

Fieldnotes guide

Title: 7142 UU Water usage Ethnographic

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Client: United Utilities - Shy Sharma

Version: 1

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INTERNAL TASK NOTES

<p>Name of Project for Research <i>(i.e. the internal facing project name)</i></p>	<ul style="list-style-type: none"> 7142 UU Water usage Ethnographic
<p>Name of Project for Participants <i>(i.e. the external facing project name)</i></p>	<ul style="list-style-type: none"> United Utilities Diary Task
<p>Incentives <i>(e.g. how much per person, sliding scale)</i></p>	<ul style="list-style-type: none"> £200 for completing all the tasks
<p>Contact Info <i>(i.e. community inbox, lead moderator)</i></p>	<ul style="list-style-type: none"> TBC
<p>Logo to use <i>(i.e. community, JtD, brand logo)</i></p>	 <p>Water for the North West</p>
<p>Landing Page image <i>(i.e. what is the main image you want associated to the project)</i></p>	 <p>P:\7100-7149 proposals\7142 United Utilities Water Usage Ethno\Community Setup\Site Design\FN image.jpeg</p>
<p>Button / Accent Colour <i>(i.e. what colour do you want the supporting fonts to be)</i></p>	<ul style="list-style-type: none"> Black
<p>Participant Language</p>	<ul style="list-style-type: none"> English
<p>Moderator(s) Email</p>	

<i>(i.e. Research colleagues who need moderator access)</i>	
Project viewer(s) Email <i>(i.e. Stakeholders who need client access)</i>	

Recruitment Email #1 (confirm and consent form)

Email subject: You've been selected to take part!

Email header: We'd love to hear more about you in our diary task

Email content:

Hi <username>,

I'm pleased to tell you that you have been chosen to take part in our diary task project.

You mentioned in our previous survey that you were happy to take part in a study which records how you and your household use water.

Your feedback will be used to inform the decisions made by United Utilities over the next few years.

To confirm, you have signed up to the following over the next 4 weeks:

- You will download a free app (Field Notes) to your smartphone/tablet, and use this to tell us about yourself, your lifestyle and your usage of water in a series of tasks.
- We will provide you with instructions and questions over the next few weeks. Your answers will be a combination of video uploads, written text and possibly mini-surveys. The tasks will all take place on the app. It's really easy and fun to use!

As a thank you for completing all the activities you will receive **£200** paid by PayPal, which is paid within 5 days of the closing of the exercise. You will need to do **all** the activities in order to receive the amount.

We need you to confirm you are happy to take part by:

- **replying to this email by Tuesday 11th August**
- **complete and sign the attached consent form and post or scan and email back to us (franky.oakes@insites-consulting.com) no later than Wednesday 12th August.**

If we don't hear from you by then we will ask someone else to join us in your place.

If you have any questions, then please get in touch and we will be happy to help.

Thanks very much, we're really excited to hear about your experience!

Franky

Project Manager, Join the Dots Insites Consulting

Franky.oakes@insites-consulting.com

Recruitment Email #2 (login details and first task)

Email subject: Let's get started - Your diary task login details

Email header: Let's get started!

Email content:

Hi <username>,

Thank you for volunteering to take part in our exciting new diary task project for United Utilities.

To confirm, you have signed up to the following over the next 4 weeks:

- You will download a free app (Field Notes) to your smartphone/tablet, and use this to tell us about yourself, your lifestyle and your usage of water in a series of tasks.
- We will provide you with instructions and questions over the next few weeks. Your answers will be a combination of video uploads, written text and possibly mini-surveys. The tasks will all take place on the app. It's really easy and fun to use!

To get started, download the latest version of the FieldNotes app to your phone:

Android: [\\$GOOGLEPLAY_LINK](#)

iOS: [\\$APPSTORE_LINK](#)

Once you have downloaded the app, please log in with your email and password (see below). This password will last for 5 days, and can only be used once – you can request another password if needed.

- Email: [\\$EMAIL](#)
- Password: [\\$INVITECODE](#)

All the information about how to use the app will be there for you, along with a task list that we will update each day.

Your first task is all ready for you to take part in!

If you have any questions, then please get in touch and we will be happy to help.

