1.1  Journey mapping depth interview – Discussion Guide

1 hour depth

Pre task: They will have thought about their home improvement project and written down key dates and if they have any paperwork then they may have this to hand during the interview

Stimulus: A few blank copies of the CJM (in case they want to start again), the CJM example, post-its and coloured pens

<table>
<thead>
<tr>
<th>Qualitative research objectives for the consumer strand</th>
</tr>
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<tbody>
<tr>
<td>• Explore how consumers behave in this sector and what are their underlying attitudes and expectations which make them think and act in the way they do</td>
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<tr>
<td>• Provide a more in-depth understanding of how consumers make their purchase decisions and what factors make these more or less successful, including the use of initiatives to help them chose a trader and the issues they face</td>
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<tr>
<td>• Identify ways in which consumer behaviours might be changed to reduce the potential for consumer detriment and make this market work more effectively</td>
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The consumer depths use Customer Journey Mapping to build a detailed narrative of a specific home improvement project in order to understand people’s experiences, feelings, behaviour, decision making processes and needs.

See highlighted areas for priority

<table>
<thead>
<tr>
<th>Introduction and warm up</th>
<th>5 mins</th>
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*Note to Interviewer: Observe the home and décor*

- Introduce TNS-BMRB
- Purpose of the research
- MRS Code of Conduct
• Recording and anonymity
• Any questions?

**Household description**

• Ask participants for a brief description of their household (2 mins)
  o How long have they lived in the property
  o Who lives in the property
  o Occupations of adults and ages of children
  o Size and age of property
  o House or flat

**Previous experience**

• Have they carried out any other home improvement projects in the past?
  o Their current home
  o Any previous homes
  o Any properties where they weren’t living at the time
  o DIY versus using a trader
  o Explore any differences in their previous experiences

  • How well have previous projects gone and why gone well / badly
  • How expert do they consider themselves in Home Improvement work

**Perception of home improvements**

• What comes to mind when you think of home improvements in general?
• What three adjectives come to mind when you think of your most recent home improvement project

| Customer Journey | 45mins |

*Help respondent to complete the journey. It may be easier for you to mark and draw this for them. Try to start at the beginning or even before the decision to*
do the work (they will be tempted to start at the first problem) *Interviewer to mark out timescales along the central line including rough dates of decision points and how much time they spent making that decision.*

**Motivation to carry out the work:** 5 mins

- Please cast your mind back to when you first thought about the idea of the project – where were you / was this a quick decision or had you been thinking about it for a while. What was the trigger to deciding you needed to do the project
- Why did they decide to get the work done
  - Probe for all the factors which prompted their decision including functional needs, finances and hopes/aspirations
- How they felt about getting a new kitchen/bathroom/extension
  - Probe for hopes and concerns
- How they expected to feel after the work was carried out
  - Why would it make them feel this way
  - Variations in feelings for other people
  - Variations in feeling for whether the project is kitchen or bathroom or extension
- What did they expect at the end of the job? (probe extent to which thought about the finished product)
Shopping around for the products 5 mins

Ask participant to describe everything they did when shopping around (ladder to understand how much they invested in this stage including time, money and energy/emotion) and why

- How they felt, how their feelings changed and what affected the way they felt
- What they thought about / took into account when choosing their products
- What they expected at this stage (simplicity, time and energy investment, time etc)
- What concerns they had
- How well it worked/how their decisions affected the project overall
  - How informed / comfortable / confident did they feel and why

Ask participant (if needed) to think about the different things that other people might do when shopping around

- What type of person / why would they behave this way?
- What would other people think about when making this decision?
- When / why would the participants choose to / choose not to shop around in this way?

Refer to probes box to prompt participants about any actions not yet mentioned

- What would they do differently next time?

