

Needed: a consumer-centered
paradigm for tobacco cessation
products & services

*Designing for Demand: Core
Principles and Design Strategies”*

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pcoughlan@ideo.com



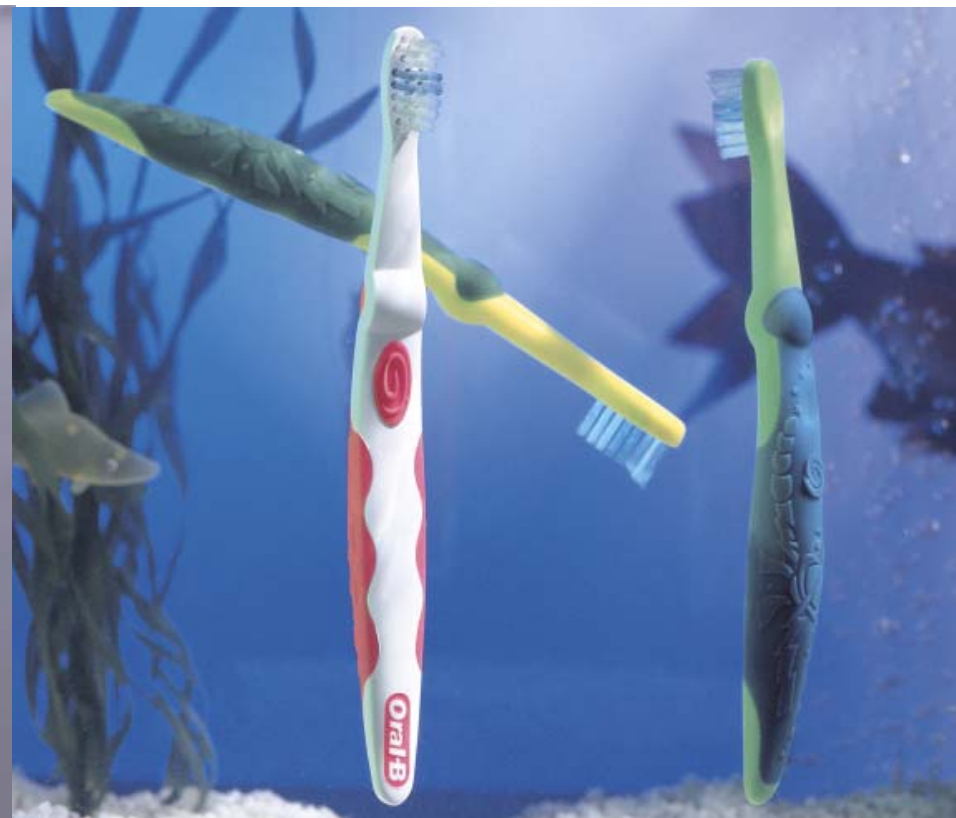
ABC Nightline -- the Shopping Cart



Palm V



Oral B Toothbrush



Zyliss kitchen tools



Amtrak Acela Club Car



Shopping

New Planner Packages

▼ Planner Packages

- [All Planner Packages](#)
- [Planner Packages For Men](#)
- [Planner Packages For Women](#)
- [Wire-Bound Planner Packages](#)

Paper Planning

Electronic Planning

Binders

Business Cases & Totes

Books & Audio

Accessorize

Clearance

Special Offers

Public Workshops

Personal Coaching

Training & Consulting

Get Organized

Shopping

Library & Resources

Planner Packages

SAVE 15%

New Classic-size Planner Packages are quick, convenient, and affordable

FOR WOMEN

FOR MEN

WIRE-BOUND

VIEW ALL

All Planner Packages

[View All](#)



[Classic Blooms Planner Packages](#)



[Classic Compass 7 Habits Wire-bound Planner Packages](#)



[Classic Compass Weekly Wire-bound Planner Packages](#)



[Classic Her P.O.V. Planner Packages](#)



[Classic In The Game Planner Packages](#)



[Classic Julie Morgenstern Planner Packages](#)



[Classic Original Planner Packages](#)



[Classic Simplicity Planner Packages](#)



Meanwhile, what about the design of smoking cessation products & services?

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.



