



WaterTalk: Wype Product Trial

POP-UP COMMUNITY DISCUSSION GUIDE – MONTH 3
V5

About this project

- As part of its efforts to educate customers and prevent sewer blockages due to 'non-flushable products', United Utilities is considering a partnership with Wype. Wype is an innovative new gel-based product which, when applied onto toilet paper, works as a sustainable alternative to wet wipes.

Research Objectives

- In preparing a business case for this, United Utilities wishes to trial the product with a group of existing wet-wipe user customers to understand:
 - Current use of moist toilet tissue / feminine/intimate hygiene wipes / baby wipes
 - Inc. use cases and channel/purchase habits
 - Methods of disposal
 - Awareness of issues around disposal
 - Attitudes towards minimising the harm from flushing wipes
 - Evaluation of the Wype product over time
 - Experience of initial purchase journey and subsequent communications (high level)
 - Experience of using product as a replacement for existing wipes
 - Barriers and enablers to use (including periodic communications from Wype)
 - As a product (does it deliver a satisfactory alternative to current use of wipes)
 - As a purchase (i.e. do current shopping habits 'get in the way')
 - In terms of price
 - As a way of reducing impact on the environment
- Whether establishing a partnership might actually reduce the number of unflushables that are put down the toilet.

Project Timings

Element	Start date	End Date	Responsibility
Project commission	18 th May	18 th May	UU
Kick-off meeting and briefing with stakeholders	19 th May	19 th May	UU/ Wype/ Verve
Screeener development	20 th May	24 th May	Verve
Screeener review	24 th May	27 th May	UU/Wype
Screeener signed off	30 th May	30 th May	UU
Respondent recruitment	31 st May	8 th June	Verve
Stage 1: Briefing Discussion Groups	20th June	21st June	Verve

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Stage 2: Online Diary Fieldwork – Month 1	27th June	22nd July	Verve
Stage 2: Online Diary Fieldwork – Month 2	1st August	26th August	Verve
DG development <i>(Month 3 online diary)</i>	15 th August	17 th August	Verve
DG review <i>(Month 3 online diary)</i>	18 th August	23 rd August	UU/Wype
DG signed off <i>(Month 3 online diary)</i>	24 th August	24 th August	UU
Month 3 platform setup	25 th August	26 th August	Verve
Stage 2: Online Diary Fieldwork – Month 3	29th August	23rd September	Verve
DG development* <i>(Wrap up discussion groups)</i>	14 th September	16 th September	Verve
DG review <i>(Wrap up discussion groups)</i>	19 th September	22 nd September	UU/Wype
DG signed off <i>(Wrap up discussion groups)</i>	23 rd September	23 rd September	UU
Participant selection for Wrap Up Groups	19 th September	23 rd September	Verve
Stage 3: Wrap Up Discussion Groups	27th September	29th September	Verve
Draft report development	30 th September	10 th October	Verve
Report amends	11 th October	14 th October	UU/ Wype/ Verve
Final report and debrief delivered	17 th October	17 th October	UU/ Wype/ Verve

Activity flow

Week 9: A check in on your Wype usage compared to wipes	
How are you using Wype?	Here we're going to be taking a couple of short surveys about your current use of Wype
Rest of the household	A check in on who else in the house is using Wype (or not)
Focus on wet wipes	Many of you are still using wet wipes: here we'll discuss your day to day wet wipe usage, and how you dispose of these
How many wet wipes do you have left?	A quick check in on how many wet wipes you left. Have you bought any more since the beginning of the trial?

What if you stopped using Wype for a week?	Now for something different! We'd like you to try not using Wype for a week, and letting us know about your experience!
Week 11: Final questions!	
How are you using Wype after a week off?	A final check in to see how you're using Wype now, after taking a week off
How much Wype do you have left?	Let's explore how much Wype you have left, and whether or not you have bought / will buy any more
A partnership between Wype and United Utilities	We'd like you to reflect on how you'd feel if United Utilities were to promote Wype as a wipe alternative
Additional United Utilities ideas	We'd like to get your quick reactions to another idea United Utilities have to minimise sewer blockages
Any final thoughts?	As we close out this product trial, this is your opportunity to share any final closing thoughts or reflections from the experience
Weeks 9-12: Wype diary (Continuation of week 5-8 diary)	
My Wype Diary	We'd like you to check in and complete a diary entry every time something notable happens with your Wype!

