

# A design framework for smoking cessation

[rev. 2.0]

Peter Coughlan  
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How might we increase  
consumer demand for smoking  
cessation products and  
services?

By creating experiences that  
people value *more than*  
*smoking*

How might we help people feel  
better about *NOT smoking*  
than about *smoking*?


Products & services that  
enhance existing behaviors

# Beverage lineup

**Expertly crafted.**  
Always satisfying.  
The complete lineup of  
our signature drinks.





|| 7:28 PM 

**Line 'Em Up**

Enough To Be On Y...

Little More Time ...

Gala

Ananas

MENU

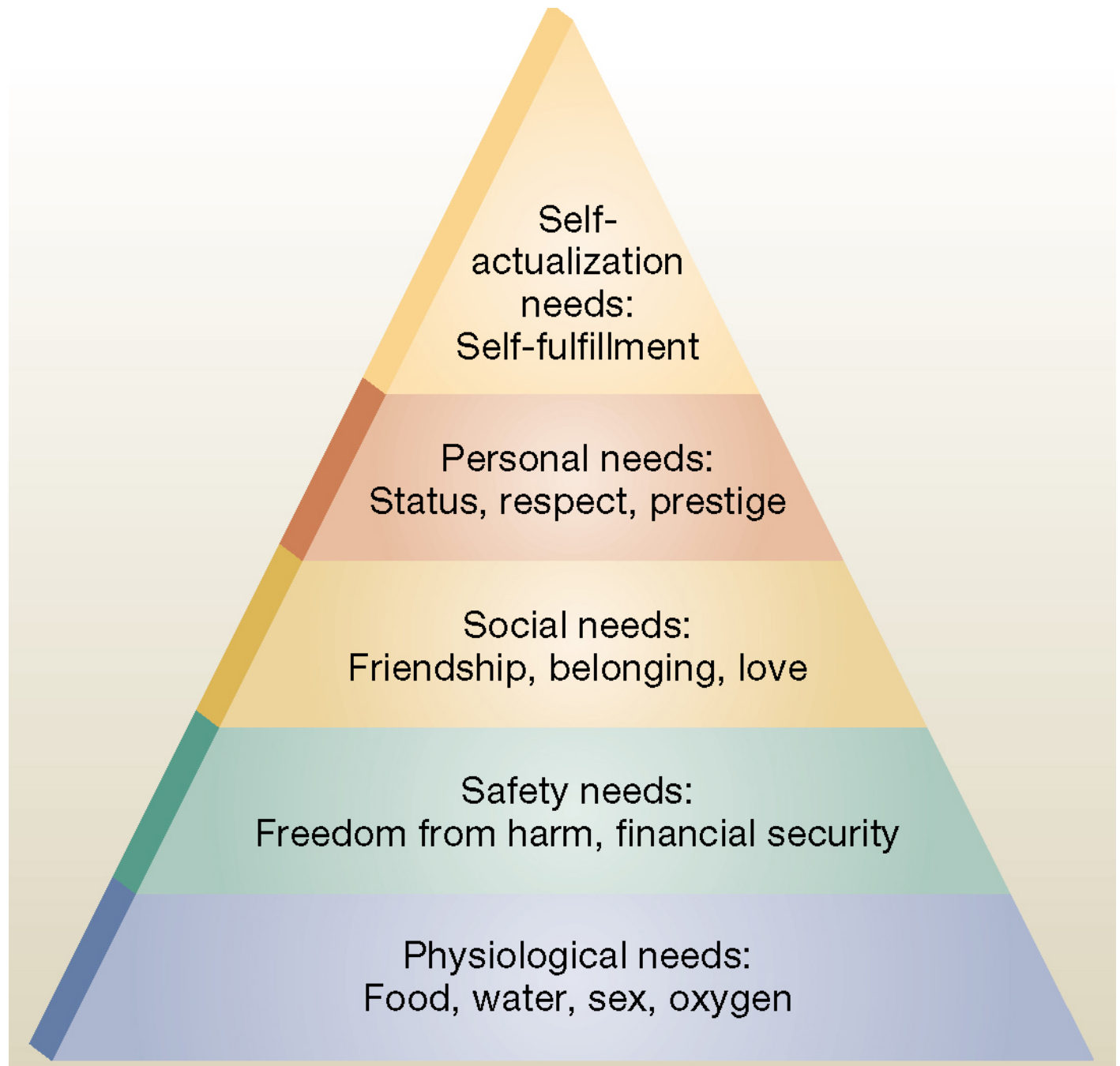
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⏭

▶ ||

Source	Name	Time	Artist	Album	Genre
Library	Guitarra	3:48	Madredeus	Ainda	World
Podcasts	Milagre	4:19	Madredeus	Ainda	World
Videos	Céu Da Mouraria	3:43	Madredeus	Ainda	World
Radio	Miradouro De Santa Catarina	4:09	Madredeus	Ainda	World
Music Store	A Cidade E Os Campos	3:33	Madredeus	Ainda	World
Peter Coughlan's shuffle	O Tejo	4:13	Madredeus	Ainda	World
Recently Played	Viagens Interditas	2:53	Madredeus	Ainda	World
August mix	Alfama	3:31	Madredeus	Ainda	World
On-The-Go 1	Ainda	7:27	Madredeus	Ainda	World
	Maio Maduro Maio	4:12	Madredeus	Ainda	World
	Grease	3:23	Frankie Valli	AM Gold - #1 Hi...	Pop
	Le Freak	3:35	Chic	AM Gold - #1 Hi...	Pop
	Best Of My Love	3:43	The Emotions	AM Gold - #1 Hi...	Pop
	Don't Leave Me This Way	3:40	Thelma Houston	AM Gold - #1 Hi...	Pop
	I Will Survive	3:20	Gloria Gaynor	AM Gold - #1 Hi...	Pop
	A Fifth Of Beethoven	3:04	Walter Murphy &...	AM Gold - #1 Hi...	Pop
	I Just Want To Be Your Every...	3:48	Andy Gibb	AM Gold - #1 Hi...	Pop
	Have You Never Been Mellow	3:33	Olivia Newton-J...	AM Gold - #1 Hi...	Pop
	Let Your Love Flow	3:19	Bellamy Brothers	AM Gold - #1 Hi...	Pop
	Thank God I'm A Country Boy	3:30	John Denver	AM Gold - #1 Hi...	Pop
	Blinded By The Light	3:50	Manfred Mann's ...	AM Gold - #1 Hi...	Pop
	Gonna Fly Now	2:50	Bill Conti	AM Gold - #1 Hi...	Pop
	Laughter In The Rain	2:47	Neil Sedaka	AM Gold - #1 Hi...	Pop
	Torn Between Two Lovers	3:45	Mary MacGregor	AM Gold - #1 Hi...	Pop
	When I Need You	4:10	Leo Sayer	AM Gold - #1 Hi...	Pop
	Before The Next Teardrop F...	2:35	Freddy Fender	AM Gold - #1 Hi...	Pop
	Da Doo Ron Ron	2:50	Shaun Cassidy	AM Gold - #1 Hi...	Pop
	Rise	3:54	Herb Alpert	AM Gold - #1 Hi...	Pop



