

UNITED UTILITIES | APRIL 2021

***Behavioural design
sprint: water
efficiencies U35s***



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+ objectives*

02. *Methodology*

03. *Recap: remote behavioural
design sprint workshops*

04. *Prototype and test:
Ideas to prototype and test, now!*

05. *Next steps*



01.

Project background and objectives

Project background and objectives

01.

Tackling over-consumption of water continues to be a key priority for United Utilities

02.

Lots of research and insight into water usage, audiences and their behaviours available – desire to translate this into positive change and action

03.

Reducing water consumption with under 35s demographic of particular interest/importance

04.

Complete a remote behavioural design sprint to:

1. Identify and *prioritise* specific audience groups and over-consumption behaviours to target first
2. Design and ideate real-world solutions to test at pace
 - Try a new creative approach/way of thinking
 - *Move from research to action and continued learning/iteration*

02.

Methodology

5 steps to change behaviour at pace

01.

Define

Define and prioritise specific, measurable behaviours that you want people to do

02.

Map

Map every decision and action involved for people to carry out the behaviour

03.

Diagnose

Identify key barriers, biases, heuristics and opportunities

04.

Co-design

Ideate, prioritise and design behavioural interventions

05.

Test

Prototype and test in real world context to learn fast, iterate and scale



03.

Sprint recap

Water efficiencies for U35s – progress to date

Overview

15-26 Feb



Define

- Define workshop (22 Feb, core sprint team, 2hrs)
- Behavioural science lens insight review

1-5 Mar



Map + diagnosis

- Map and diagnosis workshop (3 Mar, core sprint team, 2hrs)
- Recruitment: Customer co-design workshops

8-26 Mar



Co-design

- Design ideation and evidence review (CC team)
- 3x Co-design workshops (2 hrs/session)
- Co-design 1 (15 Mar, core sprint team)
- Co-design 2 (16 Mar, customer group 1)
- Co-design 3 (18 Mar, customer group 2)
- Prioritisation workshop (25 Mar, core sprint team, 2 hrs)

29 Mar onwards



Test

- Behavioural design intervention pipeline
- Recommendations and review meeting (19 Apr, core sprint team, 1hr)
- Ongoing development and build of interventions to test and scale

Define workshop

Objectives

- Define and prioritise specific, measurable behaviours that you want people to do in order to achieve your goal/desired outcome
 - *What, who, when, where, how often, when by and measured by*
- Develop “behavioural statements” for each behaviour/audience to prioritise

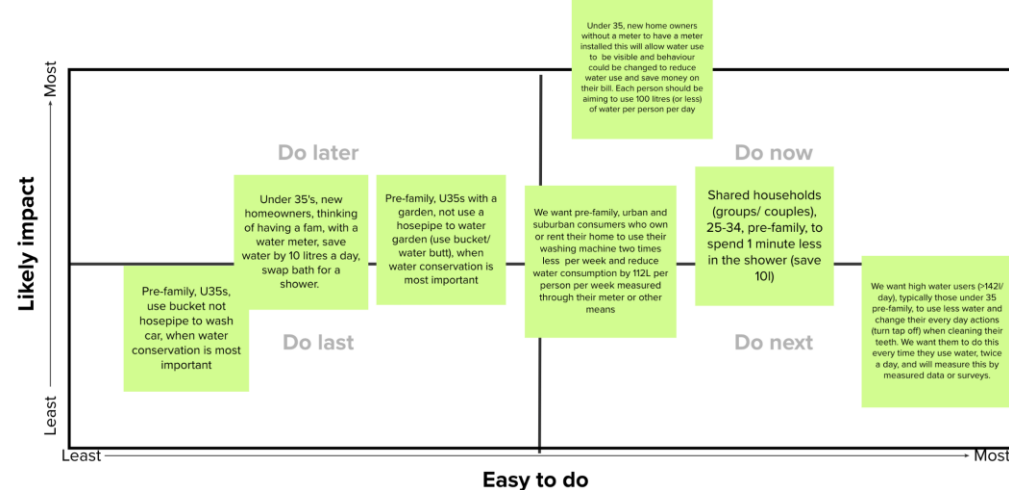
Outcomes

- Prioritised behavioural statements to help *focus attention, energy and resources*
- Clear direction for current and subsequent sessions/sprints

BEHAVIOURAL STATEMENT

We want higher than average water users (142l, per person/day), aged 25-34, who are pre-family and live in a shared household (groups/couples), to spend 1 minute less in the shower, saving approx. 10l water per shower

Prioritise behaviours to change *now, next, later and last* - based on the relative ease, immediacy, control and likely impact of each behaviour on achieving your overarching goal/desired outcome.