Discussion guide

Task details	Text
Discussion	
<p>WEEKS 9-10 – launches 29 August</p> <ul style="list-style-type: none"> • Due date: 11 Sept • Archive date: 26 Sept 	
<p>Title: How are you using Wype?</p> <p>Day(s) & order: 9.1</p> <p>Allocation: All</p> <p>Task type: Mini polls</p> <p>Stimulus: N/A</p> <p>Tile Image: Weeks 9-10 \\verfil02\Company\1. Client\1. Existing Clients\United Utilities\2. Projects\2. Live\6422 Wype Product Trial\7.</p>	<p>Welcome back to month 3 of the product trial! As we begin to near the end of our research together, we'd like to check in again on how you're using Wype compared to wet wipes. This is a key part of the research for us, and it's important that we track this over time to see if anything is changing. We're aware that this probably means this week's questions will feel quite repetitive for you – we apologise in advance, but we can promise that our final set of questions will be more varied and interesting!</p> <p>As always, please do be honest as its important we know how things are progressing – don't just tell us what you think we want to hear!</p> <p>You will all recognise this survey about your current use of Wype:</p> <p>SURVEY</p>

<p>Recollective assets\images used for activity tiles\Wype month 3 week 9-10.png</p>	<p>Overall, which of the following statements best describes your use of Wype vs wipes today:</p> <ul style="list-style-type: none"> • I use Wype more or less exclusively now • I use Wype quite a bit, but still use wipes occasionally • I use Wype occasionally, but still use wipes quite a bit • I use wipes more or less exclusively now <p>OPEN</p> <p>What would you say are the main reasons behind your answer to the above question?</p> <p>OPEN</p> <p>Has your usage changed since 4 weeks ago (when we last asked you this question)? Why / why not?</p> <p>Moderator:</p> <p>Look for those who only use Wype and probe heavily</p> <ul style="list-style-type: none"> • At what point did you stop using wet wipes? How long into the trial? How do you feel about this? • We know that right now you're getting a free trial of Wype. We're interested in whether people will actually buy this product once the free trial is over. Anecdotally, other people have told us they will keep going with just Wype, other people have said they're not sure and they may not. What do you think about that? Remember that your response is anonymous and will only be seen by us <p>Look for those who are still using Wype alongside wipes, or just wet wipes:.</p> <ul style="list-style-type: none"> • What are wipes giving you that Wype isn't? Is there an unmet need that wet wipes meet that you feel Wype currently isn't? • What are the barriers holding you back from switching solely to Wype? Time? Money? Convenience of buying? Others in the household? <p>For all:</p> <ul style="list-style-type: none"> • Have you bought any more Wype? Why / why not?
<p>Title: Rest of the household</p> <p>Day(s) & order: 9.2</p> <p>Allocation: All</p> <p>Task type: Mini polls</p> <p>Stimulus: NA</p> <p>Tile Image: Weeks 9-10 \\verfil02\Company\1.</p>	<p>Next we'd like to very quickly check in on how many people in your household (apart from yourself) is using Wype, if applicable.</p> <p>SURVEY</p> <p>How many people in your household (other than yourself) are using Wype?</p> <ol style="list-style-type: none"> 1. 0 2. 1 3. 2

