

A design framework for smoking cessation

[rev. 2.0]

Peter Coughlan
pcoughlan@ideo.com

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.





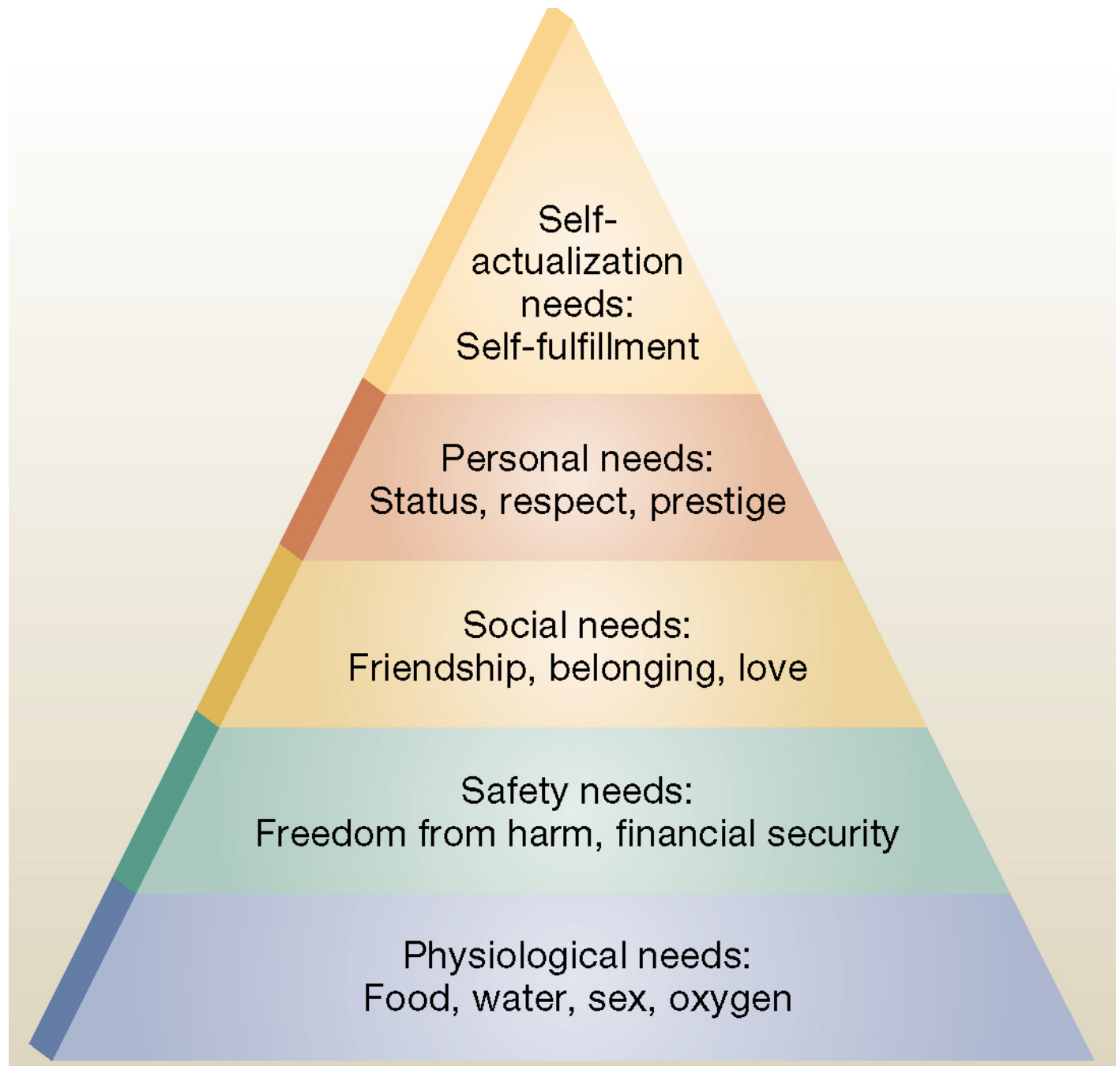
iTunes

Apple logo

Search

Browse

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

FitPoints	339
Workouts	1
CV Time	0:50:00
CV Calories	232
Stations	4
Weight [lbs.]	4,890
>> Full Stats	
>> Standings	

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

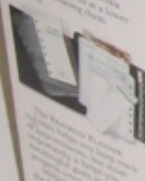
START OVER



Franklin Planner

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

Franklin Planner is designed to help you manage your time, money, and energy more effectively. It's the only planner that can help you achieve your goals and dreams. It's the only planner that can help you stay on top of your life.



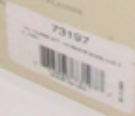
CLASSIC SIZE

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 Compost 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 Compost Cards
• Financial Calendar
• Information Record Forms
• Address and Telephone Directory

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](#)

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

Returning Users

[LOG IN](#)

[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!

