

I QUIT



I QUIT SMOKING SUPPORT APP

DESIGNED BY JANAI RAU

SUMMARY



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Stopping smoking is a tremendous undertaking. Habit, peer pressure, familiarity, and above all, cravings, demand a smoke, even when undesired. Smokers who are trying to quit need all the support they can get.

That is where “I QUIT” comes in. This app focuses on encouraging and supporting through goals, results, tips, benefits, chat resources, and accountability features.



BRAND DECISIONS

The brand decisions were primarily based on the audience. Those who smoke, generally associate as a bit of a bolder, stronger crowd. This app reflects on that aspect, using a strong, modern, infographic style with big, bold letters that read like a personal coach.

Blue was chosen as a calming color, but also as a victorious color. A blue ribbon if you will.

Verbiage was a large part of the brand decisions. The content needed to be encouraging, not shaming. But also to the point.

USER STORIES



JOHN'S USER STORY

I recently stopped smoking after 20 years. I need a tool that will help me stay strong, encourage me to keep going, and provide tips to avoid going back.

As a long term chain smoker, I need daily encouragement and tips on how to control the urges.

CAN IT HAVE?

- Tips on what to do if you are having withdraw symptoms
Gum, sunflower seeds, run, juice, gym, celery, breathe etc...
- Show a count up from the last smoke
- Check a box to verify you haven't smoked
- Set goals and rewards
- Calculate how much money you have saved

USER STORIES



JACK'S STORY

Hi there! I'm Jack, I'm 24, I've been smoking for about 6 years now, but I realize it's holding me back. I need a tool that will help me stop. I'm an avid social media guru; I'd love a way to connect with others in the same boat as me to give me support. I need accountability and access to support, but my life is crazy right now, I don't have time for one of those meetings. Can I have the best of both worlds?

CAN IT HAVE?

- Support System
- Chat room
- Emergency contact (program or hotline)
- Accountability feature

USER STORIES



SALLY'S THOUGHTS

I've been smoking for a year or two, it started out as a social thing but now I can't go a day without a smoke. I am super organized and love checklists. I need a tool that shows me results and allows me the satisfaction of meeting goals.

CAN IT HAVE?

- Tips on what to do if you are having withdraw symptoms
Gum, sunflower seeds, run, juice, gym, celery, breathe etc...
- Show a count up from the last smoke
- Show the health benefits obtained since last smoke
Toxicity, heart rate, blood, lungs
- Check a box to verify you haven't smoked
- Set goals and rewards
- Calculate how much money you have saved

RESEARCH

As soon as you quit, you start to get immediate health benefits. After only 20 minutes, your heart rate goes back to normal. Within a day, your blood's carbon monoxide level also falls back into place. In just 2-3 weeks, you will start to lower your odds of having a heart attack. In the long run, you will also lower your chance of getting lung cancer and other cancers.

<http://www.webmd.com/smoking-cessation/ss/slideshow-13-best-quit-smoking-tips-ever>

WITHIN ...

20 minutes

Your blood pressure, pulse rate and the temperature of your hands and feet have returned to normal.

8 hours

Remaining nicotine in your bloodstream has fallen to 6.25% of normal peak daily levels, a 93.75% reduction.

12 hours

Your blood oxygen level has increased to normal. Carbon monoxide levels have dropped to normal.

24 hours

Anxieties have peaked in intensity and within two weeks should return to near pre-cessation levels.

48 hours

Damaged nerve endings have started to regrow and your sense of smell and taste are beginning to return to normal. Cessation anger and irritability will have peaked.

72 hours

Your entire body will test 100% nicotine-free and over 90% of all nicotine metabolites (the chemicals it breaks down into) will now have passed from your

body via your urine. Symptoms of chemical withdrawal have peaked in intensity, including restlessness. The number of cue induced crave episodes experienced during any quitting day have peaked for the "average" ex-user. Lung bronchial tubes leading to air sacs (alveoli) are beginning to relax in recovering smokers. Breathing is becoming easier and your lung's functional abilities are starting to increase.

5 - 8 days

The "average" ex-smoker will encounter an "average" of three cue induced crave episodes per day. Although we may not be "average" and although serious cessation time distortion can make minutes feel like hours, it is unlikely that any single episode will last longer than 3 minutes. Keep a clock handy and time them.

10 days

10 days - The "average" ex-user is down to encountering less than two crave episodes per day, each less than 3 minutes.

10 days to 2 weeks

Recovery has likely progressed to the point where your addiction is no longer doing the talking. Blood circulation in your gums and teeth are now similar to that of a non-user.

2 to 4 weeks

Cessation related anger, anxiety, difficulty concentrating, impatience, insomnia, restlessness and depression have ended. If still experiencing any of these symptoms get seen and evaluated by your physician.

21 days

The number of acetylcholine receptors, which were up-regulated in response to nicotine's presence in the frontal, parietal, temporal, occipital, basal ganglia, thalamus, brain stem, and cerebellum regions of the brain, have now substantially down-regulated, and receptor binding has returned to levels seen in the brains of non-smokers (2007 study).

RESEARCH

2 weeks to 3 months

Your heart attack risk has started to drop. Your lung function is beginning to improve.

3 weeks to 3 months

Your circulation has substantially improved. Walking has become easier. Your chronic cough, if any, has likely disappeared. If not, get seen by a doctor, and sooner if at all concerned, as a chronic cough can be a sign of lung cancer.