Nicorette Nicorette Nicorette Nicorette Nicorette Commit Commit Nicorette Nicorette

\$2 OFF

\$2 OFF

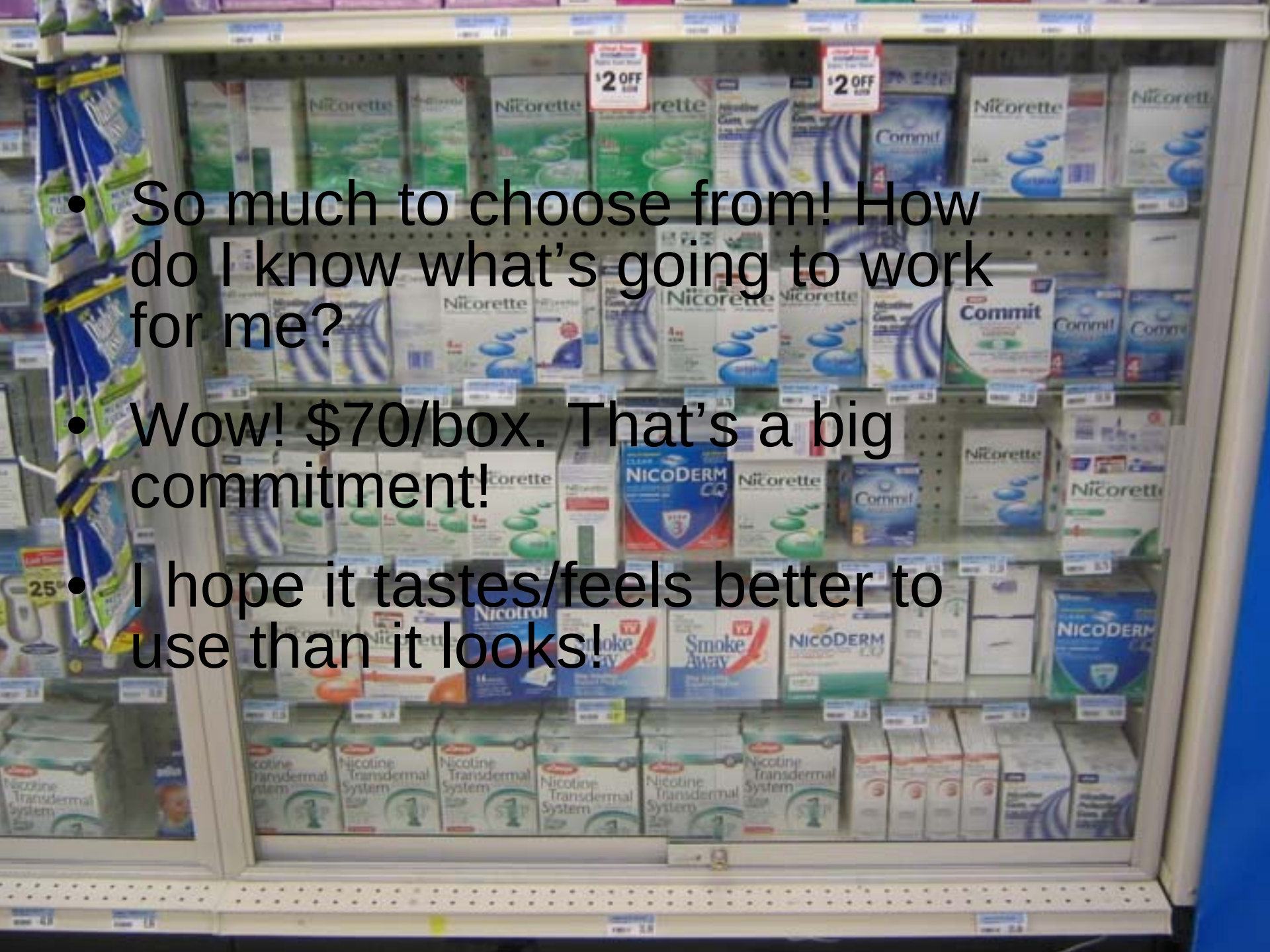
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Nicotine Transdermal System Nicotine Transdermal System Nicotine Transdermal System Nicotine Transdermal System Nicotine Transdermal System Nicotine Transdermal System

Design “opportunities” at “first moment of truth”



- So much to choose from! How do I know what's going to work for me?
- Wow! \$70/box. That's a big commitment!
- I hope it tastes/feels better to use than it looks!

Design principle #1:

- Allow me to kick the tires



Start Losing Weight Today!

Learn to make positive changes
to lose weight and keep it off.

▶ [Learn More](#)

Weight Watchers Meetings

Coaching and real-life insights to help you reach your goals.

- ▶ [Find a meeting](#)
- ▶ [Learn More](#)

**FREE
REGISTRATION!***

▶ [Click for Details](#)

Weight Watchers Online

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

- ▶ [Sign Up Now](#)
- ▶ [Learn More](#)

One-Week
FREE TRIAL!