Prompts
- Visiting stores
- Browsing internet
- Catalogues
- Magazines
- Requesting a plan from a sales person
- Talking to friends and family
Ask participant to describe everything they did when deciding how much they’d spend and where to get the money (ladder to understand how much they invested in this stage including time, money and energy/emotion)

- How they felt, how their feelings changed and what affected the way they felt
- What they thought about / took into account
- What they expected
- What concerns they had
- How well it worked/how their decisions affected the project overall

Prompts

- Deciding on a budget
  Include the trader’s initial quotes to give an idea of cost
  - Appliances
  - Labour
  - What they could afford
  - Contingency money – how much %
  - Anything else not budgeted for
- Getting a loan
- Taking money from savings
- Deciding to increase the budget

Ask participant to think about the different things that other people might do

- What type of person / why would they behave this way
- What would other people think about when making this decision
- Would you behave in this way – why / why not

Refer to probes box to prompt participants about any actions not yet mentioned

- What would they do differently next time?
Finding, choosing and commissioning a trader  10 mins

Ask participant to describe everything they did when finding, choosing and commissioning (ladder to understand how much they invested in this stage including time, money and energy/emotion) and why

- How they felt, how their feelings changed and what affected the way they felt
- What they expected
- What concerns they had
- How well it worked/how their decisions affected the project overall

Ask participant to think about the different ways that other people might go about finding, choosing and commissioning a trader

- Usefulness of different methods (see prompts)
- What type of person would use this method (see prompts)

Refer to probes box to prompt participants about any actions not yet mentioned

- What would they do differently next time?

What they thought about when choosing their trader

Note down on post-its in order to rank the factors that were most important

- How easy is it to find a trader or the different traders needed

Prompts

- Recommendations from friends and family
- Websites
- Yellow pages
- Other business directories
- Knowledge/understanding of trader approval schemes and trade associations
- Getting quotes (format / content / what should a quote look like)
- Getting more than one quote
  - How many and why?
- Getting a reference
• What methods did you use and why / what options are there for finding traders (probe on pros and cons of different methods)

• When choosing your tradesman, what did you think about? / what was important to you

Spontaneous factors, then probe for importance and meaning of:

  o Price
  o Value for money
  o Standard of work
  o Reliability
  o Trustworthy
  o Informative / helpful
  o Anything else?

• Rank factors for the participant as well as how this would differ for other people

• How did (do) traders convey these factors to consumers
Communicating with tradesman

Ask participant to describe everything they did when communicating with their trader or supplier (ladder to understand how much they invested in this stage including time, money and energy/emotion)

- How they felt, how their feelings changed and what affected the way they felt
- What they thought about / took into account
- What they expected at this stage
- What concerns they had
- How well it worked/how their actions affected the project overall

Ask participant to think about the different ways traders communicate with their customers and how customers talk to the trader

- How would they describe the communication between them and the trader (probe for extent to which they felt they complained)
- What helped / hindered communication
- Why / why not complain to the trader
- Why / why not complain to a third party

Refer to probes box to prompt participants about any actions not yet mentioned

- What would they do differently next time?

To understand what types of support would have been most helpful and at what points in the process.

- What did the trader do that made things worse / better
- What did you do that made things worse / better
- At what points in the journey did you feel the lowest
- At what points in your journey were you most in need of help and support
- What would have been most helpful to you
- Are you aware of / used any help and support that is available to people when they are planning a home improvement project (probe on information / advice / ways to identify a good trader)
(Key question for those who called CD – from sample) How useful did you find this

- How could it have been more useful for you
- What advice would you give to someone thinking about getting a new Kitchen, Bathroom, Extension
- What one thing should government put in place to help consumers when carrying out a home improvement project and why
- What one thing can traders do to minimise problems
- What one thing can we (consumers) do to minimise problems
- Anything else

THANK & CLOSE
1.2 The pre task sent to consumers before the journey mapping interview

**What to do before your interview with TNS-BMRB...**

- Firstly, thank you very much for agreeing to take part in this interview
- It will take around 1 hour and we will be chatting about your last home improvement project
- There are a few things that we would like you to do beforehand so that you are ready for the interview

**Things to do...**

- Spend about 5 or 10 minutes thinking about what happened before, during and after the work
  - When you decided you were going to carry out the work
  - When the work started
  - When the work finished
- Key moments or stages during the project including rough dates and how you felt
- Dig out any paperwork (if there was any), photos or anything else you can show us about the project

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**Thanks again and we look forward to meeting you!**

If at any point you have any problem or would like to ask us anything at all, please feel free to contact Lucy or Lizzie who are co-ordinating the project.