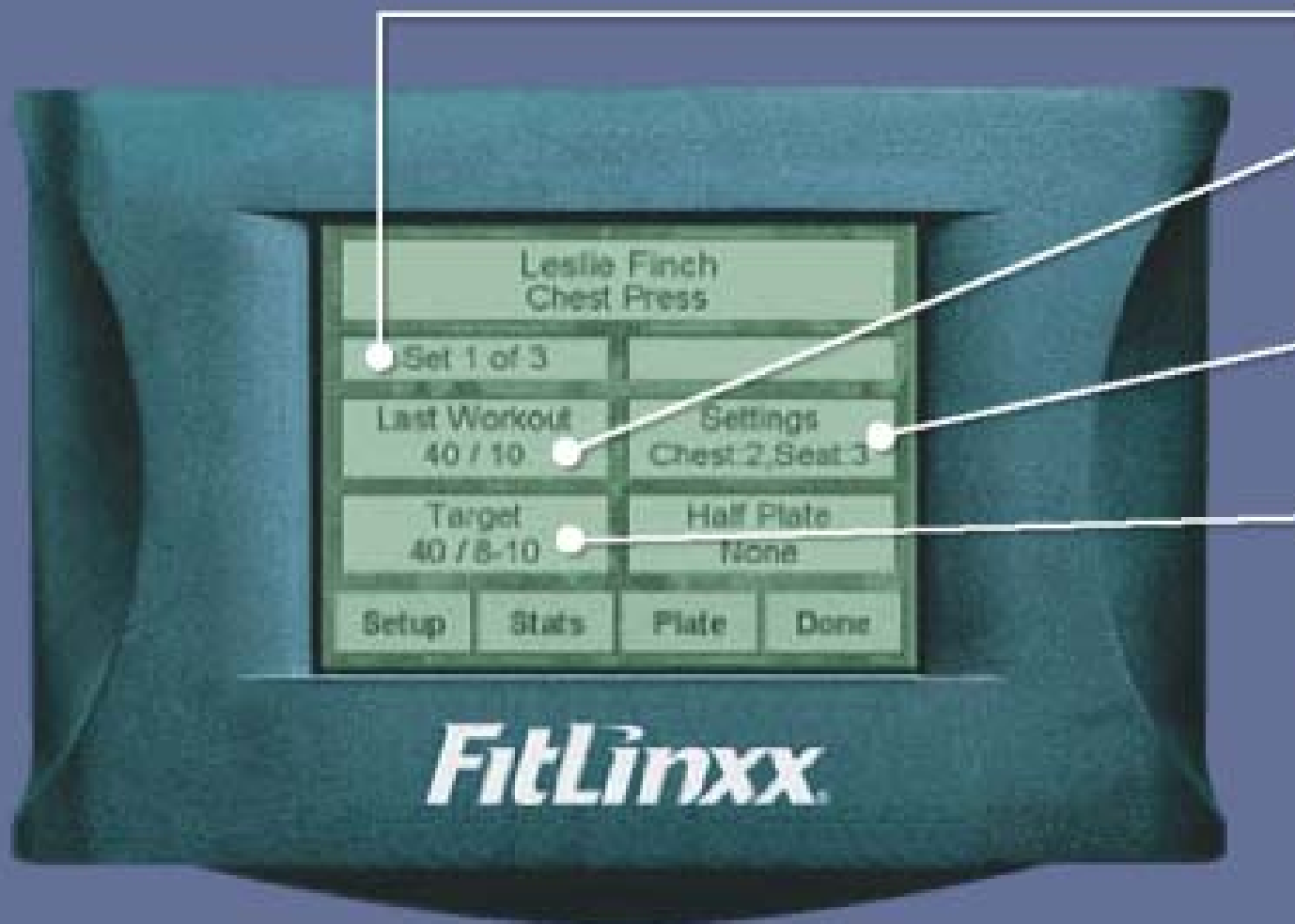


# Design principles

1. let me kick the tires
2. connect to experts & community
3. connect to the rest of my life
4. create tangible, aesthetically pleasing tools
5. connect the dots for me
6. support multiple modalities
7. track my (daily) progress
8. show that you trust me
9. create and support ritual
10. help me learn my patterns

Products & services that seek  
to create new behaviors

# Training Partner Features



Sets

Last visit results

Seat settings

Target weight and reps for this visit



*The Strength Training Partner™ eliminates guess work. Tap in your PIN and FitLinxx does the rest.*

http://www.fitlinxx.com/workout/default.asp

Apple .Mac Amazon eBay Yahoo! News Outlook Web Access Web TC paycheck TUBE RoomWizard

Home Find a Facility What Is FitLinxx About Us Product Tour Articles Contact Us

Welcome, Peter Coughlan!

Dece

Logoff **GO**  
My Profile **GO**

## Workout Notebook

### MESSAGE CENTER

Inbox: [No new messages](#)

Compose: [Message my instructor](#)

Progress Reports: [October](#) | [September](#) | [August](#)

### QUICK STATS (Dec 1 - 6)

<b>FitPoints</b>	<b>339</b>
<b>Workouts</b>	<b>1</b>
<b>CV Time</b>	<b>0:50:00</b>
<b>CV Calories</b>	<b>232</b>
<b>Stations</b>	<b>4</b>
<b>Weight [lbs.]</b>	<b>4,890</b>
<a href="#">&gt;&gt; Full Stats</a>	
<a href="#">&gt;&gt; Standings</a>	

### LOG A WORKOUT

[more in](#)

1. SELECT DATE      2. SELECT TYPE

December 2005      << >>

S	M	T	W	T	F	S
				1	2	3
4	5					

reset to today

- GO** Cardio Machine  
Treadmills, etc.
- GO** Cardio Activity  
Running, etc.
- GO** Strength  
Free Weights, etc.

#### CV Calories: This Month



232 calories =  
46 gummy  
bears!

#### Weight Lifted: This Month

4,890 lbs. =  
1 Beetles!



#### Community

##### [Fit Points](#)

239 responses

[Can you think yourself th](#)

96 responses

[weight-loss](#)



# Stress Assessment Quiz

## QUESTION

I get the proper amount of sleep and feel rested when I wake up.

> ALWAYS

> SOMETIM

> SELDOM

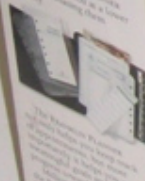
START OVER



Franklin Planner

**Congratulations!**  
You now possess a Franklin Planner, the world's most effective tool for accomplishing what matters most in your life.

Franklin Planner is designed to help you get organized and stay on top of your life. It's the most powerful tool for accomplishing what matters most in your life. It's the most powerful tool for accomplishing what matters most in your life.



CLASSIC SIZE

# Starter Kit with Binder

**This Starter Kit Contains:**  
Franklin Planning System™ CD-ROM  
12-month Daily Planner  
12-month Monthly Calendar Tabs  
12-month Weekly Comparison Cards  
12-month Financial Calendar  
12-month Information Record Forms  
12-month Address and Telephone Directory  
12-month Information Record Forms  
12-month Address and Telephone Directory

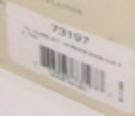
**Starter Pack**

- Quick Start Guide
- Franklin Weekly Comparison Cards
- Financial Calendar
- Information Record Forms
- Address and Telephone Directory

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FranklinCovey



# Watch Yourself Change™

Small changes in your life can mean big changes in your weight.

[▶ Find Out How](#)

## Weight Watchers Meetings

Coaching and real-life insights to help you lose weight and keep it off.

[Learn More](#) or [Find a Meeting](#)

## Weight Watchers Online

Interactive resources to follow our plan step-by-step online.

