

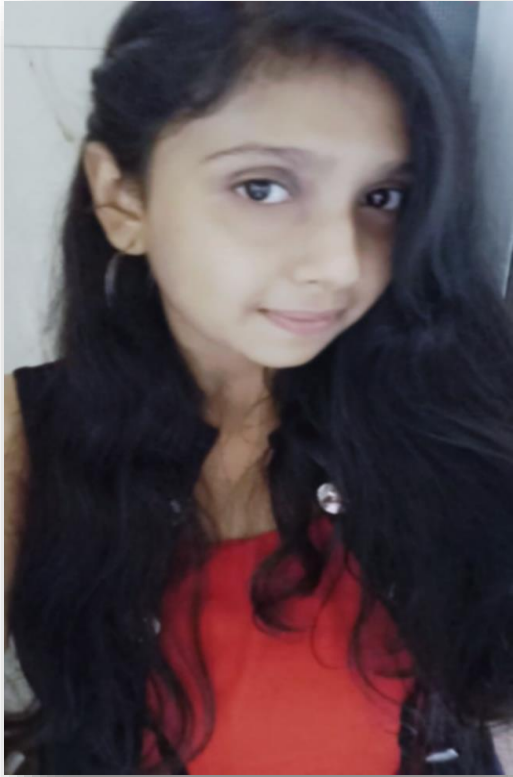


<QUIT IT APP>

(An Anti-smoking app)

Theme: **DESIGN FOR THE SOCIETY**

<21-05-2022 - IIT (ISM) DHANBAD>



- Pre-final year student in **INDIAN INSTITUTE OF TECHNOLOGY (INDIAN SCHOOL OF MINES) ,DHANBAD.**
- Specializing in Department of Mechanical Engineering.
- Always **enthusiastic** to learn and explore new fields.
- Skilled in **Coding ,Designing, Communications and Event planning.**

Kadambala Meghana

Problem Identified

- Smoking Refusal

PROBLEM DESCRIPTION

Sheela is a cigarette addict. Despite her best efforts to quit smoking, she has relapsed owing to a lack of enthusiasm. She is becoming increasingly stressed as a result of this process of leaving without appropriate incentives. Because she does not keep track of her smoking habits, she inadvertently increases her intake of smoke under the name of the cheating day.