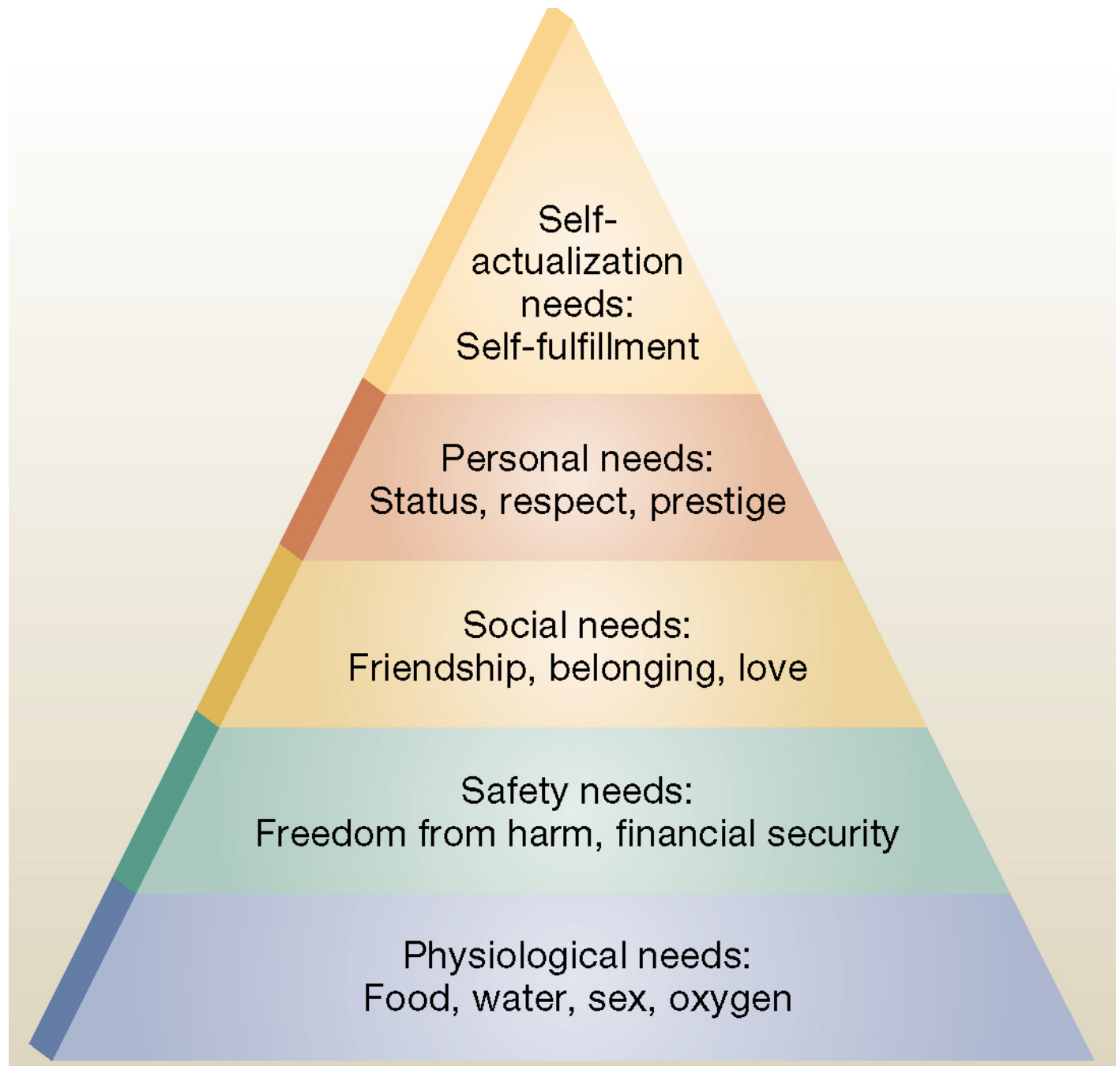


[▶ Get It Now](#)

Weight Watchers Magazine

Try a **RISK FREE** issue





Design principles

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9. create and support ritual
10. help me learn my patterns

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
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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

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.

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.