[Learn More](#) or [Sign Up Now](#)



## Weight Watchers TurnAround®

Choose the plan that fits you best

Our flexible **POINTS®** plan  
or  
No Counting plan

[▶ Learn More](#)

### Returning Users

[Are you a new user?](#)

Visit a meeting for **FREE!**



[▶ Learn More](#)

Weight Watchers **eTools**  
The Internet companion for meetings.



[▶ Learn More](#)

## Newsletter

**FREE** recipes, news and more!



[▶ Get It Now](#)

## Weight Watchers Magazine

Try a **RISK FREE**



### Today's Feature



#### **The Lean, Clean Workout Routine**

Sometimes it's too hot to head outside for a workout. With our easy guide, and an airconditioned room

### Success Stories



#### **Marathon Pam**

Pam tried Weight Watchers in the past, but gained the weight back during her pregnancies. When a doctor's stern words

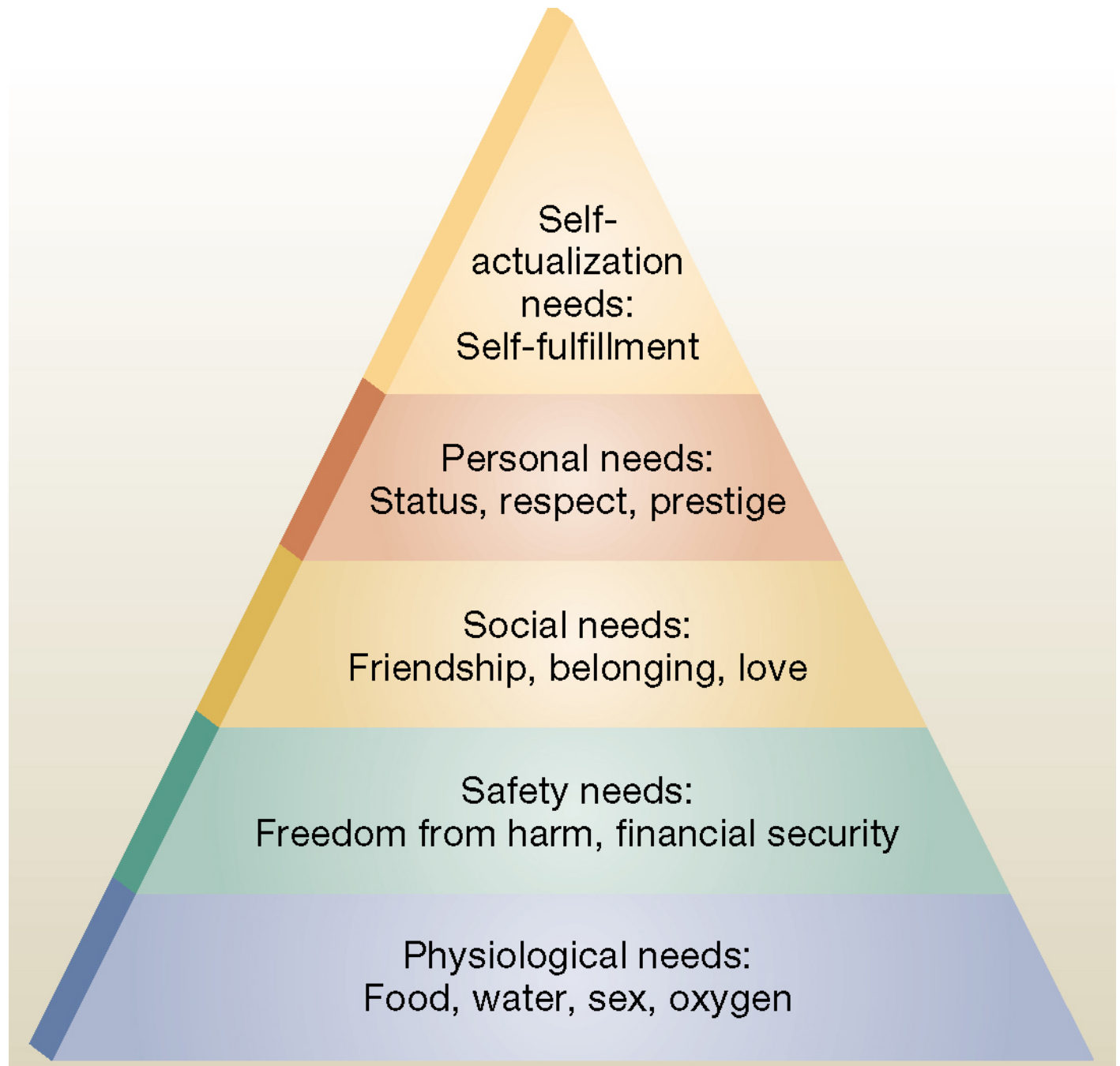
### Recipe of the Day



#### **Sesame-Ginger Pasta Salad**

This pasta salad is bursting with fresh, seasonal flavors and colors. It's so simple to prepare, it'll easily





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# Smoking cessation products and services ...



Special Price  
\$2 OFF

Special Price  
\$2 OFF

25

Nicorette  
Nicorette  
Nicorette  
Nicorette  
Nicorette  
Commit  
Nicorette  
Nicorette

Nicorette  
Nicorette  
Nicorette  
Nicorette  
Nicorette  
Nicorette  
Commit  
Commit  
Commit

Nicorette  
Nicorette  
Nicorette  
Nicorette  
NICODERM  
Nicorette  
Commit  
Nicorette  
Nicorette

Nicorette  
Nicorette  
Nicolrol  
Smoke Away  
Smoke Away  
NICODERM  
NICODERM

Nicotine Transdermal System  
Nicotine Transdermal System  
Nicotine Transdermal System  
Nicotine Transdermal System  
Nicotine Transdermal System  
Nicotine Transdermal System

## Quit Smoking Successfully



Undo the Damage by Kicking  
Nicotine in "The Butt"

  
Wellness  
*Longs Drugs*



### "This time I'll quit for sure!"

You probably know smokers who have tried to quit more than once. Each time they relapse, they become more discouraged. However, the more times you attempt to quit, the greater your chances of success, so keep on trying! Your healthcare professional or pharmacist can direct you to an appropriate program to help assess whether you are really ready to stop smoking. Many programs offer individualized counseling and evaluation that provide the behavior modification and support you need to break your psychological dependency.

Quitting is hard, but it's not impossible. If your healthcare professional is not willing or able to help you through the process of quitting, look for someone who will give you the support you need as you tackle your body's dependence on nicotine. To join the ranks of successful quitters, you need to give yourself every advantage you can. Become one of the growing numbers who quit smoking for good.

Will you ever be able to give up cigarettes? Yes, you will—if you get the help you need. Call your healthcare professional tomorrow and get started!

This information is developed and made available by the  
American Pharmaceutical Association  
the national professional society of pharmacists.

## Craving Journal

Date: \_\_\_\_\_

Cigarette number	Time of day	Craving level	What I was doing	Who I was with	How I was feeling
Example	10:45 a.m.	3	at work	alone	stressed out
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					

Adapted from *One Step At A Time Program - Book 2*, Canadian Cancer Society, 1998.

# You Can Quit Smoking

## Consumer Guide

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***Learn how to get help to quit smoking and improve your chances of quitting.*** This document explains the best ways for you to quit as well as new treatments to help. It lists new medications that can double or triple your chances of quitting and quitting for good. It also tells about ways to avoid relapses and talks about concerns you may have about quitting, including weight gain.

*All information is based on scientific research about what will give you the best chances of quitting.*

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## Nicotine: A Powerful Addiction

If you have tried to quit smoking, you know how hard it can be. It is hard because nicotine is a very addictive drug. For some people, it can be as addictive as heroin or cocaine.