Lucy Evans: 0207 656 5785 07748 184425
Lucy.Evans@tns-bmrb.co.uk

Lizzie Jordan: 0207 656 5746 07966413278
Elizabeth.Jordan@tns-bmrb.co.uk
1.3 The journey map example

![Journey Map Example]

1.4 The discussion guide for the deliberative groups

![Discussion Guide Diagram]
2 hour groups

**Stimulus:**

The presentation as a handout (8 copies) not stapled but as separate sheets
Post its and pens for choosing a trader exercise

**Pre task:** All respondents should have brought their Consumer Journey Map (CJM) along to the group (only use and refer to if appropriate – remember to collect at the end of the group)

Experts MUST arrive 10 minutes early and find the moderator

Experts to be ‘observers’ for the first part of the group. The moderator will choose a place for them to sit slightly away from the group and away from respondent’s line of view. They moderator will invite the experts to join the group (and sit with the group) at the appropriate time (most likely at 7.25pm)

**Research objectives for qualitative consumer strand**

- Explore how consumers behave in this sector and what are their underlying attitudes and **expectations** which make them think and act in the way they do
- Provide a more in-depth understanding of how consumers **make their purchase decisions** and what factors make these more or less successful, including the use of initiatives to help them choose a trader and the issues they face
- Identify ways in which consumer behaviours might be changed to reduce the potential for consumer detriment and make this market work more effectively

More specifically, the groups will encourage consumers to reflect on their experiences of **home repairs** and in the second half to discuss initiatives and actions that would make the **home improvement** (Kitchen, bathrooms and extensions) and **repair** work more successful

**Introductions**

- Introduce TNS-BMRB
• Purpose of the research
• Market Research Society (MRS) Code of Conduct - Confidentiality / Recording / Anonymity
• Introduce ‘experts’ by first names and explain that they will join the group later on to talk about and answer questions about ideas that will be discussed.
• Any questions?
• Introductions and ask everyone how long they’ve lived in current home, how many homes they have owned, How long they have been a homeowner, confidence in DIY

<table>
<thead>
<tr>
<th>Modified customer journey</th>
<th>1 hour</th>
</tr>
</thead>
</table>

• What comes to mind when you think about ‘home repairs’ (pictures, words, feelings)
• How many of these home repairs where you have needed an expert to help have you had to deal with in the last 12 months?
• How frequently do home repairs crop up
• Are there different types of home repair / how would you categorise them
  o probe for emergency versus non emergency (e.g. wear and tear)
  o probe for high value versus low value
  o probe for small versus large
• Overall thoughts about completing journey map
• What types of repairs have you had done in the last 12 months

*Only if group are slow to warm up. All focus group respondents will have been pre tasked with a CJM to complete at home. Pick 1-2 examples of a home repair journey from volunteers willing to share their experience or use an example and talk through for 5 minutes (if appropriate)*

*Thinking generally about typical repairs……*

**Before**

• At what point do you decide that you need to fix a repair / what factors affect when a repair is done
Vulnerability / danger

Finances

Availability of trader / availability of the trader you want

Someone telling you that you need a repair

- How do you work out what needs to be done to mend the repair (probe for who they use / who they trust)

- How easy is to understand the problem – and the cost?

Trader does this versus a friend or yourself

**How easy is it to find and choose a trader in this situation**

What did / do you use to find a trader (probe for friends, family, colleagues, websites, local schemes, CAB, Consumer Direct, schemes, neighbours (for example where you can see the completed work for yourself)

Is anyone aware of any local lists or schemes to help consumers choose a trader

**How do you find / choose a trader in this situation (and how did you)**

Methods used and why

How is this different to finding a trader for a home improvement project

**IMPORTANT (10 minutes) What factors are important to you in choosing a trader**

Ask respondents to jot down individually on post it notes what is important to them and discuss (Use flip chart) what each of these means and rank the importance of their factors but also:

Price/Value for money

Quality of work

Customer service

Reliability

Meeting time requirements

What else?

How does this vary depending on the type of repair
o How is this different from choosing a trader to do a home improvement project
o How is this different for an emergency versus non emergency repair

• **What information do you want and need**

• **How do you find out what the cost is going to be**
  o How different is this to the way you get a quote from tradesmen for other work (e.g. getting a new kitchen)
  o How likely are you to get more than one quote for a repair and why
  o In what format do you want this quote to be and why (verbal or written) and level of detail expected

• **How do you invite a trader to do the work for a repair (commission) and or for a home improvement project**
  o Verbal versus written confirmation
  o Have you ever had a written contract for this type of work and if so, what did this look like (probe for what you’d want it to include – price, timescales, cancellation rights, what work is included and what work is not, complaint procedure)
  o Would a contract be useful and why (probe for in what situations / for what types of people)
  ⇨ Can you think of any downside to having a detailed contract?

