



WaterTalk: Wype Product Trials

COMMUNITY MONTH 2
DISCUSSION GUIDE - VERSION 5

VERVE
Energising Insight

27 JULY 2022

Background & Research Objectives

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.

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
Discussion guide development (<i>Briefing groups & Month 1 online diary</i>)	1 st June	7 th June	Verve

DG review (<i>Briefing groups & Month 1 online diary</i>)	8 th June	15 th June	UU/Wype
DG signed off (<i>Briefing groups & Month 1 online diary</i>)	16 th June	16 th June	UU
Stage 1: Briefing Discussion Groups	20th June	21st June	Verve
Wype products sent to participants	22 nd June	24 th June	Wype
Online Community setup	22 nd June	24 th June	Verve
Stage 2: 3-month Online Diary Fieldwork	27th June	16th September	Verve
Stage 3: Wrap Up Discussion Groups	20th September	22nd September	Verve
Draft report development	23 rd September	3 rd October	Verve
Report amends	4 th October	7 th October	UU/ Wype/ Verve
Final report and debrief delivered	10 th October	10 th October	UU/ Wype/ Verve

Discussion Flow

Wype Diary: kept open for participants to return to at any time during the fieldwork period with any updates on their Wype experiences

Week 5-6:

- **Q1 Survey – How are you using Wype:** a check in to understand whether people have fully switched over to Wype or whether they are still using wipes, as well as number of pumps per use.
- **Q2 Survey – Rank your comfort/confidence with the product:** participants are asked to rank their comfort/confidence and then asked to explain their answer.
- **Q3 The rest of the household:** How they use Wype and how it differs from the main participant
- **Q4 Using and disposing of Wype and wipes:** participants talk about how often they use each, and how they dispose of them. Probes delve deeper into different situations and how disposal behaviour has changed

Week 7-8

- **Q1 Wype marketing continued:** Have opinions on the texts/emails sent by Wype changed?
- **Q2 The process of switching to Wype:** Participants are given an analogy of switching over to contactless payments, and asked to reflect on their equivalent journey of switching to wype

- Q3 **The cost of Wype:** another check in on the perceived cost and value of Wype compared to wet wipes, now they have used it for another month
- Q4 **Survey – Rank your comfort/confidence with the product:** participants are again asked to rank their comfort/confidence and then asked to explain their answer to see if this.

Discussion Flow

DISCUSSION GUIDE	
TASK DETAILS	TEXT
WEEKS 5-6 – launches 1st August	
<p>Title: How are you using Wype? Day: 5.1 Allocation: All Task type: Survey</p>	<p>Welcome back. Now that we've all been trialling Wype for just over a month now, we thought it was time to check in and see the extent to which people are using the product so that we get some interim statistics. Please do be honest as its important we know how things are progressing with you.</p> <p>We'd like to you take a very short survey about your current use of Wype.</p> <p>SURVEY 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 still use wipes more or less exclusively now <p>OPEN What would you say are the main reasons behind your answer to the above question?</p> <p>SURVEY When you use Wype, how are you typically using it?</p> <ul style="list-style-type: none"> • One 'pump' per toilet trip • 2-3 'pumps' per toilet trip • 4 or more 'pumps' per toilet trip <p>Moderator: 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. Anecdotaly, 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?

	<ul style="list-style-type: none"> • What are the barriers holding you back from switching solely to Wype? Time? Money? Convenience of buying? Others in the household? Are there some moments that Wype just can't fulfil your needs like wipes can? <p>For all:</p> <ul style="list-style-type: none"> • I'd like you to imagine that you've just run out of Wype (both the big bottle and the mini), and you're also out of wet wipes. What do you think you would buy to stock up? Wype? Wet wipes? Both? Why? Please be honest 😊 • Understand whether people are being more liberal with their usage because this is a trial, or whether this is the amount they think they need • How many pumps do you think you would use per toilet trip if you had bought the product yourself? Do you think this would be any different? Why / why not?
<p>Title: Rate your comfort/ confidence with the product Day 5.2 Allocation: All Task type: Survey</p>	<p>Great! Now we'd like you to rate your confidence and satisfaction when using Wype</p> <p>SURVEY Please rate on this scale how <u>confident</u> you are with using Wype</p> <p>OPEN Please tell us about why you gave the answer you did:</p> <ul style="list-style-type: none"> ○ Why would you say you are confident / not so confident using Wype? ○ How would you say your confidence in the product compares to the beginning of the trial? ○ What, if anything, has influenced / changed your confidence levels in the product since the beginning of the trial? <p>SURVEY Please rate on this scale how <u>satisfied</u> you are with using Wype</p> <p>OPEN Please explain your answer:</p> <ul style="list-style-type: none"> ○ Why would you say you are satisfied / not so satisfied using Wype? ○ How would you say your satisfaction levels in the product compares to 2 weeks ago? ○ What, if anything, has influenced / changed your satisfaction levels in the product in the past 2 weeks? <p>Moderator:</p> <ul style="list-style-type: none"> - Encourage participants to elaborate on their answers - Understand satisfaction / confidence levels in older participants compared to younger participants - Understand benefits/downfalls of using Wype with health conditions e.g. arthritis or crohns, if mentioned

