



The voice for water consumers
Llais defnyddwyr dŵr

Consumer-led dashboard

Report by Yonder

ccw

The voice for water consumers
Llais defnyddwyr dŵr

Introduction



Introduction



The voice for water consumers
Llais defnyddwyr dŵr

Now, more than ever, the water industry faces scrutiny in relation to its performance. Our research shows that consumers welcome this increased scrutiny: they want greater transparency from their water company in order to understand how it is performing. However, whilst there are a number of different tools available showing performance information, this can often be hard to find or interpret. We therefore wanted to put customers at the heart of the information that is available, making sure that any future tools meet their needs.

This research shows that there is an appetite for customers to have a single point of easily accessible information about how their company is performing. The three pillars for this are: to reassure people that companies are doing what is expected of them; empower people to be able to use the information that is available; and guide them to the appropriate support and help.

CCW is working with the industry to ensure that published information is consistent and gives a clear and accurate picture of company performance. The findings from this research are valuable as it gives us a clear indication of customer wants and needs and we will build this into how we share information with people in the future. It also gives insight on the local information that people expect, which companies can build on.



Objectives and methodology



Background and objectives



The voice for water consumers
Llais defnyddwyr dŵr

- CCW's strategic plan for 2023-24 includes a work stream to build a sector that works for people. Confidence and trust has been eroded in the water industry and CCW has identified a number of ways in which the sector can build people's confidence. One of these ways is to be transparent about company performance.
- There are a number of different sources of information on water company performance, but CCW aims to revisit these to understand the information that people value and would find useful.
- CCW's overall ambition is to move to single sector dashboard which meets the needs of customers.
- In order to inform this, and help shape the conversation moving forward, CCW would like insight on what the customer priorities for a dashboard are.



Sample and methodology



The voice for water consumers
Llais defnyddwyr dŵr



3 x 45 minutes interviews conducted with stakeholders from across the water industry.

20 participants in a 3 day online community

2 x 90 minutes focus groups



Fieldwork conducted 20th June – 25th July 2023



Two wireframe dashboards were created following the community and tested in the focus groups.

**Context: Consumer
views on the water
industry**



Overall, views of the water industry are poor, fuelled by negative press and a lack of consumer control



The voice for water consumers
Llais defnyddwyr dŵr

Media coverage has made the water industry salient for the wrong reasons

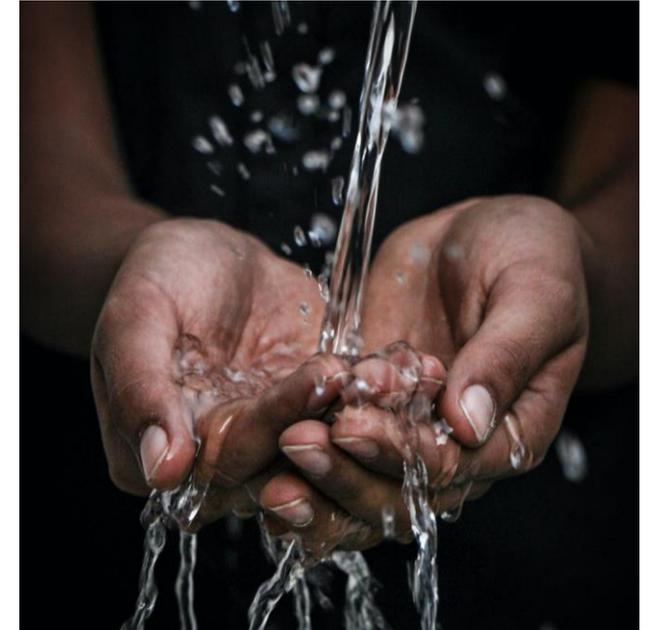
- Continual negative press coverage of sewage spills, leakage and under investment in the industry
- Financial challenges faced by Thames Water

Access to clean, sustainable water is seen as a fundamental human right

- The prospect of polluted, unsanitary water which is used for drinking/bathing is very distressing

The feeling is there is nothing that people can do to improve customer experience

- The typical parameters of consumer engagement of 'voting with your feet' are not applicable to water customers
- Consumers only tend to engage with their provider when there is an issue (e.g. supply interruption, bill discrepancy)
- Coverage from the media perpetuates feelings of negativity cynicism in an industry which is perceived to prioritise profit and CEO salaries over customers



Consumers are left feeling frustrated and helpless

"I probably contact my water company once every six months, whether it's a problem with my bill or if I have a problem with the drainage or water etc."

Consumers feel passive and inert and find it difficult to engage with an industry in which they lack trust



The voice for water consumers
Llais defnyddwyr dŵr

What the industry wants consumers to do

- Be responsible with water and not waste it unnecessarily
- Not damage infrastructure (e.g. by flushing wet wipes down the toilet)
- Pay bills on time

What consumers perceive the industry as doing

- Underinvesting in infrastructure (leaks, sewers, hosepipe bans)
- Taking insufficient action to prevent pollution in rivers and the sea
- Prioritising profits and shareholders

"I am also concerned that while cost is an issue to me that the company does not give excessive profits away to its shareholders and invests more in the efficiency saving and non polluting solutions"

Consumers perceive an imbalance of power in the relationship with their provider



This power imbalance causes frustration, particularly when consumers are directly affected