Quitting is hard. Usually people make 2 or 3 tries, or more, before finally being able to quit. Each time you try to quit, you can learn about what helps and what hurts.

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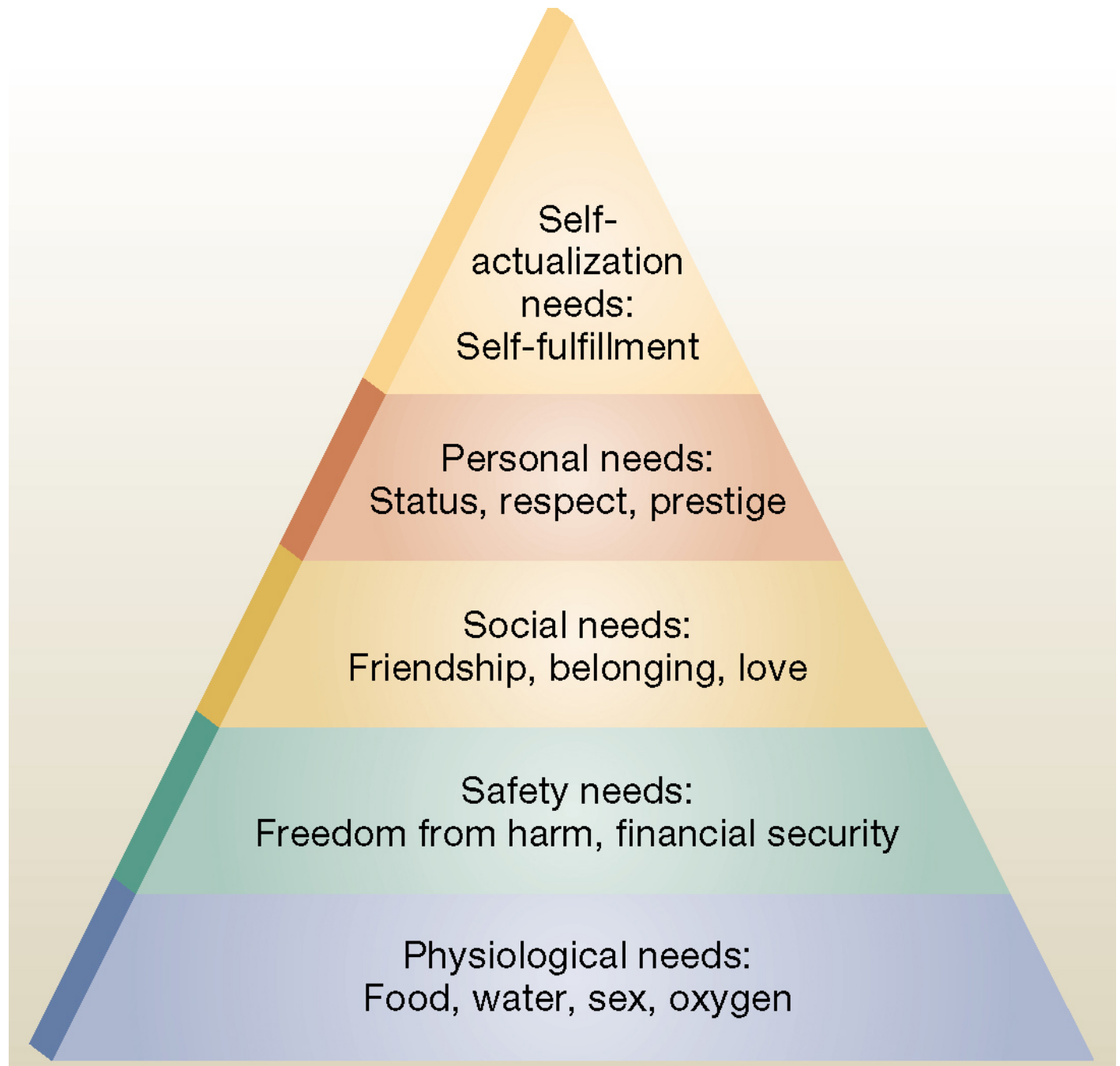
**Quitting takes hard work and a lot of effort, but you can quit smoking.**

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## Good Reasons for Quitting

Quitting smoking is one of the most important things you will ever do:

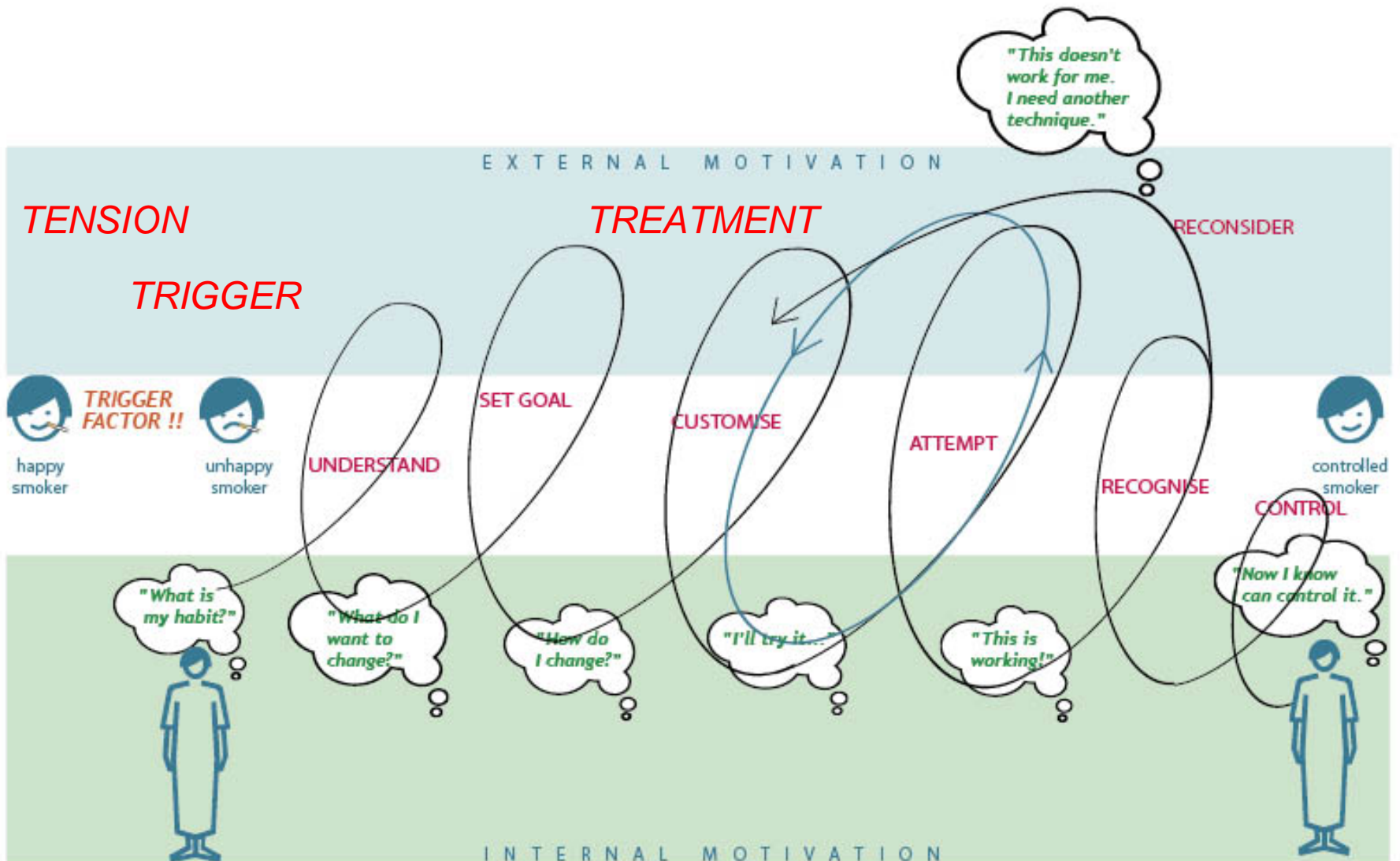
- You will live longer and live better.
- Quitting will lower your chance of having a heart attack, stroke, or cancer.
- If you are pregnant, quitting smoking will improve your chances of having a healthy baby.





