

'In the flow' Introduction

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Version: 2

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Method: Online survey & Discussions

Survey template:

In the flow community survey template (same image as Square homepage with logo)

Sample:

All members of the In The Flow community

	DWMP	WRMP	FIELDWORK DATES
1	Initial background video (hosted in a survey for presenting media & tracking who's viewed) <i>AIMS: Initial context for knowledge building/scene setting</i>		Live from launch
2	Welcome discussion forum <i>AIMS: Initial activity to engage participants arriving on the community – capture unprompted views on the water cycle, the future of water for the region, challenges and priorities, the role of United Utilities.</i>		Live from launch
3	Week 1 discussion forums. Introducing the first 2 sets of initiatives for each group (high-level descriptions) <i>AIMS: knowledge building/familiarise participants with initiatives. Gauge initial reaction/feedback, and what stands out as important (based on high-level descriptions) – immediately followed by a quick poll to establish importance.</i>		
	Discussion 1A	Discussion 5E	Week 1: 3 rd -9 th March
	Discussion 2B	Discussion 6F	Week 1: 3 rd -9 th March
4	Week 1 video groups. Deep dive on the first 2 sets of initiatives for each group. <i>AIMS: Dissect/explore initiatives in depth. Build on initial reaction/feedback and perceived importance. 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.</i>		
	Video group 1AB	Video group 3EF	Week 2: 10 th -11 th March
5	Week 2 discussion forums. Introducing the final 2 sets of initiatives for each group (high-level descriptions) – same format and aims as Week 1 activities.		
	Discussion 3C	Discussion 7G	Week 2: 10 th -16 th March
	Discussion 4D	Discussion 8H	Week 2: 10 th -16 th March

6	Week 2 video groups. Deep dive on the final 2 sets of initiatives for each group – same format and aims as Week 1 video groups.		
	Video group 2CD	Video group 4GH	Week 3: 17 th -18 th March
7	<p>Structured task. Online survey covering all initiatives for each group.</p> <p><i>AIMS: Build on learnings from discussions/groups with a more definitive read on awareness/understanding and attitudes across a range of demographics and customer types, having seen all initiatives.</i></p> <p><i>Final trade-off exercise to establish overall importance.</i></p>		Week 3: 17 th -23 rd March

INTRODUCTION SURVEY (ALL COMMUNITY MEMBERS)

DURATION:

Week 1: 3rd-9th March

CARD TITLE:

Making a splash – background to the research

CARD DESCRIPTION:

Over the coming days we're going to be asking for your views on various long-term water initiatives. To get things started we need to tell you a bit of background to why we're conducting this research...

CARD IMAGE:



<https://unsplash.com/photos/A4vcqPKFfNo>

Page break: Yes

Title: Info

Question type: Info

Question Text:

Welcome again to the 'In the Flow' community.

Over the coming days we're going to be asking for your views on various long-term water initiatives.

But before we dive into those, there's some important background information to set the scene...

As a major water provider, United Utilities develops long-term plans for the North West's water supply. And it's really important that we hear what people in the region think they should prioritise – which is

reason you're here! This is your opportunity to directly influence the decisions United Utilities make for the future of water in our communities.

To begin with, we'd like to show you a short (2 minute) video that will help you make sense of everything that follows. You will also find a link to a presentation that starts to explore ways in which United Utilities can tackle some of these issues.

Please click below to view.

You'll then be taken to the first task – an online discussion forum with other members of the community, where we'll start taking a look at some specific initiatives.

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Page break: Yes

Title: Info

Question type: Info

Question Text:

<SHOW BACKGROUND CONTEXT VIDEO>

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Page break: Yes

Title: Info

Question type: Info

Question Text:

Thanks for that! Now, just click below to take part in our first task.

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: REDIRECT TO LAUNCH DISCUSSION.

LAUNCH DISCUSSION

DURATION:

From launch – until Week 1 discussions posted.

CARD TITLE:

Water d'ya know?

CARD DESCRIPTION:

Take part in our opening community discussion all about what people know about the water supply to the North West...

CARD IMAGE:



<https://unsplash.com/photos/GJBXXoaDCC4>

TEXT:

Welcome to the 'In the Flow' community!

Having seen our introductory video and 'we are United Utilities' background info, to get things going we thought it'd be useful to get a sense of what people currently think about water in the North West.

Feel free to dive straight in and let us know...