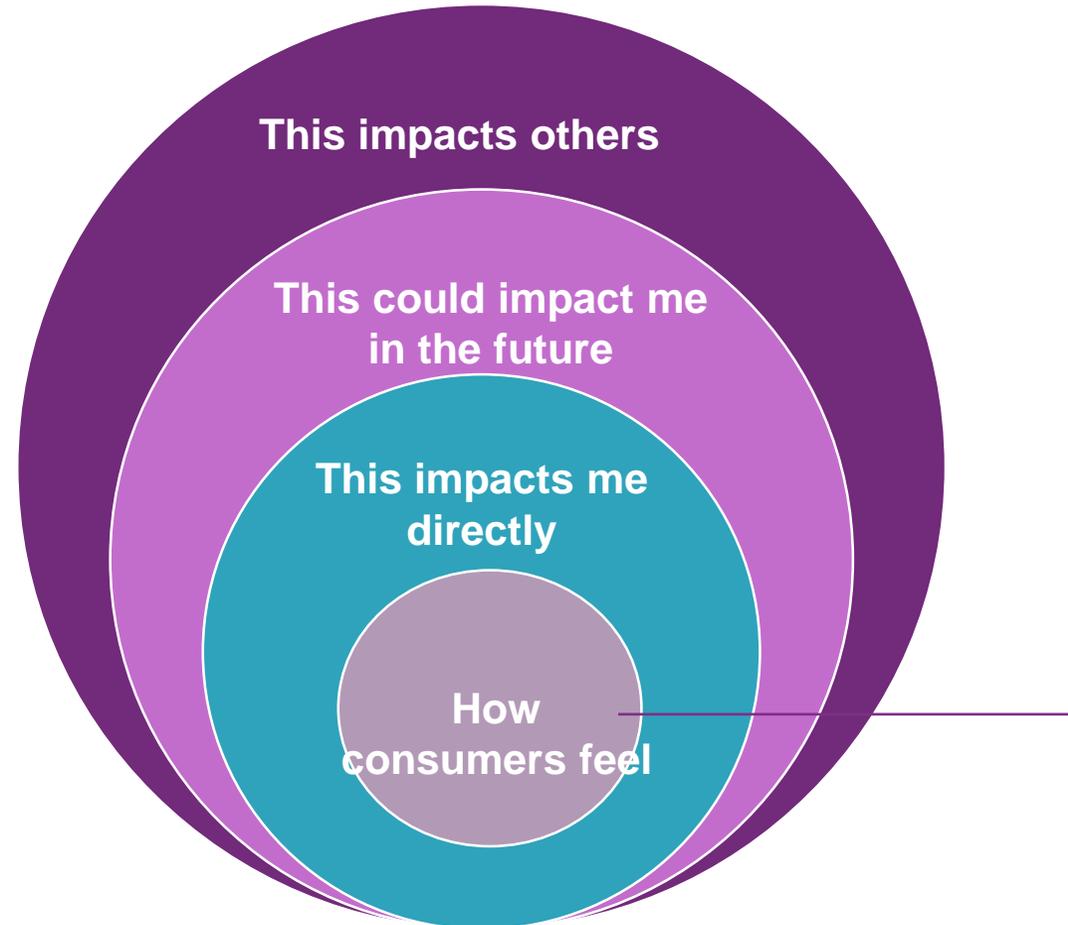


The voice for water consumers
Llais defnyddwyr dŵr

I hear about things happening in other parts of the country (sewage spills, hosepipe bans) but they don't happen where I live

If I move house I might be impacted.
I am worried about climate change for myself/future generations.

My local area / my house / my hobbies are impacted by water issues e.g. swimming / leaks / hosepipe bans



The more a consumer is directly impacted, the more they care

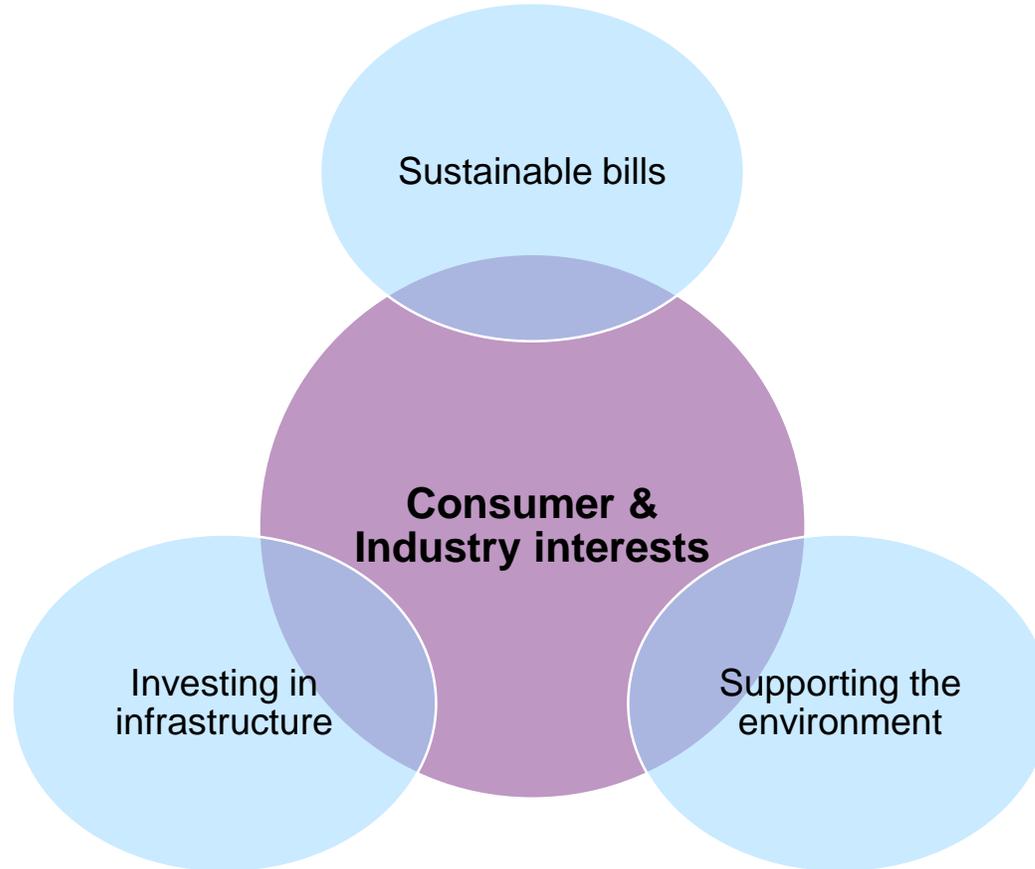
There is an opportunity for dialogue, particularly around key issues which both parties are invested in



