



JOB NUMBER: 6561

PROJECT: General Conditions Home Research

Pop-up community activity guide

DATE: June 2022

(Day.Activity)	Activity Title	Objective
1.1	Nice to meet you	Get to know participants and understand top level attitudes and behaviours around home cleaning and maintenance.
1.2	Do you have any of these conditions in your home?	Understand experience of general conditions and initial perceptions of causes and responsibility.
2.1	Bathroom/Kitchen Tour and show us how you clean your bathroom	Understand conditions in bathrooms /kitchens and how customers think about cleaning and maintenance. Explore how customers currently tackle cleaning their bathroom and any issues/conditions. Focus on the COM-B framework.
3.1	What causes these conditions in the home?	Gather reactions on general conditions causes and how this shifts perception of responsibility (if at all).
3.1	The role of United Utilities	Explain research objectives to participants and explore where customers think UU should sit in relation to these conditions and how any advice / help should be communicated.
3.2	You're in charge!	Gather customer feedback on how comms around these conditions should be delivered.

Post Details	Text
<p>Title: Welcome! Day(s): 1-3 Allocation: All Task type: Welcome screen</p>	<p>Hello and welcome to our community.</p> <p>Thank you for taking part in our United Utilities online research community. Over the next 3 days, you will be invited to complete various tasks to find out a bit more about you and your home, as well as how United Utilities communicates with you.</p> <p>There will be 3 activities to complete on Day 1, 2 activities to complete on Day 2 and 2 activities to complete on Day 3. In total, you can expect to spend around 30 minutes each day completing the activities and as a reminder, you will receive a £40 Voucher Express voucher as a thank you for completing all of the activities.</p> <p>Throughout the activities we may have additional questions for you following your responses, so please keep an eye on your emails so you can get notified when we ask you a question.</p> <p>We are very much looking forward to reading your responses to the activities and hearing your thoughts. If you have any questions during the community, please contact us via a private message.</p> <p>Happy blogging and we look forward to hearing from you soon!</p>

Activity Details	Text
<p>Title: 1.1 Nice to meet you Day(s): 1-3 Allocation: All Task type: Discussion (Public; Unbiased)</p>	<p>Welcome to your first task of Day 1!</p> <p>To start, we would like to get to know you a bit better. Please write a short introduction so we know more about you, your home life and how you think about cleaning and maintaining your home.</p> <p>When writing your introduction please share with us:</p> <ul style="list-style-type: none"> • Who you are, how old you are, who you live with and what a typical day looks like for you • On a scale of 1-10, how clean would you say your home is? Why do you give yourself that score? • On a scale of 1-10, how well-maintained would you say your home is? Why do you give yourself that score? • What do you find difficult to keep on top of, if anything, when it comes to cleaning and maintaining your home? <p>We look forward to reading your answers!</p> <p><u>Topics to be covered in moderator probes</u></p> <ul style="list-style-type: none"> • <i>What do you consider to be a clean/well-maintained home? (does it have to be spotless or just kept to a certain level?)</i> • <i>How important is it to you to have a clean / well-maintained home? Why?</i> • <i>How frequently do you clean your home? Do you do this yourself or do you have a cleaner? Or someone else in the household do it? Why? (time, cost, ability/skill?)</i> • <i>Are there certain rooms / areas of your home you think are more important to keep clean / well maintained than others?</i> • <i>What do you do now to tackle the things you find difficult to stay on top of? Is this working for you?</i>
<p>Title: 1.2 More on cleanliness and maintenance Day(s): 1-3 Allocation: All Task type: Discussion (Public; Unbiased)</p>	<p>From now on, when we talk about cleaning and maintaining your home, we want to focus on the areas that you live in, in particular your bathroom and kitchen, plumbing, shower, bath, sinks, toilet etc. So when we talk about cleanliness we are talking about how clean these areas are, and when we talk about how 'well maintained' we mean how up to date and functioning everything is. So we're not talking about things like the state of your garage or whether you have any missing roof tiles!</p> <p>Thinking about the areas described above:</p> <ul style="list-style-type: none"> • On a scale of 1-10, how clean would you say your home is? • Why do you give yourself that score in particular for these areas?