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Why should smoking cessation products and services get a special journey?!

## Five Stages of Consumer Behavior

1. problem recognition,
2. information search,
3. alternative evaluation,
4. purchase decision, and
5. post-purchase behavior.

Problem recognition:  
Perceiving a need

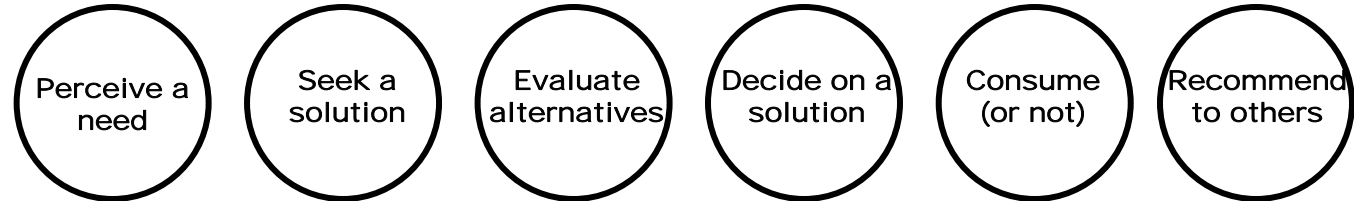
Information search:  
Seeking value

Evaluation of alternatives:  
Assessing value

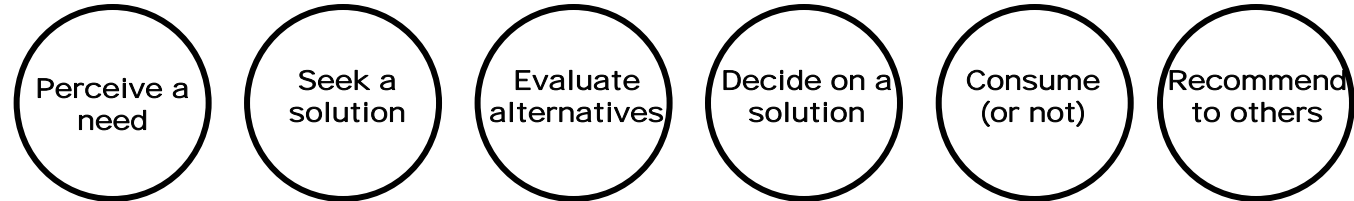
Purchase decision:  
Buying value

Postpurchase behavior:  
Value in consumption or use

# The quitter's journey



# The quitter's journey



Lower the bar

How might we help quitters by ...

## Lowering the bar?

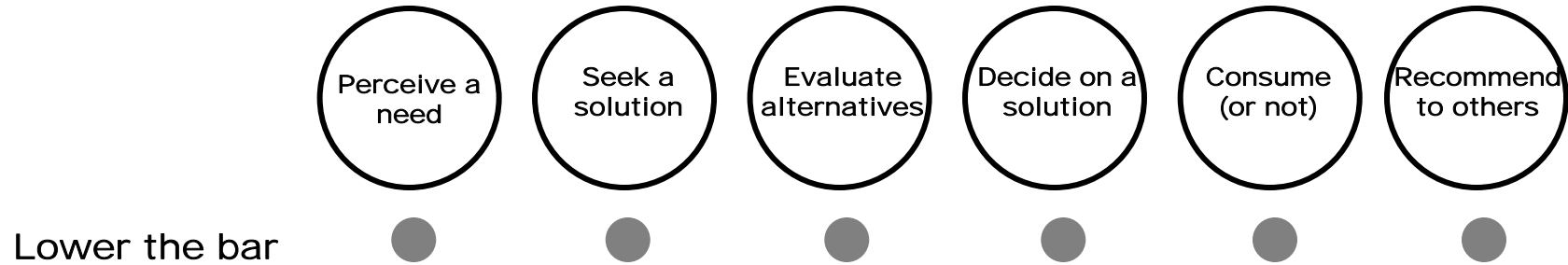
Make the initial investment less “costly,” less difficult.

Break the process into bite-sized pieces.

Piggyback on existing behaviors or infrastructure.

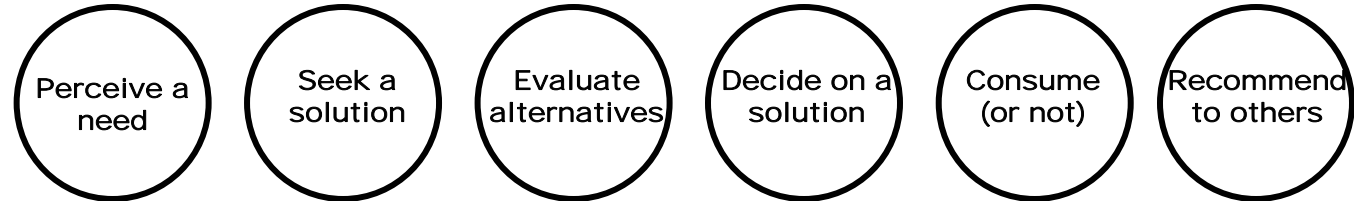
Let people “try before they buy.”

# The quitter's journey





# The quitter's journey



Lower the bar

Provide appropriate  
information & support

How might we help quitters by ...

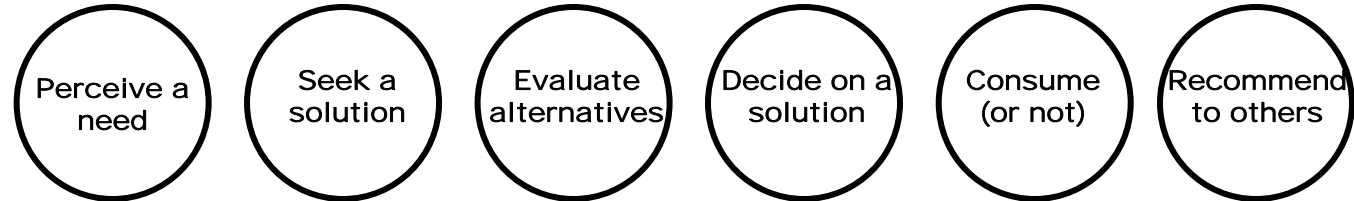
# Providing appropriate information & support?

Help quitters learn the various quitting options.

Show them the “quitter’s journey.”

Provide them with other relevant quitting resources.

