions under which you would be eligible for help?
<p>Title: The tone of voice and the language Day: 2.2 Allocation: A, B, C, D, E</p> <p>Task type: Individual blog</p>	<p>Thinking about the pages of the household charging document you've just read:</p> <ul style="list-style-type: none"> • How easy was the information to find? • How did you move around the document? E.g. scrolling through the pages, using the word search function, using the clickable links • Did you realise that each section in the contents page was a clickable link that takes you straight to the appropriate section? • How well did the document answer the query you were set? Was there any information missing, or aspects that you think would need further clarification? • Please take a look at the full 'charging schedule' on pages 46 – 49. How well does this communicate the range of ways in which water and sewerage services are charged for? How easy it otherwise is it to understand the basis of how your water is charged for? <p>We'd like you to look at the remainder of the section of the document you were looking at, and think about how all of the information related to your 'query' has been presented. For your query, this will be pages XX-XX. Please answer the following questions in terms of how well the document helped your with your query and also how related information is presented:</p> <ul style="list-style-type: none"> • How easy were the pages to understand? Think about the language and tone when answering and please provide some examples of what you think works well and less well. • What do you think of the language that is used to explain the topic?

	<ul style="list-style-type: none"> • To what extent did you find the document interesting? Does it make you want to read more as you are reading why/ why not? • Does it leave you with any questions? Is there anything else you would like to know that the document doesn't tell you? <p>Please included any screenshots or examples when answering</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Does the language feel appropriate for your level of understanding? • Could the information / language be improved or explained better in any way? • How confident would you feel using this guide to answer your query? <p>Probe: <i>Clarity, language, tone of voice</i> Probe: <i>Specific points where clarification is required</i></p>
<p>Title: The design and layout Day: 2.3 Allocation: A, B, C, D, E</p> <p>Task type: Individual blog</p>	<p>Now we want to know what you think of the visuals, the design and the general layout. So please tell us:</p> <ul style="list-style-type: none"> • What do you think of the design of the guide? • What do you think of the layout (e.g. pages, text, images)? • Are there any elements of the design which you find explain a concept particularly well? If so, what are they and why? • Are there any elements of the design/ layout/ format which you found challenging to understand? If so what are they and why? • How well does the information in the guide “flow” from beginning to end? Why? <p>Please included any screenshots or examples when answering</p> <p>That's it for today, come back on Monday for the final day of activities</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Could the design be improved in any way? E.g. use of bullets, paragraphs headlines, fonts, images used. <p>Listen & probe: <i>If there are any points they feel the design detracts from the meaning or is confusing. Conversely if there are any points where it is particularly well designed</i></p> <p>Probe: <i>Are there any tables or visualisations that require further explanation?</i></p>
<p>Title: Overview of the household charging document Day: 3.1 Allocation: All</p>	<p>Welcome back to your final day of activities, and thank you for all your work so far – we know there has been a lot to take in and comment on.</p> <p>The community will now remain open until 6pm on Tuesday 4th August, to give you time to catch up on any activities. Please make sure all activities are complete by then.</p>

