'In the flow' Video groups guide

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Version: 1

Last Updated: 18/02/21

Method:

4 x Online video groups (MS Teams)

90 minutes

Sample:

4 x groups of n=4-6 participants from the core customer group

(2   x DWMP, 2 x WRMP – first round for first set of initiatives, second for final set)

Objectives:

Explore sets of initiatives in much more detail to get the more informed view of each.

Dissect/explore initiatives in depth. Build on initial reaction/feedback and perceived importance from discussion forums/polls. Introduce more detailed explanations for a more informed view. Gathering consensus of importance within a larger group of initiatives. Opportunity to discuss and challenge those preferences in real-time.

VIDEO GROUP SCREENER

Page break: Yes

Title: Info
Question type: Info

Question Text:
Thanks for clicking through!

We'd like to invite you to take part in an online video focus group to look at some of the initiatives we've been introducing in more depth, to help us get a better understanding of how people feel about them and what you think United Utilities needs to prioritise.

How will it work?
This would be a video call on Microsoft Teams with a small group of 'In the Flow' members, with a researcher hosting the session. You can access Microsoft Teams using a browser on PC or Mac with a webcam – you wouldn't need to download any software.

The session will last around **90 minutes** (but trust us, this time will go quickly!).

To thank you for your time, you'd receive a **£25 Gift Card** (with a selection of major retailers to choose from).

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Page break: No

Title: q1
Question type: Single Select

Instruction text: Select one

Randomisation: Randomised

Implementation QID: ID here

Answer options	Precodes	Fix	Open	Screen
Yes, I'd love to take part	1	☐	☐	☐
Maybe, keep me in mind	2	☐	☐	☐
No thank you, this one isn't for me	3	☐	☐	☒

Page break: Yes

Title: q2 Availability

Question type: Multi Select

Instruction text: Select all that apply.

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Excl.	Open	Screen
Weds 10th March – 1pm – 2.30pm	1	☐	☐	☐	☐
Weds 10th March – 3pm – 4.30pm	2	☐	☐	☐	☐
Weds 10th March – 5pm – 6.30pm	3	☐	☐	☐	☐
Weds 10th March – 7pm – 8.30pm	4	☐	☐	☐	☐
Thurs 11th March – 1pm – 2.30pm	5	☐	☐	☐	☐
Thurs 11th March – 3pm – 4.30pm	6	☐	☐	☐	☐
Thurs 11th March – 5pm – 6.30pm	7	☐	☐	☐	☐
Thurs 11th March – 7pm – 8.30pm	8	☐	☐	☐	☐
None of these	99	☐	☐	☐	☒

Page break: Yes

Title: q3

Question type: Single Select Grid

Instruction text: Please confirm the following points below.

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open
I consent to the audio and the video of this session being recorded	1	☐	☐
I consent to the recordings and transcripts of this research being shared with United Utilities	2	☐	☐
I consent to United Utilities sharing the session with selected, relevant external audiences such as the regulator, Ofwat and with other water companies for the purpose of improving services provided.	3	☐	☐

Scale options	Precodes	Fix
Yes	1	☐
No	2	☐

HV1 – Consent

	Precodes	Instructions
Yes	1	Q3=1 for all answer codes
No	2	Q3=2 for at least one answer code

Page break: Yes

Title: Info

Question type: Info

Question Text:

Thanks for that! We'll be in touch shortly with those we're able to accommodate in the sessions.

Just click below to finish and return to the In the Flow community.

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: Redirect to In the Flow homepage.

EMAIL INVITE FOR [ALL]

EMAIL

Subject: Take part in our next stage of research!

Hi ^username^,

We hope you're well and that you're enjoying your time on In the Flow so far.

We'd love for you to get involved in the next stage of the research – an online video focus group session where we'd like to hear about your opinions about some of the things we've discussed so far in more detail.

Please click the link below to find out more information and to register your interest.

<Click here to find out more>

All the best,

Danielle, In the Flow moderator

REMINDER EMAIL INVITE FOR [ALL WHO HAVEN'T COMPLETED SCREENER]

EMAIL

Subject: There's still time to register your interest in taking part in our next stage of research.

Hi ^username^,

We recently emailed you to tell you about our next stage of research - an online video focus group session where we'd like to hear about your opinions about some of the things we've discussed so far, in more detail.

There's still time to register your interest! Just click the link below to find out more information and to let us know that you'd like to take part or not.

<Click here to find out more>

All the best,

Danielle, In the Flow moderator

Overview

00:00-00:05	**5 mins**	**Intro**
00:05-00:10	**5 mins**	**Warm-up**
00:10-01:10	**60 mins**	**Deep-dive into each intervention**
01:10-01:25	**15 minutes**	**Priorities**
01:25-01:30	**5 mins**	**Wrap up**

Notes on the guide

We keep session guides flexible to allow the conversation to progress naturally and enable us to respond/direct as needed.

We have included an objective at the start of each section to show what we intend to get out of this part of the session, with notes/prompts written as a guide rather than a script for the moderator

Discussion Guide key

Section title   **How long section should last in mins / total mins count**

Objective: Key objectives that we need to cover during the section

Black text is key questions/information
Red text is moderator instructions and prompts

1: Introduction

Objective: Cover off key admin points including MRS code and GDPR, ensure participants are comfortable conducting the research, explain the format of the group and to address any questions they may have.

- Moderator name and independence of InSites Consulting
- Focus group conducted on behalf of United Utilities
- Clients observing
- MRS code of conduct – anonymity, confidentiality, how video/quotes will be used
- All information to be used for research purposes only
- Explain purpose of research: Understand more detailed opinions on the initiatives we've been looking at in the discussion activities.
- Any questions?
- 90-minute session so make sure you're sitting comfortably!