The voice for water consumers
Llais defnyddwyr dŵr

Across key issues, consumers and water companies are **aligned**

However, despite overlapping interests, water companies do not have **sufficient credibility** with consumers to be trusted to deliver



This lack of credibility, **impacts upon the responsibility** which consumers see themselves as having.

Attitude becomes 'if water companies can't get the basics right, why should I?'



As consumer champion, CCW is well positioned to bridge that gap, but work remains to be done



The voice for water consumers
Llais defnyddwyr dŵr

There is little trust in either Ofwat or EA (exacerbated by continued negative media reports)

It is recognised that promoting consumer rights is not Ofwat's role

Having CCW in the consumer corner is compelling. CCW has insight to the industry but consumer interests as a priority

Though awareness of CCW is very low there is appetite to engage



The role of a dashboard



The concept of a dashboard is well received but driving engagement may be challenging



The voice for water consumers
Llais defnyddwyr dŵr

- Consumers respond well to the concept of a dashboard
- It is anticipated that a dashboard would give consumers a greater understanding of their water provider, and where their bills are going.
- Consumers feel that having access to this information would help improve their trust in their provider and the industry
- However, expectations will need to be carefully managed that this is an industry dashboard as opposed to a 'my account' dashboard

- There is recognition that consumers are unlikely to visit a dashboard without an external trigger
- These triggers are most likely to be related to events/news reported in the media, or happening within their local area.
- Although consumers are increasingly concerned about environmental issues, climate change etc, the actual trigger to look at a dashboard is likely to be personal

"I understand a dashboard to be an easy way for customers to view certain information about a company. I'd like it to show how the water company is performing, how many sewage overflows into rivers and how it performs compared to other water companies."

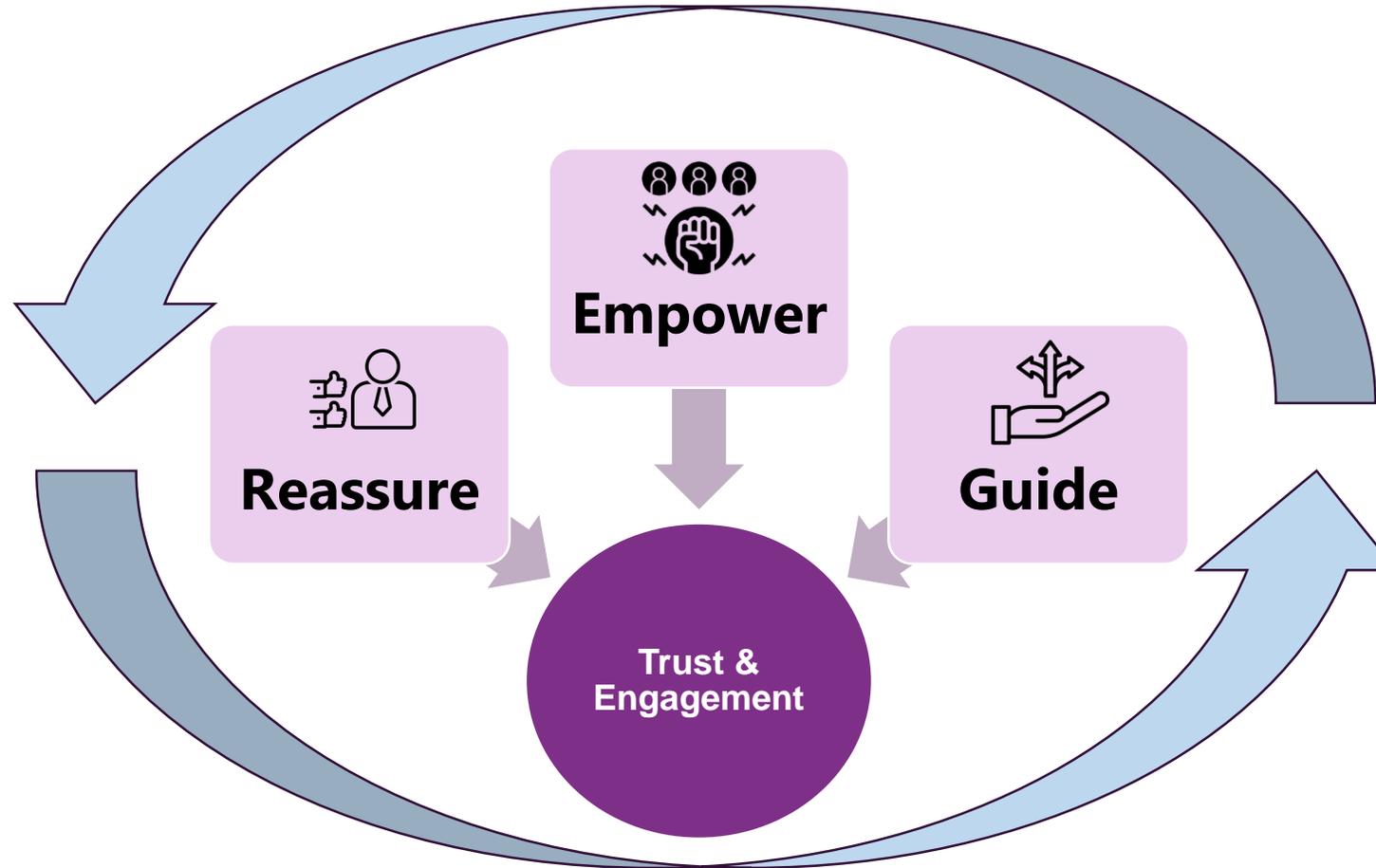
"Water companies need to think about environmental concerns and climate change, which will have a big effect on our water in the future."