	<ul style="list-style-type: none"> • On a scale of 1-10, how well-maintained would you say your home is? • Why do you give yourself that score in particular for these areas? • How frequently would you say you clean your bathroom and kitchen? • What do you find difficult to keep on top of, if anything, when it comes to cleaning and maintaining these specific areas?
<p>Title: 1.3 Do you have any of these conditions in your home? Day(s): 1-3 Allocation: All Task type: Discussion (Public; Unbiased)</p>	<p>Next, we'd like to get hear about any conditions you have in your home related to cleanliness and maintenance.</p> <p>Below is a list of conditions you may have in your home:</p> <ul style="list-style-type: none"> • Damp • Mould (including black or pink/orange staining around shower/bath seals and on grouting) • Slime or jelly like substances that can gather in taps • Any other film or coating that can gather in areas where there is regular use of water • Water discolouration (including 'light, straw-yellow colour to a dark brown', or another unusual bright colour) <p>(Please also tell us about any other related conditions you have in your home that aren't listed above).</p> <p>For each condition, please answer the questions below...</p> <ul style="list-style-type: none"> • Do you currently have this condition in your home? <p>If yes:</p> <ul style="list-style-type: none"> • How long have you had this issues for? • What do you think is causing this issue? Why do you think this has happened? • What, if anything, have you done to tackle this issue? And how well has that worked? Who do you think should be responsible for fixing this issue? <p>If no:</p> <ul style="list-style-type: none"> • Have you ever had this issue in your home or in another home? Tell us about that. What happened? What did you do? How did you feel? • Are you doing anything to prevent this from being an issue? • If you had this issue in your home now, what would you do, if anything, to tackle it? • What do you think causes an issue like this? Don't look this up online! Just tell us what you think now.

	<ul style="list-style-type: none"> • Who do you think should be responsible for fixing this issue? <p>We look forward to reading your answers!</p> <p><u>Topics to be covered in moderator probes</u></p> <ul style="list-style-type: none"> • <i>Explore thoughts on who is responsible – why is it your / UU’s responsibility? If UU, what actions do you expect them to take?</i> • <i>Have you found any products / techniques that work well to tackle the issue?</i> • <i>Have you done any research into the issue? Have you ever asked anyone for help? Why / why not?</i> <ul style="list-style-type: none"> ○ <i>Where have you looked, and who have you spoken to? (e.g. social media? Contacted UU?)</i> ○ <i>What information were you looking for?</i> ○ <i>Was it helpful? Why / why not?</i> • <i>How serious do you think this issue / condition is?</i> • <i>Does the condition bother you if it remains unresolved?</i> • <i>Do you think the issue can be permanently fixed or is it something you need to stay on top of?</i> • <i>Do you associate slime or jelly with water quality? Why / why not? If yes, who would you go to get help with this?</i> • <i>How do you feel about tap maintenance and cleaning? Is it something you think is important? Why / why not? ?</i> <ul style="list-style-type: none"> ○ <i>Have you ever cleaned your taps?</i> ○ <i>Internally (even just the spout) or just externally?</i> <p><u>Specific for water discolouration:</u></p> <ul style="list-style-type: none"> • <i>Explore how they <u>feel</u> about discolouration – yuck factor? Surprised? Worried? Disgusted?</i> • <i>What do you think about e.g. safety? Not safe to drink? Safe to boil? Wash clothes with? Etc</i> • <i>Have you ever looked up information about water discolouration? Tell us about that</i>
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<p>Title: 2.1 Bathroom Tour and show us how you clean your bathroom</p> <p>Day(s): 2-3</p> <p>Allocation: All</p> <p>Task type: Blog (Private)</p>	<p>Welcome to Day 2 of the community!</p> <p>We loved reading your responses to yesterday’s activities and we’re excited to hear more of your thoughts and opinions today.</p> <p>In today’s task we want to know all about your bathroom. We’d like you to record and upload a short video showing us around your bathroom, specifically any sinks, showers, baths, toilets and plugholes.</p> <p>The reason we’d like you to show us your bathroom is because the issues we’re discussing are more likely to occur in there. But</p>
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if you *really* don't want to show us your bathroom, then you can show us your kitchen instead.