▶ [Click for Details](#)

More From Weight Watchers

For your weight-loss needs

Explore [WeightWatchers.com](#)

Weight Watchers eTools

The Internet companion for meetings.

Free e-mail newsletter

Get free recipes, tips and more!

Are you from Canada?

Explore [WeightWatchers.ca](#)

Design principle #2:

- Lower the bar

NETFLIX

Peter Coughlan | Your Account | Buy Movies | Help

Browse

Recommendations

Friends

Queue

Movies, actors, directors, genres

SEARCH

Welcome, Peter Coughlan

[Give family members their own Queue](#)

Your Queue

91 movies

[See Related Questions](#)

At Home

	Movie Title	Star Rating	MPAA	Genre	Shipped	Est. Arrival
1	Contempt		UR	Foreign	11/28/05	11/29/05
2	The Corporation		UR	Documentary	11/21/05	11/22/05
3	Passion of Anna		R	Foreign	10/25/05	10/26/05

[Report shipping problem](#)

DVDs in Your Queue

Update Your Queue

Priority	Movie Title	Star Rating	MPAA	Genre	Availability		
1	Malice		R	Thrillers	Now		
2	Smiles of a Summer Night		NR	Foreign	Now		
3	My Dinner with Andre		PG	Drama	Now		
4	The Silence		UR	Foreign	Now		
5	Tieta of Agreste		NR	Foreign	Now		
6	Lisboa		NR	Foreign	Now		

Design principle #3:

- Design aesthetically pleasing stuff

The Brewing Process

USING THE RIGHT EQUIPMENT
WITH THE RIGHT INGREDIENTS

*How you grind your beans,
the equipment you use and
your preparation all play
integral parts in putting that
delicious masterpiece together.
Let us know what you're
working with and the drink
you want to make – we'll
create a simple worksheet for
your specific needs.*

COFFEE BEVERAGE

BREWING MACHINE



Copyright ©2005 Starbucks Corporation. All rights reserved.

Beverage lineup

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



Design “opportunities” for the road ahead



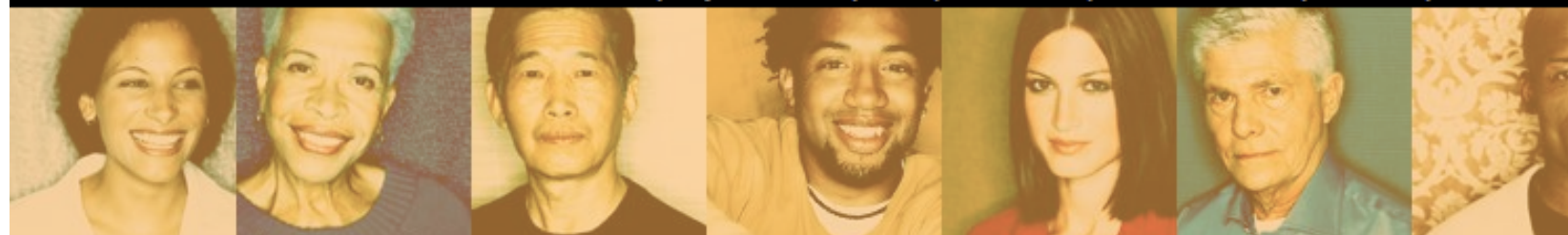
Roll over to find out more.

search: go

CommittedQuitters.com

Advanced Search

[Home](#) | [Why 3 Elements](#) | [FAQs](#) | [Press Room](#) | [Health Resources](#) | [About Us](#) | [Contact Us](#)



Where Are You In The Quitting Smoking Process?

Thinking

Getting Ready

Quitting

Keeping With It

Encouraging Others

If you haven't done the Quit Personal Profile, it only takes a minute to see how quit.com can work its hardest for you.

Determined to quit? This time, do it for good.

We're not going to lie to you. Quitting smoking is tough. But it is achievable. Try quitting the way ex-smokers swear by.

By attacking your addiction from three directions - mind, body and habit - you're covering all the different cravings inside you. So you can finally say "No more cigarettes. This time, it's going to stick."

Quit. Cope. Succeed. Just come back to quit.com whenever you need guidance or motivation. We'll be here with new info and support to back you up.

Defense Commissary Agency
Sweepstakes

Proud Sponsor of

Surgeon General's Report 40th Anniversary



Save from 10-38%
on this and other OTC
medicines
[click to learn more](#)



Go for the Checkered Flag!