# The quitter's journey

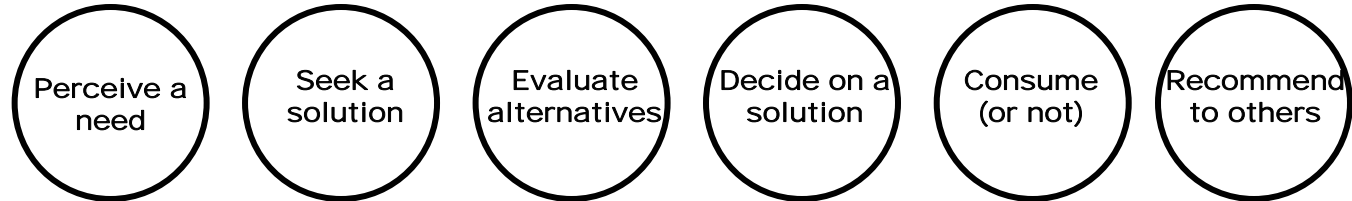


Lower the bar

Provide appropriate information & support



# The quitter's journey



Lower the bar

Provide appropriate  
information & support

Make progress tangible

How might we help quitters by ...

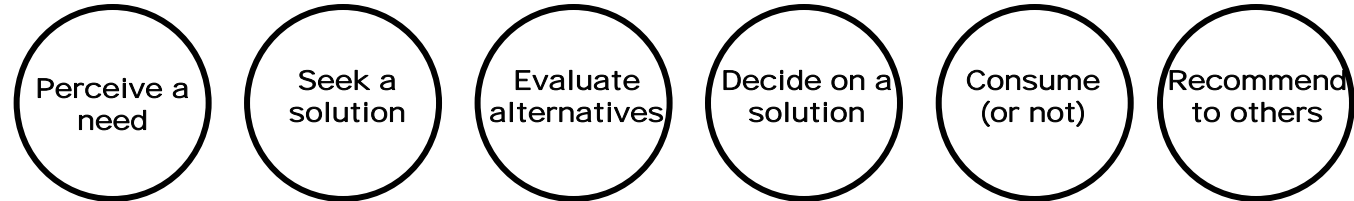
# Making progress tangible

Get quitters to measure their behaviors.

Provide a big picture view of the journey.

Collect and display data in creative ways.

# The quitter's journey



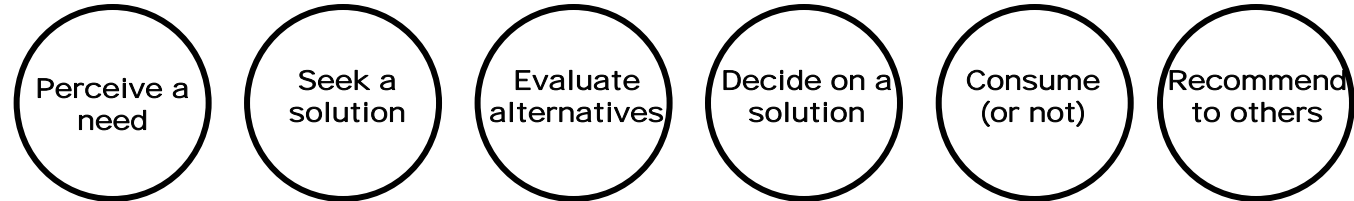
Lower the bar

Provide appropriate  
information & support

Make progress tangible



# The quitter's journey



Lower the bar

Provide appropriate  
information & support

Make progress tangible

Facilitate transitions

How might we help quitters by ...

# Facilitating transitions

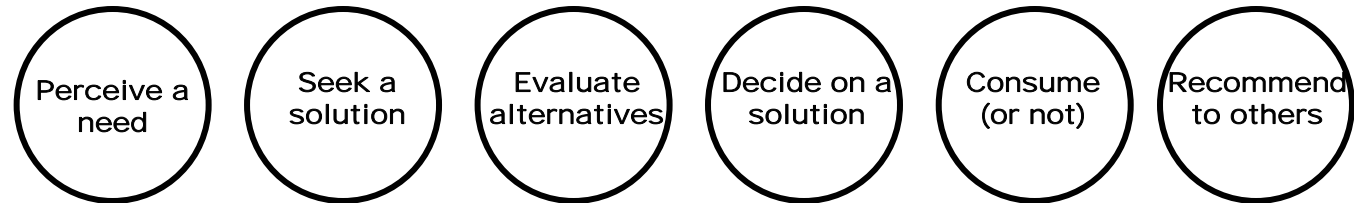
Help people from one step to the next.

Provide bridge activities and tools.

Anticipate the challenging passages in the journey.



# The quitter's journey



Lower the bar

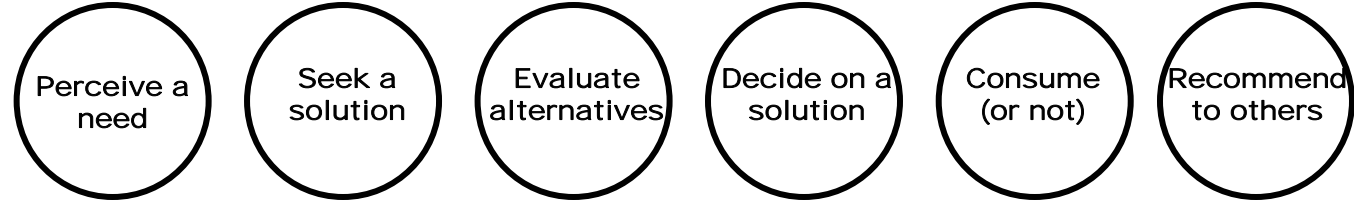
Provide appropriate information & support

Make progress tangible

Facilitate transitions



# The quitter's journey



Lower the bar

Provide appropriate  
information & support

Make progress tangible

Facilitate transitions

Foster community

How might we help quitters by ...

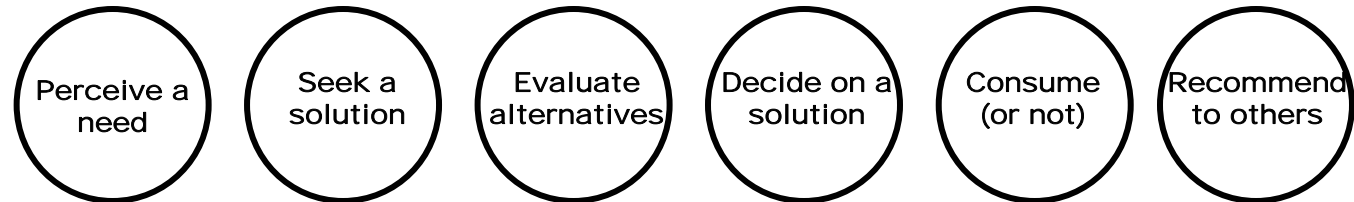
## Fostering community

Link similar quitters and supporters together.

Equip pre-existing social supports with resources.

Develop group solutions.

# The quitter's journey



Lower the bar

Provide appropriate information & support

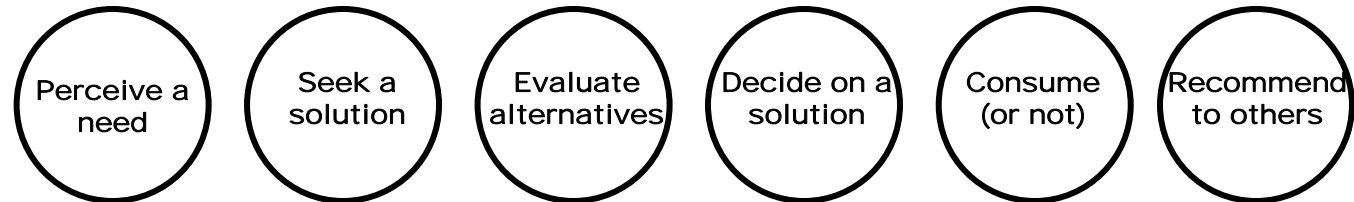
Make progress tangible

Facilitate transitions

Foster community



# The quitter's journey



Lower the bar

Provide appropriate  
information & support

Make progress tangible

Facilitate transitions

Foster community

Connect to the rest of  
their lives

How might we help quitters by ...