A dashboard which provides content across three key pillars could help build trust and engagement



The voice for water consumers
Llais defnyddwyr dŵr



The three pillars of success



The voice for water consumers
Llais defnyddwyr dŵr



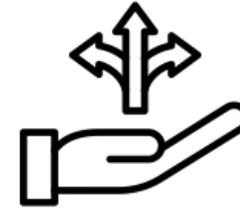
Reassure

- Demonstrating what water companies are doing to get the basics right
- Reassuring consumers there is help and support available and their water is safe and clean



Empower

- Being transparent around issues which may be challenging for the industry
- Showing consumers what they can use the data for
- Supporting consumers to challenge for better



Guide

- Help consumers who might need it most to manage their water and keep their bills low
- Guide all consumers to understand the role they play in water sustainability

Reassurance: A dashboard needs to deliver against consumer expectations on what the fundamentals are



The voice for water consumers
Llais defnyddwyr dŵr



Water Quality

- Water is safe and clean to use



Preventing / fixing leaks

- Leaks are fixed quickly and preventing leaks is a priority



Bills and Investment

- Bills are priced reasonably and not increasing for the benefit of shareholders



Reassurance: To reassure, there are key questions which consumers want data available to answer



CCW

The voice for water consumers
Llais defnyddwyr dŵr



Water Quality

- Does my water meet regulatory standards?
- How does my water quality compare to others?



Preventing / fixing leaks

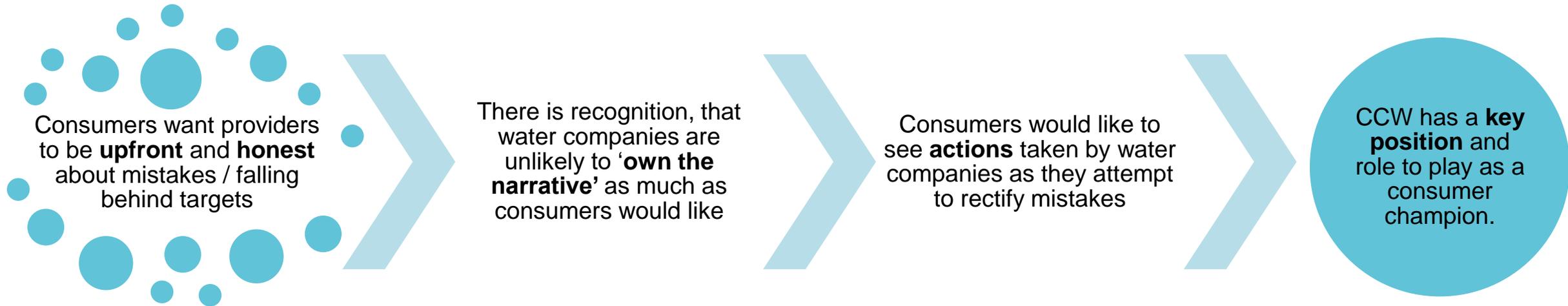
- Are leakage targets being met? If not, why not?
- How quickly are leaks being fixed?
- How many leaks are occurring?
- Why are so many leaks happening?



Bills and Investment

- How do my bills compare year on year to other consumers?
- If my bill is more expensive than other areas, why?
- Is my bill going towards future investment or are shareholders being prioritised?
- What support is there available if I begin to struggle?

Empowering: with more sensitive topics, consumers are looking for transparency and signs of action as well as data



Future dashboards must make clear that this data is independently sourced and verified. Consumers need reassurance that there is no spin / hidden agenda but it is presented in the consumer interest.

Empowering: Data on issues which water providers may be less inclined to share will be critical to build trust



The voice for water consumers
Llais defnyddwyr dŵr



There are three core areas which are of particular interest to consumers (as they affect me / others).

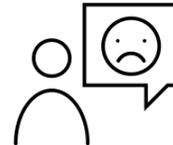
Water companies receive poor coverage in the media about these issues and are thought to be ‘cagey’ about them. If water companies are falling behind their targets in these categories, the dashboard needs to capture this.