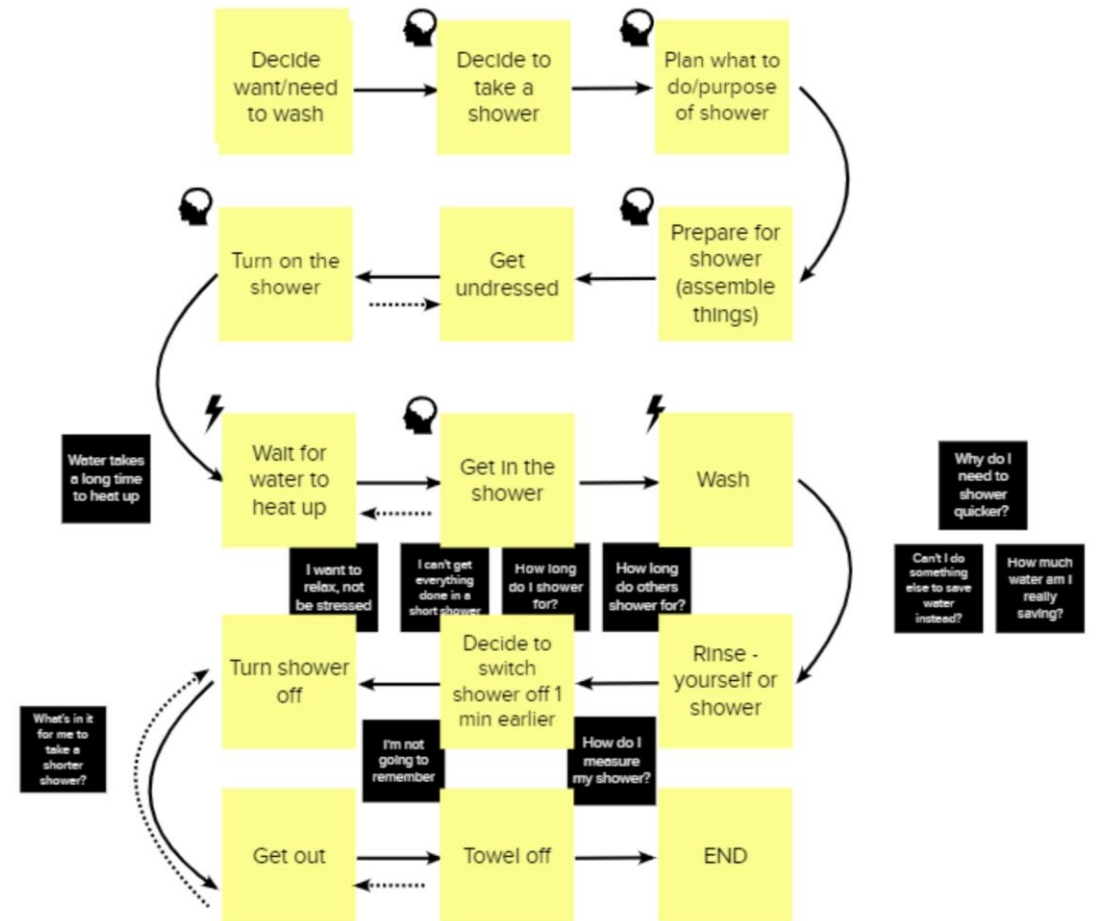
Map+ diagnosis workshop

Objectives

- Map out every decision and action involved for people to do the desired behaviour
- Identify key behavioural biases, barriers and heuristics that make it difficult for people to do the desired behaviour

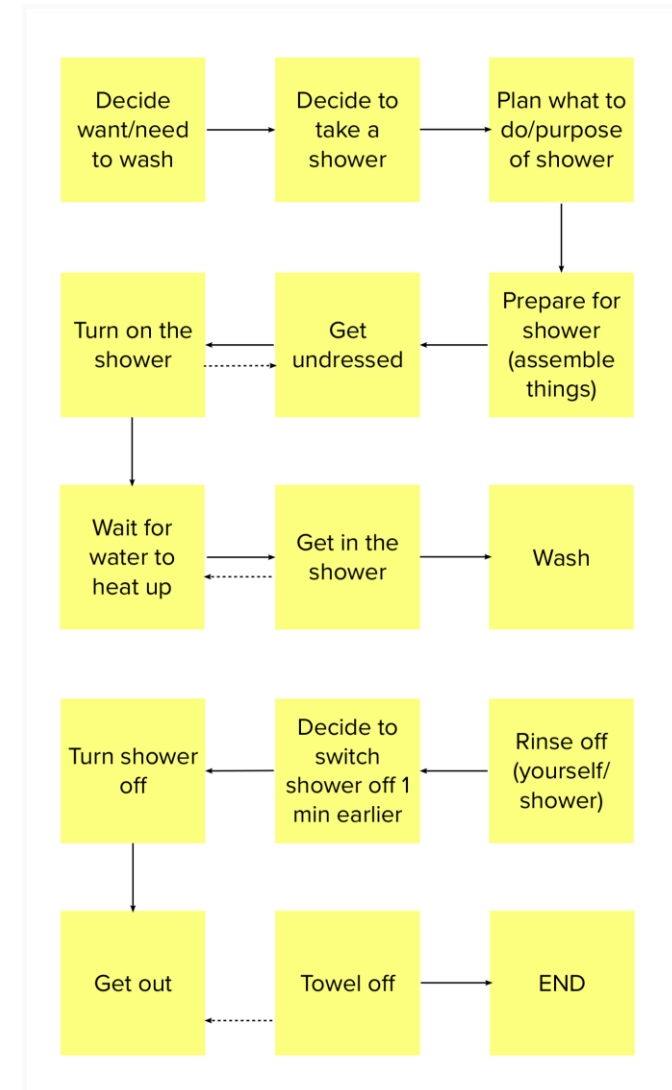
Outcomes

- Deeper understanding of sprint behaviour, audience and goal user journey
- Unlock and uncover previously unseen *opportunities* (⚡) for overcoming *barriers* (⊖) and achieving behaviour change



Behavioural map

“We want higher than average water users (142l, per person/day), aged 25-34, who are pre-family and live in a shared household (groups/couples), to spend 1 minute less in the shower, saving approx. 10l water per shower”