Thanks very much, we're really excited to hear about your experience!

Franky


Project Manager, Join the Dots Insites Consulting

Task List


Task list introduction:	<p>Welcome to the research project!</p> <p>Over the next few weeks we are going to ask you to complete a series of activities and missions.</p> <p>Once you've read through each task and are ready to complete it, choose the type of response that each task specifies (video, photo or note) and follow the prompts on screen.</p> <p>When recording videos, please keep the following in mind:</p> <ul style="list-style-type: none">• Record your video in landscape mode• Make sure lighting is good (e.g. don't stand with the sun behind you)• Try and avoid as much background noise as possible• Please don't include other family members in any videos you record <p>There's a deadline for each task which you'll be able to see on the individual task page. We've also included a spare page called "Other thoughts" where you can include anything else you would like during the next few weeks.</p> <p>You've got until Monday 7th September to complete all your missions (which you need to do to qualify for your incentive), and share your thoughts. We can't wait to hear from you!</p>
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Task 1

<p>Task title</p>	<p>Task 1 – Nice to meet you!</p>
<p>Task description</p>	<p>For your first task we'd like to get to know a bit about you, so would love it if you could record a couple of short videos for us!</p> <p>In your first video, we'd like you to tell us a bit about yourself and a bit about your attitude to water. In particular, we'd love to hear about:</p> <p>A bit about you:</p> <ul style="list-style-type: none"> • Who you live with & the area you live in • What you do for a living • What you get up to during the week and on weekends • How things have changed for you over the last few months since COVID-19 <p>A bit about your attitude towards water:</p> <ul style="list-style-type: none"> • How much do you think about your water usage – and why is this? • How important is being aware of your water usage – and why do you say this? • And what sorts of things do you know about what United Utilities do? <p>In your second video, we'd like you to record a 2-minute virtual tour of your home and garden (if you have one), spending the most time in those areas where you tend to use water.</p> <p>While you are doing the tour, please tell us about how you are using water on a day-to-day basis in those areas of the house and garden.</p> <p><i>If you have a water meter in your house we'd love to understand why you chose to get one (if it was your choice!). Tell us on your tour!</i></p> <p><i>If you don't have a water meter – tell us in your tour video why you have decided not to get one, and if you have or would consider it.</i></p> <p>Feel free as well to post extra photos/pictures to help us understand you a little better!</p>
<p>Moderation and observation notes</p>	<p><i>Engagement</i></p> <ul style="list-style-type: none"> • <i>Acknowledge people's response and thank them for getting involved</i> • <i>See if they have any questions</i> <p><i>Content prompts</i></p> <ul style="list-style-type: none"> • <i>Ensure people are going to their outside space / gardens and not just inside.</i> • <i>Do they have a water meter? If so, why did they choose to have one? And vice versa.</i>

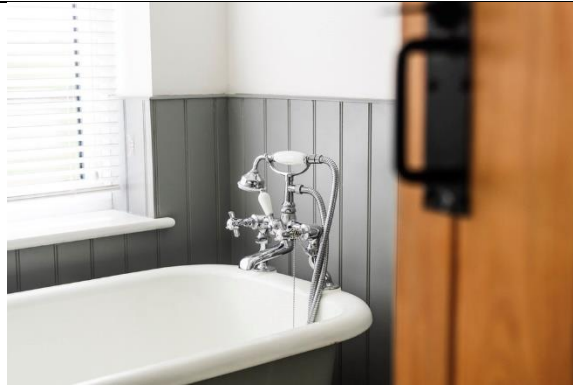
	<ul style="list-style-type: none"> • Explore why they feel water is / isn't important. • Are they aware of where water comes from and how its supply can become threatened? <p>Moderator notes:</p> <ul style="list-style-type: none"> • Take note of any potential clues around drivers, or useful context which may explain why they use water the way they do. • Also see if we can identify any barriers at this stage that prevent them from reducing water consumption to explore later.
<p>How do you want people to share their responses</p>	<p>Video</p>
<p>Start date / time</p>	<p>Wednesday 12th August</p>
<p>Deadline / time</p>	<p>Friday 14th August</p>
<p>Background image</p>	 <p>Welcome image.jpeg">P:\7100-7149 proposals\7142 United Utilities Water Usage Ethno\Community Setup\Site Design>Welcome image.jpeg</p>