Everyone knows quitting is winning. Here's where to rev up your engine – and get out to a fast start ahead of the pack.

>> See the Nicorette Fresh Mint™ car



Which Quit Aid is right for you?



Quitting Crew

Follow five fans going smoke free.



Download Photos

Get your pics from race day now



Make a winning move
Save \$5 on This Flex

This time, do it for good.

Stopping smoking starts here.



Roll over to find out more.

search:

CommittedQuitters.com

Advanced Search

Home | Why 3 Elements | FAQs | Press Room | Health Resources | About Us | Contact Us

- What happens after the first week?

- How do I know it's working?

- Who else can help me?

- How does all this quit stuff link together?

- How do I fit quitting into my life?

Thinking

Getting Ready

Quitting

Keeping With It

Encouraging Others

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Quit. Cope. Succeed. Just come back to quit.com whenever you need a little extra motivation. We'll be here with new information reports to keep you up.

Defense Commanders' Sweepstakes

Proud Sponsor of NASCAR

Surgeon General's Report
10th Anniversary



Save from 10-38%
on this and other OTC
medicines
[click to learn more.](#)



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Ex-smokers who's doing is winning. There's winner to rev up your engine - and get out to a fast start ahead of the pack.

>> See the Nicorette Fresh Mint™ car



Which Quit Aid
is right for you?



Quitting Crew

Follow five fans going smoke free.



Download Photos

Get your pics from race day now



Make a winning move.
Save 10-38% on this and other OTC medicines.

Design principle #4:

- Facilitate transitions



The Official Change of Address Form

(* Required fields)

Type of Move

[Help](#)

- ☐ Individual
- ☐ Family
- ☐ Business

TIP: Select "Family" if everyone in your household has the same last name and everyone is moving to the same new address. If you receive mail by more than one name (maiden name, married name or nickname), select "individual" and fill out a separate form for each name.

☐ **Temporary** - Check here if you plan to move back to your old address in less than 6 months. [More info](#)

Mail Forwarding Date

[Help](#)

* Start forwarding mail on


mm/dd/yyyy

[< Previous](#)

[Next >](#)

[Change of address help](#)

Design principle #5:

- Make progress tangible



Apple

.Mac

Amazon

eBay

Yahoo!

News ▾

Outlook Web Access

Web TC

paycheck

TUBE

RoomWizard

▶ Home

① Find a Facility

② What Is FitLinxx

👤 About Us

✚ Product Tour

📖 Articles

☎ Contact Us

Welcome, Peter
Coughlan!

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

Dece

Workout Notebook

✉ MESSAGE CENTER

Inbox: [No new messages](#)Compose: [Message my instructor](#)Progress Reports: [October](#) | [September](#) | [August](#)

QUICK STATS (Dec 1 - 6)

<u>FitPoints</u>	339
<u>Workouts</u>	1
<u>CV Time</u>	0:50:00
<u>CV Calories</u>	232
<u>Stations</u>	4
<u>Weight [lbs.]</u>	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](#)

Design principle #6:

- Foster community

Recipe Favorites

If you're a WeightWatchers.com registered user, you can save up to 25 featured Weight Watchers recipes.

[Register for free now](#)

Start Today

Weight Watchers
[Meetings](#)

Weight Watchers
[Online](#)

Weight Watchers
[eTools](#)

Connect with Community



Message Boards

Whether you're sharing your success or a recipe or two, this is the place to make new friends and become inspired.

Select a board

Today's Hot Topics

- [Diet Soda Dessert Recipes](#)
- ["Teachers, how do you face food challenges?"](#)
- [What Motivates You?](#)

Subscribe to WeightWatchers.com today!



Community Recipe Swap

Search our database of over 15,000 favorite recipes submitted by our online community! New, delicious recipes are posted every day.

[Learn More](#)

Recent Community Recipes:

- [Spinach Pesto Dip](#)
- [Lasagna Rolls](#)
- [Turkey chili mexican pie](#)
- [Ferrare carrot soup](#)
- [Lentil and Ham Soup](#)

Your Public Profile



Edit Your Profile

Introduce yourself by

New to the Message Boards?



[WeightWatchers.com Community Primer](#)

Free E-mail Newsletter

Get delicious recipes and more each week!



[Sign up now](#)

FREE Registration* at Meetings

*In participating areas. Pay only the weekly fee.

