DWMP portal customer feedback – Feb 2021

Five customers took part in confidential, one to one interviews via Zoom with Clare Galland, Customer Research Manager, for a £25 amazon e-voucher. They shared their screen and the discussion included:

1) How would you find information you wanted about drainage and wastewater? (observed how they did this online)
2) What are your thoughts on our current live webpage for the DWMP? (link supplied)
3) What are your thoughts (likes, dislikes and suggestions) on our new draft? (link to prototype supplied)
    a. Landing page
    b. Identify stage page
    c. Catchment area page (Northumberland).

Summary

The plan needs to be easy to find and customers may look for such information in a variety of ways, e.g. search engines using various terms, various sections of our web sites, stakeholder websites, our postcode finder 'in my area' and after they've logged into their account.

Customers generally preferred our new design and either liked or did not comment on aspects relating to our corporate template.

They liked being able to see the process for our DWMP, where we were up to and when things would be delivered.

They appreciated keeping text concise and simple with key information like contact email addresses prominently displayed, and links to further information if they wanted more detail.

Customers pointed out various industry jargon they didn't understand which we can reword or explain.

Images should be carefully chosen to reflect the variety of activities DWMP covers.

While infographics are a useful way of displaying information, if they are too complex they can be off-putting and may not display fully on all devices. Consider expandable or zoomable sections.

Grey – while fashionable and professional - was not a welcoming colour for customers.

Customers were keen to drill down to specific information about their local area. This will need to be a key functionality that is very accessible in the final product. For example, using a postcode finder or clickable map to identify their catchment area.

Some also expect more detailed information about certain aspects, e.g. risk/uncertainty, new technologies and materials, costings, causes of development, microplastics and wastewater leaks.

It should be noted that this cohort of customers has been informed of the basics about our wastewater services, the DWMP process and issues and solutions we must include in a short presentation during a previous focus group. NW could develop this into an informative video briefing which could be hosted on our website to provide further context and understanding.

How customers find the page

Consider customer journeys to reach the information contained in DWMPs. For example, links from all relevant parts of our websites, from our postcode finder, when they've logged onto our site, and the search engine terms customers may use e.g. "flooding in Staindrop."

Live DWMP web page

Likes:

- Concise/simple
- Prominent email address
- Not too many links and menus
- Can download most recent updates

Dislikes:

- Main picture doesn't evoke what would expect
- Main infographic very busy, not clickable and hard to read – especially on mobile devices where it can get cut off
- Greyed out images
- Jargon in DWMP newsletter
- Small text sizes
- Large blue banner takes up lots of space

Suggestions:

- Put location in search then taken to correct plan for that area and show how it fits into the larger areas
- Rotating/several photos showing our assets/drainage/environment
- Spread out main infographic more and make infographic clickable so could zoom into different parts
- Label the key as such or get rid of it
- Who are NWG? Just use NW.
- What is the DWMP framework? Remove jargon.

Landing new page

Prefer to current live web page.

Likes:

- To the point / not too fancy design
- Nice, clear colours and layout
- Top box graphics
- Gives all info I need without following links
- Seeing where we are up to
- Having FAQs

- Catchment area links - but some are confusing (e.g. don't know difference between Wear and Wearside)
- Pictures with captions (good design)

Dislikes:

- Massive infographic with lots of information
- Need to zoom into infographic on mobile - sometimes doesn't work or sends back a page

Suggestions:

- Maybe just have step 1, 2, 3 click to expand for more detail
- Show dates for when Phase 2, 3 etc will be completed
- Make clear that green arrow going back to top indicates that the whole cycle starts again
- Improve some graphics e.g. Climate change graphic could show more rainfall, not just high temperature; house looks like it's being hanged (strange graphic) - doesn't look like a crane; show bigger pipes/storage tanks rather than cement lorry
- Centre blue boxes under each other
- Jargon: Sustainable (blue/green) solutions; concrete/grey; brownfield; regulatory impacts
- Sewer blockages are not a change/improvement – label differently
- "Current concerns" - for who? Change to responsibilities/challenges?
- Mention our conservation role
- Include something about microplastics
- Include causes of development - societal and political change (smaller households and growing population)
- Solutions – include new technologies and materials (otherwise not very forward looking)
- Recognise that change is inevitable and that future is uncertain somewhere
- Mention costings and the role they play - maybe in the assessment box

Identify page

Likes:

- Not too much text

Dislikes:

- Grey colour scheme uninviting

Suggestions:

- Newsletter links uninviting - show headlines/pix?
- Swap phase numbers so they head table columns so that phase titles can be in horizontal rows rather than having to read sideways.

Catchment area (Northumberland) page

Likes:

- Design generally - headings very clear what will cover; 3 main sections; text large enough; not too much text
- Headings are what they'd expect (topical and in the media) – especially environment heading, as "very important to save and protect"
- Find out more links

Dislikes:

- Grey/not v colourful - looks official and unfriendly
- Lots of white space - looks like a Word document
- If use page to drill down to smaller areas these levels need to be more prominent
- Jargon: 'implement' and 'prioritisation'

Suggestions:

- Make 3 sections clickable for more info and links to more detailed info by smaller areas
- More explanation/map showing borders of catchment areas - big clickable map of whole NW area or postcode finder (some are on catchment area borders)
- Expect links between sub headings above to related articles below
- More images showing our activity
- Will 'our plan' include the risks? e.g. I have a beck near me that floods others
- Show how area has changed and improvements NW has made in the past so can see trends and gives me confidence that my money's been well invested, as well as future predictions and plans
- Include pollution under environment
- Mention wastewater leaks.