8 weeks

Insulin resistance in smokers has normalized despite average weight gain of 2.7 kg (2010 SGR, page 384).

1 to 9 months

Any smoking related sinus congestion, fatigue or shortness of breath has decreased. Cilia have regrown in your lungs, thereby increasing their ability to handle mucus, keep your lungs clean and reduce infections. Your body's overall energy has increased.

1 year

Your excess risk of coronary heart disease, heart attack and stroke has dropped to less than half that of a smoker.

5 years

Your risk of a subarachnoid haemorrhage has declined to 59% of your risk while still smoking (2012 study). If a female ex-smoker, your risk of developing diabetes is now that of a non-smoker (2001 study).

5 to 15 years

Your risk of stroke has declined to that of a non-smoker.

10 years

Your risk of being diagnosed with lung cancer is between 30% and 50% of that for a continuing smoker (2005 study). Risk of death from lung cancer has declined by almost half if you were an average smoker (one pack per day). Risk of cancer of the mouth, throat, esophagus and pancreas have declined. Risk of developing diabetes for both men and women is now similar to that of a never-smoker (2001 study).

13 years

The average smoker who is able to live to age 75 has 5.8 fewer teeth than a non-smoker (1998 study). But by year 13 after quitting, your risk of smoking induced tooth loss has declined to that of a never-smoker (2006 study).

15 years

Your risk of coronary heart disease is now that of a person who has never smoked. Your risk of pancreatic cancer has declined to that of a never-smoker (2011 study - but note 2nd pancreatic study making identical finding at 20 years).

20 years

Female excess risk of death from all smoking related causes, including lung disease and cancer, has now reduced to that of a never-smoker (2008 study). Risk of pancreatic cancer has declined to that of a never-smoker (2011 study).

http://whyquit.com/whyquit/A_Benefits_Time_Table.html

RESEARCH

TIPS:

- Put together a list of all the reasons you want to quit smoking. Write down alternatives that will keep your mind and body occupied.
- Pick a good “quit day.”
- For one week, gather the contents of your ashtrays. Put them in a jar with a lid, and pour some water on the resulting mess. Seal the jar.
- Take 10 deep breaths, walk to the sink, pour yourself a glass of ice water, and drink it slowly.
- Fix a healthy snack. Something that makes your breath and teeth feel fresh is great, such as carrot sticks or a citrus fruit. Or suck on a peppermint.
- Keep a paperback book with you on a subject you want to learn about.
- Take out your list of reasons why you’re no longer a smoker and read it to yourself. Out loud if you have to.
- Call a friend or a family member who supports your efforts to quit smoking. You don’t have to talk to them about smoking or quitting – just hold the phone in your hand instead of a cigarette, and talk about sports, the weather, or your next vacation until the craving passes.
- Go high-tech. Download a quit smoking application for your smartphone that helps you delay your urges. Try Quitter, which tracks how long you’ve been smoke-free and shows you the money you’ve saved. Next time you want a cigarette, check out your riches instead.
- Remember that jar with all your old ashtray contents? Keep it handy, in your desk drawer or under the kitchen sink. When a craving hits hard, pull out that jar, open it up and take a big whiff. “It’s really disgusting,” says Arvon. “It makes you want to never see a cigarette again.”
- Don’t go out with friends who are smokers for a few weeks.
- Change your habits.
- Many people associate alcohol with having a cigarette, so you might want to stay away from happy hour for a few weeks.

SMALL REWARDS:

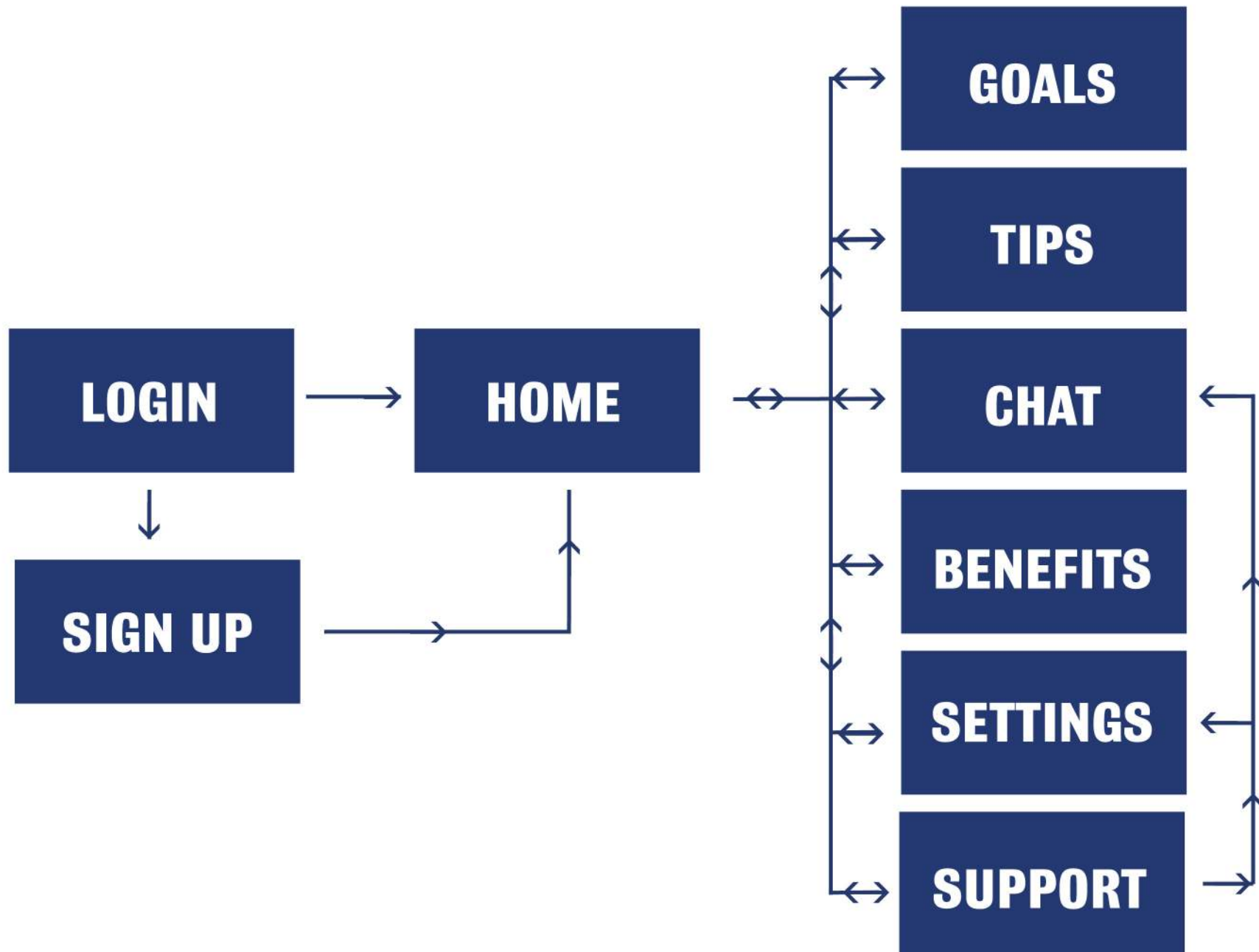
- A new book, DVD, or video game.
- A dozen golf balls.
- New earrings.
- A manicure (for your hands that will look so much more attractive without a cigarette in them).
- A box of expensive, artisan chocolates. To avoid “quitter’s weight gain,” indulge in just one per evening.

BIGGER REWARDS:

- A fancy dinner out.
- Go to a sports event or concert.
- Have your car detailed.
- An evening at the movies or theater.
- A full-body massage and facial.
- A weekend away.

<http://www.webmd.com/smoking-cessation/features/surviving-with-out-smoke?page=4>

USER FLOW



WIREFRAMES

A mobile app wireframe for a login screen. At the top is a dark grey header bar with a white hamburger menu icon on the left. The main content area is white and features the title "LOGIN" in large, bold, black uppercase letters, with "(OR SIGN UP)" in smaller, bold, black uppercase letters directly below it. Below the title are two input fields: the first is labeled "USER NAME" and the second is labeled "PASSWORD", both in small, bold, black uppercase letters. At the bottom of the form is a wide, grey button with the text "LOGIN" in bold, black uppercase letters. Below the button is a link that says "(OR SIGN UP)" in small, bold, black uppercase letters. The entire screen is framed by a light grey border representing the phone's bezel, with a home button at the bottom.

LOGIN

A mobile app wireframe for a sign up screen. At the top is a dark grey header bar with a white hamburger menu icon on the left. The main content area is white and features the title "SIGN UP" in large, bold, black uppercase letters. Below the title are three input fields: the first is labeled "USER NAME*", the second is labeled "PASSWORD*", and the third is labeled "BIO", all in small, bold, black uppercase letters. Below the "BIO" field is a note that says "* REQUIRED" in small, bold, black uppercase letters. At the bottom of the form is a wide, grey button with the text "SIGN UP" in bold, black uppercase letters. The entire screen is framed by a light grey border representing the phone's bezel, with a home button at the bottom.