Pollution incidents / Storm overflows

Data wanted:

- Frequency of pollution incidents
- Impact of sewage spills



Complaints

Data wanted:

- Number of complaints received and for what reason



Customer satisfaction

Data wanted:

- Overall customer satisfaction on key metrics (bills, complaint response time)



Empowering: Accessible, relevant data is key to empower consumers to challenge for better

Individual provider performance against targets and year on year

Consumers want to be able to see performance data **at a glance**. Is their provider on track to meet their targets?

Consumers want to assess whether there has been any improvement (or deterioration)

Ideally, consumers would like localised data which is relevant to them

Comparison data across water providers

Gives consumers a **point of reference** for whether their provider is performing better / worse than others

Ideally, would like **similar comparisons** – i.e. to providers with similar geographies, customer populations etc

Industry data

The least valuable data set to consumers

Can lead to **suspicious** that true data is being hidden in the amalgamation

Empowering: A consumer-facing dashboard could provide people with the opportunity and means to challenge for better services

- Consumers recognise that water is **complex** and that there are many mechanisms which they do not have (nor want) oversight of
- However, there are **sustained suspicions** that water companies **deliberately obfuscate** the data and explanations
- This was noted during the community when reviewing Discover Water, which it felt required '**digging**' to find out what the data **really meant**



- There is an opportunity to help fight the consumer corner and **demand better** for customers
- Future dashboards could **provide guidance** on what consumer rights are in relation to the data shown
- An **automated mechanism**, whereby data is collated and used for consumer benefit (i.e. a pre-populated complaint e-mail) could be very powerful
- CCW's positioning as the consumer champion, which is independent from water companies, will support this



Guiding: Tips and advice could encourage more consumer responsibility

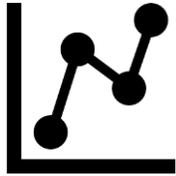
- Consumers would appreciate **practical advice** linked to the measures in the dashboard, such as on how to save bills and protect the environment
- Although most are 'common sense' there is recognition that there will be **people who are unfamiliar** (e.g. new bill payers)
- This could help raise awareness of the **role and responsibility** which **consumers have** in relation to water too
- If the water companies are **being held to account** more, there is a concurrent **opportunity** for consumers to be held to greater account too

Important data that should be included is where you bills are being spent, future plans, environmental data, comparisons with other companies, how to save water (hints and tips).

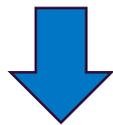
Investing profits into improving infrastructure is a no-brainer - it is the very definition of what water companies should be doing - providing a proper service to a proper level. That way, most of the other issues take care of themselves.

Consumers have certain expectations which will need managing in order to encourage repeated engagement

The frequency which data is updated



Consumers expect this to be done quarterly, in line with the bill



The dashboard will need to be transparent on how often the data is updated

Where the data is sourced from



Expectation is that the data is honest and accurate

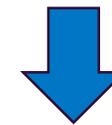


The dashboard needs to show how the data is calculated and from where

How interactive the dashboard is



Consumers want to be able to use the data



Data needs to have an actionable purpose

**Developing consumer-
facing dashboards**



Stakeholders emphasised the importance of having data which is accessible and digestible



The voice for water consumers
Llais defnyddwyr dŵr

- The water industry is renowned for long, dense reports which are impenetrable for every day consumers
- A dashboard needs to clearly show who is behind the data and present it in a uniform way – sometimes less is more
- There is reassurance and comfort to consumers in knowing that the information is there for anyone to look at but having an element of engagement is key to try and encourage consumers to come back
- Critical that there is transparency over where the data comes from, how it is collected and analysed
- Stakeholders also emphasised the importance of comparative and progress data so consumers can ‘benchmark’ what is acceptable and identify improvement / decrease trends

“Water data is traditionally presented in big chunky reports, big documents with lots of text and data tables, typically accessible to an expert sector audience but not accessible to a general audience and not engaging to a general audience”

“I think we as an industry collect far too much information. And we are tripping ourselves up constantly with the amount of information about different people who want it in different ways. If we're doing something else to collect more information, we just need to step back and think who wants it?”

Based on feedback from stakeholders and consumers, two wireframe dashboards were developed and tested (1)



CCW Dashboard



This is a source to find out information and data about how your water company is performing against key performance commitments. This information is independently collected and validated by CCW, the voice of the water consumer. We champion the interests of consumers and influence water companies, governments and regulators.

ABOUT YOUR DRINKING WATER

Water Quality

Results of testing drinking water against national standards for quality

On average, over

99.95%

of all drinking water in passes quality testing

What's in your tap water? [+](#)

LOOKING AT THE MONEY

See how your bill is calculated

Average bills across England and Wales

£440	£420	£448
2020	2021	2022

Find out more [+](#)

What does my bill pay for?

- Clean water 15%
- Sewage 40%
- Drainage 25%
- Infrastructure 20%

Find out more about how your bill compares to other water providers [+](#)

INDUSTRY TARGETS FOR LEAKAGE AND SUPPLY INTERRUPTIONS

Leakage and supply interruptions

There are many reasons why water pipes leak. Some are old and worn out through gradual corrosion, and others can get damaged by freezing weather.

Ground movement, such as natural shifts in building foundations, can also put a strain on pipework.

Find out more about how leakage across the water industry and in your local area [+](#)

3,031

million litres of water leaked each day

This is equivalent to...

1,212

Olympic swimming pools per year

Number of leakage and sewage repairs completed to date

176

repairs completed each day

Click to find out repair numbers in your local area [+](#)

PROTECTING THE ENVIRONMENT

Environmental Performance

Water companies collect sewage that is used in homes and businesses, and rainfall that enters sewers. They then treat this so that it is safe to return to rivers and the sea. In some cases, untreated sewage is released from sewers where it can cause environmental damage.