In the video, we'd also love you to record yourself cleaning just one part of your bathroom (e.g. sink, shower, bath, toilet etc.) and talking us through the products you use and your approach to cleaning.

Don't worry about tidying up for us, we want to see it as it is. Your responses to this activity are **private** and will only be seen by the moderator.

If you record a video on your smartphone, you can then visit this page on your smartphone if you are not doing so already and there is an option to upload the video as a response. Please contact us if you have any problems doing this.

If you are unable to record a video, then please upload photos of your bathroom instead and any cleaning products.

As well as uploading your video and/or photos, we'd also like to hear your thoughts on the following questions:

- What issues / conditions (e.g. damp, mould etc.), if any, do you have in your bathroom? (please show us!)
 - What have you done, if anything, to solve these issues?
 - Is this something you think you can solve yourself or do you think you'll need help from someone else (if so, please tell us who)?
- What do you think the pros and cons of trying to solve the issue yourself vs. getting help from someone else?
- If you don't have any conditions in your bathroom, what are you doing, if anything, to help prevent these conditions from occurring?

And when it comes to cleaning, what's your thoughts on:

- Who cleans the bathroom? (If you yourself don't clean, tell us instead how you'd go about it, or how someone else does it for you).
- What cleaning products and techniques do you use to clean your bathroom?
- If you have any issues or conditions in your bathroom (e.g. slime, mould etc.) do you use different products and techniques to tackle these issues? If so, which products and techniques, and how effective have you found them?
- Do you take any preventative measures to stop conditions occurring? If so, what?

Topics to be covered in moderator probes

- *What made you use those products? Where did you find out about them? (e.g. did you look them up online? Is it what you've always used?). How do you know which sources to trust?*
- *Have you spoken to anyone else about what products to use or how to tackle the issue?*
- *Would you be open to trying new products / techniques / approaches to solving the issue?
How do you find cleaning the bathroom? Is it easy / tiring / enjoyable / frustrating? How does this affect how often you want to clean the bathroom?
(If they employ a cleaner) – why do you use a cleaner? (e.g. cost, time, skill?)*
- *When was your bathroom/kitchen built or last renovated?*
 - *Probe on age of specific appliances / fittings / fixtures*

COM-B topics to be covered in moderator probes.

Ask at least 1 question from each subsection (e.g. psychological capability) for at least 1 issue raised by the respondent (e.g. mould, slime)

If the respondent themselves doesn't clean, then ask about what someone else in their household does (which they may not know), or how they would go about it if it was them

CAPABILITY (NB. Moderator may get a feel for this based on the respondent's submission)

- *PSYCHOLOGICAL: Do you feel like you know how to solve the issue? (e.g. which products to use, techniques, who to call)*
- *PHYSICAL: Do you feel you have any physical issue with doing the behaviour (e.g. not being able to reach awkward bits, don't have the strength, stamina)*
- *Are you looking to change the way you currently tackle this issue? If, so how?*
- *PSYCHOLOGICAL: Do you think it is important to do this behaviour? Why / why not?*
- *PSYCHOLOGICAL: Can you be 'bothered' to do this? Why / why not? Would you rather spend your time doing something else?*
- *PSYCHOLOGICAL: What do you think will happen if you don't do anything differently? (Will the issue stay the same / get worse?)*
- *PSYCHOLOGICAL: Do you look (or have you looked) on social media for solutions on how to solve the issue?*
 - *What sources do you look at? E.g. Facebook groups, Mumsnet, Neighbourhood, influencers (probe on which platforms) etc.*