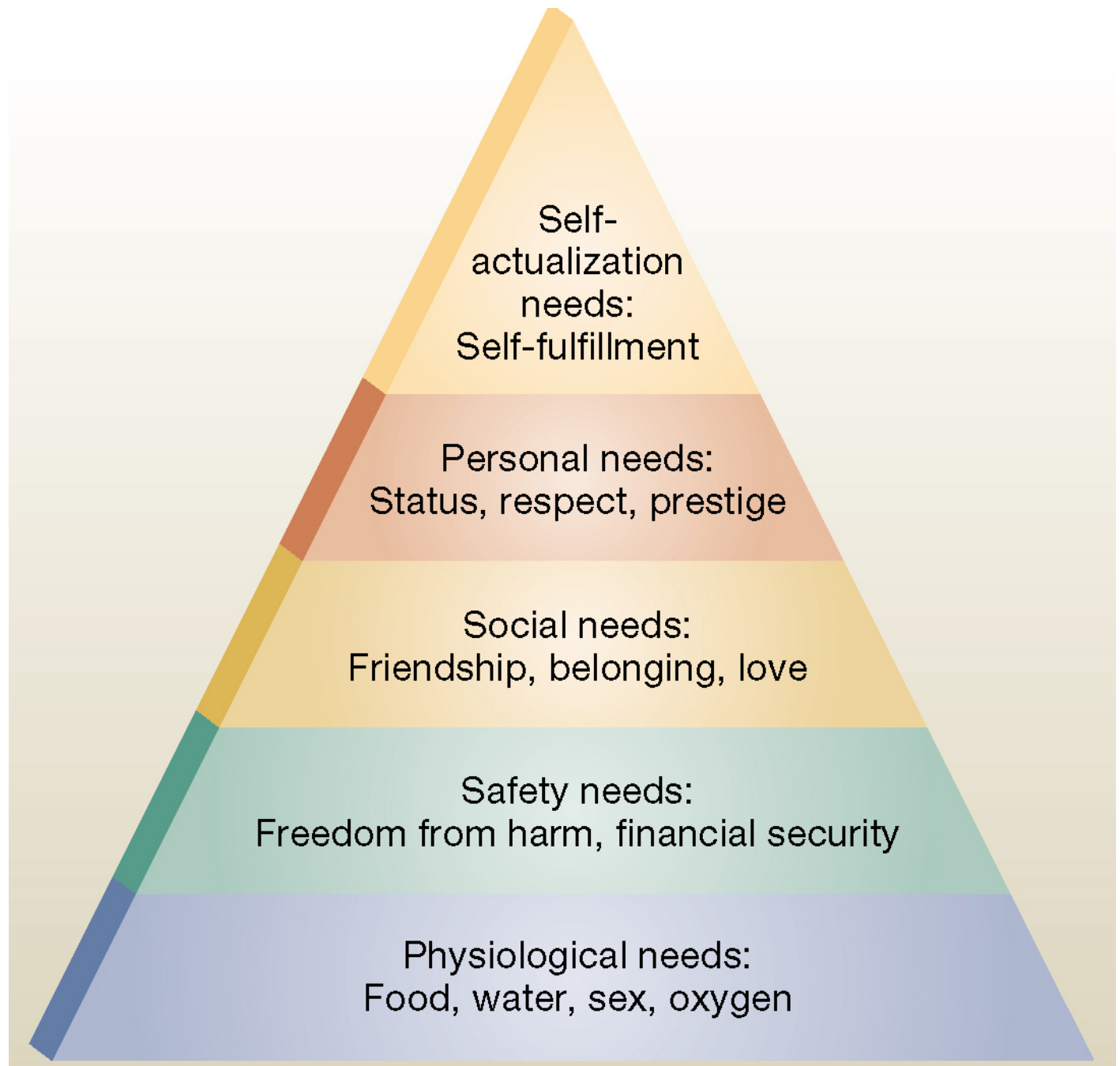
Quitting is hard. Usually people make 2 or 3 tries, or more, before finally being able to quit. Each time you try to quit, you can learn about what helps and what hurts.