<p>Task type: Individual blog</p>	<p>We'd first like you to reflect briefly on the overall charging document that we've been discussing, before we show you some potential improvements.</p> <p>So, looking at the entire document as a whole:</p> <ul style="list-style-type: none"> • Does the guide feel comprehensive enough to cover any queries you may have regarding your water bill charges? What sections feel most relevant to you, or something you could imagine needing to know? • Was there any information missing, or aspects that you think could be more user-friendly? • In what way could the guide be made more user friendly? • Is there anything specific you have seen that you would like to see on the website? <p>Probe: <i>Quality of information, type of information, relevance to them, confidence using the guide</i></p> <p>Probe: <i>Do these guides actually help them to understand what the charges are? Would they help them should they have a query?</i></p> <p>Probe: <i>How could the guide be more user friendly? If mentioned, discuss use of videos, FAQ sheets, different visual stimuli or use of imagery.</i></p>
<p>Title: Potential improvements Contents Page Day: 3.2 Allocation: All Task type: Individual blog</p>	<p>Next we'd like to show you what a potential new 'Contents' page might look like. Please note that the sections would be clickable and would then take you straight to the desired section.</p> <p>STIMULUS = Contents image.png</p> <ul style="list-style-type: none"> • What are your first impressions of this page? How clear is the information on it? • Does it feel like the content headers would help you find the information you would be looking for? • How does this page compare to the current household charges document? How do the descriptions of each section in the new document compare to the old ones? Are they easier or more difficult to understand? • Do you think it would be easier or more difficult to navigate to the section relevant to you? • Is there anything you might change about either the design or wording? <p>Probe if unanswered: How would you improve either the design or wording?</p> <p>Probe: Flow, navigation and layout of page</p>
<p>Title: Potential improvements FAQ Day: 3.3 Allocation: All Task type: Individual blog</p>	<p>Next we'd like to show you what a potential new 'Frequently Asked Questions (FAQ)' page might look like. Just to make you aware that this is a work in progress and the FAQ are not currently complete</p> <p>STIMULUS = FAQ image.png</p>

	<ul style="list-style-type: none"> • What are your first impressions of this page? How clear is the information on it? • Are there any other questions you would like to see on this page? • Would you like to see this FAQ on the website at all? • Any other comments or improvements? <p>Probe if unanswered: Is there any other information you would like to see on this page that's not there currently?</p> <p>Probe if unanswered: How would you improve either the design or wording?</p>
<p>Title: Potential improvements New Design Day: 3.4 Allocation: All Task type: Individual blog</p>	<p>We'd now like to show you a new design for one of the sections. The image shows the current 'unmeasured charges' section alongside a new design (this is a work in progress).</p> <p>STIMULUS (unmeasured customers only) = Compare unmeasured sections.png STIMULUS (measured customers only) = Compare measure sections.png</p> <ul style="list-style-type: none"> • What are your first impressions of the new design compared to the current design? • Does it help you to read and understand the content more easily? • What else could be done to help make this section more customer friendly? • Would more pictures or visual help to understand this information better? What could they look like? <p>Probe if unanswered: In what way does the new design help to make the information easier to digest?</p> <p>Probe if unanswered: What other specific changes or improvements could be made to the design?</p>
<p>Title: The Infographic Day: 3.5 Allocation: All Task type: Individual blog</p>	<p>Finally, before we wrap up, we'd like to show you an 'infographic' that shows you how the water and sewerage charges you pay are used by United Utilities (please bear in mind the figures quoted are for an average bill – yours may be slightly higher or lower).</p> <p>STIMULUS = Infographic.png</p> <ul style="list-style-type: none"> • What are your first impressions of the information you can see here? • Is this useful or interesting information? Why? Why not? • Does it make you feel any different about the water and sewerage charges you pay? • Should United Utilities show this information? Is there anything missing? • Where would you like to see this information? <ul style="list-style-type: none"> ○ On the United Utilities website? ○ On your bill? ○ In the charging document that you have reviewed?

	<p>Probe if unanswered: In what way is the infographic helpful or otherwise?</p> <p>Probe if unanswered: Is there anything missing from the document that would help people understand their charges better?</p>
<p>Title: Summary and attitudes towards United Utilities Day: 3.4 Allocation: All Task type: Individual blog</p>	<p>Welcome to your final activity! We would love you to sum up your final thoughts on the household charging document. In particular thinking about the following:</p> <ul style="list-style-type: none"> • Imagine you were meeting with the team at United Utilities, what would your top 3-5 recommendations be, and why? Please think about both the information provided and the layout when giving your answer • How does the guide make you feel about United Utilities as a brand? And why? <p>Once you have completed those tasks, that is it. Thank you again for your input over the last few days!</p>