<p>Task title</p>	<p>Task 2 – Water diary</p>
<p>Task description</p>	<p>Over the next week we'd like to get to understand your household's water usage <u>in detail</u>.</p> <p>Please record any instance where you or someone in your household is using water. This could be anything, from a quick glass of water, to washing the car, using an appliance or brushing your teeth!</p> <p>Ideally, we'd like you to record each of these instances and upload a video. If for whatever reason this is not possible (e.g. having a shower!) please write a text description below.</p> <p>Be sure to share all the details about what the water was for, time of day, how long you used the water for, is this something you normally do and any other details you feel are interesting to share with us.</p> <p>We're really interested in understanding a typical week for you, so please don't do anything you wouldn't do normally. We'd like you to be as honest as possible!</p>
<p>Moderation and observation notes</p>	<ul style="list-style-type: none"> • <i>THIS TASK IS ABOUT FINDING OUT PEOPLE'S NORMAL BEHAVIOUR – and needs to be as natural and unprompted as possible but there may be some areas to follow up on.</i> • <i>Must ensure daily posts from everyone – prompt accordingly.</i> <p>Prompts:</p> <ul style="list-style-type: none"> • <i>Explore if certain behaviours are usual for them vs something new, what prompted the behaviour if different.</i> • <i>Why do they make certain choices e.g. bath vs. shower.</i> • <i>Explore towards end of the task: are they surprised at how much water (or how often) they used during this period? What specifically surprised them? What do they normally just not think about?</i> <p>Notes:</p> <ul style="list-style-type: none"> • <i>Look for validation of what they told us they do to save water in the survey – any overclaim or inconsistency?</i> • <i>Look for clues of water 'waste' e.g. leaving tap running while brushing teeth, washing face, full baths.</i> • <i>Also look for what is absent from diary – i.e. where do people not realise they are using water – we can cross reference against their question in survey.</i> • <i>When did they use water?</i> • <i>Why did they use water the way they did?</i>
<p>How do you want people to share their responses</p>	<p>Video</p>

Start date / time	Thursday 13th August
Deadline / time	Wednesday 19th August
Background image	 <p>https://www.pexels.com/photo/water-flows-from-the-tap-to-sink-6256/</p>

Task 2a

Task title	Task 2a – A little job to do
Task description	<p>Ahead of the next task we have a quick job for you to complete.</p> <p>[IF water audit] You told us in the survey that you would be happy to have a water audit as part of this task. For the next task someone from Cenergist (working with United Utilities) will contact you by phone or email to book a water audit for the week commencing 24th August, or early the following week. This will either be over video call or in person based on the preference you told us in the survey. Once this is booked, please let us know the date, it should be fairly quick.</p> <p>The water audit will involve assisting you fit a water saving kit (which Cenergist will provide you with) as well as giving you advice on saving water and detecting leaks but the person doing the audit will tell you more about it, don't worry.</p> <p>More information on what is included in this water saving kit is here: https://www.unitedutilities.com/help-and-support/save-water/</p> <p>[IF water saving kit only] For a task in the next couple of weeks we will need to send you a water saving kit. We should have already contacted you to get your address so we can do this so look out for this arriving soon. More information on what is included in this kit is here: https://www.unitedutilities.com/help-and-support/save-water/</p>
Moderation and observation notes	N/A
How do you want people to share their responses <i>(text, video, photo, audio a mix)</i>	N/A
Start date / time	Friday 14th August
Deadline / time	N/A
Background image	