Total incidents caused by unexpected release of contaminants

1,760

% of water at beaches or lakes rated Excellent

73%

Find out more about environmental performance in your local area [+](#)

INDUSTRY TARGETS FOR LEAKAGE AND SUPPLY INTERRUPTIONS

Leakage and supply interruptions

There are many reasons why water pipes leak. Some are old and worn out through gradual corrosion, and others can get damaged by freezing weather.

Ground movement, such as natural shifts in building foundations, can also put a strain on pipework.

Find out more about how leakage across the water industry and in your local area [+](#)

What are the industry targets for leakage?

800m

leaks fixed across England and Wales each year

7m

leaks fixed in your local area each year

Click to compare your water provider's leakage targets against other providers [+](#)

WHAT WOULD YOU LIKE TO KNOW ABOUT ...

- Leaking pipes [+](#)
- Loss of supply [+](#)
- Treatment and supply [+](#)

What can I do to prevent leaks?

Find out more [+](#)

Water companies take leakage very seriously. See how water providers tackle leaks in relation to:

Investment in pipes and sewers

Environmental Performance

Investment in pipes and sewers in 2022-2023

Industry investment targets in pipes and sewers to date are **on target**

61%

Your water provider's investments in pipes and sewers are **behind target**

48%

Click to compare investment in pipes and sewers across different water providers [+](#)

DID YOU KNOW THAT

Responsibility for repairing a leak depends on where it is. The supply pipe from your house to the boundary of your property, where the outside stop valve and meter are normally located, is your responsibility... [Find out more \[+\]\(#\)](#)

Your water bill might have increased due to leaks through your overflow pipe or internal pipes... [Find out more \[+\]\(#\)](#)

Your water meter is an invaluable tool for detecting water leaks... [Find out more \[+\]\(#\)](#)

CUSTOMER SATISFACTION

Complaints

93,668

Received by water companies

2017/18 2018/19 2019/20 2020/21 2021/22

Find out about customer satisfaction in your local area [+](#)

Have your views heard!

Join the newsletter [+](#)

INDUSTRY INVESTMENT TARGET

Investments

Investment by water companies in 2015-2020

£44bn

per property over 5 years

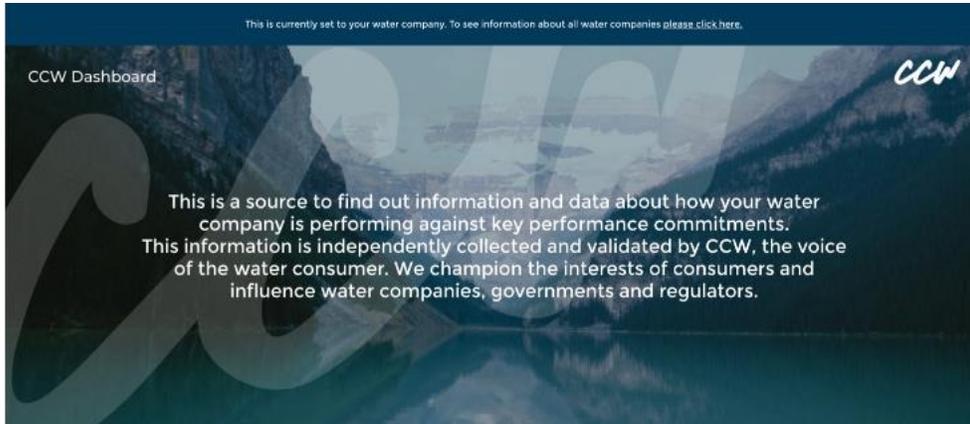
£2k

Find out more about investment in your local area [+](#)

Based on feedback from stakeholders and consumers, two wireframe dashboards were developed and tested (2)



The voice for water consumers
wyr dŵr



How you can save water, energy and money

Save in the kitchen

A full dishwasher or washing machine

Avoid using the half-load settings on dishwashers and washing machines. They use more than half the energy and water of a full load.

Save in the Bathroom

Consider taking shallower baths

Avoid using the half-load settings on dishwashers and washing machines. They use more than half the energy and water of a full load. Fill them up.

Fix your leaks

Check for leaks

Bills going up? You may have a leak. Check for damp inside or green patches outside and contact your supplier for what to do next.

Save water when you are cooking

Save water when you are cooking

Steaming veg not only saves water, but retains more nutrients in your food. Leftover water can then be used to feed the plants.

Only boiling the kettle for exactly what you need is an easy way to save up to £60 a year.

Shorten your shower

Shorten your shower

Reducing your daily shower from 10 to 5 minutes could save you nearly £200 a year on energy and water bills (if you have a water meter).

Why not try our 2 minute shower song challenge? Time yourself in the shower to your favourite songs.

Replace worn washers on leaky taps

Replace worn washers on leaky taps

Fix dripping taps – they can waste enough water in a year to fill a child's paddling pool every week of the summer.

How is my water provider performing against key targets?

See how your water company is performing. 😊 means they are currently on track with their performance targets and 😞 indicates they are behind. Click on the face to find out more.

ABOUT YOUR DRINKING WATER

Water Quality Results of testing drinking water against national standards for quality.

On average, over

99.95% of all drinking water in passes quality testing

😊 What's in your tap water? ➕

Click to see how your water provider is performing compared to other providers?