- **What are the main things that stood out to you from the video and 'we are United Utilities' background info?**
 - Were there any shocks or surprises?
 - Did it leave you wondering about anything in particular?
- **What do you think are the main challenges we face within the three key areas of water...?**
 - a) Supply
 - b) Demand
 - c) Capacity

Simply post your comments below.

Feel free to read other members' comments and have a discussion too!

The 'In the Flow' team.

MODERATOR NOTES:

Welcome members to the community.

Is the water supply/infrastructure for the region something they've ever really thought about?

Having seen the video and background doc – were there any surprises? Any concerns?

What questions do they have about water supply/demand/capacity in the region?

Prompt for details on issues mentioned – why they're a concern, what the solution is.

Is this the sort of topics that you were expecting us to cover in this community?

Encourage people to be honest about how much they know and care about these issues – provide honest feedback

DISCUSSION 1A & 5E

DURATION:

Week 1: 3rd-9th March

CARD TITLE:

Time to dive in – activity #1

CARD DESCRIPTION:

Now you've had a chance to brush up on some background about water systems and networks, it's time to dive in and hear your views on some specific water initiatives.

As there's a few we want to explore, we've broken things down to make your life easier.

This activity is to take a look at the first set. We'll then have similar activities in the coming days for other types of initiative...

CARD IMAGE:



<https://unsplash.com/photos/mUkobGNVzoc>

TEXT:

This research is all about exploring people's views towards different long-term water initiatives that will help United Utilities with its long-term plans for water in the North West.

As there's a few we want to explore, we've broken things down to make your life easier.

This activity is to take a look at the first set of X initiatives.

Here are brief descriptions of a few potential initiatives which we'd like to get your thoughts on...

<Placeholder for stim 1A & 5E – top level descriptions for first set of DWMP & WRMP initiatives >

Please take a moment to read through each one, then post your thoughts.

We're particularly interested in hearing...

- **Your initial reaction to each initiative**
- **What you think each of these actually entails (based on the description)**
- **Which one(s) stand out as being the most beneficial for you, your community and the region**
- **Whether you see any particular advantages or disadvantages to particular ones**

Feel free to read other members' comments and have a discussion too!

The 'In the Flow' team.

MODERATOR NOTES:

Prompt to clarify if people understand the initiatives – is there anything unclear, they're not sure about?

Gauge initial reaction (positive/neutral/negative) and prompt people to elaborate on why they feel that way

Look to establish which initiatives they would prioritise and why – what stands out with that initiative

Probe for details on advantages/disadvantages of each – why do they think that

DISCUSSION 1A & 5E FOLLOW-UP QUICK POLL

SEQUENCE POLLS FOLLOWING DISCUSSIONS

Page break: Yes

Title: Points Allocation

Question type: Slider

Question text:

How important do you think each of the following are for water in the North West?

Show how much priority you think should be given to each by allocating 100 points across them.

You can spend zero or all the points on just one initiative.

Instruction text: Drag the slider to a point on the scale.

Randomisation: Randomised

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix
[INITIATIVE TBC]	1	<input type="checkbox"/>
[INITIATIVE TBC]	2	<input type="checkbox"/>
[INITIATIVE TBC]	3	<input type="checkbox"/>
[INITIATIVE TBC]	4	<input type="checkbox"/>
[INITIATIVE TBC]	5	<input type="checkbox"/>
[INITIATIVE TBC]	6	<input type="checkbox"/>

Page break: Yes

Title: Info

Question type: Info

Question Text:

Thanks for that. That's everything for activity #1. We'll let you know when activity 2 is live...

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: REDIRECT TO COMMUNITY HOMEPAGE.

DISCUSSION 2B & 6F

DURATION:

Week 1: 3rd-9th March

CARD TITLE:

Keeping things flowing – activity #2

CARD DESCRIPTION:

Now you're getting in the flow it's time to move on to the second set of water initiatives...

This activity is a similar format to the first one, having a detailed look at some more long-term initiatives.

Look forward to hearing what you think of these...

CARD IMAGE:



TEXT:

Thanks for your input in our research so far.

In this activity we're taking a look at another X long-term water initiatives.

<Placeholder for stim 2B & 6F – top level descriptions for second set of DWMP & WRMP initiatives >

As before, please take a moment to read through each one, then post your thoughts.

We're particularly interested in hearing...