https://unsplash.com/photos/N28_W8cQn5M

Task 3

Task title	Task 3 – Do something different
Task description	<p>Thank you for your involvement so far!</p> <p>For this week, your mission is for you and the people in your household to try to <u>reduce</u> your water consumption.</p> <p>There are three stages to this task:</p> <p><u>Stage 1:</u></p> <p>The first thing we'd like you to do is to visit the United Utilities website and take a look at their water saving tips – making a note of those that you would like to try (that you don't already do). Please choose at least 2 tips to try out.</p> <p>https://www.unitedutilities.com/help-and-support/save-water/water-saving-tips/</p> <p><u>Stage 2:</u></p> <p>Before you get started trying out new things, we'd like you to record a short video where you describe:</p> <p><u>Firstly, thinking about other areas outside of saving water...</u></p> <ul style="list-style-type: none"> • Have you changed your behaviour in any other areas such as saving energy, recycling, reducing plastic etc? • If so, what motivated you to start changing your behaviour? And what keeps you doing it? <p><u>And then thinking just about water...</u></p> <ul style="list-style-type: none"> • Where do you think you use the most water in your daily life? • How do you think you and your household could reduce your usage? • Having taken a look at the different tips, what changes you plan on making this week to reduce water usage. Why have you chosen these, and why have you not chosen others? <p><u>Stage 3:</u> Now for the task...</p> <p>Throughout the week, we'd like you to record anything you do differently when saving water – based on the tips you have selected and anything else.</p> <p>We'd like you to record each instance of this happening, ideally in the moment, and upload a video.</p> <p>Be sure to share all the details about what you were doing, what you did differently and why, and how you felt about it.</p>

	<p>If for any reason you decide to go back to doing what you'd normally have done, please explain why you decided this.</p> <p>Likewise, if you forget or something got in the way of you doing it, please come on and tell us about it - we want to understand challenges as well as successes.</p> <p>We'll also chip in with some questions and to see how you're getting on!</p>
<p>Moderation and observation notes</p>	<ul style="list-style-type: none"> - THIS TASK IS ABOUT GETTING THEM TO BE CONSCIOUS ABOUT THEIR USAGE AND TRY AND CHANGE THEIR NORMAL BEHAVIOUR TO REDUCE THEIR CONSUMPTION. - <i>Must ensure regular posts from everyone – prompt accordingly but neutrally – need to see natural change here.</i> <p><i>Engagement prompts:</i></p> <ul style="list-style-type: none"> - <i>For those missing a day or 2: Check-in on them and explore reasons for not posting: if they forgot – what was the circumstance? If they stopped doing something: what were the challenges? What got in the way?</i> <p><i>Content prompts:</i></p> <ul style="list-style-type: none"> - <i>Stage 1 – really important to understand why rejected some tips – what are the barriers to these?</i> - <i>Stage 2 - Explore reasons behind choosing certain tips and not choosing others – follow up with individual prompts on stage 2.</i> - <i>Stage 3 – explore how effective these were.</i> - <i>Stage 3 – follow up to see if they have (or now would) reuse or recycle water in any way.</i> <p><i>Moderator notes:</i></p> <ul style="list-style-type: none"> - <i>Look for 'quick wins' vs. more considered changes in behaviour.</i> - <i>Look for which activities are easiest to adapt.</i> - <i>Look for who is changing behaviour in HH</i>
<p>How do you want people to share their responses</p>	<p>Video</p>
<p>Start date / time</p>	<p>Thursday 20th August</p>
<p>Deadline / time</p>	<p>Wednesday 26th August</p>


Background image



<https://www.pexels.com/photo/anonymous-mother-washing-hands-of-kid-with-running-water-4474062/>

Task 4

<p>Task title</p>	<p>Task 4 – Tell us how this week went</p>
<p>Task description</p>	<p>Today we'd like you to record a short video looking back at how this week went.</p> <p>We know you've been working hard to try and save water this week where you can. So, we'd like you to spend a few minutes telling us on video about these 9 top questions we have for you...</p> <ul style="list-style-type: none"> • How easy or difficult did you and your household find saving water? • How effective did you find each thing you tried? • What worked well? What didn't work so well? • What sort of impact did this have on your normal day-to-day life? • What tips and behaviours will you continue and not continue - and why? • For those areas you found difficult – what sorts of things could help? How could United Utilities help you with these? • How did reducing water compare to changing other parts of your behaviour you may have told us about (e.g. recycling, saving energy)? • And finally.... How do you now feel about your water usage as a household? <p>We'll get in touch with any follow up questions!</p>
<p>Moderation and observation notes</p>	<p><i>Prompts:</i></p> <ul style="list-style-type: none"> - <i>Make sure all qs are answered – follow up on any that haven't.</i> - <i>Follow up with individual questions to people based on week 3 task</i> - <i>Explore specific barriers – what were the circumstances how do they think they could be overcome</i> - <i>Will they continue with any of these new behaviours – if not, why not?</i>