Key barriers and opportunities

Spending 1 min less in the shower

1. Self-awareness of behaviours (default and desired)

- ⊖ Habitual behaviour – *hard to trigger people to rethink something they do frequently and give little conscious thought to*
- ⊖ Lack of social proof – *unable to easily see/compare own behaviour to that of others*
- ⊖ Lack knowledge of – and ways to gauge – current defaults: *time spent in shower/total water consumption (“ambiguity bias”, “self-report bias”)*

⚡ Look for ways to prompt and help people measure their usage at timely moments i.e. physical in-bathroom/shower prompts and timers

⚡ Look for ways to make interventions social – competitions and challenges (household, local, regional)

BEHAVIOURAL STATEMENT

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Key barriers and opportunities

Spending 1 min less in the shower

2. Lack of saliency/awareness of benefits (personal, financial, enviro) – and consequences

⊖ Availability heuristic & self-relevancy bias – *information about potential benefits, savings (monetary or “green”) and rewards for taking a shorter shower are unknown at the time of decision making and hard to accurately gauge/source. Actual consumption/savings info is reported infrequently, “meaningless” and easy to ignore (bi/annual billing, direct debits)*

⊖ Hyperbolic discounting – *no immediate personal benefits or incentives for taking a 1-min shorter shower (or consequences for not)*

⊖ Confirmation bias – *perceptions of water as “cheap”, “abundant”, 10l being “too small to make a difference” and carbon being “the real problem”*

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BEHAVIOURAL STATEMENT

We want higher than average water users (142l, per person/day), aged 25-34, who are pre-family and live in a shared household (groups/couples), to spend 1 minute less in the shower, saving approx. 10l water per shower

⚡ Introduce “menu” of incentives and rewards based on personal motivators (financial reward, carbon offsetting etc)

⚡ Provide timely, frequent feedback on individuals’ behaviour (whether positive or negative!) and collective impacts

⚡ Upweight cumulative effects and reframe communications i.e. 10l/day over X years = X litres saved. That equates to a personal saving of X% on your bill – and enough water to fill X Olympic swimming pools/keep X herds of African elephants hydrated for X, and a carbon saving equivalent to Y...

⚡ Use big numbers to capture attention. “The bigger the number (whatever it relates to) the better” and more motivating/salient it’s assumed to be
– *this observation was offered by a customer at one of the co-design sessions. He seemed very passionate about it!*

Key barriers and opportunities

Spending 1 min less in the shower

3. Perceptions of “affordable luxury” and self-care culture

⊖ Mental and emotional states (“Hot” and “Cold”) – people tend to take showers at the start or end of their day, when they are more likely to be in an “emotional” state (in a rush or stressed and need to unwind)

⊖ Loss aversion: long, hot shower = affordable luxury and accessible pleasure/act of “self-care”, particularly during lockdown. Not something to be given up easily or compromised on

⊖ Eco-fatigue: “I’m already doing my bit by doing XYZ. I don’t want to give this up, too”.

BEHAVIOURAL STATEMENT

We want higher than average water users (142l, per person/day), aged 25-34, who are pre-family and live in a shared household (groups/couples), to spend 1 minute less in the shower, saving approx. 10l water per shower

⚡ Bypass “loss aversion” and “anticipated regret” by finding ways to reframe “less time” as “more gain”

- Reward and incentivise with equivalent “luxury” i.e. premium products or spa days for short shower “streaks”
- Short, mood-based shower playlists and guided “in-shower” meditations to set times
- Ambient lighting/lightshows that double up as timers/speakers

⚡ Bring focus to the “outside of shower” parts of “having a shower”

- Fluffy robes and luxury bath mats – quicker you’re out, quicker you’re snug
- Mindfulness as part of pre/post-shower routine

Key barriers and opportunities

Spending 1 min less in the shower

4. Intention-Action gap

- ⊖ Defaults: shower already seen as “quicker, more water efficient” option than a bath. “I’d like to do more but I can’t do more than I already am, can I?”
- ⊖ Auto-pilot: even if people decide they want to try it, they still have to remember to physically “do” it (turn shower off 1min earlier) next time they shower
- ⊖ Present bias: the allure of an extra minute in the warmth of the shower outweighs the future benefits or consequences (financial costs, environmental impacts)
- ⊖ “Unrealistic” target: goal of spending 1 min less seen as too ambitious. Less time to get “fully clean”/finish routine

BEHAVIOURAL STATEMENT

We want higher than average water users (142l, per person/day), aged 25-34, who are pre-family and live in a shared household (groups/couples), to spend 1 minute less in the shower, saving approx. 10l water per shower

- ⚡ Look for ways to prompt the behaviour before, during and after the shower – repetition to aid recall/mental availability of intention and reduce the intention-action gap
- ⚡ Design feedback loops into interventions – continued repetition and reward of desired behaviour (notifications, timers, achievements, instant rewards)
- ⚡ Reframe the norm – and “the ask”. E.g. 2 mins for a morning refresher, aim for 6 mins for a hair wash or leg shave
- ⚡ Add friction – make “preferred” behaviour (long-shower) physically unappealing. i.e. uncomfy in-shower mat, hot water timers...
- ⚡ Pre-commitment devices linked with rewards
- ⚡ Myth-busting and “quick shower hacks”