Before we get stuck in...

Tell us your name, whereabouts you are joining from today and your favourite water-related spot in the North West (e.g. a reservoir, lake, river, coast line, etc.).

2: Warm-up

Objective: Recap research to date, encourage participants to open up/join the conversation.

Explain that in this section, we will briefly recap on the initiatives people have looked at so far and see what has stood out to people so far.

Moderator: show stim with top-level descriptions of first/second set initiatives

Cast your mind back to the discussion activities – what stood out for them?

Which initiatives were you first drawn to or had strong feelings about (be it positive/negative)?

Any burning questions or anything were left wondering about?

Moderator:

- Look to bring each participant into the conversation
- What do you understand this to be/what does it mean in practice?

Objective: Look at each of the interventions in turn, to gather more detailed/informed feedback and opinions on each of them. Responses from previous online discussion can be used to help introduce/prompt the discussion.

Moderator: allow 5-10 mins per initiative. Order determined by highest ranking in quick polls.

Explain that in this section, we will be showing them X initiatives in turn, and we'd like to get their detailed thoughts on each of them.

Introduce initiative using stim – start with top-level description, then introduce more detailed explanation.
Tailor intro for each initiative, i.e. rated as higher/lower important in initial polls

What do you think about this idea?

Universal prompts:

- What is your initial reaction?
- What do you understand this to be/what does it mean in practice?
- What is the problem we are trying to solve here?

INTRODUCE FULL EXPLANATION INC PROS AND CONS GRADING

Moderator: Introduce grading system (We've given it a grading so people can get a sense of the level of investment and benefits of each one)

- Having seen this extra detail, what is your view?
    - o Does it change at all?
    - o Is it clear/understandable *(Moderator: look for any hesitancy/signs of knowledge gaps where education might be needed)*
- What do you see as…?
    - o The key advantages (probe for details/why)
    - o The drawbacks (probe for details/why)
- What impact could this have on you, your community, the wider region?
- Is there anything off-putting about this initiative?
- Why should this be a priority (or not)
    NB. Latter section looks at priority/sorting

INTERNAL USE ONLY

For second initiative onwards - Encourage participants to think about this initiative in relation to the previous ones already discussed.

As things progress, note recurring themes/factors/lines of thinking for what's really important to customers (e.g. cost, environmental impact, avoiding disruption, solving the problem, local or regional focus, working with other authorities and organisations etc. – and what trade-offs people accept)

REPEAT FOR EACH OF THE INITIATIVES IN THE GROUP

Initiative specific prompts:

Initiative XYZ

- XXXX

Objective: To take a step back and gather a sense of customer priorities amongst the group.

Explain that in this section, we'd like to take a step back and understand their preferences/sense of priority based on everything we have discussed today.

We'd like you to place each of the initiatives into one of the following three categories:

1) Very acceptable – i.e. this is a priority for future investment from United Utilities
2) Moderately acceptable – i.e. this is important, but not as much of a priority
3) Unacceptable – i.e. this isn't important and should not be a priority for United Utilities.

Moderator: Show stimulus/card sort on screen for groupings

Prompts:

- Ask people to 'think out loud' and direct us to sort initiatives into groups
- Is there a consensus/people in agreement or differing views? (encourage people to disagree if they feel differently)
- Establish reasons for importance assigned to each initiative as things progress.

If you had to prioritise 2-3 of the ideas which we've discussed today, which ones would it be?

Prompts:

- Why these, over the others?
- Which are the least important? Why?

What are the most important considerations when it comes to prioritising these initiatives and putting them into place?

Prompts if needed:

- Try to pick out what is the key considerations for customers. For example, is it…
    o the direct impact on customer
    o benefitting the region as a whole
    o something for UU to be seen as being innovative/taking the lead
    o ensuring value for money/cost effectiveness

- o low carbon or other environmental benefit
- o working with partner agencies e.g. local authorities to deliver benefits
- o fixing the root cause vs. allowing things to happen and mitigate impact
- o educating the public & changing public behaviour
- o role of the customer in reducing the risks.

Objective: To bring the research to a close, allowing an opportunity for respondents to share any final comments.

Explain that we have come to the end of the research.

Ask people to take a step back and reflect on everything we've discussed/looked at.

What are the main things that stand out/stick in their mind?

Ask each in turn to briefly tell the group what 2-3 things stick in their mind from today's session.

If you had to give United Utilities one piece of advice about anything we have discussed today, what would it be?

Establish if anybody has any questions. Recap incentives if needed.

Mention upcoming community activities for the next set of initiatives.

Thank and close.

EMAIL INVITE FOR [ALL SELECTED TO TAKE PART]

EMAIL

Subject: You've been selected to take part!

Hi ^username^,

Thanks for agreeing to take part in our online video focus group session.

It will take place at XX on XX March.

You can join using the link here – please try to join a few minutes ahead of schedule as we'll be starting promptly.

<Join the conversation here>

You will need to join on a laptop/desktop PC or Mac as there will be some information shared on-screen during the session.

The focus group will be recorded to aid with our analysis.

If you have any questions in the meantime, please don't hesitate to contact us.

All the best,

Danielle, In the Flow moderator

REMINDER EMAIL FOR [ALL]

EMAIL

Subject: Your online video group is today

Hi ^username^,

Just to remind you that our online video group session is today!

Just click the link below to join - please try to join a few minutes ahead of schedule because we'll be starting promptly at XX.

<Join here>

All the best,

Danielle, In the Flow moderator