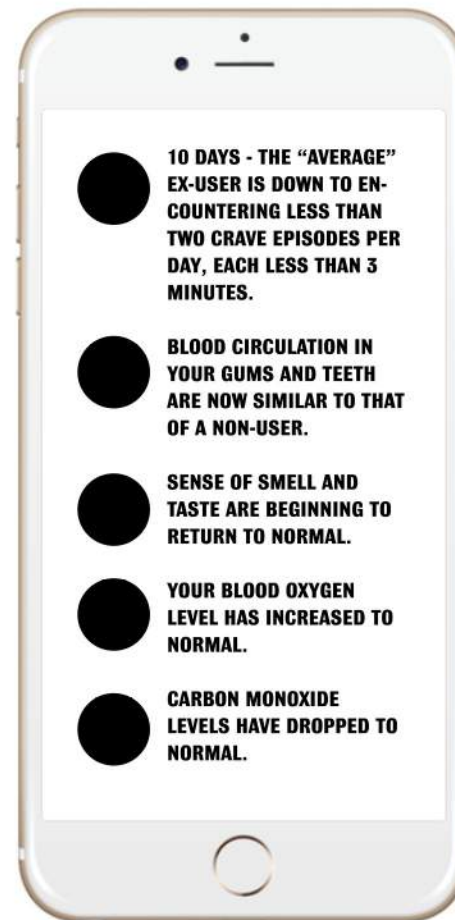
SIGN UP

WIREFRAMES



HOME PAGE

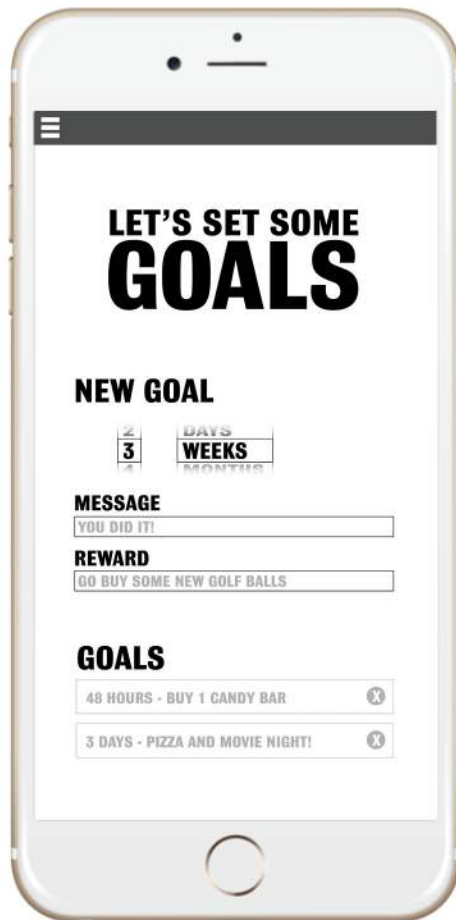
Shows how long it's been since the last smoke. Also has buttons for checking off today and resetting the count-up.



HOME PAGE CONT.

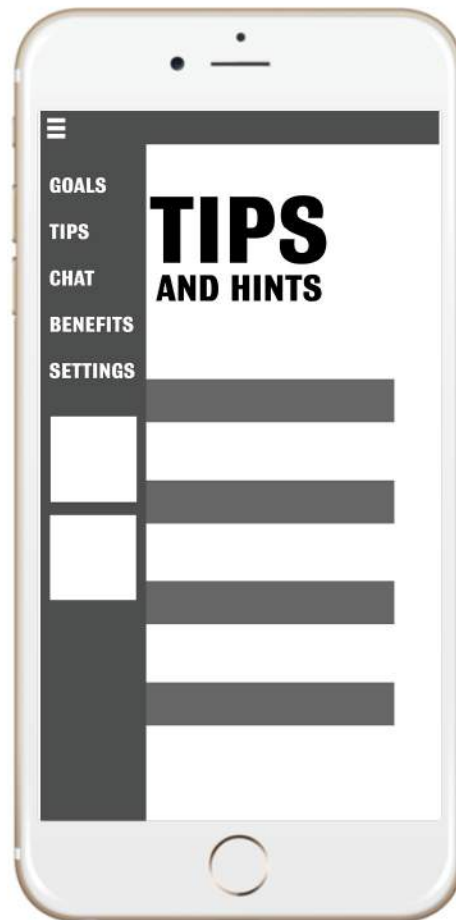
Scroll down to see an infographic of all the achieved benefits of staying smoke free based on the time since the last smoke.

WIREFRAMES



GOALS

Set goals and rewards for reaching a certain time period without smoking.



TIPS

Gives tips for fighting cravings and relapses.

MENU BAR

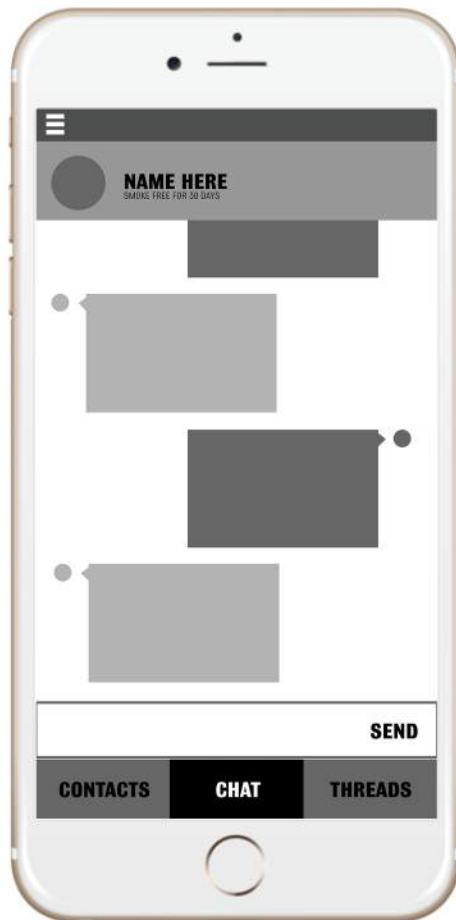
Navigation bar expanded.



SUPPORT

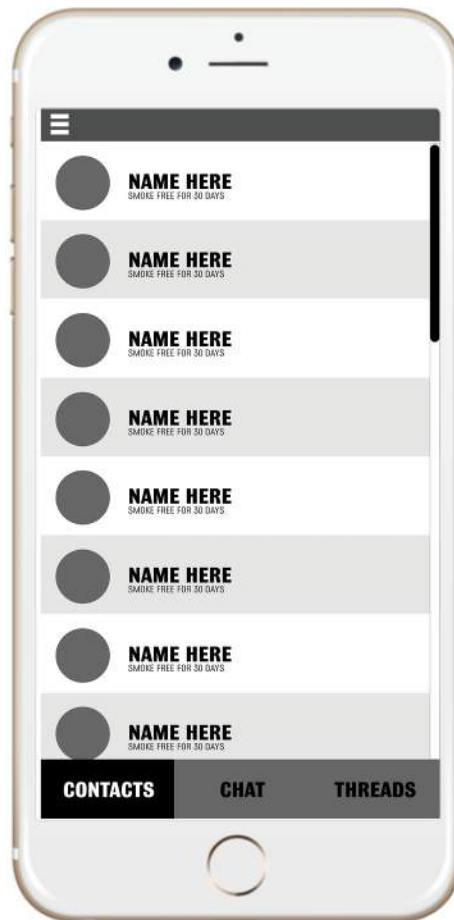
Quick call buttons for accountability partners or to call a hotline for support.