<p>Title: Rest of the household Day 5.3 Allocation: All Task type: Survey</p>	<p>Next we'd like to think in a little more detail about how the rest of your household is using Wype, if applicable.</p> <p>SURVEY</p> <p>How many people in your household are using Wype?</p> <ol style="list-style-type: none"> 1. 0 2. 1 3. 2 4. 3 5. 4+ <p>OPEN</p> <p>What are the ages of the other household members who use Wype?</p>
<p>Title: Rest of the household Day 5.4 Allocation: All Task type: Individual blog</p>	<p>Now, we'd just like to get some more details on your households Wype usage. If you don't know the answers to these questions, feel free to say you don't know rather than guessing 😊</p> <p>We'd love for you to interview household members if you/they feel comfortable doing so!</p> <ul style="list-style-type: none"> ○ Who else, if anyone, in your household is using Wype? <ul style="list-style-type: none"> ○ Are some household members using it but not others? If so, why is this? ○ If nobody else is using it, why? ○ For those in your household who are using Wype, how are they using it? Differently to you? Or the same? <ul style="list-style-type: none"> ○ How often are they using it? Regularly? (e.g. most toilet trips), occasionally (around half of toilet trips) or as a rarity (the odd toilet trip) ○ How do they feel about the product? ○ Do any children use Wype? If so, how? <ul style="list-style-type: none"> ○ Do they take it to school? <p>Moderator:</p> <ul style="list-style-type: none"> ○ Do they have differing opinions? ○ Do they continue to use other wet wipe products? ○ How do you feel about sharing a Wype with other members of your household ○ If nobody else in the home uses Wype, why not?

	<ul style="list-style-type: none"> ○ If children use Wype, probe asking why they chose to use it/whether they use it alongside wet wipes. Probe for ages - Probe why other household members began using Wype/ how they're finding it
<p>Title: Using and disposing of Wype and wipes</p> <p>Day 5.5</p> <p>Allocation: All</p> <p>Task type: Individual blog</p>	<p>We'd like to delve deeper into your Wype and wet wipe use at this point in the trial, thinking about how often you use each per day.</p> <p>How many times are you now using <u>Wype</u> in a typical day?</p> <ul style="list-style-type: none"> ○ In what situations? ○ How do you dispose of this? Is it the same for all situations? <p>How many times are you now using <u>wet wipes</u> in a typical day/week?</p> <ul style="list-style-type: none"> ○ In what situations? ○ How do you dispose of them? ○ Is this the same for all situations? ○ If using more than one wipe, do you flush all of them? ○ Have your methods of disposal changed since before starting the trial? If so, how? <ul style="list-style-type: none"> ● Some people have said ease of flushing is a benefit of Wype, how much do you agree with this? <p>Moderator</p> <ul style="list-style-type: none"> ○ When people say they are using Wype to clean the toilet seat/surfaces, is that as a replacement for using wipes? Would these wipes normally be flushed? ○ Where people say flushability is a major benefit, have they had problems flushing wipes? In what way, have they had to flush more than once? ⊖ If people are using two wipes do they dispose of both in the same way? E.g do they flush the first and bin the second? Or flush/bin both? ○ Are they flushing other wipes as well? How does using Wype influence the way you dispose of other wet wipes? E.g. does it discourage flushing of other wipes? If so, why / how? ○ Have methods of disposal changed since starting the research? ○ Listen for those switching between Wype and wet wipes and ask why
<p>WEEKS 7-8– launches 15th August</p>	