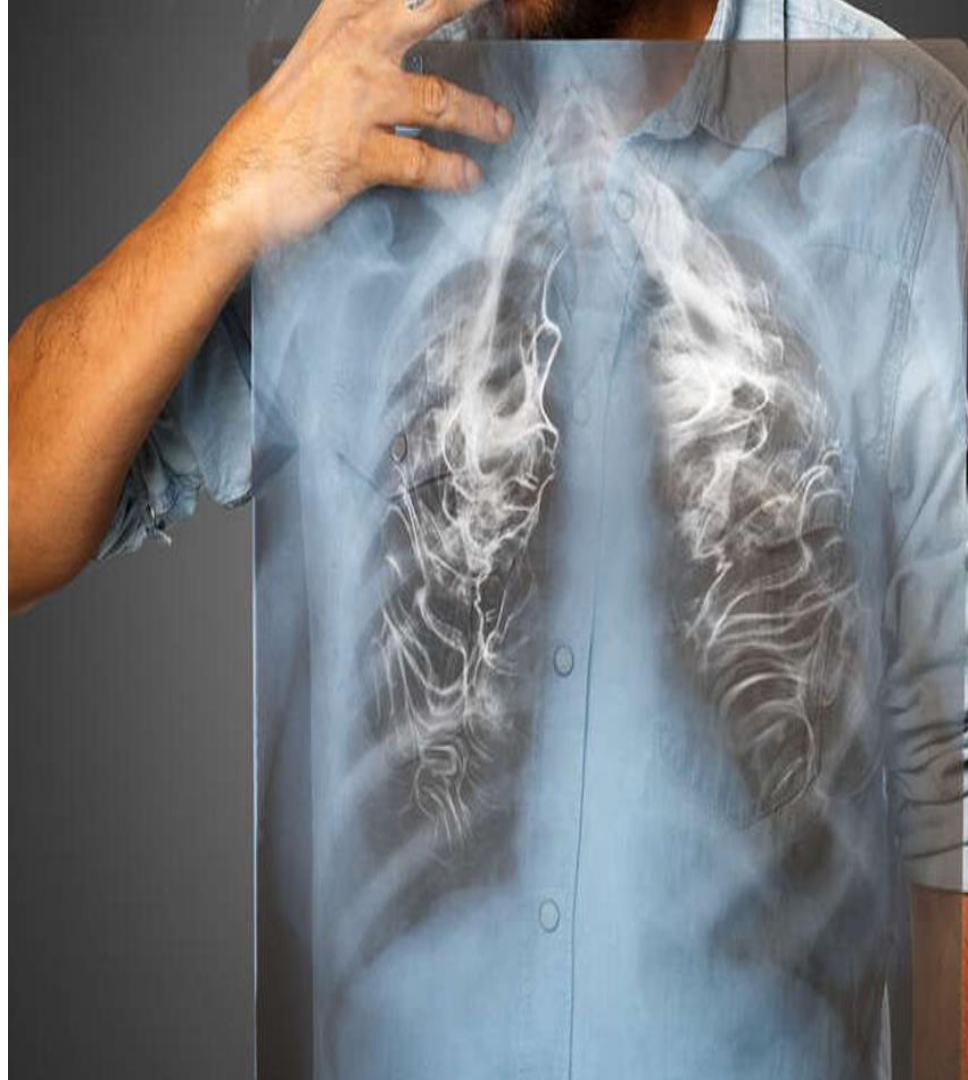


Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

The most significant decision one can make to improve their overall health is to stop smoking. Quitting is never too late. You'll be able to:

- Increase the length of your life
- Reduce your disease risk (including lung cancer, throat cancer, emphysema, heart disease, high blood pressure, ulcers and reflux, erectile and sexual dysfunction, kidney disease, and other conditions)
- Personal development is important (smoking causes erectile dysfunction and overall sexual dysfunction)
- Enhance your appearance (smoking cause wrinkles, stained teeth, and dull skin)



Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

- Reduce your chances of experiencing respiratory and anesthetic issues during surgery, as well as infection or re-admission afterward.
- Feel better (you won't cough as much, won't get as many sore throats or stuffy noses after quitting, and you'll have more energy and exercise tolerance)
- Improve your taste and smell senses
- Reduce the likelihood of your children becoming ill (respiratory and ear infections are much more common among children exposed to secondhand smoke).
- Save money — a daily pack of cigarettes costs \$2,200 per year.



Target User Persona

USER1 : ADULT (Male)

PROFILE & DEMOGRAPHICS

Job Title: Office Clerk

Gender: Male

Family and Social Setting: Small Family with two kids

Income: 10,000 rupees per month

Education: Degree pass-out

FEELINGS

Worries : Unable to save money for households and education of children and Job stress

Influences: Due to influence of friends and stressful mind, he spends lots of money on cigarettes

GOALS & VALUES

Goals: To provide a good life to his children

Motivations: To quit smoking and save money for his children's education and provide better facilities to them.

PAIN POINTS

Fears: Being a bad father

Frustrations: Stressful work

Challenges: Being a smoke addict . He is unable to quit smoking and concentrate on other things.

Target User Persona

USER2: ADULT (Female)

PROFILE & DEMOGRAPHICS

Job Title: Software engineer

Gender: Female

Family and Social Setting: Unmarried

Income: 1,00,000 rupees per month

Education: B-Tech in CSE

FEELINGS

Worries : Love failure

Influences: Hidden emotions which are accumulated inside and are trying to get erased by smoking.

GOALS & VALUES

Goals: To be independent

Motivations: To quit smoking and save money so that she can stand on her independently.

PAIN POINTS

Fears: Being a dependent on others for her needs

Frustrations: Stressful work and deeply buried emotions.

Challenges: Being a smoke addict . She is unable to quit smoking and concentrate on other things.

