

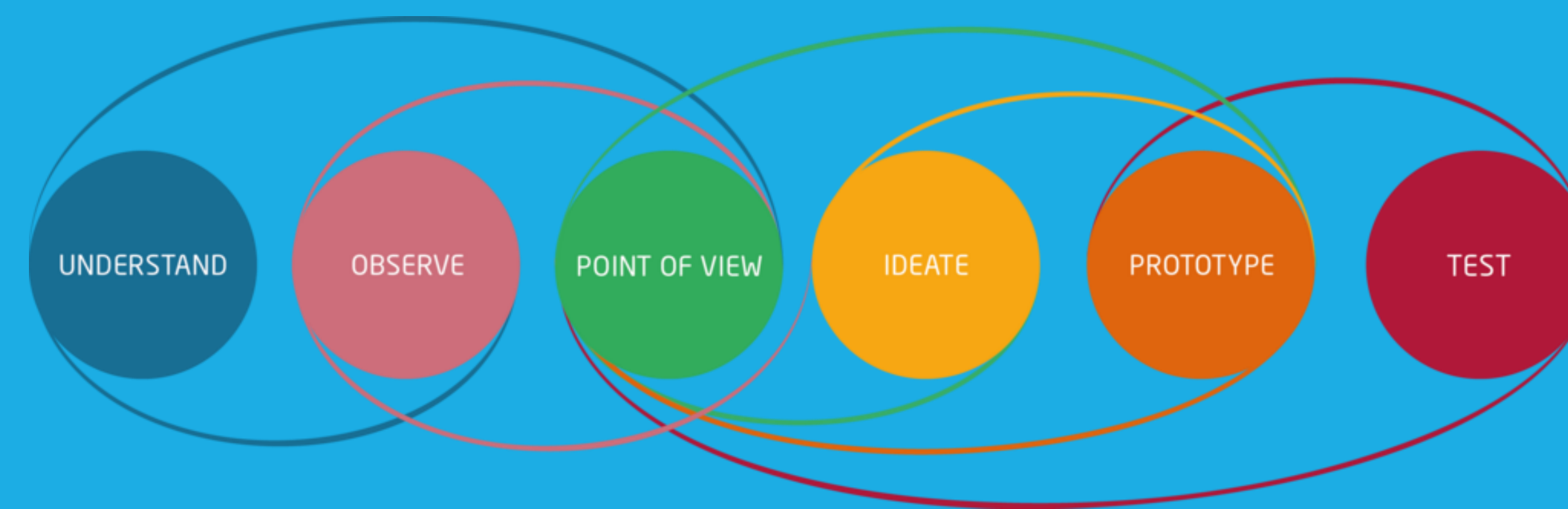
KILLING THEM WITH KINDNESS

Finding New Ways to Engage and Educate Cigarette Smokers through Design Thinking and Reciprocity

Don't litter your cigarette butts!!!.



Who are you? The litter police? Screw off man!



Stanford d.school Design Thinking Process
A methodology for problem solving that combines creative and analytical approaches and requires collaboration across disciplines in order to find desirable solutions that benefit the end user.

RECIPROCITY



Reciprocity is the desire to reward positive action with corresponding positive action. This most often translates into someone having a positive response to a kind action.

Understand

- Cigarette butts are the #1 most littered item in the world
- Filters are made of plastic and not biodegradable
- They harm the environment when littered

How do we get cigarette smokers to dispose of their cigarette butts properly?



Observe

- We observed and interacted with smokers to understand their attitudes, beliefs, behaviors, and needs.
- Many smokers don't consider flicking their butts as litter
 - Many cigarette smokers don't realize that filters are made of plastic (assumed cotton)
 - Smokers don't think about what happens when they litter their butts, nor realize that street litter enters the oceans through storm drains
 - Smokers get defensive, and sometimes aggressive, when criticized for their behavior rendering them unreceptive to the message and/or desired behavior change
 - Smokers need a convenient place to put their butts when they are done, otherwise they will flick them on the ground

POV

Ideate

- Smokers should be engaged prior to the act of littering their cigarette to reduce defensiveness
- We wanted to provide a solution for smokers to properly dispose of their cigarette butts when receptacles didn't exist.
- For effectiveness, the vehicle should deliver a comprehensive message that would persist beyond the exchange.

The big idea: A reusable portable pocket ashtray positioned as a free gift would eliminate negative interactions. Due to reciprocity, the gift receiver feels obligated to display a positive response. An ashtray would solve their disposal problem and provides opportunity for specific educational messaging.

Existing Design KAB Pocket Ashtrays



New Design 1 Pocket Tins with new approach



New Design 2 Reusable Pocket Ashtray Pouches



Prototype

Test

We sought out existing designs and found nice quality, but didn't offer sufficient messaging.

- PRO – Inexpensive (~ \$.30 per unit)
- PRO – Well received, thankful for "the gift"
- CON – Limited space for messaging
- CON – Didn't stay shut

- PRO – Inexpensive (~ \$.50 per unit)
- PRO – Plenty of room for messaging in full color
- PRO – Potential co-branding for program funding
- CON – Not as durable as KAB design

The Approach

- Opening with a 'gift', immediately sets the stage for a positive interaction
- Allowing the ashtray to communicate the 'Why' after the interaction, kept the engagement productive
- The quantity and quality of messaging on the ashtray reduces what the giver needs to say, which makes it a great activity for volunteers
- It is easiest to engage where smokers are casually hanging out and open to interactions such as music festivals, large scale events and beaches
- The outcome of the engagement makes me feel more optimistic about my ability to impact this problem

(Smile) "Hey friends, I have a free present for you." (Hand ashtray) "It is a reusable pocket ashtray so you have a good place to put your butts when you are finished smoking." (Walk away unless they engage)

Oh - That's cool man. Thanks.



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