WIREFRAMES



CHAT

Chat with other users to keep your mind busy, get tips, or find friends and support.



CONTACTS

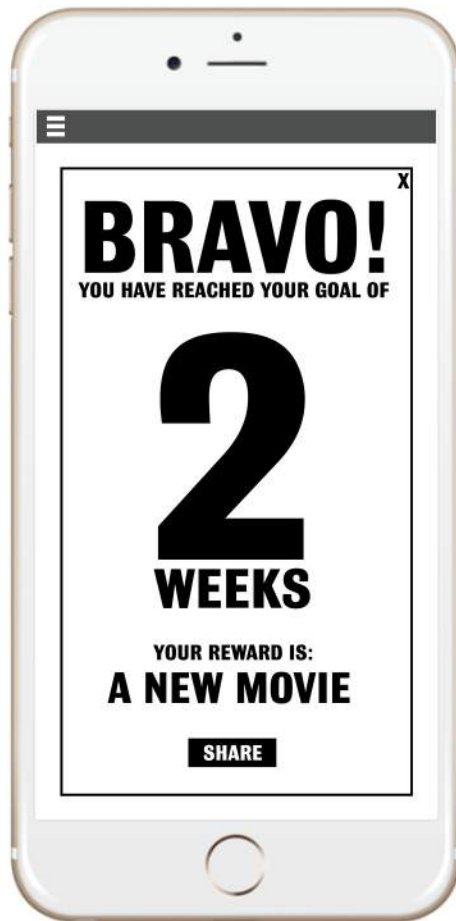
A list of all the users that can be contacted with.



THREADS

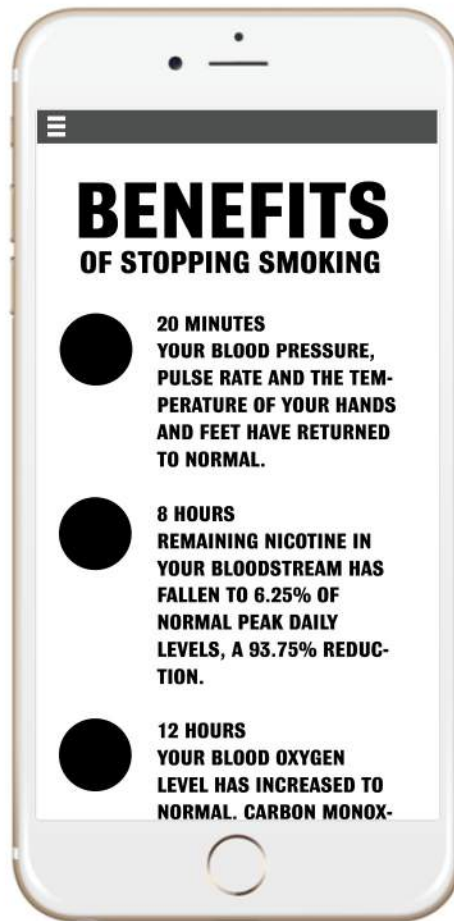
A list of previous conversations and a list of public threads; conversations open to all users to participate.

WIREFRAMES



GOAL REACHED

A pop up on the home page that shows that the goal is reached.