- **Your initial reaction to each initiative**
- **What you think each of these actually entails (based on the description)**
- **Which one(s) stand out as being the most beneficial for you, your community and the region**
- **Whether you see any particular advantages or disadvantages to particular ones**

Feel free to read other members' comments and have a discussion too.

The 'In the Flow' team.

MODERATOR NOTES:

Prompt to clarify if people understand the initiatives – is there anything unclear, they're not sure about?

Gauge initial reaction (positive/neutral/negative) and prompt people to elaborate on why they feel that way

Look to establish which initiatives they would prioritise and why – what stands out with that initiative

Probe for details on advantages/disadvantages of each – why do they think that

Ask people to think back to the previous set of initiatives – how do these compare to the one(s) that stood out from that set.

DISCUSSION 2B & 6F FOLLOW-UP QUICK POLL

SEQUENCE POLLS FOLLOWING DISCUSSIONS

Page break: Yes

Title: Points Allocation

Question type: Slider

Question text:

How important do you think each of the following are for water in the North West?

Show how much priority you think should be given to each by allocating 100 points across them.

You can spend zero or all the points on just one initiative.

Instruction text: Drag the slider to a point on the scale.

Randomisation: Randomised

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix
[INITIATIVE TBC]	1	<input type="checkbox"/>
[INITIATIVE TBC]	2	<input type="checkbox"/>
[INITIATIVE TBC]	3	<input type="checkbox"/>
[INITIATIVE TBC]	4	<input type="checkbox"/>
[INITIATIVE TBC]	5	<input type="checkbox"/>
[INITIATIVE TBC]	6	<input type="checkbox"/>

Page break: Yes

Title: Info

Question type: Info

Question Text:

Thanks for that. That's everything for this activity. We'll be in touch with the next one soon...

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: REDIRECT TO COMMUNITY HOMEPAGE.

EMAILS

EMAIL INVITE FOR [ALL – INTRODUCTION SURVEY AND WEEK 1 DISCUSSIONS 1A & 5E]

EMAIL

Subject: Welcome to our research project – time to dive in with our first activity

Hi ^username^,

Thank you again for joining our 'In the Flow' community in partnership with United Utilities.

To begin with, we have some info to share with you to give you a bit of background to why we're conducting this research, why it's important and what, with your help, we're aiming to achieve.

Once you've looked at this, you'll be taken to our first activity – an online discussion with other members of the community where we'd like to get your thoughts on the first set of long-term water initiatives!

[<Click here to find out more and to take part in our first task>](#)

Looking forward to chatting with you!

All the best,

Danielle, In the Flow moderator

REMINDER EMAIL FOR [ALL WHO HAVEN'T TAKEN PART IN INTRODUCTION SURVEY AND WEEK 1 DISCUSSIONS 1A & 5E]

EMAIL

Subject: There's still time to take part in the first stage of the research

Hi ^username^,

Thank you for joining our 'In the Flow' community in partnership with United Utilities.

We recently emailed you to tell you about the first stage of our research. There's still time to take part!

To begin with, we have some information to share with you, all about why this research is important and what, with your help, we're aiming to achieve.

Once you've read this, you'll be taken to our first activity – an online discussion with other members of the community where we'd like to get your thoughts on some new potential initiatives!

[**<Click here to find out more and to take part in our first task>**](#)

Looking forward to chatting with you!

All the best,

Danielle, In the Flow moderator

EMAIL INVITE FOR [ALL – WEEK 1 DISCUSSIONS 2B & 6F]

EMAIL

Subject: Keeping things flowing – our second activity is now live

Hi ^username^,

We hope you're well.

Thanks for your contributions to our research so far.

Our next activity looking at the second set of water initiatives is now live.

Take part in our next online discussion forum, and see what other members think about the ideas too!

[<Join the conversation here>](#)

Looking forward to hearing from you.

All the best,

Danielle, In the Flow moderator

REMINDER EMAIL FOR [ALL WHO HAVEN'T TAKEN PART IN WEEK 1 DISCUSSIONS 2B & 6F]

EMAIL

Subject: There's still time to tell us what you think about the next set of water initiatives

Hi ^username^,

We hope you're well.

There's still time to take part in our second online discussion where we're talking about some more potential new initiatives.

Take part in our next online discussion forum, and see what other members think about the ideas too!

[<Join the conversation here>](#)

Looking forward to chatting with you over on In the Flow.

All the best,

Danielle, In the Flow moderator