[Find a Meeting](#)



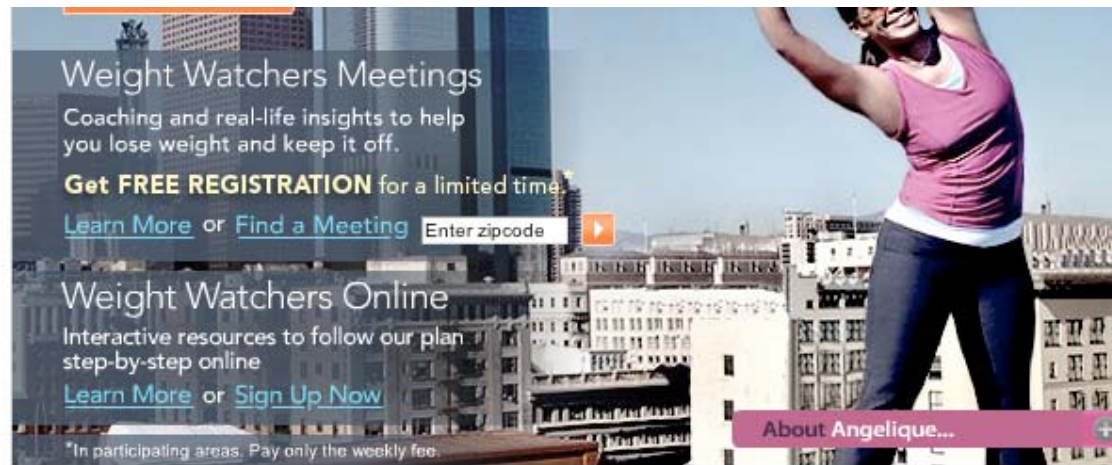
NEW!
No Calorie
SPLENDA®
Flavor Blends

Design principle #7:

- Connect the dots

Design principle #8:

- Connect to the rest of my life



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

Get FREE REGISTRATION for a limited time.

[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](#)

[About Angelique...](#) 

*In participating areas. Pay only the weekly fee.

Choose the food plan that fits you best
with **New and Improved** Weight Watchers TurnAround®

[▶ Learn More](#)

Today's Feature



Ultimate Walking Challenge

Ready for a little fitness challenge? Our series of 8-week walking plans can prepare you for a half marathon by the end of the year.

- [Mardi Gras on a Diet](#)
- [Plan a Party and Stick with the Plan](#)
- [Fitness for Two](#)

Success Stories



Now I Know I Can Do Anything

Losing 56 pounds* sent Daphne's belief in herself soaring. Today, when something seems impossible, she thinks, "If I lost my weight, I can do this too!"

- [Fifty Years Young](#)
- [Timing Is Everything](#)

*Results Not Typical

Recipe of the Day



Turkey Meatloaf Muffins

We took the guesswork out of portion control with these muffin-size turkey meatloaves. Enjoy them as a main course or serve them as sandwiches.

- [More Recipes](#)
- [Community Recipes](#)

FREE
Registration*
at Meetings

*In participating areas.
Pay only the weekly fee.

[▶ Find a Meeting](#)

FREE
TRIAL!
Weight Watchers
Online

[▶ Sign up now](#)

Weight Watchers
Monthly
Pass

FREE registration.

FREE etools,
internet weight-loss
companion

Unlimited meetings
each month



[▶ Learn More](#)