Target User Persona

USER3: OLD MAN (Male)

PROFILE & DEMOGRAPHICS

Job Title: Ex- Military (Retired)

Gender: Male

Family and Social Setting: Lost his wife & lives with his son

Income: 30,000 rupees per month

Education: 12th Pass-out

FEELINGS

Worries : Being alone , Getting avoided by his grandchild as he is smoking.

Influences: Hidden emotions which are accumulated inside and are trying to get erased by smoking.

GOALS & VALUES

Goals: To spend time with his family.

Motivations: To quit smoking so that his grandchild comes to play with him.

PAIN POINTS

Fears: Being alone forever and getting avoided by grandchild.

Frustrations: Deeply buried emotions.

Challenges: Being a smoke addict . He is unable to quit smoking and concentrate on other things.

Target User Persona

USER4: STUDENT (Male)

PROFILE & DEMOGRAPHICS

Job Title: School student

Gender: Male

Family and Social Setting: Only son of middle class family

Income: 1000 rupees per month as pocket money

Education: 10th class

FEELINGS

Worries : Might get avoided by friends and might be treated as a person who is out of trend.

Influences: Influence of friends to smoke so that he would look cool to others

GOALS & VALUES

Goals: To be a good son

Motivations: To quit smoking so that he can concentrate on studies and get a better future.

PAIN POINTS

Fears: Being avoided by friends, being caught by parents.

Frustrations: Fear, Bad comments

Challenges: Being a smoke addict . He is unable to quit smoking and concentrate on other things.

Explorations

SOLUTIONS & IDEAS

- Taking Challenges with buddies in the process of quitting makes them to feel like they are not alone.
- Daily motivations to increase performance.
- Making them to know how much life they have saved during this process.
- Regular contact with doctor.
- Periodic checking of health condition.

7

NATURAL TECHNIQUES TO HELP YOU QUIT SMOKING

Nipping your smoking habit in the bud does not have to cost a fortune. Here are some cost-free techniques to help you quit smoking:



AVOID FOODS THAT MAKE CIGARETTES TASTE BETTER:

Caffeinated or alcoholic drinks and meat all make tobacco taste that much better.

1



BECOME A SMOKE FREE ZONE:

Ban all smoking paraphernalia and smoking aids such as ashtrays, lighters and anything to do with lighting up a cigarette.

2



EXERCISE:

Helps with cravings and withdrawal symptoms. Exercise also reminds you of how important it is to have well-functioning lungs and heart.

3



EAT MORE FRUIT AND VEGETABLES:

High fibre content makes you feel fuller, reducing cigarette cravings. Fruit and veg, as well as milk and other dairy products, and non-caffeinated beverages often make cigarettes taste worse.

4



MEDITATE:

Research suggests that mindfulness meditation boosts areas of the brain related to self-control, and thus gaining control over various addictive behaviours, including smoking.

5



AVOID SMOKING TRIGGERS:

Smokey venues and people that smoke should be no-go zones for at least a few weeks.

6



DO IT WITH A BUDDY:

Group counselling/having the support of a friend has much better outcomes than trying to "go it alone".