<p>Client\1. Existing Clients\United Utilities\2. Projects\2. Live\6422 Wype Product Trial\7. Recollective assets\images used for activity tiles\Wype month 3 week 9-10.png</p>	<p>4. 3 5. 4+</p> <p>SURVEY</p> <p>And which of the following best describes your overall household's usage of Wype?</p> <ol style="list-style-type: none"> 1. No one in the household is using Wype (including myself) 2. I live alone, therefore I am the only person in my household using Wype 3. I live with one other person, but I am the only one using Wype 4. I live with one other person, and both of us are using Wype 5. I live with more than one other person, but not everyone in the household is using Wype 6. I live with more than one other person, and we are all using Wype <p>OPEN</p> <p>Please explain your response. Has this changed since 4 weeks ago?</p> <p>Moderator:</p> <ul style="list-style-type: none"> • If household members are not using Wype, why is this? What are they using instead? • If household members are using, are they exclusively using Wype, or are they also using wipes? Why is this?
<p>Title: Focus on wet wipes</p> <p>Day(s) & order: 9.3</p> <p>Allocation: All</p> <p>Task type: discussion/text forum</p> <p>Stimulus: NA</p> <p>Tile Image: Weeks 9-10 \\verfil02\Company\1. Client\1. Existing Clients\United Utilities\2. Projects\2. Live\6422 Wype Product Trial\7. Recollective assets\images used for activity tiles\Wype month 3 week 9-10.png</p>	<p>Some of you have told us that you're still using wet wipes for a variety of different reasons. We'd like to dig into this a little more now.</p> <p>If you are not using wet wipes at all, feel free to say so and skip this question!</p> <ul style="list-style-type: none"> • How many times are you now using <u>wet wipes</u> in a typical day/week? <ul style="list-style-type: none"> ○ In what situations? ○ What types of wet wipes are you using? (E.g. baby wipes? Makeup wipes? Moist toilet tissues?) ○ Who in the household is using them? • How do you dispose of the wet wipes you use? <ul style="list-style-type: none"> ○ Is this the same for all situations / types of wipes? ○ If flushing, how many wipes do you flush at one time? ○ Do you have a bin in your bathroom? If so, do you use this for wipes? Why / why not?

	<ul style="list-style-type: none"> • How would you describe how much and often <u>you</u> flush compared to since you started the trial? Have there been any changes to what you flush or how you think about flushing? If so, what and why? • Overall, how would you say the amount of wet wipes <u>your household</u> flushes compares to before you started using Wype? Why is this? <p>Moderator:</p> <ul style="list-style-type: none"> • If flushing: what is the main thing stopping you from flushing wet wipes? • Do you ever imagine replacing wet wipes with Wype for any other situations? If so, which? • Probe on change in flushing behaviour – what in particular convinced you to change / is stopping you from changing? • What kinds of wet wipes are you flushing vs. throwing in the bin? Why? Has this changed since before the trial? What kinds of wipes were you flushing before the trial?
<p>Title: How many wet wipes do you have left?</p> <p>Day(s) & order: 9.4</p> <p>Allocation: All</p> <p>Task type: discussion/text forum</p> <p>Stimulus: NA</p> <p>Title Image: Weeks 9-10 \\verfil02\Company\1. Client\1. Existing Clients\United Utilities\2. Projects\2. Live\6422 Wype Product Trial\7. Recollective assets\images used for activity tiles\Wype month 3 week 9-10.png</p>	<p>We'd love to understand a little more about the wet wipes you currently have left at home.</p> <ul style="list-style-type: none"> • How many wipes / packs of wipes do you currently have at home? What type of wipes are these? • How many did you have before the trial? • Have you bought any more since the start of the trial? If so, what types & how many? • When you run out of these wet wipes, do you intend to purchase any more? Why / why not? • How would you sum up your relationship with wipes now compared to before starting the trial? Has it stayed the same, or has something changed in your attitude / approach to using them? <p>Moderator:</p> <ul style="list-style-type: none"> • For those who say they are alternating between Wype and wipes to compare performance: is there a winner so far? • Do you intend to continue comparing Wype and wipes beyond the trial, or will you stick with one moving forwards? If so, which? • Ensure it's clear we know which type of wipes they are talking about at all times
<p>Title: What if you stopped using Wype for a week?</p> <p>Day(s) & order: 9.5</p> <p>Allocation: All</p> <p>Task type: discussion/text forum</p>	<p>Now for the last question for this week and something a little different... We'd like to see what would happen if you couldn't use Wype for a week! So go ahead, put those bottles of Wype away (lock them up if you need to!), and once you've gone a week without Wype, come back here and let us know how you got on by answering the following questions.</p>