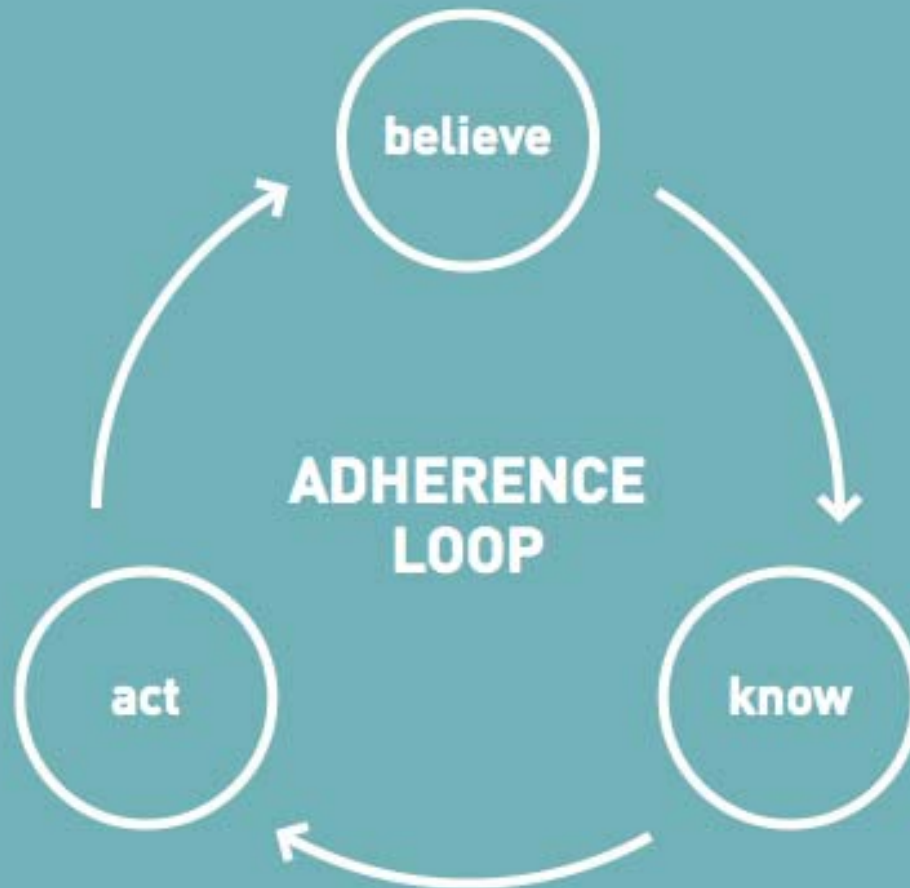
Free E-mail
Newsletter

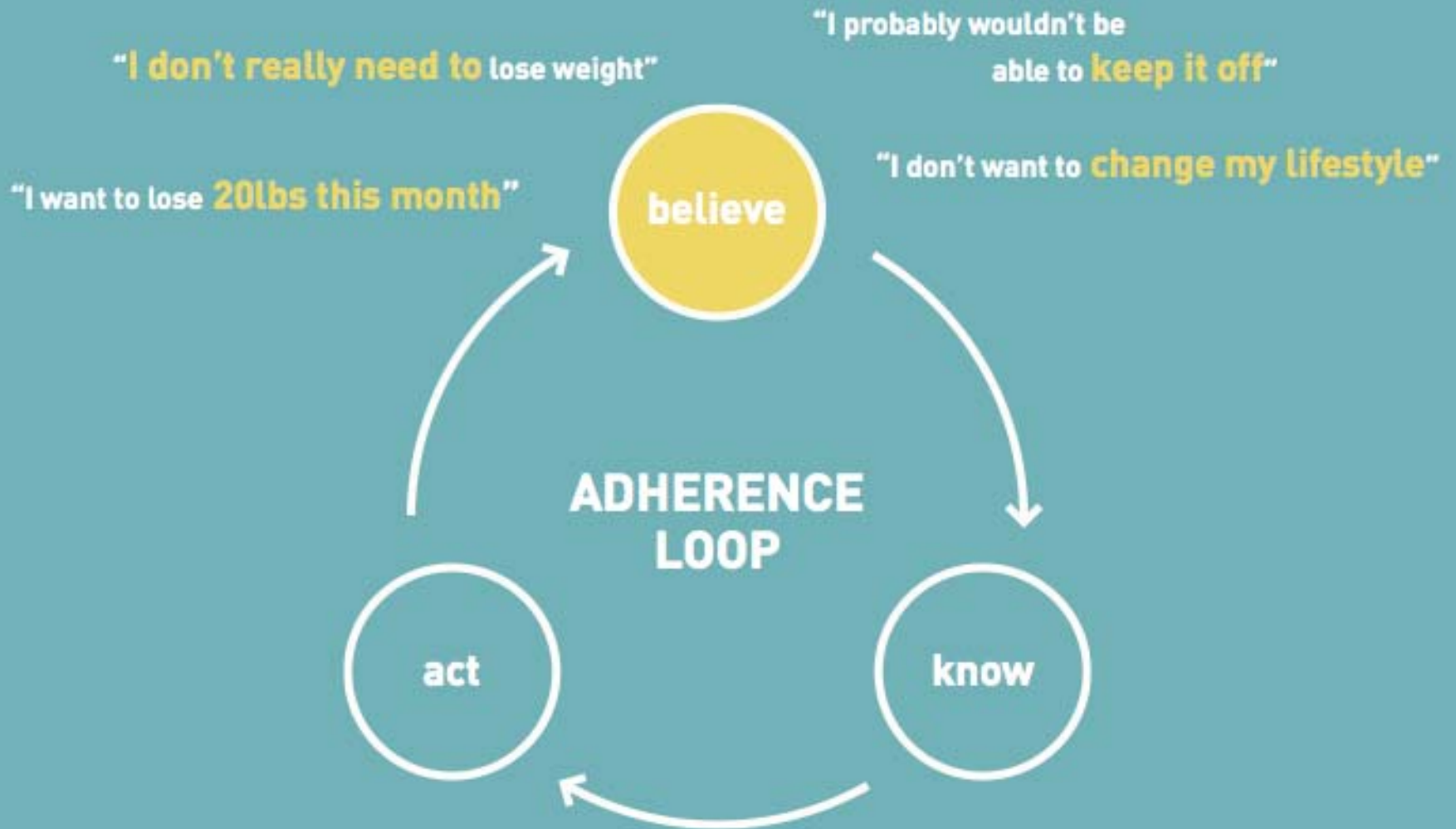
Get delicious recipes.