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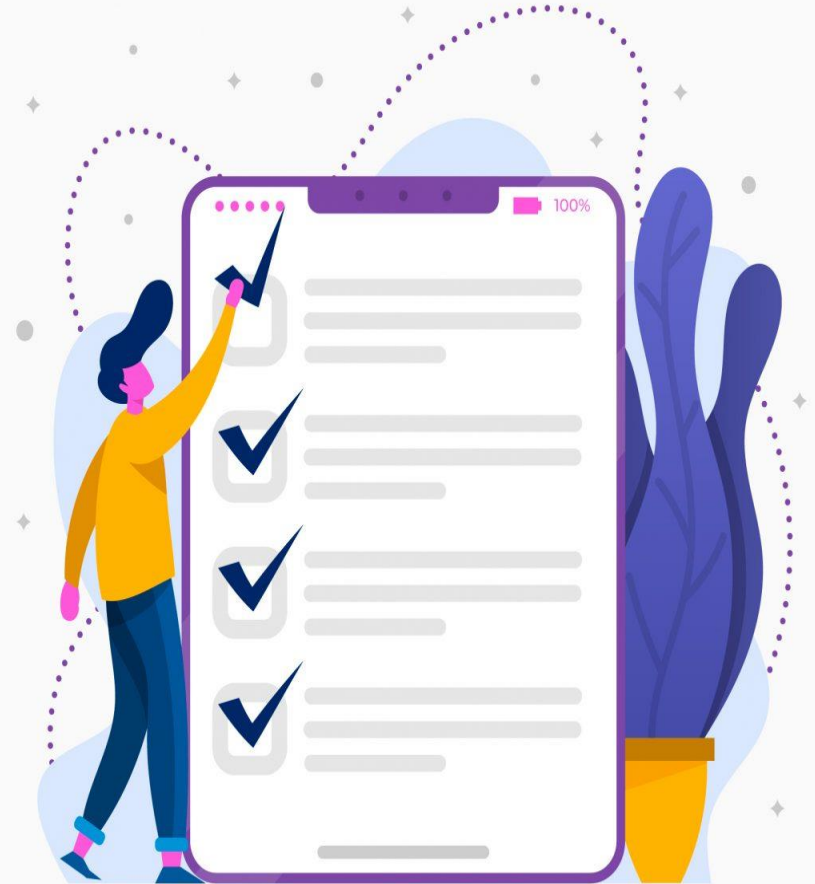
Final Solution & Innovation

HOW DOES YOUR SOLUTION ADDRESS THE PROBLEM IDENTIFIED?

HOW IS IT INNOVATIVE?

I designed QUIT IT App to solve this problem to extent and to help people who really wanted to quit smoking.

- This app shows user their performance of the week i.e how long back they smoked, record of number of packets they smoked etc.
- It also shows their daily health performance and it's improvement.
- This also helps them to track the amount they saved.



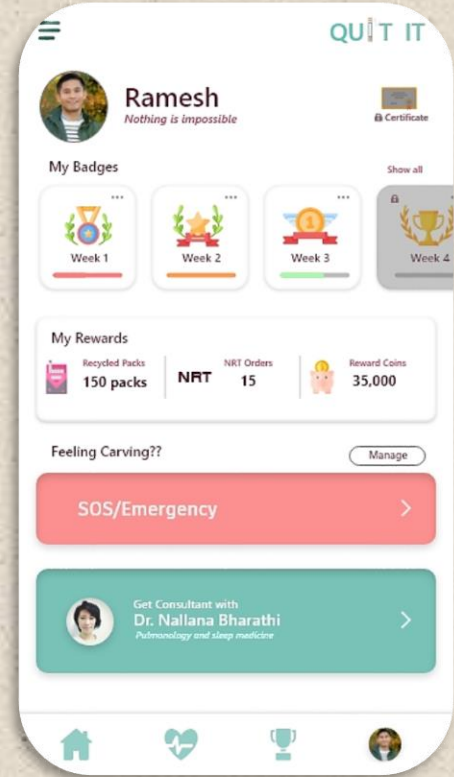
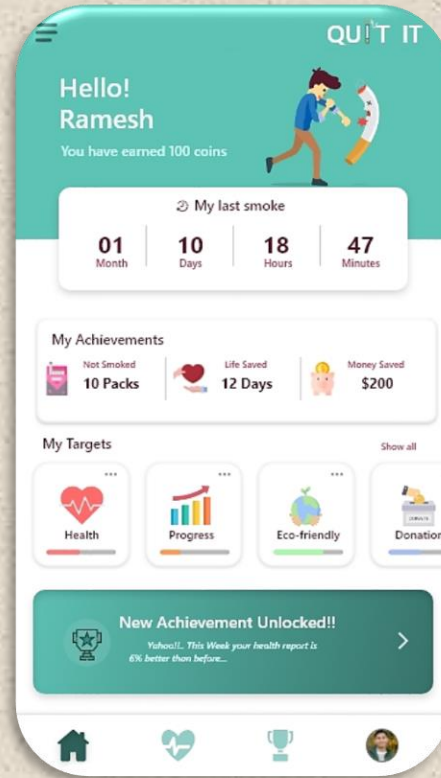
User Experience