*You have chosen your trader and they are about to start the work.....*

o **What can (and did) go wrong**
  o **What are (were) you most concerned about at this stage in the process**
  o **How are (were) you feeling at this stage in the process and why**
  o **What kinds of things help to make this stage in the process go more smoothly (things that you can (or did) do, things the trader could (or did) do**

**During**

*Note to moderator: you want to build up a picture of behaviours that are good and bad (this may be based on previous experiences) by the trader and by customers. Make sure you discuss communication*
• What do (did) you expect from the trader and the way they complete (ed) the job
  o Did (do) you assume anything
  o Did (do) you agree anything
  o What role did (do) you want them to play / what role did you want to play in the work/decision? (e.g. project management)
  o How able do you feel to play that role and why / why not (probe for if they even thought about roles or not)
  o How much communication did (do) you want / did (do) you get
  o What kind of communication did (do) you get / did (do) you want and why (frequency, format, tone, content) and how did (does) the communication change throughout the life of the project / work
• How much time did (do) you spend on the project / how much time did (do) you want to spend
• What tends to go well / not go so well and why

The trader is working in your home on the repair.....

  o What can (and did) go wrong
  o What are (were) you most concerned about at this stage in the process
  o How are (were) you feeling at this stage in the process and why
  o What kinds of things help(ed) to make this stage in the process go more smoothly (things that you can (or did) do, things the trader could (or did) do)
• Did you feel the need to complain at any point to the trader during the work and why
  o Did you complain – why / why not (probe for all barriers)

After

The work is complete and you are paying the trader for the work.....

  o What can (and did) go wrong
• What are (were) you most concerned about at this stage in the process
• How are (were) you feeling at this stage in the process and why
• What kinds of things help(ed) to make this stage in the process go more smoothly (things that you can (or did) do, things the trader could (or did) do)

The whole customer journey

Note to moderator: We need to understand what prevents someone from complaining to their trader and / or complaining to other organisations (including a lack of awareness barrier that there are other organisations / their consumer rights). We also want to establish tolerance levels - how bad something has to get before people will complain to their trader / an outside organisation (examples of scenarios that would cause them to complain)

• At what points did you feel low / how did you feel and why
• What could have been done to avoid this being a low point by you / by trader / by anyone else
• At what point did you feel you wanted help or support (what kind of help and support would have been useful)
• If you were unhappy, what would you do and why
  o Probe for feelings about and circumstances for complaining to trader, anyone else, small claims
  o Probe for awareness of consumer rights
  o Why / why not complain to the trader (explore all barriers)
• What kinds of things would cause you to complain
  o Probe for quality of work, lateness, lack of courtesy (such as muddy boots, failure to tidy up debris), changes in specification, changes in price, unfinished work, refusal to carry out remedial works
• Who else could you complain to about the trader

We now want you to think about the home improvement and repairs market.
The rest of this session is going to be looking at solutions

Show Help and support slide
• Were you aware of being able to use this / anything like this
• What’s good about using this / not so good
• Why would you use any of these organisations
• What would you expect if you used them
• Why not use any of these organisations
• What’s missing / what help and support do people need
• What would make you / others use this

**Future solutions / testing other recommendations**

20 mins

• What are the high risk areas where there are more problems
• How can consumers behave differently to minimise problems
• How can traders behave differently to minimise problems
  o What does an excellent trader look like (refer back to factors important in choosing a trader)

Probe on using contracts / written specifications / regulating trader’s trade with a registration in the same way that boiler fitters have to have a CORGI (now known as Gas Safe) registration

• How can the government best provide help and support

If it hasn’t already been mentioned then probe on awareness of any lists of approved traders or stamps

• What suggestions do you have for how to reduce consumer harm in the home improvement and repairs market

**Presentation of and discussion about interventions**

30 mins

Show Trustmark leaflet – ask everyone to read and make notes / scribbles / use post it notes etc and then ask

• Were you aware of this / anything like this
• What do you understand about it / what questions do you have about it
• What’s good about this / not so good
• What’s missing / what would you add
• What would make you / others use this

Show Trustmark slide

Invite experts to join the group and to talk about Trustmark for 2 minutes

• What questions do you have about this

Invite expert to answer questions

• How can it be improved
• What are the best features of this / how would you sell this to friends and family

Show BWC leaflet (if available) and / or the Local Approved Trader Schemes slide and invite expert to talk for 2 minutes