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

Good Reasons for Quitting

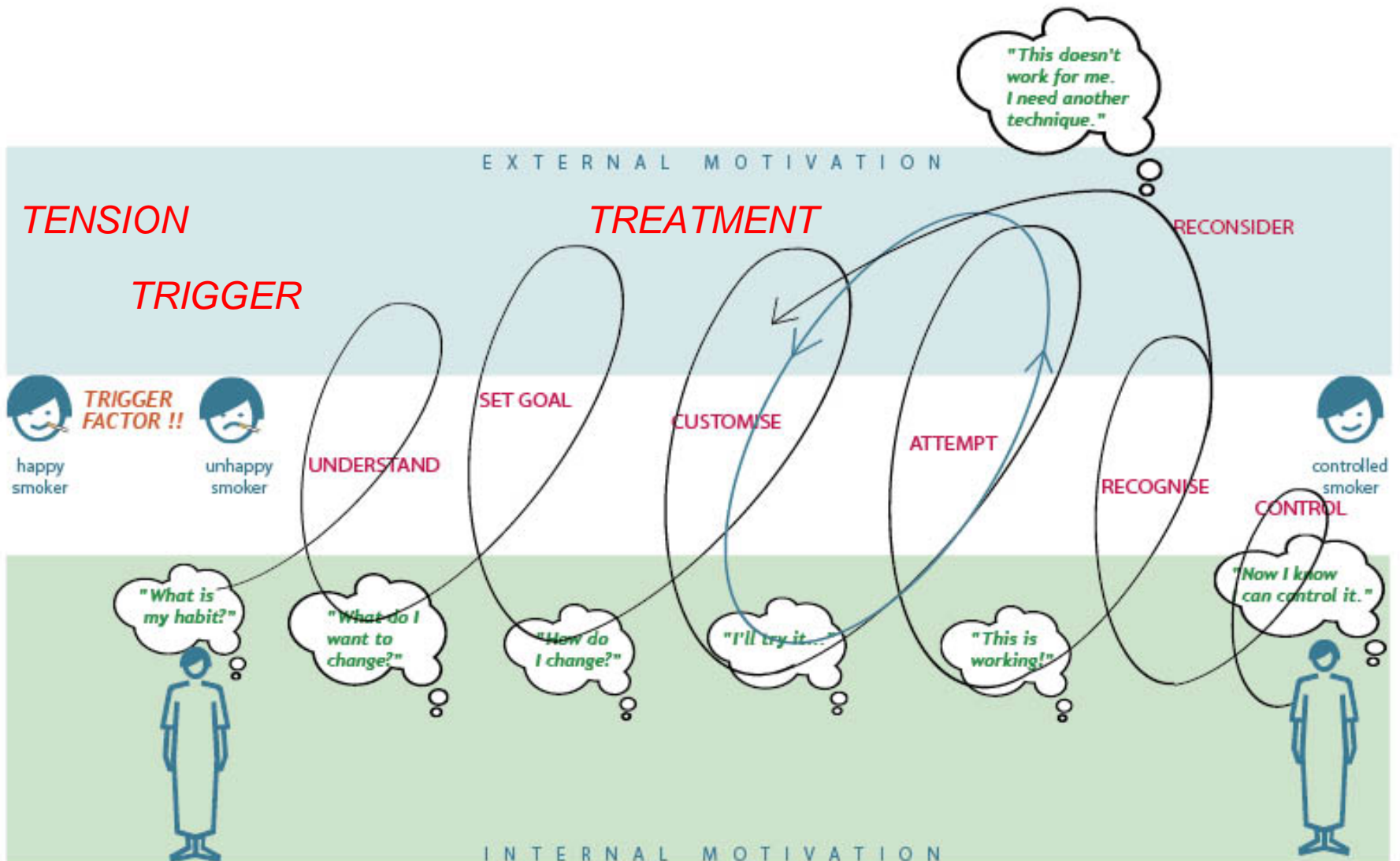
Quitting smoking is one of the most important things you will ever do:

- 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

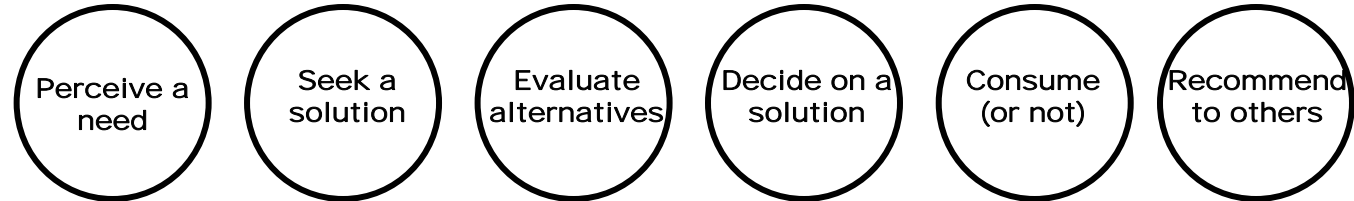
Information search:
Seeking value

Evaluation of alternatives:
Assessing value

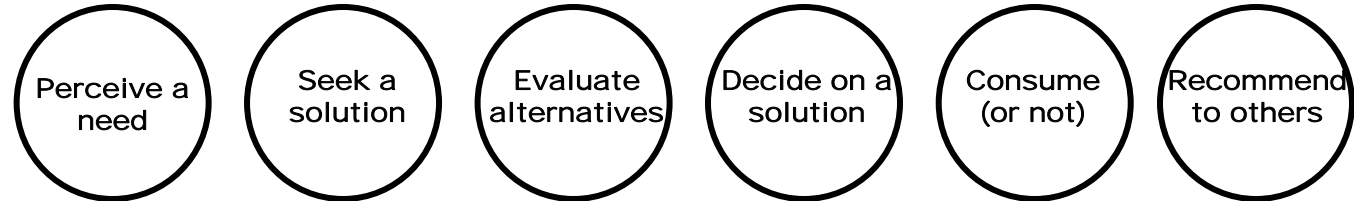
Purchase decision:
Buying value

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?