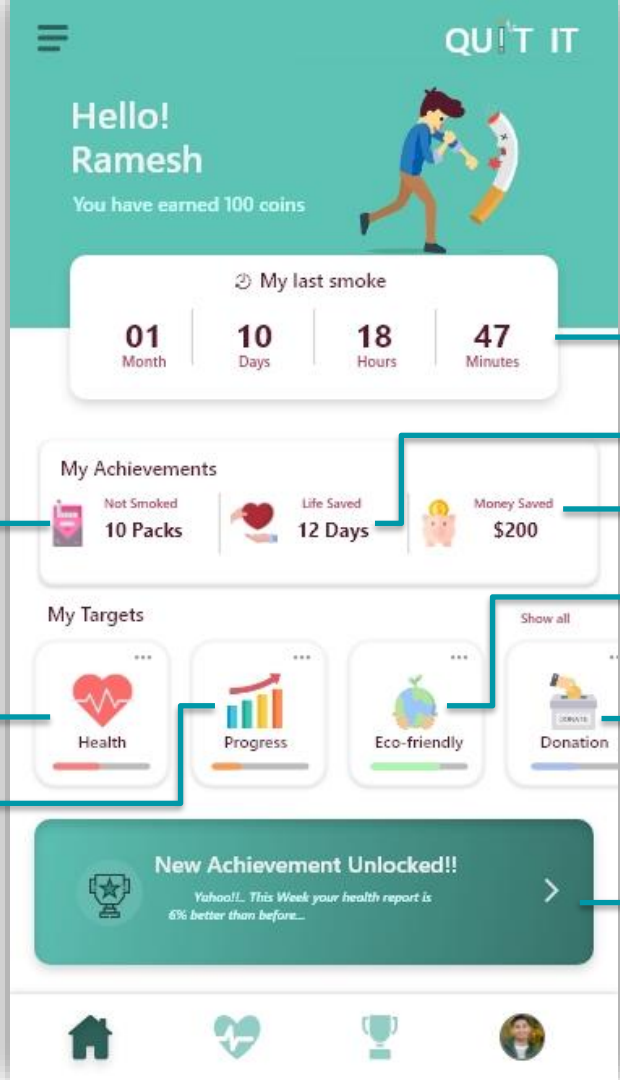
HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

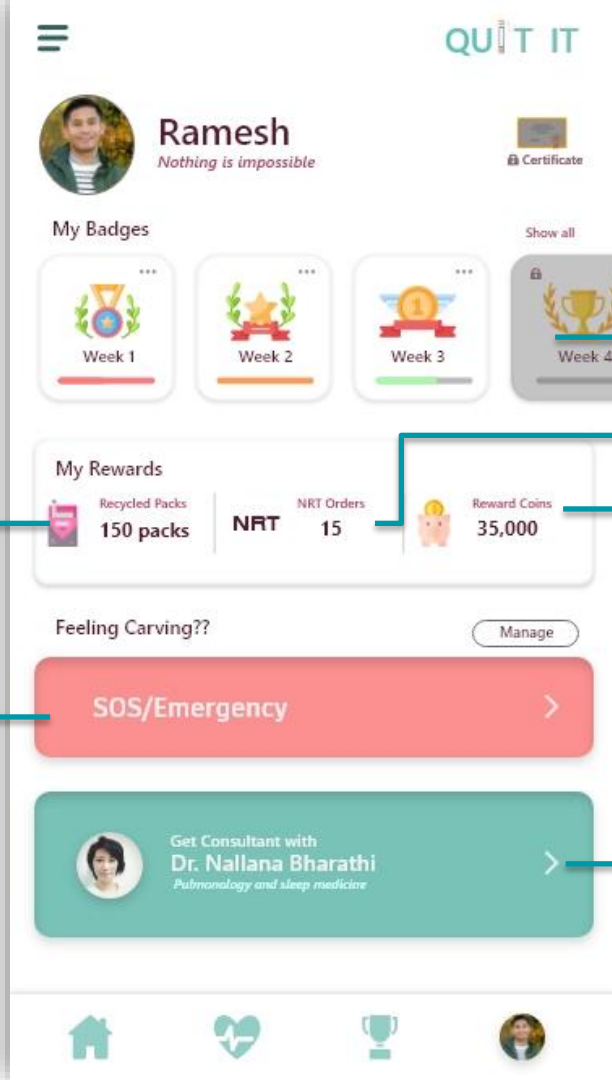
I used Adobe XD as a medium to convey my idea in the form of an app.