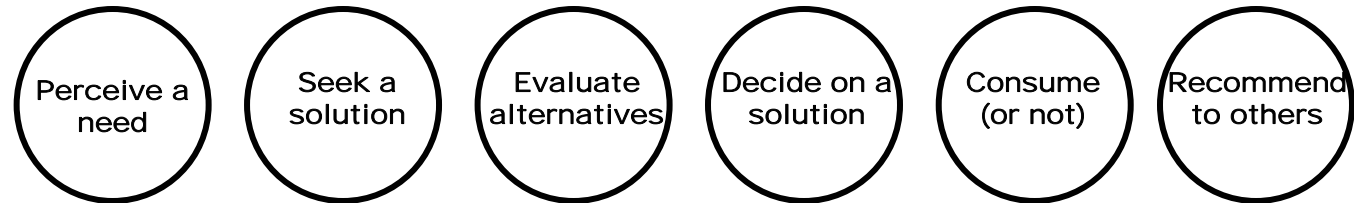
# Connecting to the rest of their lives

Create and support rituals.

Help smokers reach Maslow's self-actualization.

Develop group solutions.

# The quitter's journey



Lower the bar

Provide appropriate information & support

Make progress tangible

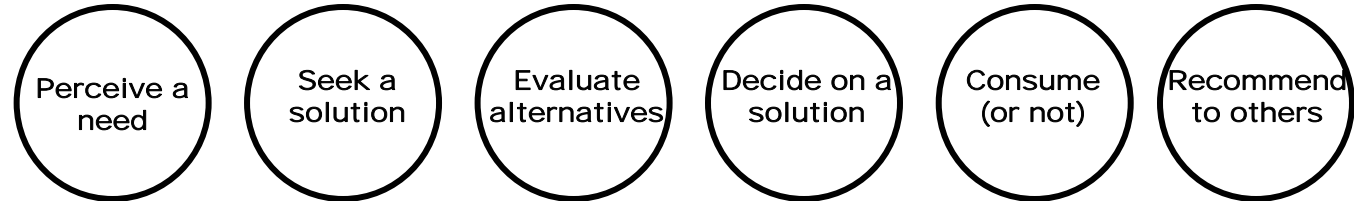
Facilitate transitions

Foster community

Connect to the rest of their lives



# The quitter's journey



Lower the bar

Provide appropriate  
information & support

Make progress tangible

Facilitate transitions

Foster community

Connect to the rest of  
their lives

Make it my own



How might we help quitters by ...

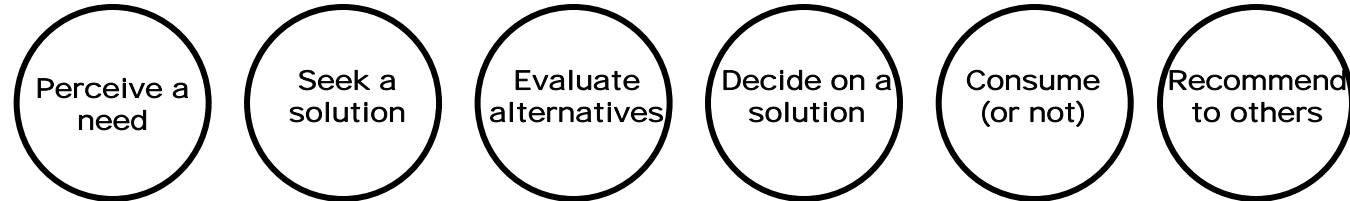
# Allowing them to make it their own

One size does not fit all.

Let me be a part of the design.

Think mass customization.