OPPORTUNITY

	<ul style="list-style-type: none"> • <i>PHYSICAL: What, if anything is stopping you from taking actions to solve the issue? (e.g. do I have time to keep on top of this, do I have the money to buy cleaning products, do I know which shops to go to in the first place or which aisles to look in..)</i> • <i>PHYSICAL: Are you not able to find information on how to tackle these issues?</i> • <i>PHYSICAL: What prompts you to do this behaviour?</i> • <i>SOCIAL: Do you think this condition / issue is a common problem?</i> • <i>SOCIAL: Do you know other people who have the same problem? Have you spoken to them about how they are looking to solve it?</i> • <i>SOCIAL: Does anyone else in your household do the behaviour, other than you? How does this get done, e.g. cleaning rota? Cleaner?</i> <p><u>MOTIVATION</u></p> <ul style="list-style-type: none"> • <i>AUTOMATIC: Do you want to do the behaviour – how much of a priority is it compared to other cleaning tasks?</i> • <i>AUTOMATIC: How do you feel (or do you imagine you would feel) once you've done the behaviour? How do you feel (or would feel) if you don't do the behaviour?</i> • <i>REFLECTIVE: If you were able to solve the issue, what would the benefits be? (Smell? Appearance? Health?) And the costs (time, money, effort?)</i> • <i>REFLECTIVE: How confident do you feel that you could do the behaviour?</i> • <i>AUTOMATIC: Do you do this as part of your cleaning routine, or is it something you rarely do?</i> <ul style="list-style-type: none"> ○ <i>How frequent is this routine? (e.g. do you do a weekly clean? Do you do an annual spring clean?)</i> • <i>What motivates you to clean your house / get your house cleaned?</i> <ul style="list-style-type: none"> ○ <i>Probe on whether this is internal (e.g. for themselves / their family) or external (e.g. when visitors come around)</i> ○ <i>Do you clean your house differently if you have guests visiting vs. normal?</i> ○ <i>Are there certain areas of your house (e.g. bathroom) that you make sure are clean when you have guests visiting? Why?</i>
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<p>Title: 3.1 What causes conditions in your home? Day(s): 1-3 Allocation: All Task type: Discussion (Public; Unbiased)</p>	<p>Welcome to Day 3 of the community!</p> <p>Thanks for all your hard work on yesterday's activities - we're excited to hear some more of your thoughts and opinions today.</p> <p>In today's tasks, we're going to look to the future and hear what you think can be done to help people tackle issues and conditions in their home.</p>
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Firstly, we'd like to get your thoughts on the causes behind some of the conditions you may have in your home.

Below is a list of the conditions from the previous task and an explanation of what causes them.

1. Damp

- As the name suggests, damp is the presence of moisture, generally in an enclosed area, and can cause mould and staining on surfaces. It is best tackled by keeping a room clean and well ventilated, and/or by using one of many types of dehumidifier

2. Mould (including black or pink/orange staining around shower/bath seals and on grouting)

3. Slime or jelly like substances that can gather in taps:

4. Any other film or coating that can gather in areas where there is regular use of water

- 2-4 are all caused by bacteria and fungi are naturally present in both air and water and like to grow in damp places - like in the bathroom and kitchen, you may notice black or pink stains around your sink, bath, taps, loo and showerhead. While not harmful to health, this staining can be unsightly and is easy to deal with and prevent with regular cleaning and ventilation

5. Water discolouration (including 'light, straw-yellow colour to a dark brown', or another unusual bright colour):

- This can be caused by a number of things including
 - Disturbance of settled deposits made up of naturally occurring metals and minerals in water
 - Corrosion of service pipes
 - Internal plumbing issues (especially if your neighbours water does not have the same appearance)

For each condition, please answer the questions below...

- Were you aware that this was the cause? It's OK if not, we're trying to explore customer's understanding.
- Does this change how you would go about solving this issue (if you had it)? If so, how?
- Does this change your thoughts on whose responsibility you think it is to solve this issue? If so, how?

In general, if you had any of these issues, including issues with your water, what do you think would be the first thing you would do? Or what have you done? Please tell us which of the following you have done and why? What responses do you get?

- Asked friends or family
- Asked on a local social media site
- Asked a professional (e.g. a plumber)
- Looked at a website (which one, including United Utilities' website)
- Contacted United Utilities

Topics to be covered in moderator probes

6. *Does the cause surprise you? Why / why not?*
7. *Now you know this, what would you do differently to solve this issue (if anything)? Why?*
8. *Explore thoughts on who is responsible – if it has changed, why is this?*
9. *Would you now change where you look for information or who you contact? Why / why not? Where or who would that be? What information would you be looking for?*

Title: 3.2 The role of United Utilities
Day(s): 3
Allocation: All
Task type: Discussion (Public; Unbiased)

Thanks for your answers so far.

In the last activity, we talked about the causes of some of the common conditions you may find in your home.

As you may have noticed, most of these are outside of United Utilities' control, and in fact many are down to how well people's homes are cleaned and maintained, yet many people still contact them to help solve these issues.