<p>Title: Wype marketing continued Day 7.1 Allocation: All Task type: Individual blog</p>	<p>Now we'd like for you to think about the emails and texts you have previously received from Wype.</p> <ul style="list-style-type: none"> • Do you still get these frequently? Tell me about them • What's your opinions on these now? Has there been any new emails/texts that have caught your attention? • What, if anything, about the emails and texts you have been receiving, has influenced the way you have been using Wype? • Do you think the marketing should be improved in any way? <p>Moderator: You mentioned (previous opinion) previously, do you still feel this way? How has it changed? How have these messages influenced the way you use and dispose of Wype / wipes? Why?</p>
<p>Title: The process of switching to Wype Day 7.2 Allocation: All Task type: Individual blog</p>	<p>Rather than asking you again about how often you are using Wype vs wipes, we though we'd ask you to think about it a little differently.</p> <p>So, if we think about how people change their behaviour and switch products we might use something like contactless payment, or using your phone to pay for groceries.</p> <p>While you might not all be using your phone to pay for things in shops, quite a lot of people do. And for those that nearly always use their phone, there will be a time when they first tried it and also a time when it became the default method.</p> <p>The first time you tried it, you might have got it wrong or not held the phone in the right place, and it didn't work. So you might have either felt embarrassed and/or thought it was more trouble that it was worth. You will have tried it again and got it right, and then slowly you would have used it more often. One day it will have become the automatic 'go to' way for paying for things and you will have used your debit card for (more or less) the last time. There will have various things that may have influenced you along the way, like being embarrassed in front of a queue of shoppers, or that fact that you keep your phone in your pocket while your debit card is at the bottom of your bag.</p> <p>Let's think about your use of Wype in this way. You might need to think carefully and be honest with yourself:</p> <ul style="list-style-type: none"> • What were the concerns or things that were difficult when you first started to use Wype? • Were they feelings or practical issues? • Did you manage to overcome these concerns and difficulties? How?

	<ul style="list-style-type: none"> • What have been the mix of feelings and practical factors that have <i>gotten you using Wype more than wipes</i> (if you are doing so)? • What have been the mix of feelings and practical factors that have <i>stopped you from using Wype more than wipes</i> (if you are doing so)? <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? ○ Do you think you will carry this on, or will you go back to wet wipes? Why? <p>Look for those who are still using Wype alongside wipes. Probe on the differences in moments</p> <ul style="list-style-type: none"> ○ What are the barriers holding them back from switching solely to Wype?
<p>Title: The cost of Wype Day: 7.3 Allocation: All</p> <ul style="list-style-type: none"> ○ Task type: Survey 	<p>Next, we'd like to understand your thoughts on the cost and value of Wype, since the last time we asked.</p> <p>How much usage have you got out of Wype so far since starting the trial? How does this compare to your regular wipes?</p> <ul style="list-style-type: none"> ○ Overall, how do you feel about the value of the product compared to regular wipes, considering how much you have got out of it so far. <p>How likely would you be to re-purchase Wype? Why/why not? Are there any concerns that may stop you from re-purchasing Wype?</p> <p>Moderator:</p> <p>If Wype were to offer a subscription service, is that something that would appeal to you? Why? How much would you be willing to pay? Probe for convenience of the subscription service Probe for how their wipe spendage compares to Wype To what extent is free shipping an influencing factor in the decision whether or not to buy? How much would you be willing to pay for Wype in order to consider buying it? How long should this last?</p>
<p>Title: Rank your comfort/confidence with the product Day: 7.4</p>	<p>Great! Now, just like last time, we'd like you to rate your confidence and satisfaction when using Wype:</p>

<p>Allocation: All Task type: Survey</p>	<p>SURVEY Please rate on this scale how <u>confident</u> you are with using Wype</p> <p>OPEN Please explain your answer:</p> <ul style="list-style-type: none"> ○ Why would you say you are confident / not so confident using Wype? ○ How would you say your confidence in the product compares to 2 weeks ago? ○ What, if anything, has influenced / changed your confidence levels in the product in the past 2 weeks? <p>SURVEY Please rate on this scale how <u>satisfied</u> you are with using Wype</p> <p>OPEN Please explain your answer:</p> <ul style="list-style-type: none"> ○ Why would you say you are satisfied / not so satisfied using Wype? ○ How would you say your satisfaction levels in the product compares to 2 weeks ago? ○ What, if anything, has influenced / changed your satisfaction levels in the product in the past 2 weeks? <p>Moderator:</p> <ul style="list-style-type: none"> - Encourage participants to elaborate on their answers
<p>Title: New diary task Day: 7.5 Allocation: All Task Type: Diary</p>	<p>Thanks for completing this weeks tasks so far! We'd finally like for you to complete a diary entry this week!</p> <p>We'd like you to discuss using Wype when travelling, this could be anywhere from shopping, to going to work, to going on holiday!</p> <ul style="list-style-type: none"> ○ If you go away/have gone away, what did/would you take with you? Wype or wet wipes? ○ Tell us about how you use Wype away from home? Any different to how you use it at home? ○ Do you continue to flush any wet wipes outside of the home? E.g. public bathrooms. Why/why not? <p>Finally, we'd just like to check in on how much product you have left. How much do you think you have left? Do you need more?</p> <p>How do you feel about the value of the product compared to regular wipes, considering how much you have got out of it so far.</p> <p>Moderator:</p>

	<p>Probe in what type of holiday environments Wype was used. E.g. staying at a hotel, camping etc. How does it differ?</p> <p>If they use the product differently away from home, why?</p> <p>Why do people choose to take wet wipes away, but not Wype?</p> <p>Probe whether using Wype has reduced wet wipe flushing outside of the home</p>
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