This is the sample user interface of how the user who is using the app experience.

The colors and the data provided here are just for the time sake and will be modified accordingly when it comes to use.







Shows us number of badges we got in weekly challenges

Shows us NRT orders

Shows the amount of reward we won

Shows us number of packets we recycled in order to be environment friendly

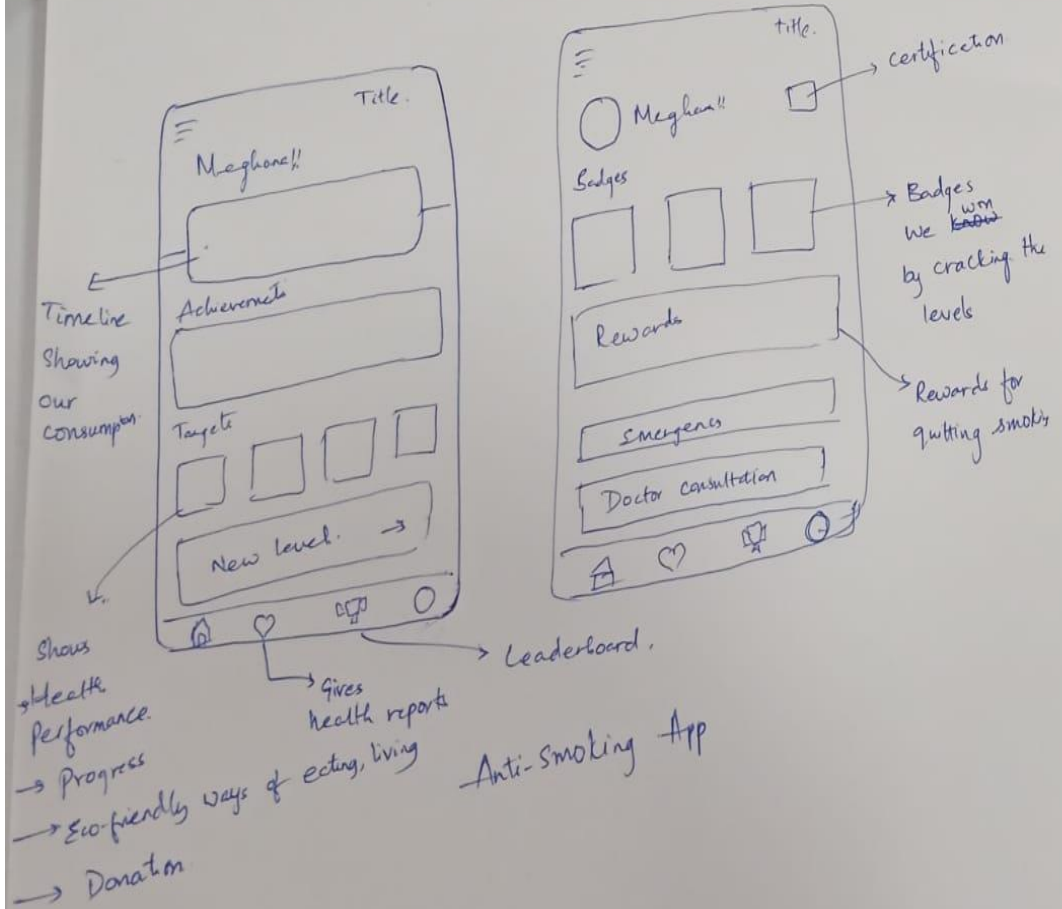
Helps us in case of emergency by intimating to our loved ones and doctors.