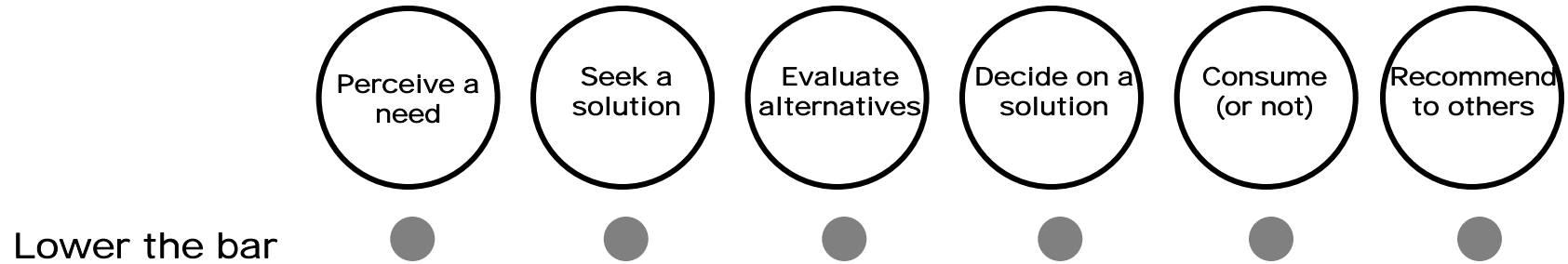
Make the initial investment less “costly,” less difficult.

Break the process into bite-sized pieces.

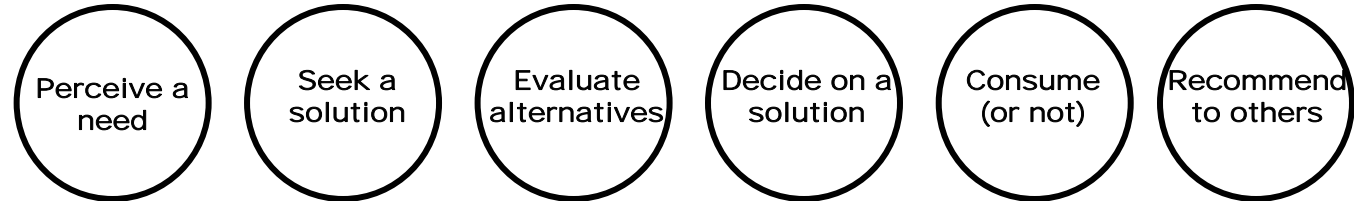
Piggyback on existing behaviors or infrastructure.

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 ...

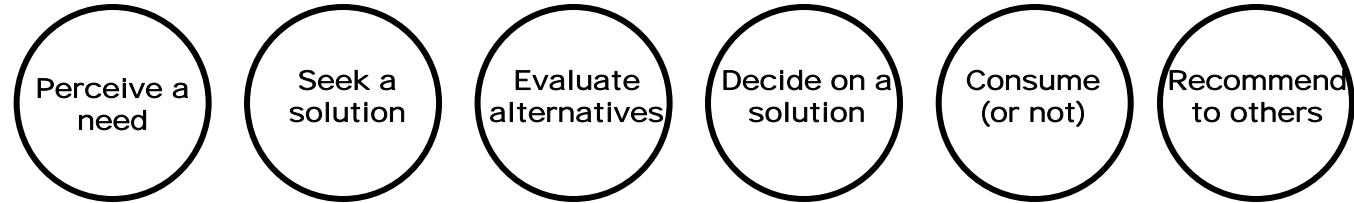
Providing appropriate information & support?

Help quitters learn the various quitting options.

Show them the “quitter’s journey.”

Provide them with other relevant quitting resources.

The quitter's journey

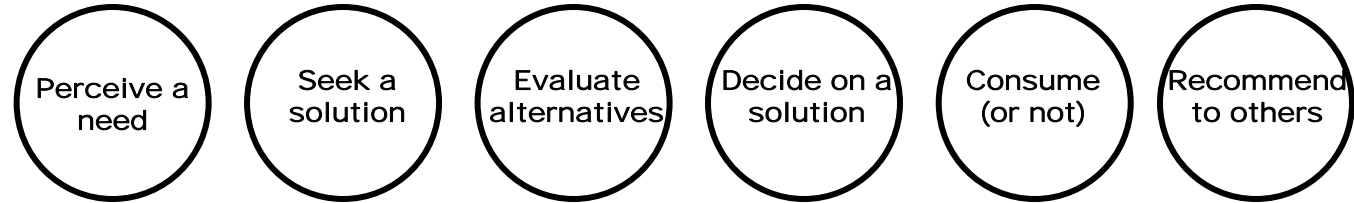


Lower the bar

Provide appropriate
information & support



The quitter's journey



Lower the bar

Provide appropriate
information & support

Make progress tangible

How might we help quitters by ...