	<ul style="list-style-type: none">- <i>Did anyone in HH find it harder / easier than others?</i>- <i>Highlight any areas of success – how these work into their lives and any quick changes people can make</i>
How do you want people to share their responses <i>(text, video, photo, audio a mix)</i>	Videos
Start date / time	Wednesday 26th August
Deadline / time	Thursday 27th August
Background image	 https://www.pexels.com/photo/close-up-photo-of-water-drop-2583028/


Task 5a

<p>Task title</p>	<p>Task 5a – Try something new: Water Saving Kit</p>
<p>Task description</p>	<p>For those of you not doing the water audit, this is for you...</p> <p>By now, you've hopefully ordered and received your water saving kit from United Utilities.</p> <p>If not, please get in touch with Franky at franky.oakes@insites-consulting.com and he'll be happy to help.</p> <p>So what do we need you to do?</p> <p>Firstly, we'd like you to review the kit and share with us your thoughts. Please record a video of your initial reactions to the kit:</p> <ul style="list-style-type: none"> • Review each of the items in the kit • Give us your thoughts on how useful you think it will be • How easy you think it will be to use • How motivated you are to use each item <p>Secondly, this week we'd like you to use as many of the different items in the kit to help save water in your household. If you need help with any of the tools please take a look at the United Utilities website.</p> <p>Please record a video or take a picture any time you do something different as a result of any of the items in the kit.</p> <p>Please feel free to get in touch with us if you have any questions!</p>
<p>Moderation and observation notes</p>	<p>- <i>THIS TASK IS ABOUT FINDING OUT HOW THEY GET ON WITH THE KIT</i></p> <p><i>Prompts:</i></p> <ul style="list-style-type: none"> - <i>How have others in the household responded to the kit?</i> - <i>Is there anything new that they have learned or didn't expect because of the kit?</i> - <i>If doesn't drop out naturally – can we explore people's initial impressions of the devices.</i> - <i>Does anything particularly work well / less well?</i> - <i>Is this something they would have ever thought about if they had not been part of this project? Why/why not?</i> - <i>If not drop out, explore how feel about the 'strips' – did they ever think about or check their toilet or taps for leaks before? Will they now?</i>
<p>How do you want people to share their responses <i>(text, video, photo, audio a mix)</i></p>	<p>Either videos or photos and captions</p>

Start date / time	Friday 28th August
Deadline / time	Thursday 3rd September
Background image	 https://unsplash.com/photos/hQOHDAibf6A


Task 5b

<p>Task title</p>	<p>Task 5b – Try something new: Water Audit & water saving kit</p>
<p>Task description</p>	<p>For those that signed up to the water audit...</p> <p>By now, you've hopefully completed your water audit, and have installed some devices from your water saving kit.</p> <p>If not, please get in touch with Franky at franky.oakes@insites-consulting.com and he'll be happy to help.</p> <p>So, what do we need you to do next?</p> <p>Firstly, we'd like you to record a video and tell us about your water audit experience:</p> <ul style="list-style-type: none"> • Tell us how useful you think it was • Anything you learned about your house • Actions you have or would take off the back of the audit <p>Secondly, we'd like you to review the kit and share with us your thoughts. Please record a video of your initial reactions to the kit:</p> <ul style="list-style-type: none"> • Review each of the items in the kit • Give us your thoughts on how useful you think it will be • How easy you think it will be to use • How motivated you are to use each item <p>Finally, this week we'd like you to use as many of the different items in the kit to help save water in your household and put into practice some of the things you learnt from the water audit. If you need help with any of the tools please take a look at the United Utilities website.</p> <p>Please record a video or take a picture any time you do something different as a result of any of the items in the kit or the audit.</p> <p>Please feel free to get in touch with us if you have any questions!</p>
<p>Moderation and observation notes</p>	<p>- <i>THIS TASK IS ABOUT FINDING OUT HOW THEY GET ON WITH THE KIT/AUDIT</i></p> <p><i>Prompts:</i></p> <ul style="list-style-type: none"> - <i>How have others in the household responded kit/audit?</i> - <i>Is there anything new that they have learned or didn't expect because of the kit/audit?</i> - <i>Does anything particularly work well / less well?</i> - <i>Is this something they would have ever thought about if they had not been part of this project? Why/why not?</i>