Helps us to contact with doctors

Design Process

DESIGN PROCESS FOLLOWED

1. Firstly, I noted down list of things required for an user to quit smoking.
2. Then drew a rough wireframe adding the requirements of the user to wireframe as shown in the figure .
3. Then using Adobe XD , I implemented my design by adding suitable icons which describe the specific functions.



Impact on the Society

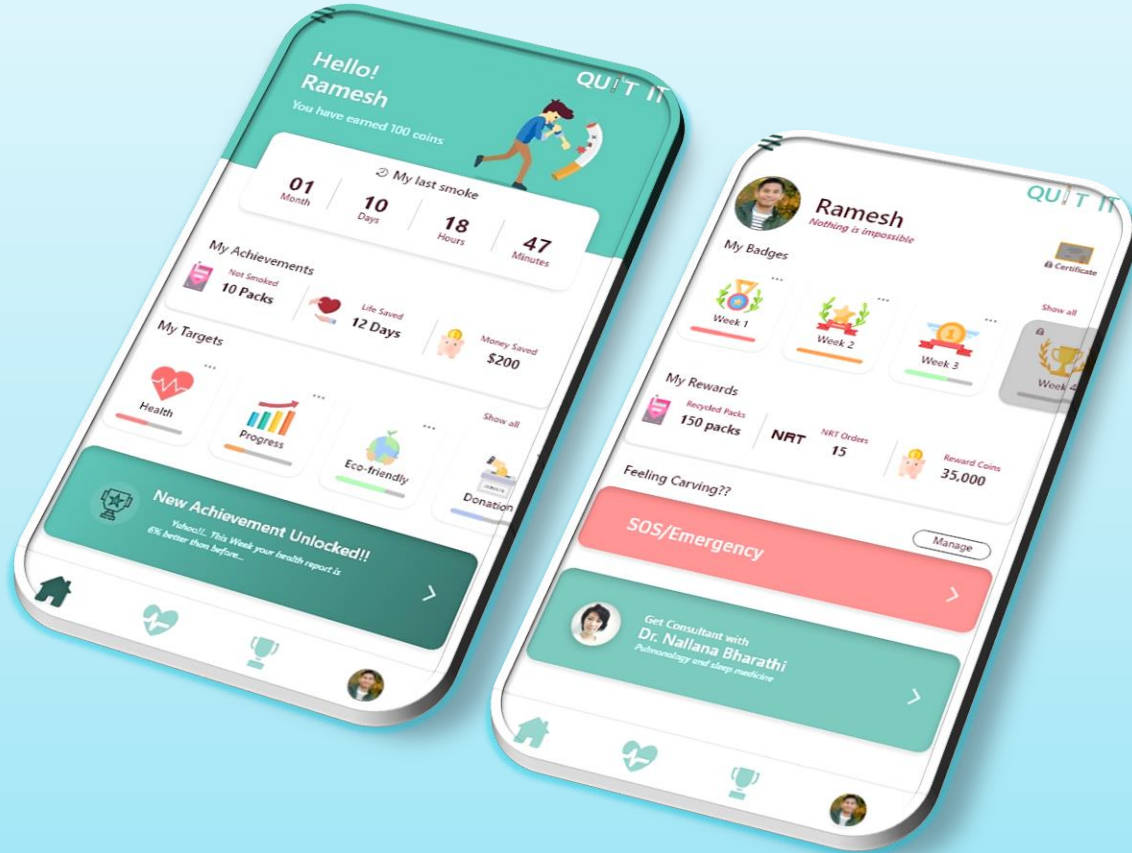
IMPACT OF YOUR SOLUTION

- As my design is best suited for the users who have self-interest to quit smoking. It helps them to know more about their process of quitting with the help of performance reports.
- Challenges makes them to be more active and helps in reducing their stress.
- Reward points and certification helps them to do better day by day in order to get good score.
- Donation and Eco-friendly shopping makes them to feel good, making them to feel they are contributing something to the society



QUIT IT

An Anti-Smoking App



THANK YOU