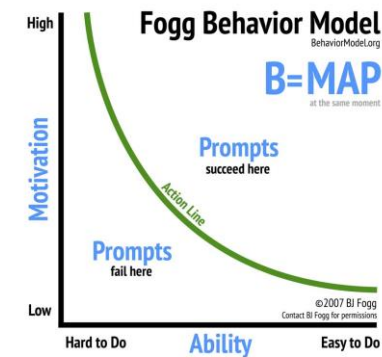
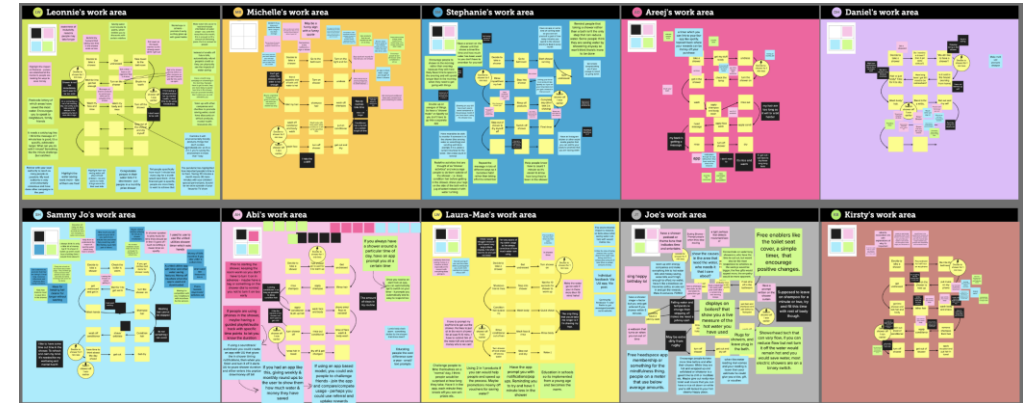
Co-design

Objectives

- Design, ideate and prioritise potential interventions and solutions
- Gain real-time feedback on behaviour change challenge, barriers to action, and co-design solutions with real-life customers
- Explore existing real-world interventions designed for similar challenges

Outcomes

- Solid design and implementation ideas for interventions to take forward and further develop/test






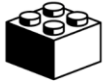
*Behaviour change =
prompt + motivator +
ease (at the same time)*

Ideas for prompts

Spending 1 min less in shower

- In/near shower devices and gadgets i.e. timers, colour change products etc..
- Ambient messaging – decals, shower curtains, LED light projections , bath mats, rubber ducks
- Audio cues - shower podcasts/playlists, guided meditations, radio ads at peak shower times
- Apps and integrations with wearables/Smart assistants (Alexa)
 - “All in one shower app” – timers, scheduling, notifications, progress trackers, meditations, playlists/podcasts, leaderboards
- Comms and awareness – social proofing
 - Competitions between streets/areas
 - Collaborations with influencers and communities i.e. schools, eco-hairdressers etc..

PROMPT

			
Shower podcasts/ playlists/ meditations		% listening to music/ taking phone into shower	Do as collaboration with influencers <small>Need multiple influencers to see final stat</small> Link with challenges - playlists to facilitate shower Make your own and share it (peer-to-peer) WATER PROOF DEVICES!!! Topical/ seasonal
LED candle/ diffuser - ambient, mood-setting and colour changes as timekeeping aid	Positive, gentle prompt Easy to obtain	Potentially easy to ignore Consider cost models Female-oriented	Consider ways to make it more relevant to times of day/ambience/mood How to make it appealing to males? Lynx-effect
Launch social media competitions - make areas/streets compete? Integrate with wearables - smart watches	PR friendly/ community and environmental angles Localised aspect - fun, flexible, fit in with existing campaigns More likely to get people in shower with them Those with them do act on prompts	Affordability	Link with other campaigns Community based rewards Collaborate with local media, PR, businesses Figurehead Link with smart speakers devices Link with spotify playlists

Ideas to motivate

Spending 1 min less in shower




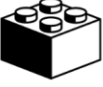
Turn it into a challenge

- Feedback is critical e.g. your progress, how you stack up against yourself, and others (within your area, family, friendship group), collective benefits and impact
- Celebrity endorsement - *"Do it for Sir David!"*

Rewards and incentives

- Menu of rewards – let people choose for themselves based on what appeals/motivates them most (money back, free memberships/subscriptions, carbon offsetting, vouchers for meals out, access to savings gradings/tariff bands etc)
- Non-monetary rewards and incentives – well done letters, equate personal progress with wider eco/social benefits
- Points win prizes
- Postcode and regret lotteries
- Make benefits (pro-social or personal) visual and tangible
- Make rewards and recognition instant (or as close to present as possible)

MOTIVATE

			
Win a spa day to pay back self care compromises		Be careful about backfire effect - "shorter shower" How water efficient are spas One hit wonder	Pick an eco spa? Substitute with days out Product hampers instead as rewards? Sub with subscriptions - Headspace Shower time logs Choice of rewards Points = entries to prize draw
Integrate with Alexa - set shower timers, ask her if you've saved time on last shower. Alexa gives feedback - "well done"		Remembering to set her! People would need instructions	Pre-programme with shower mode Set reminders based on shower routine Could help people form new habits - get up early. Alarm quality
Linking your timer to apps (e.g. Spotify) - you get a reward in that account A UU app with timer and other water saving features. Money off vouchers when the app is used and downloaded	Fun - make it a fun challenge Leaderboards	Would people download a bespoke app?	Don't market a UU app for showering as UU - frame as a challenge like C2iK. Use shower barometer as a shower in for other water saving initiatives (e.g. brewing machines etc) Keep it simple - easy to follow, not too much functionality Leverage any existing apps?




