

CONSUMER DEMAND

DESIGN PRINCIPLES

8 IDEO DESIGN PRINCIPLES FOR REDESIGNING
TOBACCO CESSATION PRODUCTS AND SERVICES

INTRODUCTION

To be competitive, tobacco cessation products and services need to be communicated and delivered with the same level of sophistication as other consumer products.

Currently, many evidence-based cessation products and services are underused. Less than half of all smokers turn to evidence-based options when trying to quit.

From 2005 to 2007, the **National Tobacco Cessation Collaborative (NTCC)** hosted a series of Consumer Demand roundtables and a national conference to address this challenge.

In addition to leading cessation experts, NTCC invited **IDEO**, the nation's leading innovative product design firm, to provide their expert thinking.

After participating in the Consumer Demand roundtables and national conference, IDEO identified a unique set of design principles specifically related to a consumer's experience with cessation. These principles can help those working in tobacco cessation take a fresh look at existing evidence-based products and services to identify ways to redesign and improve them.

As a field, these eight design principles can help us create a more positive consumer experience for smokers trying to quit with an evidence-based treatment.

Widespread application of these principles may help increase the percentage of smokers who turn to evidence-based cessation options when trying to quit.

For each of the eight design principles that follow, you will find

- a short description of the principle, and
- examples of how it has been applied to consumer products.

The end of this booklet includes suggestions for ways these principles may apply to tobacco cessation products and services, as well as design cards for you to share with others and use in your redesign efforts.

This booklet and the eight design principles can be downloaded from the NTCC website: www.tobacco-cessation.org



DESIGN PRINCIPLE

ID
EO

1 | **Allow them to
kick the tires.**

Allowing consumers to “try before they buy” is a tried and true marketing approach.

It lets consumers experience a product before making the full commitment to purchase.

sale!

RENOICES®
Farmhouse Cheddar Blue
1/2 lb. (227g) / 1/2 lb. (227g)
12 wraps of \$2.00 **\$17.99/lb**



raincoast crisps
raincoast crisps
raincoast crisps

raincoast crisps
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raincoast crisps
raincoast crisps

At almost every grocery store you will find free samples of food that is being sold. This is especially true for new or unique products.



Providing samples of new products helps consumers overcome their reluctance to try something they don't normally buy.

Welcome

How It Works

Browse Selection

Start Your FREE Trial

Free Trial Info

Have a special offer? Enter Code:

It's not too late to give Netflix!

Sign up today and try Netflix for FREE!

Now - plans
from only
\$4.99
a month

- Free shipping - Both ways
- Classics to new releases to TV series
- Cancel anytime

Start here

Email Address

Example: Cindy@aol.com

Create a Password Re-type Password

4-10 characters (case sensitive)

Enter Zip Code 

Secure Server

[Continue](#)

We value your privacy. Netflix will not sell or rent your email address to third parties.

How Netflix Works:

1 Over
90,000
Titles



Create your list of
movies online

2 Free Delivery
in about
1 Business Day



We rush you DVDs
from your list

3



Keep each movie
as long as you want

4

Prepaid
return
envelopes



Return a movie
to get a new
one from your list



Want to learn more
[FREE Trial offer details](#)
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Questions?
Call 1-800-715-2135
24 hours a day

Many services, such as Netflix, Weight Watchers and health clubs, offer a trial period during which people can use the service for free.

This lets consumers experience the service and become familiar with its features before making a long-term commitment.

Many services offer two-week trial periods because research has shown that's how long it takes to develop and reinforce new behaviors.

DESIGN PRINCIPLE



2

Lower the bar.

There are many barriers that consumers face when deciding to purchase a product.

The product may seem too expensive, they may not understand how it works, or the product may be hard for them to access (in a locked case, for example).

Lowering the financial, psychological and access costs of a product or service can be important for increasing use among consumers.



SAVE 75¢

MANUFACTURER'S COUPON EXPIRES 03/31/05
SAVE \$1



MANUFACTURER'S COUPON
Redeemable at drug, food and mass merchandise
\$1.00 OFF

MANUFACTURER'S COUPON
OFFER EXPIRES 7/17/05
\$1.00 OFF

Manufacturer's Coupon
Save \$1
14.5 oz or larger

FREE PRICE

Save \$1.00
On two (2) multi-packs
or six (6) single packs
Manufacturer's Coupon
Expires 04/30/05

SAVE
MFR COUPON
LIMIT ONE applied to address tax. Offer is in effect at participating locations only.
Expires 3/31/2005

Save \$1/4
on (4) products.
Manufacturer's Coupon
Expires 8/2/05

Save 30¢
Manufacturer's Coupon
Expires 8/2/05

75¢ OFF
Manufacturer's Coupon | EXPIRES 8/2/05
Consumer Limit: Limit one coupon per household. Coupon is redeemable by law. Consumer Responsibility: Coupon is redeemable between maximum expiration date and expiration date. Cash value of this coupon, plus 5¢, is available upon request. Cash value herein constitutes the entire offer. © 2005
Dixie City Sugar Sh...
Sugar Sh...