How do you want people to share their responses <i>(text, video, photo, audio a mix)</i>	Either videos or photos and captions
Start date / time	Friday 28th August
Deadline / time	Thursday 3rd September
Background image	 https://unsplash.com/photos/hQOHDAibf6A


Task 5c

Task title	Task 5c – Try something new: Water usage calculator
Task description	<p>FOR THOSE OF YOU WITHOUT A WATER METER, we have one last thing for you to try...</p> <p>Click on the link below to have a look at the water usage calculator:</p> <p>https://myaccount.unitedutilities.com/WaterUsageCalculator</p> <p>Try putting in your usage, then let us know via video:</p> <ul style="list-style-type: none"> • How useful do you think it was? • What did you learn about your usage? • How, if at all, has it changed how you feel about your water usage? • How, if at all, it has changed how you feel about getting a water meter? <p>Please feel free to get in touch with us if you have any questions!</p>
Moderation and observation notes	<p>- <i>THIS TASK IS ABOUT FINDING OUT THE IMPACT OF THE CALCULATOR ON WATER AWARENESS AND METER CONSIDERATION</i></p> <p><i>Prompts:</i></p> <ul style="list-style-type: none"> - <i>Understand how impactful the calculator is on their awareness of usage – will it change anything?</i> - <i>If not, why not? If not interested, explore how they feel about Smart Meters for energy.</i>
How do you want people to share their responses <i>(text, video, photo, audio a mix)</i>	Video
Start date / time	Friday 28th August
Deadline / time	Thursday 3rd September

<p>Background image</p>	 <p>https://unsplash.com/photos/hQOHDaibf6A</p>
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Task 6

<p>Task title</p>	<p>Task 6 - Reflect on your experience</p>
<p>Task description</p>	<p>For our final task we have 3 things we'd like you to do.</p> <p>Firstly, record a video telling us about your experience this week with the water saving kit.</p> <ul style="list-style-type: none"> • How did you find it? • What worked well / didn't work so well • Will you carry on using any part of it in the future? <p>Secondly, we'd like you to record a final video look back on the whole research:</p> <ul style="list-style-type: none"> • How have you found the project? • What, if anything, have you learned? • How, if at all, you will change how you use water because of being part of the project <p>And finally, a few last questions:</p> <ul style="list-style-type: none"> • Going forward, what types of messages from either the water company, the government or charities would really motivate you to try to save water more? • And lastly... we want to show you some Water Facts and gauge your opinion on these. For each one we want to know how it makes you feel and if it would prompt you to change anything about how you use water. <p>[placeholder for 2-3 stats from Waterwise doc. We will select these once we have seen survey and ethno responses]</p>

	Thanks again for sharing your thoughts!
Moderation and observation notes	<p><i>Moderator prompts:</i></p> <ul style="list-style-type: none"> • <i>Probe on what the most compelling fact or information that they have seen</i> • <i>Would they encourage anyone else they know to change their behaviour</i> • <i>Those with children – do they plan to educate their children after completing this project?</i> • <i>For those not / less motivated by cost saving... what would they find really motivating to save water?</i> <p><i>Moderator notes</i></p> <ul style="list-style-type: none"> • <i>Note down key motivators – we will review against the client list provided.</i>
How do you want people to share their responses	Video
Start date / time	Friday 4th September
Deadline / time	Monday 7th September
Background image	 <p>https://unsplash.com/photos/sFydXGrt5OA</p>

Completion message	<p><i>That's it!</i></p> <p><i>Thank you for taking part, your contributions have been great.</i></p> <p><i>You will receive your £200 amazon vouchers from us in the next 2 weeks.</i></p> <p><i>A message from United Utilities: “Thank you for your participation. We really appreciate all your feedback. Your contributions will help us to understand our customers water use better and inform how we talk to customers about being more water efficient.”</i></p>
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