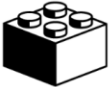
Ideas to make it easy

Spending 1 min less in shower

- Easy to understand the benefits
 - Partner with manufacturers to put water saving ideas/messaging on products
 - Community outreach – eco-hairdressers/schools
"If others are doing it, I can/should do it, too"
 - Mythbusting and education – make water saving education and awareness accessible and easy to understand/equate to other eco issues.
Some people genuinely don't know where their water comes from, what it takes to get it there, or that it's something they should be concerned about enough to act. Others think they absolutely have to wash their hair twice or it's not "clean"...
- Easy to do
 - Timers (physical or app-based) to benchmark usage and monitor ongoing showers
 - Doubling up – time saving products (2in1s) and "do it all" apps (time, notify, link to leaderboards, playlists etc)
 - Achievable target – reframe the ask
Rather than ask everyone to shave 1 minute off, ask people to aim for different targets/grades depending on where they're currently at e.g. 10min showerers try for 8
- Easy to see progress and get rewards
 - Provide timely feedback on goals achieved, missed and how/when to unlock rewards

Choiceology.com SMS messages, push notifications, dashboard trackers, emails

EASE

			
Functionality in the UU mobile app to see leaderboard/ QR code to leaderboard from bill	Very easy to market/ users to access	Not sure how engaging it would be	
Double up on uses of things. So have a "shower mode" on Spotify so you don't have to go into a separate app		Be careful of messenger!	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;">Product endorsements</div> <div style="width: 50%;">Top tips</div> <div style="width: 50%;">Mythbusting-skin and haircare</div> <div style="width: 50%;">Modelling behaviour</div> </div>
Challenge people to time themselves on a 'normal' day. I think people would be surprised at how long they take. Have it in the app, each minute they knock off you can win prizes etc.	Great for making people aware of their behaviour and impacts		Get everyone to do it on the same day - launch a campaign

Real world interventions

What is it?

Water Pebble

What's it for?

Aims to decrease shower time by actively monitoring the amount of water going down the drain

How does it work?

- User places Water Pebble in shower
- First shower used as a benchmark to measure water consumption (default "allowance")
- Subsequent showers are automatically shortened and then graded using "traffic light" system
 - Green = start of your shower
 - Amber = halfway through benchmarked "allowance"
 - Red = used up allowance

Why it's effective

- Affordable, convenient and "in-the-moment" reminder to take shorter showers
- Non-intrusive and easy to set up



Real world interventions

What is it?

Spotify playlist by Water Aid and Y&R

What is it for?

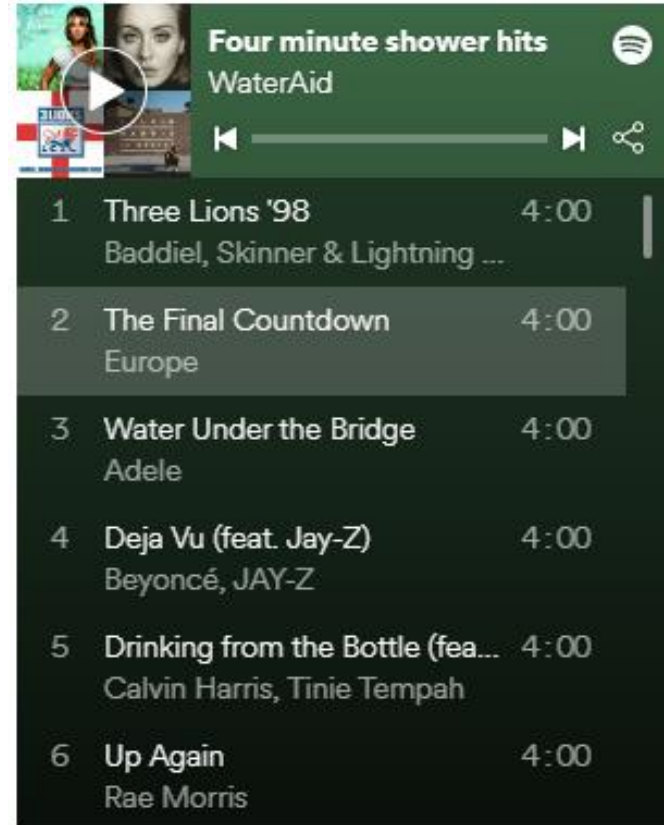
Aims to assist and encourage people to take 4-minute showers.

How does it work?

Each song on the playlist is exactly 4 minutes long. User puts the playlist on (or chooses their fave song on it), jumps in the shower and aims to finish before a song ends.

Why its effective

- Engages users on a popular, actively used platform they're already familiar with and use regularly
- Fun, shareable, gamified content: share the playlist and challenge friends and family



Real world interventions

What is it?

Amphiro water metre

What is it for?

Live measurement and feedback device – provides users with instant information about their in-shower water and energy consumption - and the potential environmental impacts!

How does it work?

- Shower meter is installed at eye level
- Measures water flow and energy usage while shower is on
- As user showers, an animation of a polar bear on an ice cap appears. The longer the shower, the less ice at the end... (oh no!)
- An animation of ice shrinking beneath a polar bear made salient the connection between high energy consumption, carbon footprint and climate change

Why its effective

- Immediate, real-time feedback = increased saliency and self-relevancy
- Highly visual – usage is instantly equated with environmental impact
- Less aggressive environmental awareness nudge – but no less effective!