DO NOT DOUBLE
55¢
10
55¢

Coupons and other promotions that lower the cost of a product are a well-established approach for increasing sales.

The lower financial cost (especially compared to a competing product's price) may get many consumers to try a product they wouldn't otherwise choose.

Offering guarantees of satisfaction is another way to lower the psychological cost of buying a product. Consumers know they can be reimbursed if the product doesn't live up to its claims.



Using language that consumers understand is also a way to lower the psychological costs of purchasing a product.

How many consumers do you think would feel reluctant to purchase this product (at left) because of the language on the packaging?

DESIGN PRINCIPLE



3

**Make it look
and feel good.**

It's no surprise that consumers prefer products that are attractively packaged.

Consumers directly relate the appeal of the packaging to the quality of the product.

Making a product look and feel good creates a much more desirable consumer experience.





A cup of coffee used to be a commodity.

Thanks to Starbucks and other brands, getting a cup of coffee is now an experience.

Much of consumers' acceptance of paying a higher price for coffee comes from the stylish nature of the products as well as the appealing store environment.



With the advent of digital music came the digital music player. Many people may not even realize how many different digital music players are available due to the popularity of the iPod.

Much of the appeal of the iPod (and all Apple products) comes from their look and design. With its intuitive circular control, the iPod actually feels better to use than other players.

The iPhone (at left) took this look and feel to the next level. The touchscreen of the iPhone removes the need for physical buttons, creating a sleek look compared to many other cell phones.

DESIGN PRINCIPLE



4

**Facilitate
transitions.**

Many products and services are focused on helping people change something about themselves.

Providing tools and support for these transitions can improve customers' success.



Change of Address Form - Free - powered by WhiteFence

http://www.changeofaddressform.com/index.php?mrc=C

Migrating 1. QuarXpress mediatra.com: Unisage RagTime Etymology CUMail Mess... Express Blackboard

CHANGE OF ADDRESS FORM

Returning User Login: User Name: Password:

Change Your Address Now!

Need to Change Your Mailing Address with the USPS?
Enter your address below and submit it online.

STEP 1
Enter your information

Prefix:

* First Name
Middle Name or Initial
Last Name

Suffix:

* Mail Address

Why do we need your mail?

* Primary Phone Number
(10 digits, no spaces or 0)

* Automatic Inquiries

STEP 2
Enter your address

* Old Street Address
Apt./Suite
City
State
ZIP Code
Address Must Be Validated!

* New Street Address
Apt./Suite
City

STEP 3
Select your type of move

* Type of Move
 Individual
 Family

* Start Forwarding Mail
01/22/2008

* I agree to the Authorization appears when I visit this URL, which authorizes this service to file an on-line request with the USPS, and to forward my mail from the OLD Address to the NEW Address listed on this form.

* The person who prepares this form attests that he or she is the person, authorized guardian, authorized officer or agent of the applicant for whom the mail is submitted under this program. Any intentional or negligent misstatements by the applicant to the USPS may result in a fine or imprisonment or both under Sections 2, 1001, 1002 and 1008 of

STEP 4
Optional: Select your FREE offers now

ACT Home Security - FREE evaluation
 Home Improvement - FREE estimates
for home ownership
 TruGreen - FREE lawn analysis
 LandScan - FREE Estimate
 MediScan - FREE scans
 MoneyScan - FREE scans

Your address will be processed by the USPS®.

[USPS® Privacy Act Statement](#)

One of the most daunting tasks in life is moving from one place to another.



Yet the U.S. Postal Service makes it almost effortless to ensure that your mail is directed (and actually gets) to your new address.

After filling out the change-of-address form, they send you a letter confirming your details.

On the date you specify, your mail is redirected.