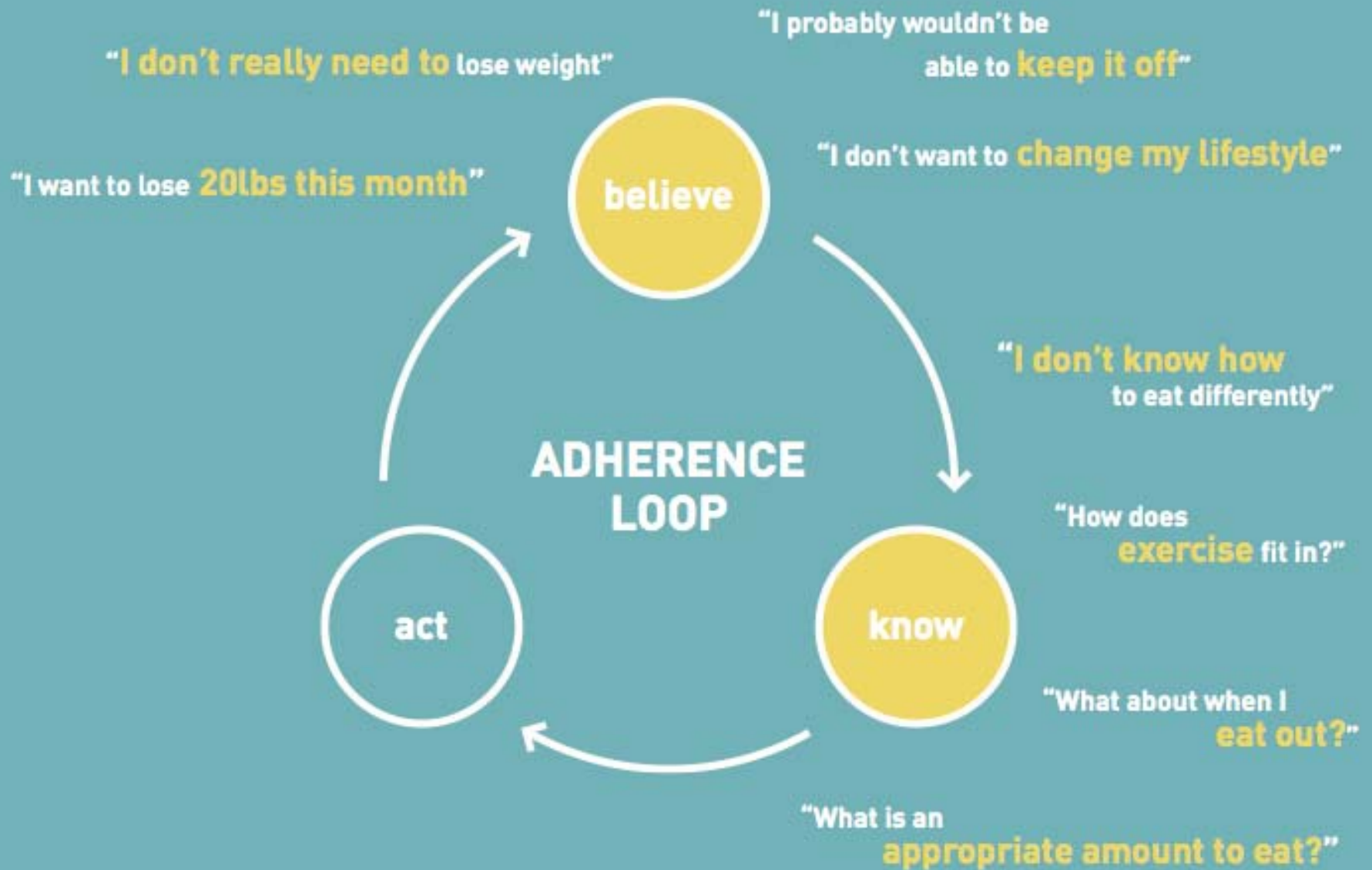
Design principles

1. Allow me to kick the tires
2. Lower the bar
3. Design aesthetically pleasing stuff
4. Facilitate transitions
5. Make progress tangible
6. Foster community
7. Connect the dots
8. Connect to the rest of my life