BENEFITS

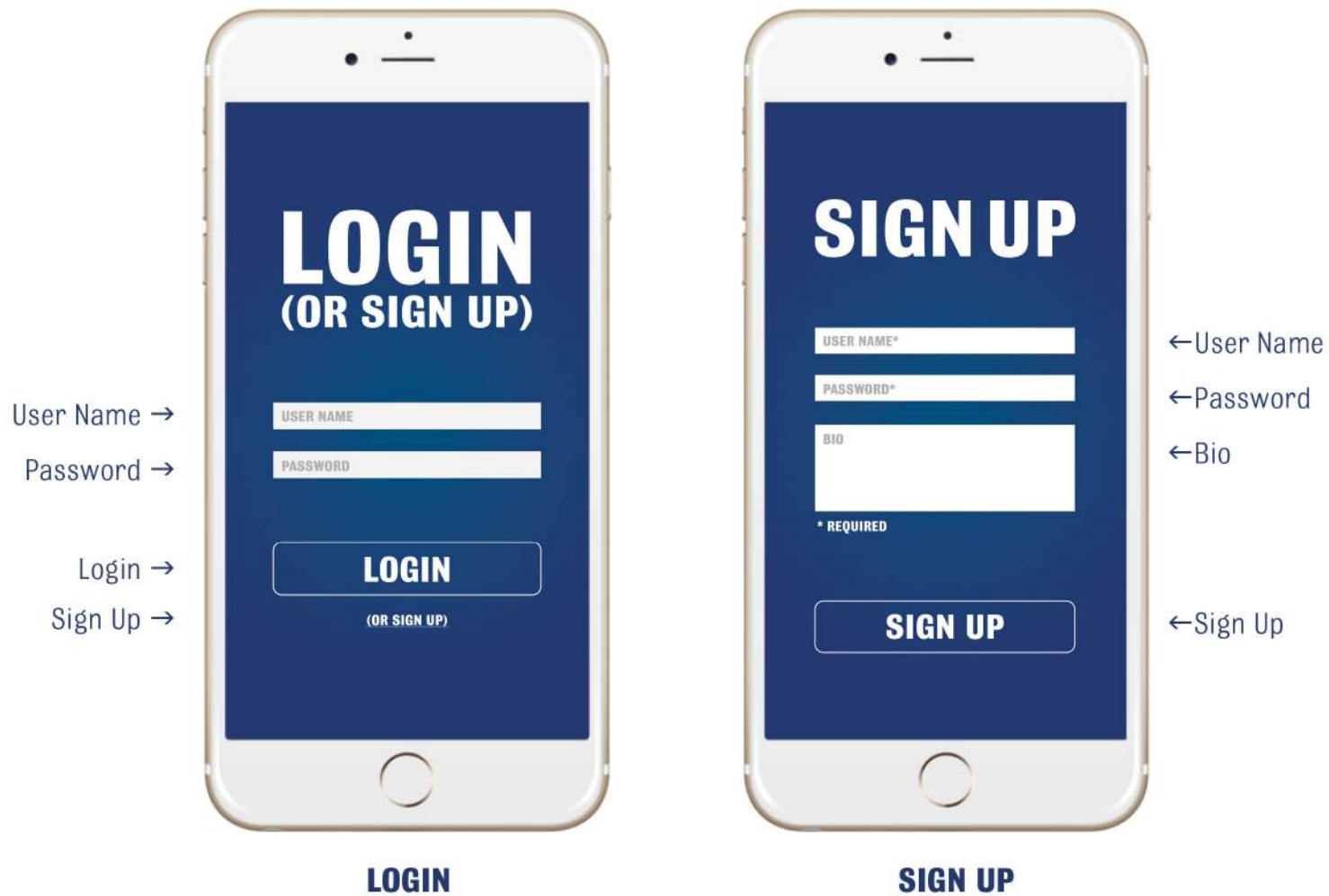
See health benefits, past and future, of stopping smoking.



SETTINGS

Change your chat name, set accountability emails, set contacts, and turn on or off push notifications.

SCREEN DESIGN



SCREEN DESIGN



Menu →

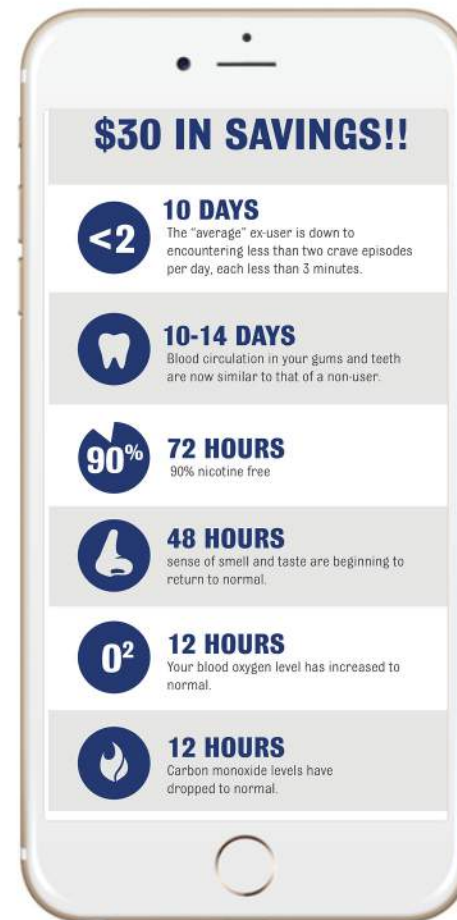
Keep the countdown going →

Reset the countdown →

Scroll down ↓

HOME PAGE

Shows how long it's been since the last smoke. Also has buttons for checking off today and resetting the count-up.