Choiceology.com



20% reduction in shower time
 21% reduction in water consumption
 22% reduction on energy consumption
 ROI 9mo+ (bill savings vs cost of device)

Prioritisation workshop

Objectives


- Collate and review design ideas
- Further develop ideas based on B=MAP model (add prompts, motivators and ways to make easier, ideally at the same time)
- Score ideas based on relative feasibility, scalability, immediacy and likely impact (5 points per category, 20 points total)

Outcomes

- Ranked and prioritised intervention ideas
- Pipeline of interventions and timeline for testing/working through – starting with "Do now" ideas (highest scoring)

Intervention	Feasibility	Scalability	Immediacy	Impact	TOTAL
Integrated awareness campaign to take a shorter shower. Leverage water based individual rewards (showerstopping). Link rewards to positive and collective impacts on their doorstep.	4	4	3	3	14
CSI style shower app allowing people to set timers and reminders in the morning. Leverage consumer/competitors for motivation/app content. Simple prize draw - download app and win X. Resulting in more awareness of water use behaviour.	3	4	3	3	13
Community rewards opportunity - link in with existing campaigns. Outreach with schools and community groups. Save water showering, gain community rewards i.e. water efficient gardens...	4	4	3	4	15
Social media campaign challenge: push to app sign up and app-based competition. Leverage social media elements to raise awareness/competition progress.	3	3	3	4	13/16
Shower playlists Spotify group - collaborations with artists. Encourage peer-to-peer sharing of playlist. Link with app to record/monitor usage/progress and enter leader board for prize draws.	4	4	4	5	17
Community based Daily Use Shower Challenge. Leverage localised events (e.g. vManc etc). Accompany with Spotify playlists and consider offline giveaways. Award individuals with most savings get prize/rewards.	4	4	4	4	16
App with challenges, map your own personalised playlist to a set time, and incentives to take shorter showers.	4	4	3	4	14-15

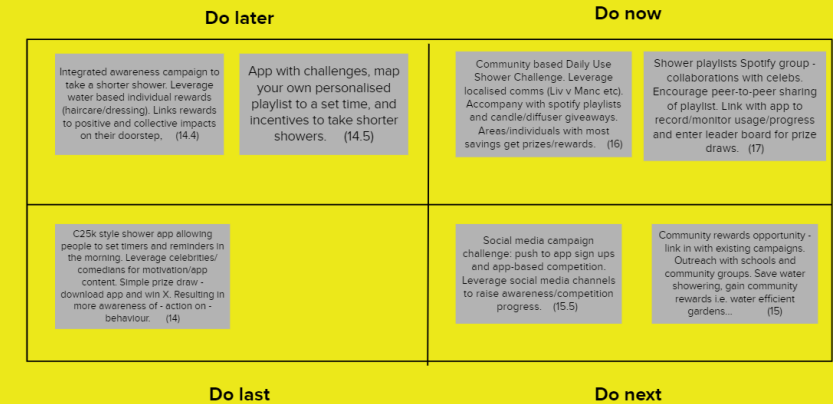
Prioritisation matrix

- 7x intervention ideas generated by UU team
- Ideas combine shower playlists, app integrations for tracking/timing usage and identifying individuals/areas to award prizes, too
- Plus, local comms campaign-based interventions, utilising existing social media channels
 - Community campaigning and outreach (schools, community groups)
 - Local/regional competitions with pro-social rewards
- Highest scoring (UU team ideas) 
 - Shower playlists Spotify group

PIPELINE OF INTERVENTIONS TO TRIAL

Starting with your highest scoring intervention idea, place each idea into the matrix below. This will become our pipeline of interventions to begin to build, test and scale in future development phases.

Highest scoring interventions should be placed in the "Do Now" quadrant.



17/20

Shower playlists Spotify group

- Collaborative with celebs
- Encourage peer-to-peer sharing of playlist
- Link in with app to record and monitor usage/progress
- Enter leaderboard for prize draws.

16/20

Daily Shower Challenge

- Community based
- Leverage localised comms (e.g. Liv vs Mcr)
- Accompany with Spotify playlists and candle/diffuser giveaways
- Areas/individuals with most savings get prizes/rewards.

Choiceology

Intervention ideas UU team

Scored out of 20 based on relative

- *Feasibility*
- *Scaleability*
- *Immediacy*
- *Likely impact*

Use scores to plot an "Intervention pipeline"

- Highest scoring = "Do now"
- Next highest scoring = "Next"
- Mid-range = "Later"
- Lowest scoring = "Last"

14.4/20

Awareness campaign

- Integrated campaign
- Goal of shorter showers
- Leverage water based individual rewards (e.g. free haircare/hairdressing)
- Links shorter showers and rewards to positive and collective impacts on their doorstep

15/20

Community outreach and rewards campaign

- Save water showering, gain community rewards i.e. water efficient gardens
- Link in with/piggyback existing UU campaigns
- Outreach with schools and community groups

14.5

Challenge app

- App with challenges
- Allows user to map own personalised playlist to a set time
- Choose incentives to take shorter showers

17/20

Shower playlists Spotify group

- Collaborative with celebs
- Encourage peer-to-peer sharing of playlist
- Link in with app to record and monitor usage/progress
- Enter leaderboard for prize draws.

16/20

Daily Shower Challenge

- Community based
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- Areas/individuals with most savings get prizes and rewards.