• Were you aware of this / anything like this
• What do you understand about it / what questions do you have about it
• What’s good about this / not so good
• What’s missing / what would you add
• What would make you / others use this

Invite expert to answer questions

• How can it be improved
• What are the best features of this / how would you sell this to friends and family

Repeat this process for Other Schemes and Competent Persons Scheme

Discussion about all the interventions (all slides presented)

• (VERY IMPORTANT) What would the ideal look like / how can we evolve it to be more useful  Probe for talk to trader on your behalf, explain the law, provide reassurance, help with locating an expert etc
• Which of these interventions is the most useful and why
• What are the best features of what we have heard about (mix and match)
• What else should be done to help things work better, who would you like to see do it?
Wrap up  5 mins

- Anything else
- Ask for customer journey maps

THANK & CLOSE
1.5 Stimulus shown to respondents in the deliberative groups: Interventions presentation

Advice and support

There are many sources of advice and support that consumers can access when thinking about getting work done or if problems occur. Advice is available from Government, consumer bodies and watchdogs and others.

Some examples include:
- Consumer Direct Helpline
- Citizens Advice Bureau
- Trading Standards Services
- Magazines / info packs from local government
- Which? (Consumers Association)
- Commercial websites

Schemes / kitemarks offering checks on traders

**TrustMark** You can search for a trader through the website (type in postcode) to find an approved trader. A *national* quality mark, *not-for-profit* scheme, funded by the industry. Members pay a fee to belong. It has 35 national members with access to over 12,000 approved local tradesmen. The scheme members check their traders through:
- On-site inspections
- That all tradesmen have appropriate insurances
- Have a complaints procedures
- All tradesman have been trading for over a year with good financial history
- Firms may offer deposit protection and extended warranties
Schemes / kitemarks offering checks on traders

- **Local Authority Approved Trader Schemes.** Some have a name (Buy With Confidence). A list of approved traders that you can search for through the website. Not-for-profit. The scheme checks their traders through various checks which may include:
  - Making sure they have been operating a minimum of 6 months
  - That they must not cold call
  - They have appropriate insurances
  - They (and all sub-contactors) have been CRB checked
  - Keeping a complaints database (record complaints)
  - Checking financial status (they are solvent)
  - Doing random customer checks to get feedback
  - That they have a complaints procedure
  - Getting customer feedback from every customer (feedback cards to send back)
  - Offering mediation services

Other Schemes offering checks on traders

- Other types of schemes again where you type in your postcode and search for a trader, many profit-making, advertise their services online-for example My hammer.co.uk, and Findatrader.com
  - These offer different levels of standards and checks - some don't check competence levels
  - Many have a feedback facility like TripAdvisor where customers can review the trader they have used.
**Competent Persons' Schemes**

A scheme designed to allow competent traders to self-certificate that their work complies with specific requirements - the Building Regulations.

- Overseen by the government, this scheme allows appropriately skilled people to inspect work rather than needing the local council to do it. Includes gas - i.e CORGI (now known as Gas Safe), FENSA,
- You receive a certificate
- Scheme primarily aimed at ensuring work is safe

1.6 **Stimulus shown to respondents in the deliberative groups: TrustMark leaflet**

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**WHAT IS TRUSTMARK?**

TrustMark is the Government backed initiative to help consumers find reliable and trustworthy tradesmen to carry out repairs, inside and outside the home.

It is already widely supported by consumer protection organizations and the building industry.

TrustMark is a not-for-profit company.

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**SOME OF THE TRADES COVERED BY TRUSTMARK INCLUDE:**

- Aerial & Satellite TV Installers
- Bathroom Installers
- Block Paving
- Chimney sweeps & Repairs
- Conservatory Installers
- Driveways & Patios (landscaping)
- Electrical Work
- fence Installers
- Floor Covering Installers
- Garden Landscapers
- Gas Fitters
- Heating Engineers
- Kitchen Fitters & Installers
- Kitchen specialists
- Leasowc Solar loft Installers
- Painters & Decorators
- Plumbers
- Roofers
- Security Engineers
- Tilers - Floors & Walls
- Tree Surgeons
- Tree Consultants

**FOR MORE INFORMATION**

Visit [www.trustmark.org.uk](http://www.trustmark.org.uk) or contact our telephone hotline on 01544 393 804 to find trusted tradesmen.