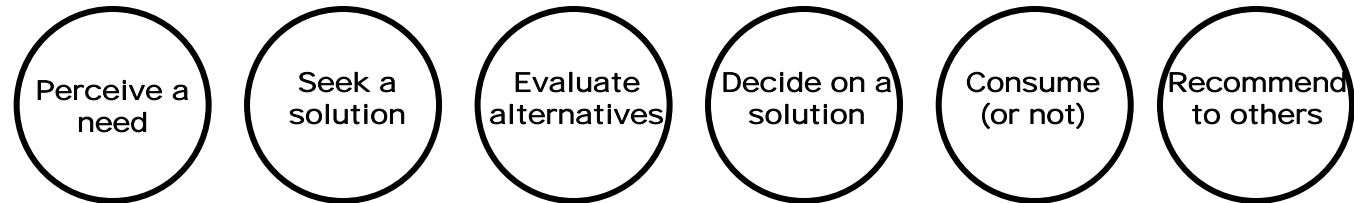
Making progress tangible

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



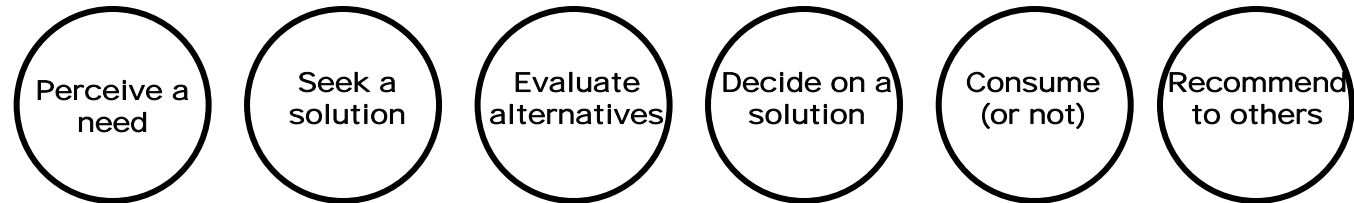
Lower the bar

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 ...

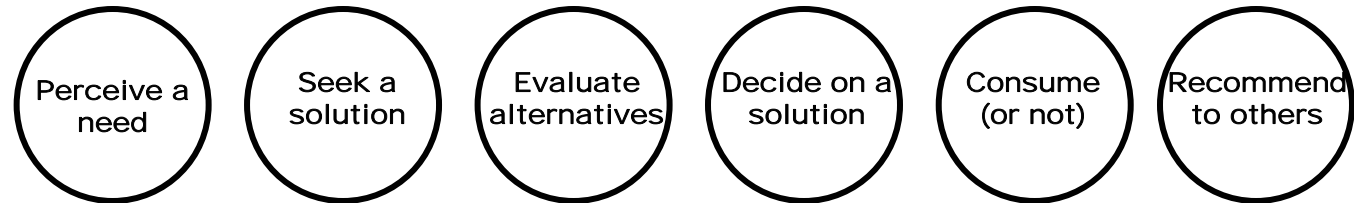
Facilitating transitions

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

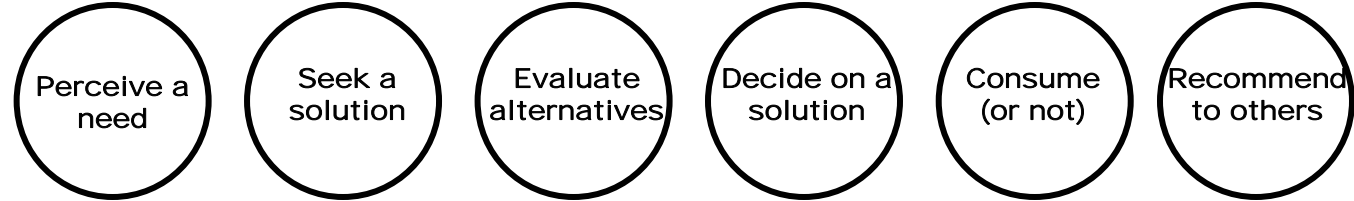
Provide appropriate information & support

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 ...