14/20

C25k style app

- Allows users to schedule reminders and set timers
- Leverage celebrities and comedians for motivation and app content
- Simple prize draw – download app, win X
- Raise awareness and promote/cause action

15.5/20

Social media challenge

- Push to app sign-ups
- App-based competition
- Leverage UU social media channels to raise awareness and share competition progress

Best of the rest

Ideas from co-design sessions, customers and Choiceology

Benchmark – then beat it! (Non app-based challenge)

- Personal challenge – ask people to time their shower, make a note, then try and beat it next time!
- Provide simple shower timer freebie
- Link in with social media content, provide story filters and sticker for sharing/hashtagging
- Weekly hashtag-based prize

Notification reminders

- Via existing UU app (general usage up/down or short shower reminders at "peak" times)
- Via Smart speaker (Alexa)
- Using regular phone "reminder" features

Water Pebble

- UU brand (collaborate?)
- Add loop for hanging on door/around shower
- Add "beep" timer functionality

In-shower prompts and peripherals

- Colour change hygiene products
- Colour change shower curtains/decals
- Soap on a rope
- 2in1s (partner with brands)
- Amphiro usage meter (UU brand?)

Social media content

- Shower hacks series
- Mythbusting
- Mix content with real-world impacts content (money, enviro)
- Stories filters and stickers
- Collabs with influencers/celebs
- "My minimalist shower" – Marie Kondo

Shower sequence meditations & podcasts

- Podcasts/meditations to a set time
- Walk you through your shower sequence (meditations)
- Create playlist options – different moods/times of day
- Collaborate with celebs

Partnerships and collaborations

- Charities
- Manufacturers
- Local Authorities
- Energy companies
- Celebs/influencers
- Schools
- Hairdressers

Shower/water saving lottery

- Commit to reducing time in shower/water usage in general
- Link with community/area based competitions
- 2-tier prize draws? 1x in the area with biggest reductions this period, 1x top 10% biggest reduction households usage from last

Bill messaging

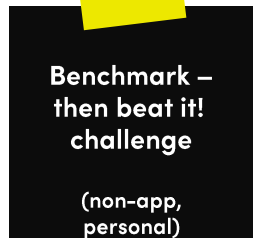
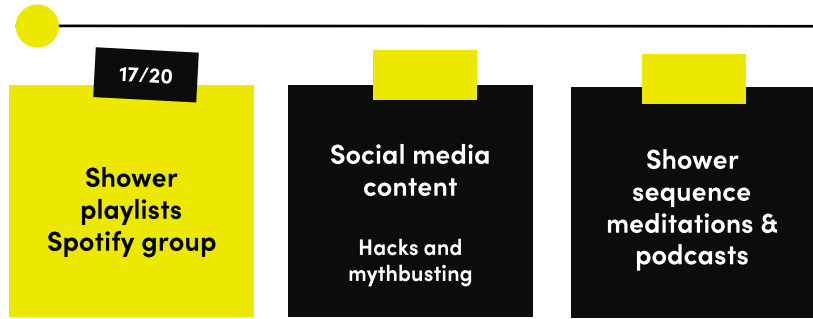
- Make easier to read
- Easier to equate water savings into "meaningful" comparisons/info. Think Bulb!
- Make cash savings tangible – rather than money off bill, give a voucher or directly put the saved cash in their own accounts!

Hard tech/gadgets (non app)

- Hot water shut offs (timed)
- "Smart" meters
- Pay to shower
- In shower radios/speakers with timers
- Flow reduction shower heads

Intervention pipeline

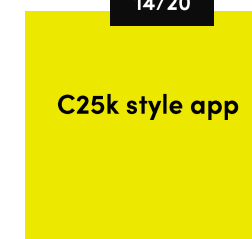
DO NOW



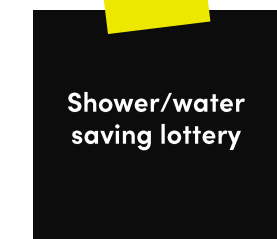
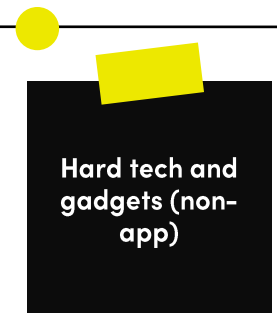
DO NEXT



DO LATER



DO LAST



04.

Prototype and test

Ideas to prototype and test, *now!*

Designing and testing interventions

Briefing documents for "Do now" ideas

GROUP EXERCISE

Mural board:

<https://app.mural.co/t/choiceology4230/m/choiceology4230/1618760474518/b32176021e8ffe052cf356f82b2c6258bde5a44c>

INTERVENTION TESTING BRIEF
Curated shower playlists, podcasts and guided meditations

BEHAVIOURAL STATEMENT
We want **higher than average water users** (+142) per person, per day, aged 25-34, who are **pre-family** and live in a **shared household** (groups/couples, to spend 1 minute less in the shower, saving approx. 10l water per shower. Measured by household water usage pre- and post-intervention

BEHAVIOURAL DESIGN MODEL
Behaviour = Prompts + Motivation + Ease
(at the same time)

1. Define and prioritise a specific, measurable behaviour you want people to do
2. Create opportunities and prompts for people to do the behaviour
3. Make it more motivating and rewarding to do
4. Remove/reduce barriers to make it easier to do

INTERVENTION IDEA (summary)
Curated shower playlists, podcasts and guided meditations

- Aims to help people reduce their time in the shower and overall water consumption
- Media content to set times (i.e. 4 minute songs)
- At the end of the song/podcast users turn their shower off
- Prize draws and leaderboards to encourage
- Continued use/shorter shower habit
- Sharing content with friends/family

WHAT ARE WE TESTING?

- One media type – podcasts, guided meditations or playlists
- One full week's worth of content (i.e. 5x podcasts (one for each weekday)
- Hypothesis testing against "functional showers" rather than weekend "luxury" showers

WHY ARE WE TESTING IT?