Home | Find a

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Science Center

Discover the Weight Watchers Science Center

[Learn More](#)

How She Finally Jumped Off Her Plateau

[Print](#) [Email](#)



After



Before

Name Dara
Age 37
Height 5'3"
Was 172 lbs
Lost 32 lbs*
Weight 140 lbs
As of 2/25/2004
*Results not typical.

For weeks and weeks Dara remained frustratingly close to her goal weight. Then she stopped despairing and came up with a plan.

Losing weight is a long and sometimes frustrating journey for many people.

Weight Watchers makes use of many tools to help people through several transitions they encounter during the weight-loss process.

Weight Watchers offers guidance on how to deal with hitting a plateau, how to maintain your goal weight, and what to do when you slip or backtrack.

Facilitating these types of transitions, when people are changing their behavior, may help keep customers engaged in the service and increase their likelihood of success.

DESIGN PRINCIPLE



5

**Make progress
tangible.**

As people work toward a goal,
it is important to help them see,
acknowledge and celebrate the
progress they make.

INSIDE NIKE RUNNING

- Training
- Events and Challenges
- Athlete Story
- Products
- City

Training Log ▶

Training Discussions

Re: The Nike+ Wome...
- Nike Pro 16 12/19 10:59 am
(0) RESPONSES

Società FIDAL
- bellerofonte 12/19 10:38 am
(0) RESPONSES

Re: Società FIDAL
- Tommaso 12/19 10:18 am
(1) RESPONSES

Don't have Nike+?

Get the kit and get running to keep track of your runs, create a training schedule and more.

28 [Get Nike+](#)



Training

TRAINING LOG

CALENDAR

SCHEDULES

MY GRAPHS

MY INFO

VIEW BY

WEEK

MONTH

YEAR



DECEMBER

SUN	MON	TUE	WED
25	26	27	28
2	3	4	5
9	10	11	12
16	17	18	19
23	24	25	26
30	31	1	2

TOTAL RUNNING DISTANCE FOR THIS MONTH: 0 m

RUN

RACE

OTHER

VITALS



5: MAKE PROGRESS TANGIBLE

To extend their brands and create brand loyalty, many fitness and sports-related companies offer online workout tracking.

Nike, for example, provides a website where people can track their exercise habits and even virtually compete against others across the country.

Tracking progress reinforces the behavior and creates an incentive to keep doing it.





Video games are a key form of entertainment among youth and young adults. One recent video game release earned more than \$150 million in the first weekend it was on sale, far exceeding the receipts from the top movie that weekend.

A key feature of most video games is tracking a player's level within the game and an overall score. Players not only play for the enjoyment, but to reach ever higher levels and scores.

For example, with the sports game on the Nintendo Wii, users can chart specific skills and stamina. Similarly, with "Brain Age 2" on the portable Nintendo DS system, the game tracks your progress on a variety of tasks and tests your brain function daily. It will even track your "brain age."

DESIGN PRINCIPLE



6

**Foster
community.**

Many consumers are more likely to continue using a product or service when they can link to or join with others doing the same thing.

Building a community, whether it is real or virtual, can help many people deepen their engagement in a product or service and enrich their experience.



Alcoholics Anonymous meetings form a powerful community of individuals trying to maintain an alcohol-free lifestyle.

This style of group counseling and sharing has been adopted by many other groups to address a range of health and lifestyle issues.



When organizations try to raise money and awareness for a certain cause, through a marathon or race, they often offer group training. One example is the Leukemia & Lymphoma Society's Team in Training program.

These training groups help participants face the physical and mental training challenges together.

The bonds that training participants form in these groups keep them motivated and engaged.

Many training programs also have an online component to help people track their progress and support each other.



DESIGN PRINCIPLE



7

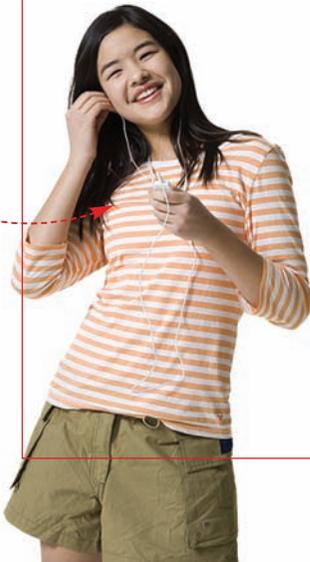
**Connect
the dots.**

Many consumers are overwhelmed with the choices they face and the processes they have to follow for many products and services.

Linking many products and services into one cohesive system can help consumers maximize all of their options.