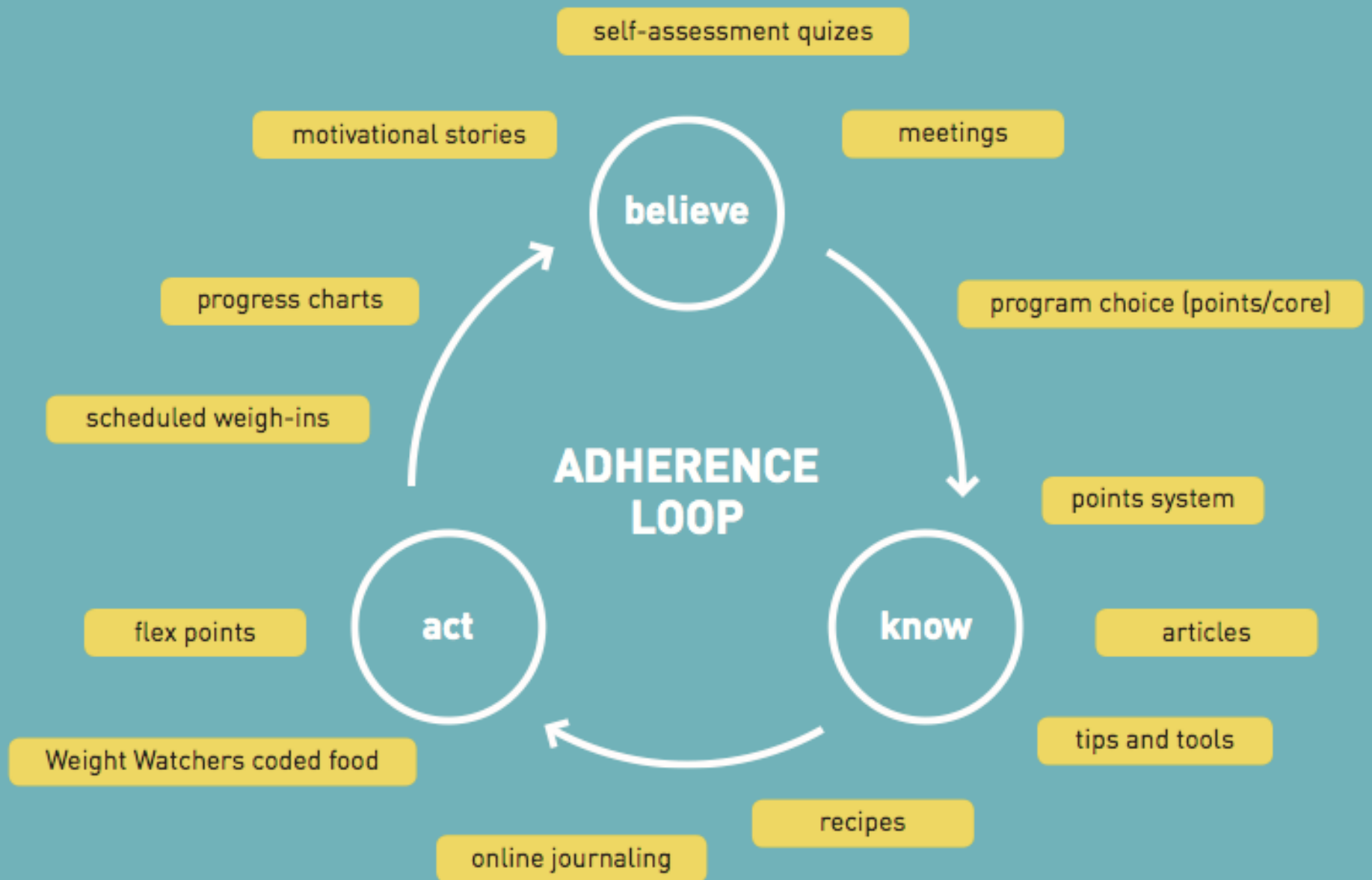
What about a framework to link
these all together?











Some strategies/tactics to consider:

1. Use consumer-centered principles to get you talking about existing products & services
2. Create a cessation framework to help you think “big picture”
3. Create scenarios that integrate products & services, then pilot them with customers

Good luck!