# The quitter's journey



Lower the bar

Provide appropriate  
information & support

Make progress tangible

Facilitate transitions

Foster community

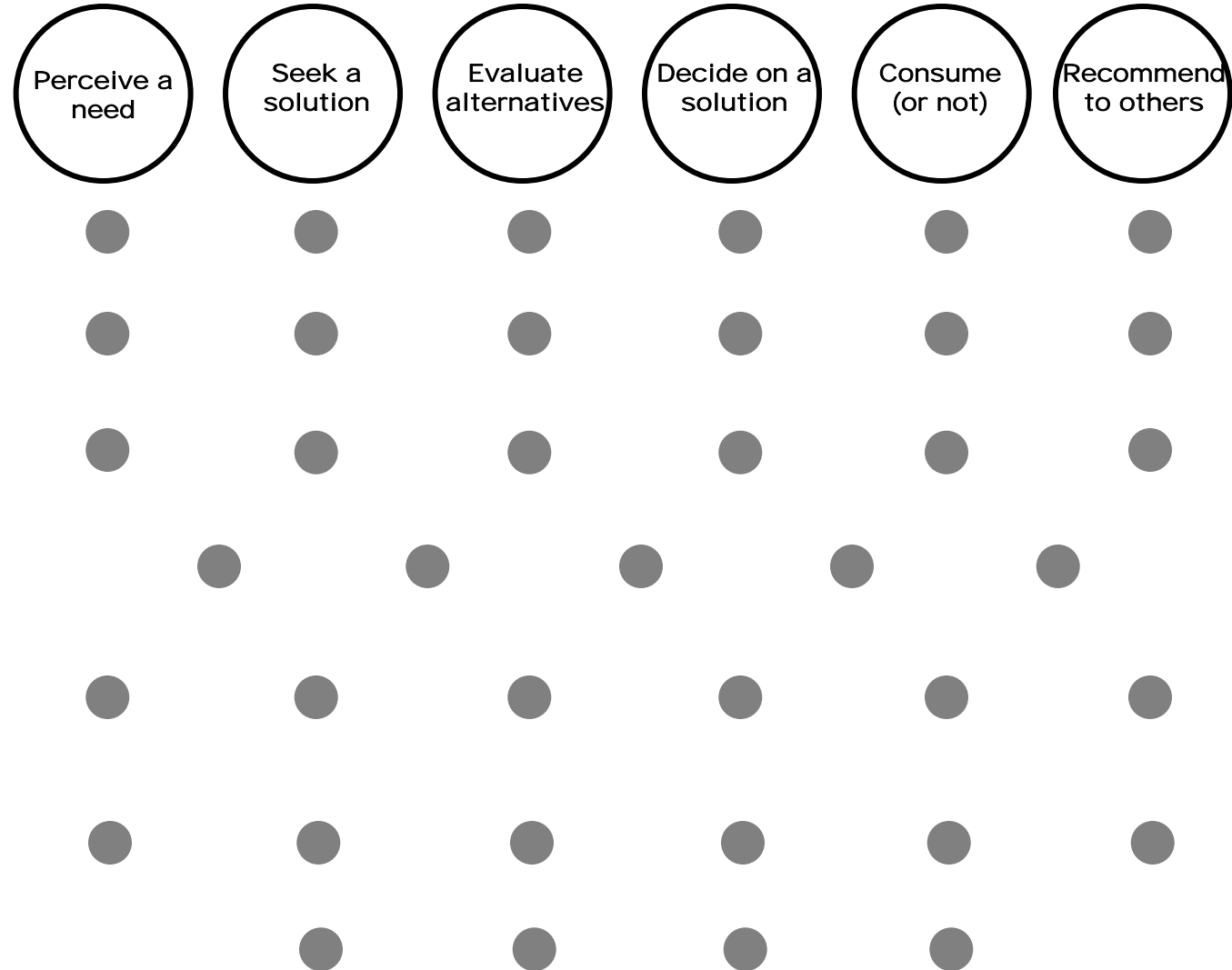
Connect to the rest of  
their lives

Make it my own

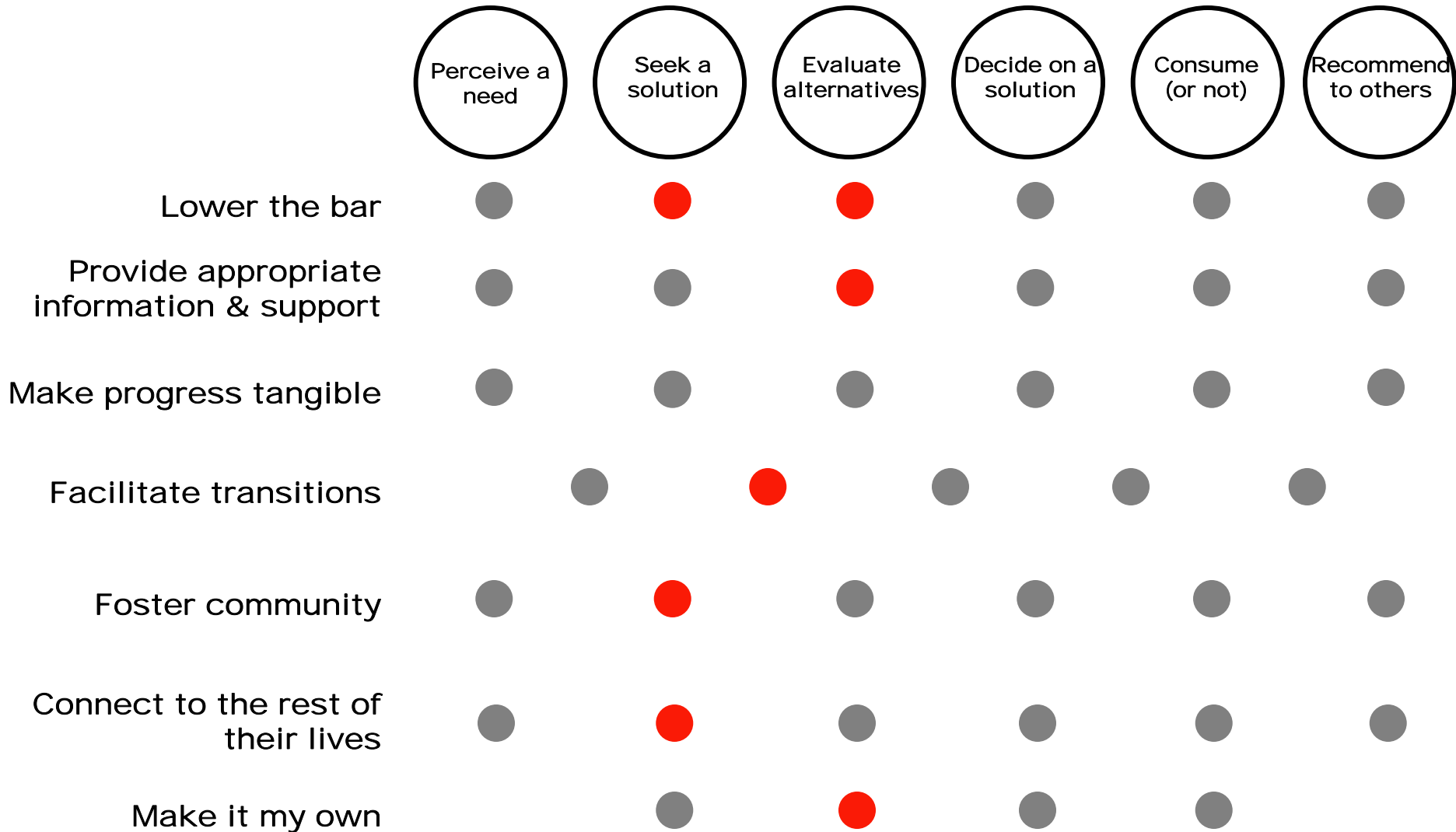


So what's the opportunity  
landscape?

# The quitter's journey



# The quitter's journey





EDUCATIONAL  
PAMPHLETS  
- 2nd hand smoke  
- pregnancy  
- heart disease  
- lung cancer  
- general cancer info

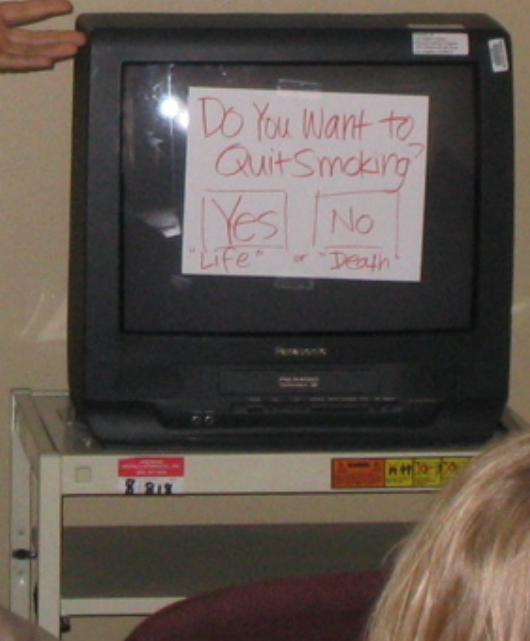
"Kwitters"  
Kiosk

GUMS

LOZEN

GUMS  
1 pack/day  
1mg

LOZEN  
2 pack/day  
2mg



Do You Want to  
Quit Smoking?  
Yes No  
"Life" or "Death"



# Corner

GUMS

LOZENGES

PATCHES

BEGINNERS  
MULTI-PACK

GUM  
1 pack/day  
=1mg

LOZENGE  
2 pack/day  
=2mg

PATCH  
3 or more  
packs/day  
=3mg

# SUPPORT

1-800-NO-BUTTS

ACS.com  
# 1-800-#

LACounty  
"211"

QUIT.COM

Kaiser/Ins.  
Com

What to do when  
you have the urge?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

FreeClear.  
Com

Coupons for  
NRT

Medi-Cal.  
Com

Youth Hotline  
1-800-LA KIDS

Your Mom  
( ) -

Your Kids  
 Kids picture here

CVS/Target  
Pharmacist  
(7am-9pm)  
( ) -



Today, June 1, I commit to experimenting with three (if not more) prototypes in the next 6 weeks. The following concepts are what I plan to try out.

1. Creation of a Quitter's informational area

2. A survey regarding asking Patients if they smoke or not.

3.

On July 21, I will bring with me prototypes (or photos of prototypes), or other evidence of my results.

Cathy Bell  
Name/Signature

6-1-06  
Date

*If you need any local assistance or help, please contact Linda Argon at (213) 351-7811 (laragon@ladhs.org). If you need design assistance or coaching, please contact Hilary Hoerber at (650) 289-3675 (hilary@ideo.com).*



How might we increase  
consumer demand for smoking  
cessation products and  
services?

By creating experiences that  
people value *more than*  
*smoking*