With its iTunes software, Apple has seamlessly “connected the dots” for music lovers. This software connects to an online store, downloads music, inserts it into your digital music library, and uploads it to your iPod, all with one click of the mouse.



Each of these functions could very easily be separate steps, but iTunes does many of them automatically.

Consumers have only one decision to make—what music to buy. iTunes does the rest.

Build and Price Your 2008 PRIUS



Hide Interior View



MSRP*** **\$24,407**
(Price breakdown in summary)

Clear All Selections
Print Summary
View Configured

Your Summary

Model
1.5 Liter 4-Cylinder (ECVT)

Options
Option A

Colors
Exterior: Seaside Pearl
Interior: Dark Gray Fabric

Accessories
Carpet floor mats (CF)
Cargo net (GN)
Sirius satellite radio

Model Options **Colors** Accessories

Exterior Color

- Super White
- Classic Silver Metallic
- Magnetic Gray
- Black
- Barcelona Red Metallic
- Driftwood Pearl
- Silver Pine Mica
- Seaside Pearl

Interior Color

- Dark Gray Fabric
- Bisque Fabric
- Dark Gray Leather
- Bisque Leather

[Next Step >](#)

Base MSRP: *
Destination & Handling
Options & Accessories
Total Combined MSRP

[Standard Features](#)
[Specifications](#)
[eBrochure](#)
[Warranty](#)

Next Step

Zip: 22305 [change]

[Contact Us](#)

[Request a Dealer](#)

Note: This vehicle is commonly available. To purchase a vehicle, please contact your local dealer for the possibility of placing an order.

Buying a car used to take many steps. Visiting dealerships. Assessing their inventory. Hagglng over prices. Figuring out financing.

Now many car companies offer one-stop shopping. For example, at www.buyatoyota.com, customers can “build your Toyota” by selecting a model, options, color, and accessories. An estimated price is then given. Customers can request a price quote from local dealers, as well as review financing options. If the price is right, a customer can simply show up, sign on the dotted line, and leave with a new car on their first visit to the dealership.

Linking purchasing decisions in a streamlined process turns what used to be a stressful, time-consuming effort into just a few clicks.

DESIGN PRINCIPLE



8

**Integrate with
their lives.**

The most successful products and services often are those that fit seamlessly into the lives of consumers.

This happens when products and services are developed in ways that can be integrated easily into people's daily living behaviors.

These products and services reinforce consumers' perceptions of themselves and their lifestyles.



Many of the products and services used to demonstrate the other design principles in this book also can be easily integrated into people's lives.

Weight Watchers, for example, touches its users in many ways, such as through in-person group sessions; offering specific meals that can be purchased in stores; and online progress tracking.

The latest iPods offer wireless internet access, so music can be downloaded from anywhere that has a wireless signal, and played instantly. Many people carry their iPods with them wherever they go and have different playlists that they listen to for specific activities in their lives.

Health and fitness clubs offer a range of options to help people integrate exercise into their lives, from 30-minute "rush hour" or lunch-hour exercise programs, to personal training and online fitness planning that can lead you through an exercise program when on business travel.

Applying These Design Principles to Tobacco Cessation

Applying commercial design principles to evidence-based tobacco cessation products and services may help us increase the appeal and use of these treatments.

Smokers currently use products—cigarettes and other forms of tobacco—that already meet these design principles.

Tobacco companies offer discounts and promotions to lower the price of cigarettes, work to ensure cigarettes are sold wherever smokers may want them, offer a variety of choices, and create loyalty programs that consistently engage their customers and link them to each other, among other approaches.

Cessation products and services need to match this level of sophistication—it is what smokers have come to expect.

As you work to create (or redesign) evidence-based tobacco cessation products and services, keep these eight design principles in mind.

Use them to evaluate your current offerings and to identify areas for improvement.

These principles also are useful topics for consumer research, such as focus groups, to explore with smokers and those trying to quit.

Use the following design cards to share these principles with others and to guide your efforts moving forward.

Creating more engaging and appealing cessation options for smokers and other tobacco users is vital to our success in helping millions get the help they need to quit and stay quit!



DESIGN PRINCIPLES

FOR TOBACCO CESSATION PRODUCTS
AND SERVICES

- 1. Allow them to kick the tires**
- 2. Lower the bar**
- 3. Make it look and feel good**
- 4. Facilitate transitions**
- 5. Make progress tangible**
- 6. Foster community**
- 7. Connect the dots**
- 8. Integrate with their lives**

www.tobacco-cessation.org



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