😊 😞 Find out more ➕

LEAKAGE IN YOUR AREA

Leakage

There are many reasons why water pipes leak. Some are old and worn out through gradual corrosion, and others can get damaged by freezing weather.

Ground movement, such as natural shifts in building foundations, can also put a strain on pipework.

😞 Find out how your water company compares to others ➕

YOUR WATER PROVIDER'S

Investment in infrastructure

Your water company in 2022

£8bn

£2000 per property last year

😊 Find out how your water company compares to others ➕

PROTECTING THE ENVIRONMENT

Environmental Performance

Water companies collect sewage that is used in homes and businesses, and rainfall that enters sewers. They then treat this so that it is safe to return to rivers and the sea. In some cases, untreated sewage is released from sewers where it can cause environmental damage.

😞 Find out how your water company compares to others ➕

YOUR ANNUAL BILL

Annual Bill

Average combined bill for your water provider (water and sewerage)

£448

Equivalent to £1.23 per day

😊 Find out how your water company compares to others ➕

Run your taps less

Don't run the tap until the water's cool – keep a jug of water in the fridge for instantly cold drinks instead. Try adding fruit or mint for some flavour.

As a consumer, what can I do to support the environment and water sustainability?

HOW CAN YOU HELP

A person uses 145 litres per day.

Find out more ➕

HOW CAN YOU HELP

Check out how much you can save with our Water Meter Calculator

Find out more ➕

HOW CAN YOU HELP

109 litres per property are lost through leakage every day.

How can you help? ➕

HOW CAN YOU HELP

How to save water, energy and money

Find out more ➕

HOW CAN YOU HELP

Want to have your say on your water company plans?

Join the Your water, your say meeting

Find out more ➕

HOW CAN YOU HELP

Listen to Waterfall our Water Saving Podcast

CCW Waterfall

The Water Saving Podcast

Find out more ➕

🎧 iTunes 🎧 Spotify 🎧 Google podcast 🎧

Within the three pillars, both dashboards have positives and opportunities for further development



The voice for water consumers
Llais defnyddwyr dŵr

Working well

Opportunity



Reassure

- Data areas being presented are priority areas to consumers
- Year on year data is particularly well received



- Have individual and comparison data presented simultaneously
- Traffic light system to show progress



Empower

- Showing whether companies are on target or not



- Showcasing the purpose of the dashboard how can the data be used for change
- Including an interactive element to further personalise the data/action



Guide

- Tips and advice
- Recognising the role consumers have to play in water



- The purpose of the dashboard and the role and positioning of CCW as both an intermediary and champion

Opportunity for a dashboard to take on the best elements of both to create an engaging, consumer-focused resource

Dashboard 1 is well received for its clarity and user friendliness



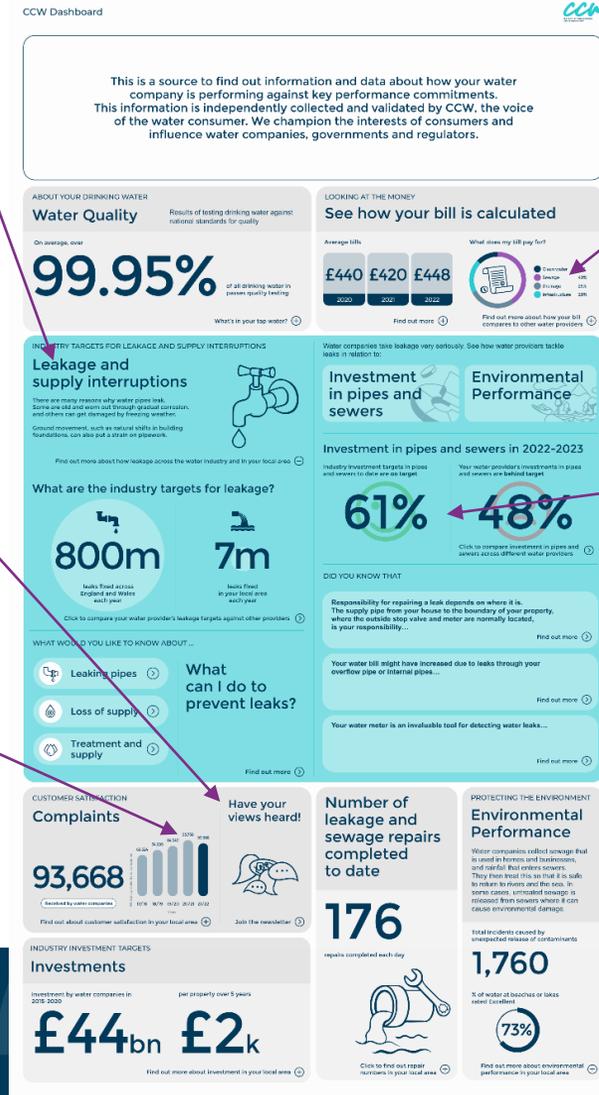
The voice for water consumers
Llais defnyddwyr dŵr

The distinction of colours is positive but could be more 'exciting'

Tiles and icons are clear and help to 'chunk up' the information well and give direction

Opportunity for interaction and to see other's views is positive

Year on year trend data is key



Bill breakdown is a key positive – makes the data tangible and relevant to me

Clear and easy to see progress against targets
Emojis are mixed – overly simplistic for some and clear guidance for others

Expansion is liked – good for the user not to have to repeatedly click/change page

Dashboard 2 has more engaging visuals but the data is harder to interpret at a glance



The voice for water consumers
Llais defnyddwyr dŵr

The option to switch between individual / industry is positive but individual / comparison would be better