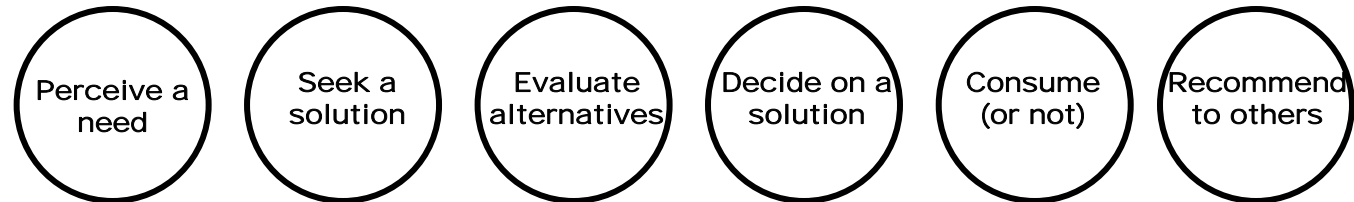
Fostering community

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

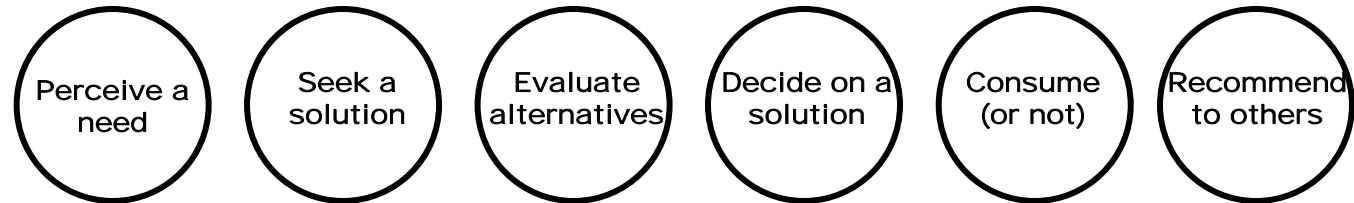
Make progress tangible

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 ...

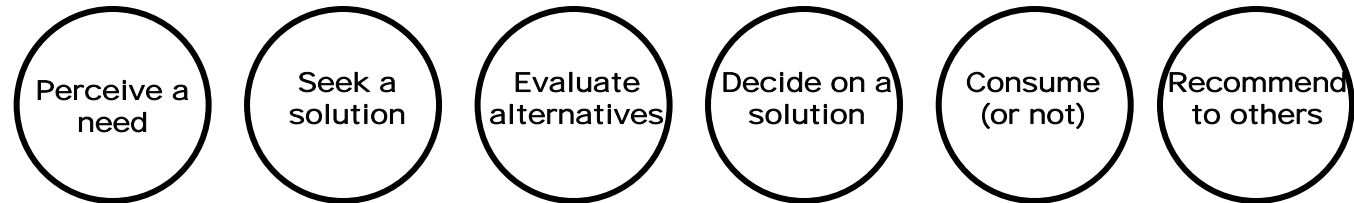
Connecting to the rest of their lives

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

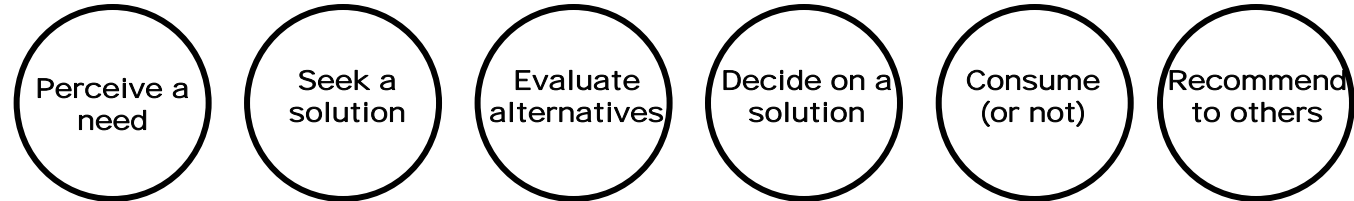
Facilitate transitions

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 ...