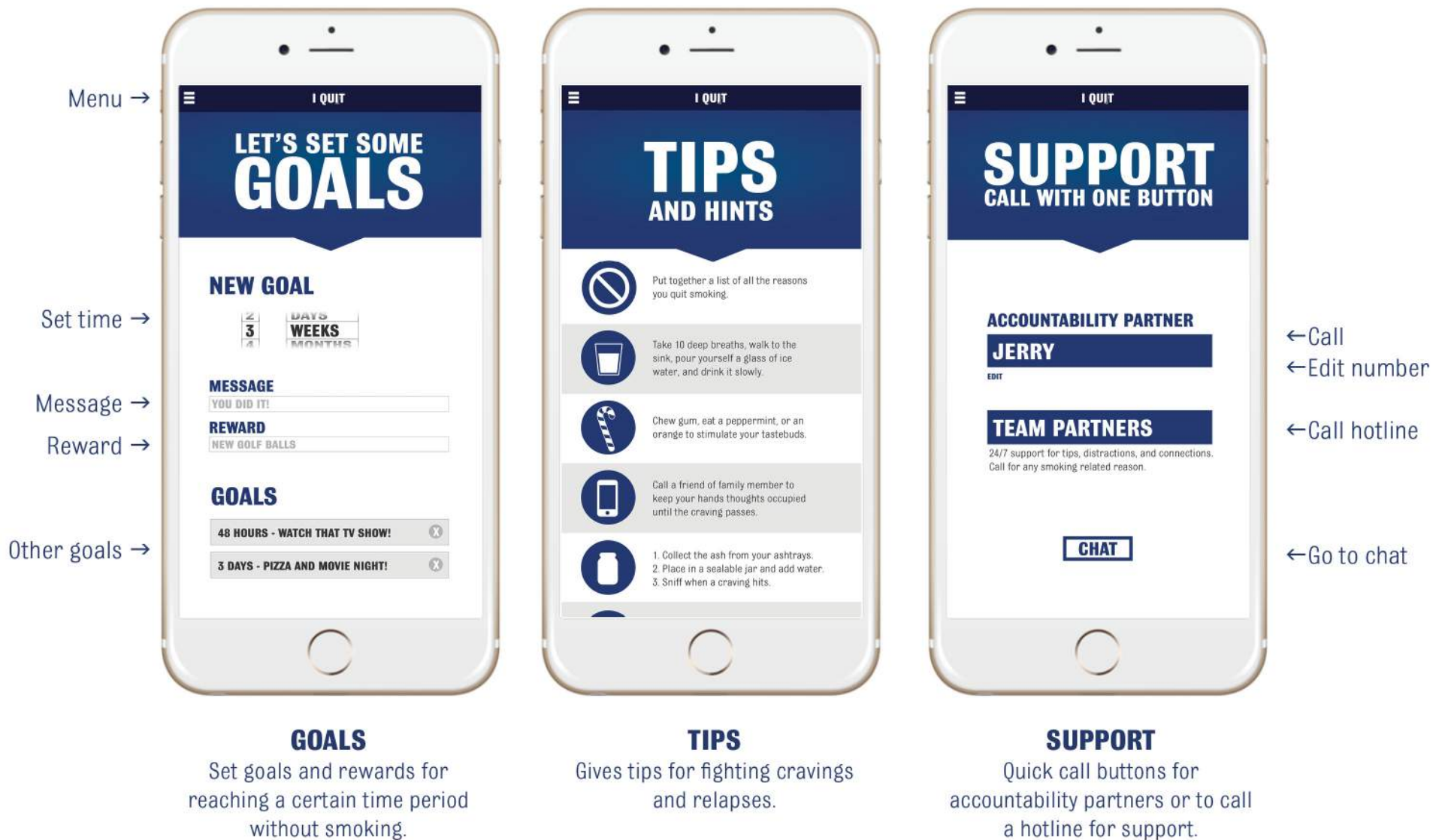


← Savings and benefits

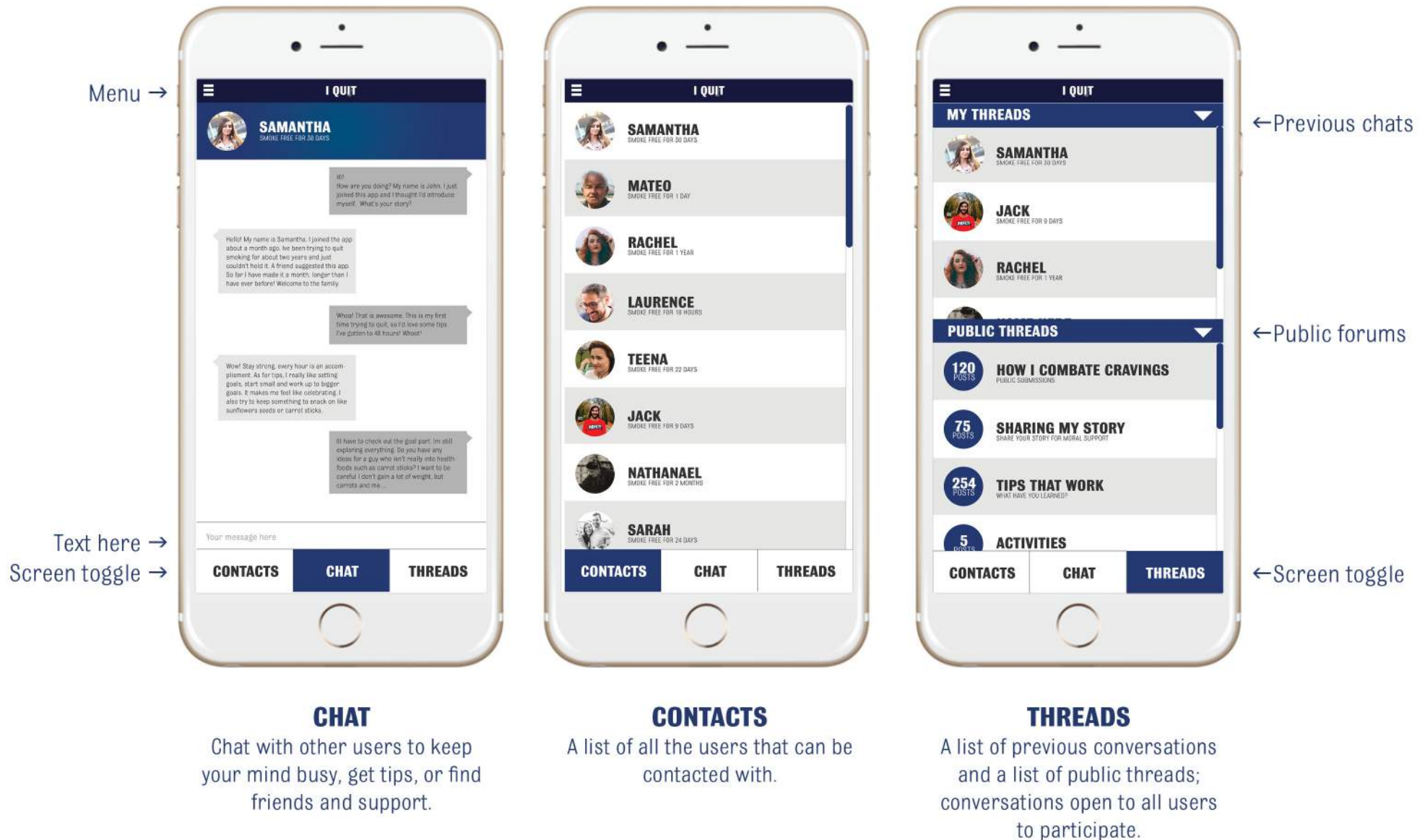
HOME PAGE CONT.