<p>Stimulus: NA</p> <p>Title Image: Weeks 9-10 \\verfil02\Company\1. Client\1. Existing Clients\United Utilities\2. Projects\2. Live\6422 Wype Product Trial\7. Recollective assets\images used for activity tiles\Wype month 3 week 9-10.png</p>	<p>(Of course this task is optional – we can't force you to do something you don't want to do – but we'd love it if you could give it a go! Or at least explain below why you'd prefer not to give up Wype)</p> <ul style="list-style-type: none"> • In the beginning, how did you feel about the <u>thought</u> of not using Wype? • How did you find the week without Wype overall? How easy / difficult was it? • What did you use instead of Wype during this week, if anything? How did you feel about this? • What did you miss most about Wype? Why? • What did you miss the least about Wype? Why? • Did you go back to pre-trial routines, or has something changed since you began the trial? If so, what & why? <p>Moderator:</p> <ul style="list-style-type: none"> • How, if at all, has this experience changed your view of Wype? • How did flushing behaviour change throughout the week? Did you go back to flushing wet wipes? Or did you do something different?
<p>WEEKS 11-12– launches 12 September</p> <ul style="list-style-type: none"> • Due date: 25 Sept • Archive date: 26 Sept 	
<p>Title: How are you using Wype after a week off?</p> <p>Day(s) & order: 11.1</p> <p>Allocation: All</p> <p>Task type: mini poll</p> <p>Stimulus: NA</p> <p>Title Image: Weeks 11-12 \\verfil02\company\1. Client\1. Existing clients\united utilities\2. Projects\2. Live\6422 wype product trial\7. Recollective assets\images used for activity tiles\wype month3 week 11-12.png</p>	<p>Welcome back! This is the last set of questions we have for you as part of the online community!</p> <p>First, we wanted to do a final check in on how you're using Wype, since taking a week off from it</p> <p>SURVEY</p> <p>Overall, which of the following statements best describes your use of Wype vs wipes today:</p> <ul style="list-style-type: none"> • I use Wype more or less exclusively now • I use Wype quite a bit, but still use wipes occasionally • I use Wype occasionally, but still use wipes quite a bit • I use wipes more or less exclusively now <p>OPEN</p> <p>What would you say are the main reasons behind your answer to the above question? Has anything changed since before you took a week off from Wype?</p> <p>OPEN</p> <p>How would you describe your perceptions & usage of <u>wet wipes</u> now? Do you use or dispose of them any differently compared to before the trial / before the week off from Wype?</p>

	<p>Moderator:</p> <ul style="list-style-type: none"> • How would you say your usage of Wype compares to before you took a week off? • Did the week off change anything at all in your perceptions / usage of Wype? • Did the week off Wype change anything at all in your perceptions / usage of wet wipes? • Note any behaviour changes, especially amongst those who use Wype exclusively or 'quite a bit'
<p>Title: How much Wype do you have left?</p> <p>Day(s) & order: 11.2</p> <p>Allocation: All</p> <p>Task type: discussion/text forum</p> <p>Stimulus: NA</p> <p>Tile Image: Weeks 11-12 \\verfil02\company\1. Client\1. Existing clients\united utilities\2. Projects\2. Live\6422 wype product trial\7. Recollective assets\images used for activity tiles\wype month3 week 11-12.png</p>	<p>Now, as the trial is coming to an end, we'd like to check how much Wype you have left and if you have / intend to buy any more:</p> <ul style="list-style-type: none"> • How much Wype do you have left? Feel free to take the lid off to have a look! • Have you bought any more Wype? • If so, where did you buy it from? • Which Wype variant(s) did you buy? Why this? • How many bottles? Why? • Do you intend to use any wet wipes alongside Wype? If so, which kind and why? • If you have not bought more Wype: • Why is this? • What is the main thing that is stopping you from buying more Wype at this time? • Would you consider buying Wype in the future? Why / why not? <p>Moderator:</p> <ul style="list-style-type: none"> • If they <u>have</u> bought more: • What prompted you to buy more? • What did you think of the price? • Why did you get the amount / type of Wype you did? • If they have <u>not</u> bought more: • Is there anything Wype can do to encourage you to buy more in the future? • Even if you don't like Wype, has the process of using it changed anything about your approach to flushing wipes down the toilet? If so, how?