As a headline promoting CCW this works well – eye-catching and more emotive

Opportunity to see comparison data is key but should be more prominent

The screenshot shows the CCW Dashboard with several key sections:

- Header:** "This is a source to find out information and data about how your water company is performing against key performance commitments. This information is independently collected and validated by CCW, the voice of the water consumer. We champion the interests of consumers and influence water companies, governments and regulators."
- Water Quality:** "99.95% of all drinking water in Great Britain is safe to drink." Includes a "Click to see how your water provider is performing compared to other providers?" link.
- Leaking in your area:** "There are many reasons why your pipes may leak. Some are old and worn out through normal use, and others can be damaged by frost or rodents." Includes a "Find out how your water company compares to others" link.
- Investment in infrastructure:** "£8bn" and "£200m per property last year". Includes a "Find out how your water company compares to others" link.
- Environmental Performance:** "Water companies collect sewage that is used in farms and businesses and other industrial settings. They then treat it so that it is safe to be used in other ways. In some cases, untreated sewage can harm the environment." Includes a "Find out how your water company compares to others" link.
- Annual Bill:** "£448" and "Equivalent to £122 per day". Includes a "Find out how your water company compares to others" link.
- As a consumer, what can I do to support the environment and water sustainability?:**
 - "A person uses 145 litres per day." Includes a "Find out more" link.
 - "Check out how much you can save with our Water Meter Calculator." Includes a "Find out more" link.
 - "109 litres per property are lost through leakage every day." Includes a "Find out more" link.
 - "How to save water, energy and money." Includes a "Find out more" link.
 - "Want to have your say on your water company plans?" Includes a "Find out more" link.
 - "Listen to Waterfall our Water Saving Podcast." Includes a "Find out more" link.

The screenshot shows the "How you can save water, energy and money" section with the following tips:

- Save in the kitchen:** "A full dishwasher or washing machine. Avoid using the full load settings on dishwashers and washing machines. They use more than half the energy and water of a full load. Fill them up."
- Save in the Bathroom:** "Consider taking shallower baths. Avoid using the full load settings on dishwashers and washing machines. They use more than half the energy and water of a full load. Fill them up."
- Fix your leaks:** "Check for leaks. Are you going up? You may have a leak. Check for water marks or green patches outside and inside your property for what to do next."
- Save water when you are cooking:** "Bleeding veg not only saves water, but retains more nutrients in your food. Let the water run for the time it takes to boil the veg. Only boiling the veg for as long as you need is an easy way to save up to £60 a year."
- Shorten your shower:** "Reducing your daily shower from 10 to 5 minutes could save you nearly £200 a year on energy and water. If you have a water meter."
- Replace worn washers on leaky taps:** "A dripping tap – they can waste enough water in a year to fill a child's paddling pool every week of the summer."
- Run your taps less:** "Don't run the tap until the water's cold – keep a jug of water in the fridge for instant cold drinks instead. Try adding hot or warm to your bath."
- Install water-saving shower heads:** "Installing a water saving shower head can cut the amount of water you use by about 50% per shower. Water companies will offer advice and even water efficiency advice to help you save water."
- Turn taps off whilst brushing your teeth:** "A high jet running water uses about six litres of water every minute. That's over 200 litres a year on your water bill and a tonne of your carbon footprint."

The screenshot shows the "Find out what your water company is doing to support your local area" section with the following text:

"Your local water company is a key provider of services in your area. They want to help you and improve the services they provide to you. They are looking for your views and feedback to help them improve their services and the services they provide. This is how we can help you and your water company to do it together to support your local community."

Interactive and 'relevant to me' feature is well received as makes it feel more personalised

The local area aspect is well received but the content is more aligned to a company website. A comparison aspect would work better

Conclusions and opportunities



Conclusions and recommendations



The voice for water consumers
Llais defnyddwyr dŵr

Insight

- There is work to be done to build trust with the water industry but a dashboard is a positive step
- CCW is well positioned to own the dashboard and help rebuild consumer trust by showing all the data, not one version of it
- A dashboard needs to reassure, empower and guide so consumers feel they have an opportunity and right for a better water experience



Opportunities

- Consumers would welcome a dashboard which has their interests at heart and is not 'making water companies look good'
- CCW needs to raise awareness of its role and mission in relation to the dashboard, making clear the consumer is the priority, not the industry
- A dashboard needs to provide company-specific data but also comparison to other, similar providers, giving a clear way for consumers to play their part and share responsibility.

In approaching design and development of a dashboard, there are key principles to follow



The voice for water consumers
Llais defnyddwyr dŵr

Content principles

- Content and data is up to date
- Content is transparent and accurate
- The content proactively addresses issues which may be of particular interest to consumers e.g. leaks, bills

User experience principles

- Interactive with localised data
- Opportunity for consumer feedback on content
- Experience is slick, without 'glitches'
- Needs to be compatible across different devices (phones/tablets etc)

Communication principles

- Water companies should promote this and stress the independence of the channel
- Included within bills, as a QR code could help engagement
- Also suggested that it be printed out for digitally excluded access and shared at libraries/community centres/village shops

Design principles

- Clear and easy to digest 'at a glance'
- Not crowded or cramped
- Easy to navigate with key data points available up front (minimal amounts of clicking / further investigation)
- Increase cognitive ease of interacting with the dashboard – chunking of information, design elements such as icons and colours to help signpost different types of content

CCW,
23 Stephenson Street, Birmingham,
B2 4BH

ccw.org.uk