United Utilities want to help educate people on the causes of these conditions and how they can solve them, so people don't contact United Utilities unnecessarily.

We'd love to get your opinion on this, so first we would like to get your thoughts on the following:

- Do you think it is United Utilities responsibility to educate and help consumers even if the issue/condition isn't their fault? Why / why not?
- How would you expect United Utilities to educate people on these conditions? E.g. where would you find this information?
- Would you welcome information on how to clean and maintain the parts of your home where these issues occur?

Next, we'd like you to spend a few minutes looking at advice given out on United Utilities' website. Please click the link below and spend a few minutes exploring the page and then come back and answer the following questions:

LINK

- What are your first impressions of the webpage? What are the positives and negatives?
- Was the information easy to understand? Why / why not?
- Did anything stand out as new, that you may not have been aware of before?
- Were you able to easily find the information you would expect to find?
- If you had this condition in your home and read this guidance, what would be your next actions / steps that you take?
- How could the information here be improved, to help people find what they need?

Topics to be covered in moderator probes

- *Explore the role of United Utilities in customers' lives – do they have a wider, 'moral' duty to help people even if the issue isn't their fault?*
- *Explore which channels customers would like to receive info through – why those channels?*
- *Do you trust information given out by United Utilities? Why / why not?*
- *How do customers feel about United Utilities not wanting them to contact them? Should they be available to help anyway?*
- *Explore further feedback on the website – ease of navigation, order of information (is online the best channel?) How could it be improved?*

We know that sometimes people look at information like this to better understand what is causing an issue and what they might do about it to prevent it happening; this includes finding information about temporary water discolouration.

Often, even when people have found this information, people will still call United Utilities for further information or to check the information they have read (we're not saying this is a bad thing, just interested in why this might happen).

- Why do you think this is?
- Why do you think people might feel the need to talk to somebody about this?
- Have you ever looked up information about this (or even something similar with regard to home services) and then contacted the company? Why did you do this and what did contacting them achieve that looking up the information did not?
- What would you say United Utilities could do to better ensure customers have all the information they need and are reassured about any issues?

Title: 3.3 You're in charge!
Day(s): 3
Allocation: All
Task type: Discussion (Public; Unbiased)

Thank you so much for all of your thoughts so far, we have one final task for you...

In the last activity we talked about how United Utilities want to inform people on the causes of these conditions and how they can solve them, so people don't contact United Utilities unnecessarily.

We'd now like you to imagine that you work for United Utilities and are in charge of launching a campaign to inform people on these conditions and what to do if they have them.

We'd like you to outline your thoughts on how you would communicate this to customers like yourself, and ensure that the information sticks in mind, and is believable.

You are welcome to get as creative as you like, you could design a poster, a tweet, create a video or an Instagram reel, or if none of those are your thing then we'll happily accept any way you want to present it.

Here are a few things you might want to consider in your response:

- How would you communicate this information to people? (e.g. would it be online, in person, via social media? Through videos, photos, blogs?)
 - Think about where you currently get information about issues like these and whom you trust
- What would you tell people? What tone of voice would you use?
- What are the most important bits of advice that people need to know?
- How would you encourage people to look at this advice?
 - What would be the best way to get it in front of people like yourself? Again, where would it need to go to ensure somebody like yourself saw it?
- Whom would you suggest partnering with (if anybody) to help deliver the message?
- Would you partner with any celebrities or influencers to help deliver the message?
 - Whom do you think might be successful at getting the right messages across and why? Why would people listen to them?
- What level of detail would you give people when giving advice?
 - Would you point them elsewhere for further information? Where would you send them that you think they would trust to get the right kind of information?
- How would you ensure that people took on board the need to take action themselves in most cases to sort out these issues?
 - What would be the best motivator?

Thank you for your time! Those are all the questions we have for you. We hope you've enjoyed taking part and we look forward to reading everything in detail.

Please check back in case we have any further questions and we will be in touch regarding your reward voucher within the next 2 weeks.

Topics to be covered in moderator probes

- *Why is that the best channel? Would that be suitable for all people? (e.g. what about older age groups?)*
- *Why would you partner with that influencer / celebrity?*