**Fishbone Diagram 2 Date: ­** 5/31/12 Draft **Team Name:** WQP

Cause-and-Effect Analysis

**Comments**

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**“I don’t want you coming to my property”**

**“I don’t know what to do”**

**“I’ve lived here all my life and have never had a problem”**

**“Apparently we have a deadline of \_\_\_ to tap”**

**“I don’t have to do this!”**

**“How am I going to pay the sewer/water bill?!”**

 **“I didn’t know that I could qualify for assistance”**

**Customers are overwhelmed**

**Or don’t understand**

**Customer doesn’t have correct info**

**County doesn’t frame the message appropriately**

**Gov officials unaware of customer’s reaction**

**Going to have a sewer and water bill**

**FCPH doesn’t know where customer getting info**

**Can’t afford it**

**Don’t understand why**

**Informed bluntly/directly**

**FCPH doesn’t know what info customer getting**

**Too much paperwork**

**Customers download incorrect forms from website**

**Inconvenienced**

**Customer self-eliminates**

**Attitudes b/c of dealing with** **government**

**Environment**

**Methods**