- To test how effective the intervention is as a base concept first, prior to further developments e.g. multi-media, different genres/moods, and more complex UI/design features e.g. leaderboards, app integrations etc

WHO ARE WE TESTING WITH? SAMPLE/SIZE

- Higher than average water users (+142) (per person)
- Aged 25-34
- Pre-family
- Living in shared households (couples/groups)
- In postcode areas that have weekly meter readings

WHEN WILL THE TEST RUN? HOW LONG?

- 3 weeks
- Week 1: pre-intervention monitoring of water usage (no media)
- Week 2: during-intervention monitoring of water usage (using media)
- Week 3: post-intervention monitoring of water usage
- During high water usage periods (summer?)

WHERE WILL THE TEST RUN?

- In postcode areas that have weekly meter readings

HOW WILL THE TEST RUN/BE MEASURED?

- As a campaign? (use social media ads to recruit) OR
- As a "closed list" invites sent to specific audience
- Longitudinal test: water meter data taken over duration and post-intervention
- Monitoring:
 - Engagement (short-term) e.g. downloads, shares, follows
 - Water consumption (long-term) e.g. meter data
 - Registrations to next sign-up
 - Funding as a campaign

IMMEDIATE NEXT STEPS

- Decide priority test media type (podcasts, playlists or guided meditations) and durations (e.g. 4 mins?)
- Explore test roll-out and registration mechanics (campaign or paid recruitment with capped sample size, sign-up mechanic)
- Explore feasibility of pre- and post-test reporting runs

KEY REQUIREMENTS AND CONSIDERATIONS

- Practicalities of setting up weekly meter readings in postcode areas of target audience

INTERVENTION DESIGN BRIEF
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PROMPTS

When:

- Weekly, at timely moments when people are likely to be thinking about taking a shower (i.e. just before pastimes for water consumption in morning/evening. Localise/personalise to regions/household where possible)
- Future consideration: allow people to schedule their own reminder messages at times that suit them OR automated scheduling of messages based on household usage

When:

- Text or in-app push notification on mobile/tablet devices (link to LUU app or media channel app?)

Example: Fitness tracker reminders via push

MOTIVATION

When:

- Pre-curated podcasts, playlists and guided meditations
- High quality content, collaborations with artists, influencers and experts
- Personalised to suit content use by day (e.g. Monday Mix, gym/workouts, hospital themes, usage targets)
- Prize draws and leaderboards to encourage
- Based on commitment devices and usage (i.e. social oversharing, channel followers, like time, completion)
- Design/feedback and reduction in water consumption
- Focus and full-length fit – media to suit for audience, work
- Social/community
- Using prompts that reference pre-conditions and personal milestones (e.g. "well done")

When:

- New content updated regularly (frequency fit)
- Weekly prize draws based on channel and engagement
- Monthly prize draws based on reduced water consumption

When:

- Content and prize draw updates available via
- Media channel (Spotify? Apple Music? LUU app integration?)
- Social media (Instagram)
- Content creation (collaborations, outplacement)
- In-house content (e.g. podcast interviews)
- 100 social media channels

Example: Spotify personalised "radio" and playlists e.g. "Daily Mix", "Daily song playlist"

EASE

How, when and where:

- Include shower hacks, mythbusting and time saving tips in alongside prompts messages (SMS, push)
- Have messages link you directly to media landing pages
- Limit media to set durations e.g. 4 minute songs
- 4 minute guided meditations
- Include guide prompts within media content to help guide people through their timed shower (audible cues)
- (Future) allow people to schedule own reminder times

Example: "Four minute shower hit" playlist

OBJECTIVES, METRICS AND SUCCESS

Primary objective:
Remind and motivate people to take shorter showers regularly so they develop a shorter shower habit over time and reduce their overall water consumption

Secondary objective:
Encourage people to share the playlists, podcasts and meditations with friends and family to raise awareness and drive further uptake and reduction in overall water consumption

Actionable metrics:
Total downloads/plays/follows/shares
Reduction in household water usage and bills

KEY REQUIREMENTS AND CONSIDERATIONS

Key requirements:

- LUU channel accounts e.g. Spotify/other to create playlists and upload meditations/podcast content, or LUU app capability to host content
- Channel analytics for engagement feedback loop for measuring habit formation and monitoring usage awarding prizes/follows, shares, downloads, plays etc. integration with LUU app?
- Ability to notify prize winners, in app?
- Ability to schedule prompts and notifications (push SMS)
- Development of content/awareness for playlists, podcasts, meditations
- Development of content, channel and engagement strategy and leads e.g. set a friend, share your own playlist, customer stories etc.
- Social media promotional materials - paid and organic (ads, page banners, hashtags, stories, filters)
- Sign up and registration mechanic
- Prizes and fulfillment mechanism
- Positioning of intervention e.g. climate change, sustainability, wellness
- Suitable "messenger"/"face" of intervention (pricy brand or partner)



05.

Next steps

● / Choiceology

Now: Build and test

- Assemble your prototype development team
- Develop your MVP prototype
- Launch your test intervention with sample group
- Get results and learn fast!

Later:

- Further develop your prototype and launch v1.0 with wider audience
- Continue to learn and iterate, moving along audience segments
- Take on a new sprint challenge!
 - See *DEFINE* session behavioural statements

We want

U35s to get a water meter

We want

U35s to stop using hosepipes to water their garden during water stress periods

We want

U35s to use their washing machine 2x less per week

We want

U35s to turn the tap off when brushing their teeth

We want

U35s to use a bucket (not hosepipe) to wash their cars

We want

U35s to swap their regular baths for a shower instead




Thank you

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