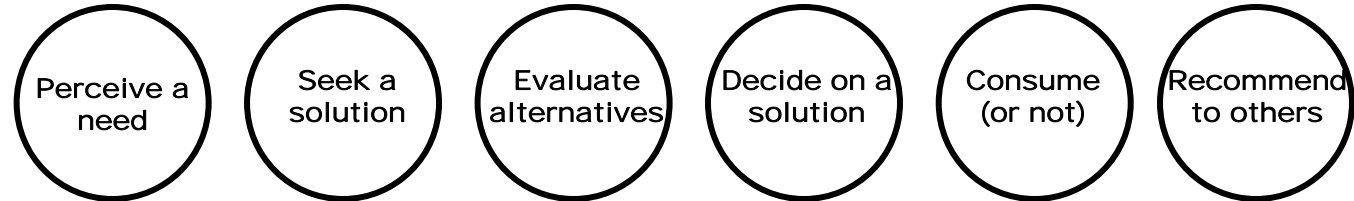
Allowing them to make it
their own

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

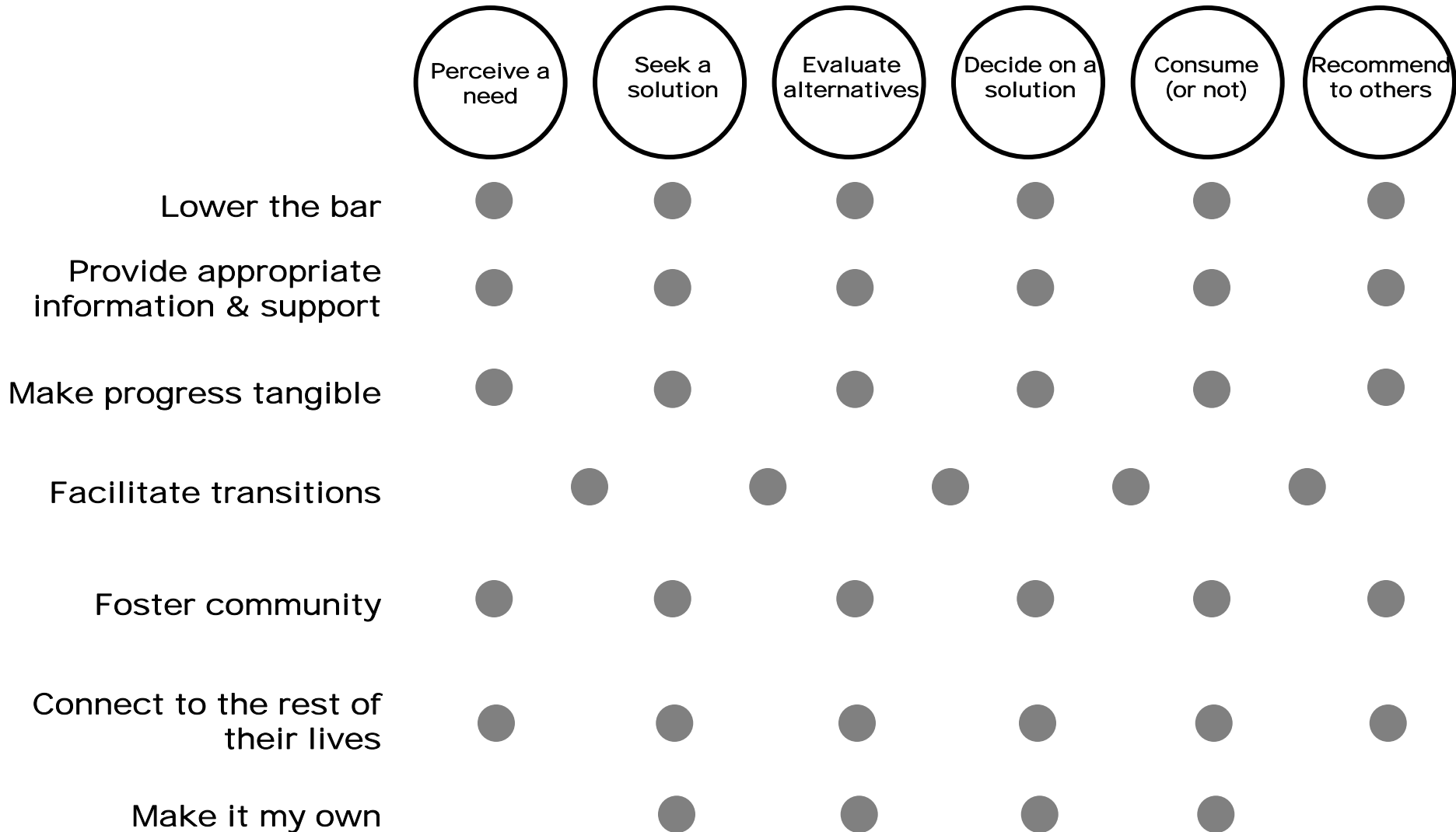
Connect to the rest of their lives

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

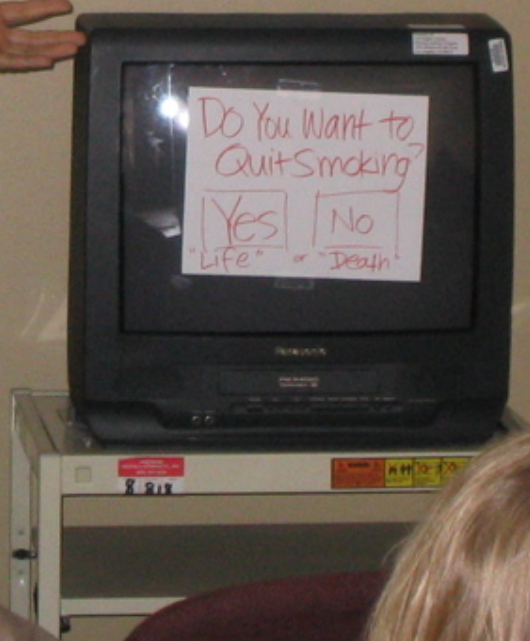
Knitters
Kiosk

GUMS

LOZEN

GUMS
1 pack/day

LOZEN
2 pack/day



Do You Want to
Quit Smoking?

Yes	No
"Life"	"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. 5.
2. 6.
3. 7.
4. 8. 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