<p>Title: A partnership between Wype and United Utilities</p> <p>Day(s) & order: 11.3</p> <p>Allocation: All</p> <p>Task type: discussion/text forum</p> <p>Stimulus: NA</p> <p>Tile Image: Weeks 11-12 \\verfil02\company\1. Client\1. Existing clients\united utilities\2. Projects\2. Live\6422 wype product trial\7. Recollective assets\images used for activity tiles\wype month3 week 11-12.png</p>	<p>As you may or may not already be aware, United Utilities are considering partnering with Wype, to promote this as an alternative to flushing wet wipes down the toilet. The aim of this is to further raise awareness of the fact that even 'flushable' toilet wipes can still cause blockages, and reduce the number of people in the North West who are flushing wipes down the toilet.</p> <p>Now you've tried Wype for 3 months, we'd love to get your thoughts on this:</p> <ul style="list-style-type: none"> • What do you think about this idea overall? Would it make sense to you for United Utilities to promote Wype? • How about for other people who haven't been through this research process and have less awareness – do you think it would make sense <u>to them</u> for United Utilities to promote Wype? Why / why not? • How successful do you think this kind of partnership with Wype would be in its ultimate goal of reducing the amount of wipes flushed down the toilet? Why? • How do you think United Utilities could roll this out to be as successful as possible? In what ways could United Utilities promote Wype? • How would it make you feel about United Utilities if they were to promote Wype in this way? • Is there anything else United Utilities should be doing to encourage people to flush fewer wipes down the toilet? If so, what? <p>Moderator:</p> <ul style="list-style-type: none"> • What kind of person do you think is most likely to fully switch to Wype? Why? • How would this change the way you view United Utilities? • Check for spontaneous mentions of discounts – should United Utilities offer discounts on Wype? If so, how much? What kind of discounts (e.g. codes)? • How successful was this trial in raising your awareness of toilet wipes causing blockages? How do you think it could improve this awareness? • How successful was this trial in reducing the amount of wipes flushed down the toilet in your household? Is there anything UU could do to achieve this better?
<p>Title: Additional United Utilities ideas</p> <p>Day(s) & order: 11.4</p>	<p>Thanks for all your hard work so far – we're almost there! United Utilities have also been thinking of other ways they might be able to minimise sewer blockages in the future, and would love to get your thoughts!</p>

<p>Allocation: All</p> <p>Task type: discussion/text forum</p> <p>Stimulus: NA</p> <p>Tile Image: Weeks 11-12 \\verfil02\company\1. Client\1. Existing clients\united utilities\2. Projects\2. Live\6422 wype product trial\7. Recollective assets\images used for activity tiles\wype month3 week 11-12.png</p>	<p>They are considering providing some ‘welcome packs’ for new home owners’ including products such as:</p> <ul style="list-style-type: none"> • Fat trap – to dispose of cooking fats, oils, grease • Re-usable cloths - as an alternative to wet wipes • Toilet roll – to promote the message to only flush the 3 Ps (pee, poo & paper) <p>Please answer the questions below:</p> <ul style="list-style-type: none"> • What do you think about this idea? How effective do you think this would be? • Anything that you particularly like about the idea? • Anything you particularly dislike about the idea? • Have you ever used re-usable cloths or fat traps before? If so, how have you found them? • Are there any other reusable products you use that could be good to add here? <p>Moderator:</p> <ul style="list-style-type: none"> • Probe on other reusable products that they might use e.g. any reusable makeup wipes?
<p>Title: Summing up</p> <p>Day(s) & order: 11.5</p> <p>Allocation: All</p> <p>Task type: discussion/text forum</p> <p>Stimulus: NA</p> <p>Tile Image: Weeks 11-12 \\verfil02\company\1. Client\1. Existing clients\united utilities\2. Projects\2. Live\6422 wype product trial\7. Recollective assets\images used for activity tiles\wype month3 week 11-12.png</p>	<p>Great! That’s it for the Wype product trial. We just wanted to thank you again for all your contributions throughout the past 3 months – you’ve all been so engaged and helpful in your comments, and your feedback is truly going to make a difference.</p> <p>Before we close the community, we’d like you to summarise the pros and cons about Wype that you would tell other people, if they were to consider switching from wet wipes to Wype:</p> <ul style="list-style-type: none"> • What are the top 3 <u>pros</u> of using Wype compared to your typical wet wipe brand? Why? • What are the top 3 <u>cons</u> of using Wype compared to your typical wet wipe brand? Why? <p>Finally, this is your chance to share any further thoughts that you might have, either in relation to your experience with the product & wet wipes, the research community, or any last advice you have for United Utilities / Wype.</p>

Reminder email

Short email sent to incompletes to remind them to take part	
Subject line:	[reminder text]
Wype research reminder	Hi there! Please don't forget that this weeks tasks are now available! See you on the community