Scroll down to see an infographic of all the achieved benefits of staying smoke free based on the time since last smoke.

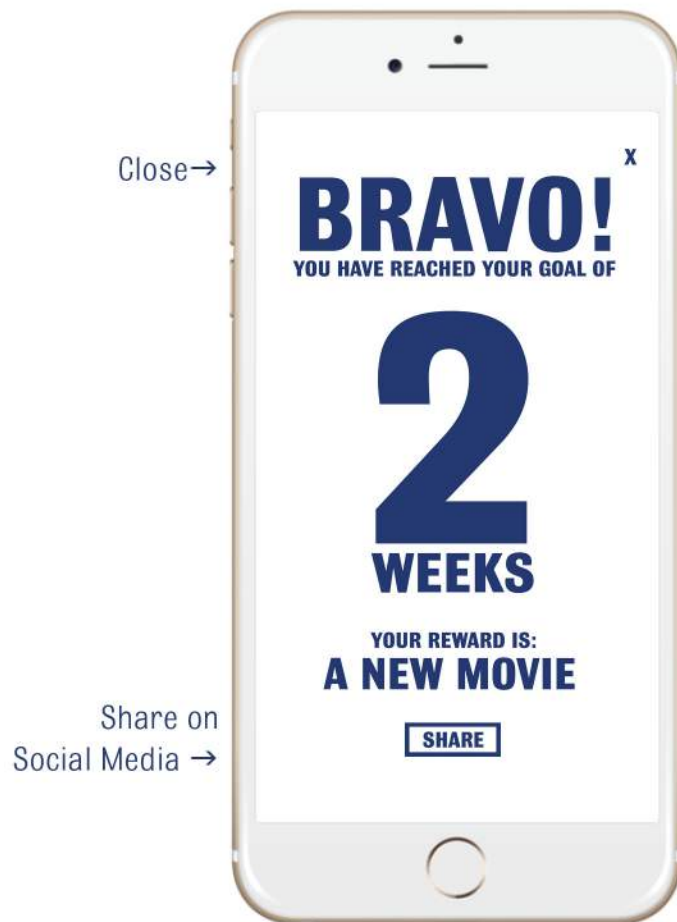
SCREEN DESIGN



SCREEN DESIGN



SCREEN DESIGN



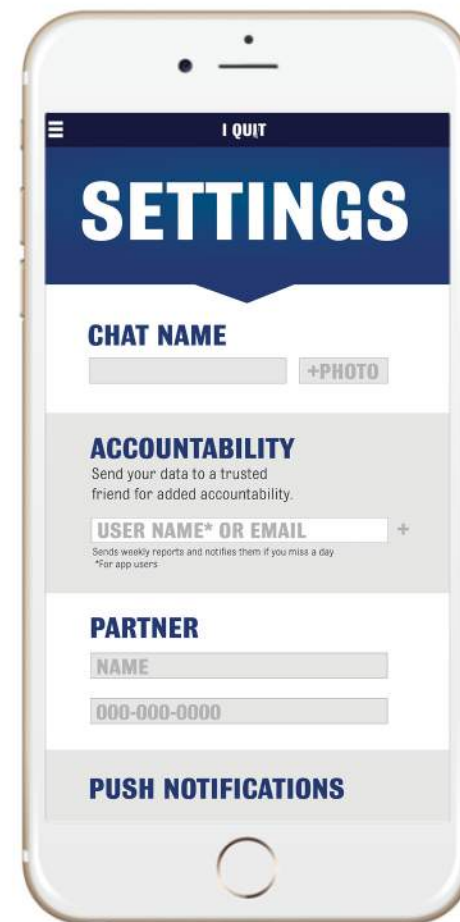
GOAL REACHED

A pop up on the home page that shows that the goal is reached.



BENEFITS

See health benefits, past and future, of stopping smoking.



SETTINGS

Change your chat name, set accountability emails, set contacts, and turn on or off push notifications.

← Chat name and add photo

← Set emails to go to an accountability partner.

← Set partner button

← Turn push notifications on or off

PROTOTYPE LINK

[HTTPS://INVIS.IO/4W57W0FK3](https://invis.io/4W57W0FK3)

THANK YOU.