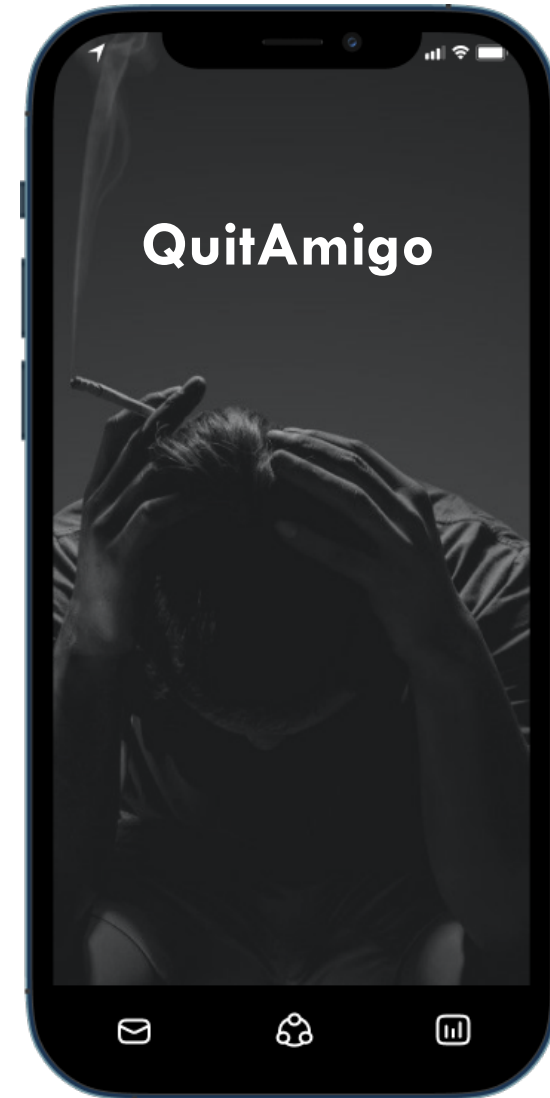




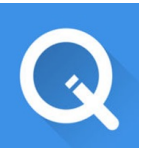
# QuitAmigo

## Product Teardown

Rishi Raj | Case Study



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# Introduction



## Overview

QuitAmigo is an AI-Powered that uses behavioural modification tools based on the idea of Cognitive Behavioural Therapy (CBT), which helps users to gain control over their own actions and track the differences in health and lifestyle



## Objective

- Introduction of relevant product solutions to enable the users to break out of their smoking habit to enable user acquisition
- To provide value addition that incentivize user engagement & user retention on the application in the long term



## Approach

- Analysing end to end user journey
- Figuring out user painpoints
- Brainstorming product solutions
- Figuring out Key Performance Indicators
- Prioritizing Features



# Trends & Insights

- In India tobacco exposure is the leading cause of preventable deaths, smoking and second exposure causes 1 million deaths per year. It is projected. Complacency in the face of the tobacco epidemic insulates the tobacco industry in India and ensures that tobacco's death toll will grow every year. So, ultimately it lies to the end user to ensure that the habit of smoking is curbed.
- The economic cost of smoking in India amounts to 805.5 Billion Rupees. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidities.
- As of 2015, the number of men smoking tobacco in India rose to 108 million, an increase of 36%, between 1998 and 2015

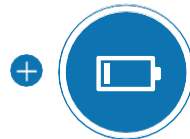




# Key Points

## Reframing Dysfunctional Thinking

Among smokers who quit without formal treatment, approximately 95% to 98% will return to smoking within 6 to 12 months following a quit attempt



## Regulation of Emotions

Self-help interventions nearly doubled the odds of maintaining abstinence and preventing relapse over the long term compared with standard care



## Dealing with Relapse/Withdrawal Symptoms

Medications alone result in relapse rates greater than 50%. So, the best practice would be Medications + Counselling.



## Reinforcement of Non-Smoking Behavior

Review of the pros of quitting is helpful to reinforce abstinence and review of the cons of quitting may help the client plan ways to avoid future lapses and relapses

## Did You Know?

Within 20 min of quitting, heart rate and blood pressure are significantly reduced. Approximately 12 h after quitting, serum carbon monoxide levels decrease to nonsmoker levels.

Within a few weeks to a few months of quitting, cardiovascular fitness and lung function begin to improve, and the longer-term effects of smoking cessation include clinically significant reductions in coronary disease, stroke, and cancer risks.

# User Personas



## Prateek Gupta

19 Y/O | Student | Kanpur

### About Prateek

- Has recently developed the habit of smoking under peer pressure and wants to quit but is unable to due to habit-formation
- Wants to develop a healthy lifestyle and build mental peace for overall growth
- Consumes: 1-2 Cigarettes/Day

### Possible Painpoints

- Often finds himself alone in the process of monitoring the process of quitting smoking & relapses due to lack of guidance and judgement. Attributes lack of motivation and scheduled smoke-breaks of his habit building
- The user is facing some issues in balancing his finances, so he aims to save money by cutting down on purchasing & consuming cigarettes



## Anushka Verma

32 Y/O | SDE-II | Gurgaon

### About Anushka

- Has started smoking 3 months ago, to distract herself from the stress faced at work, has resolved to improve her health but is unable to maintain her promise
- Smokes periodically during short breaks after long periods of work at the office
- Consumes: 2-4 Cigarettes/Day

### Possible Painpoints

- After a period of quitting he faces severe withdrawal symptoms which leads to relapse
- Has reached out to family members and colleagues for assistance in the subject but that process has not yielded any results



## Aryandeep Singh

42 Y/O | Consultant | Mumbai

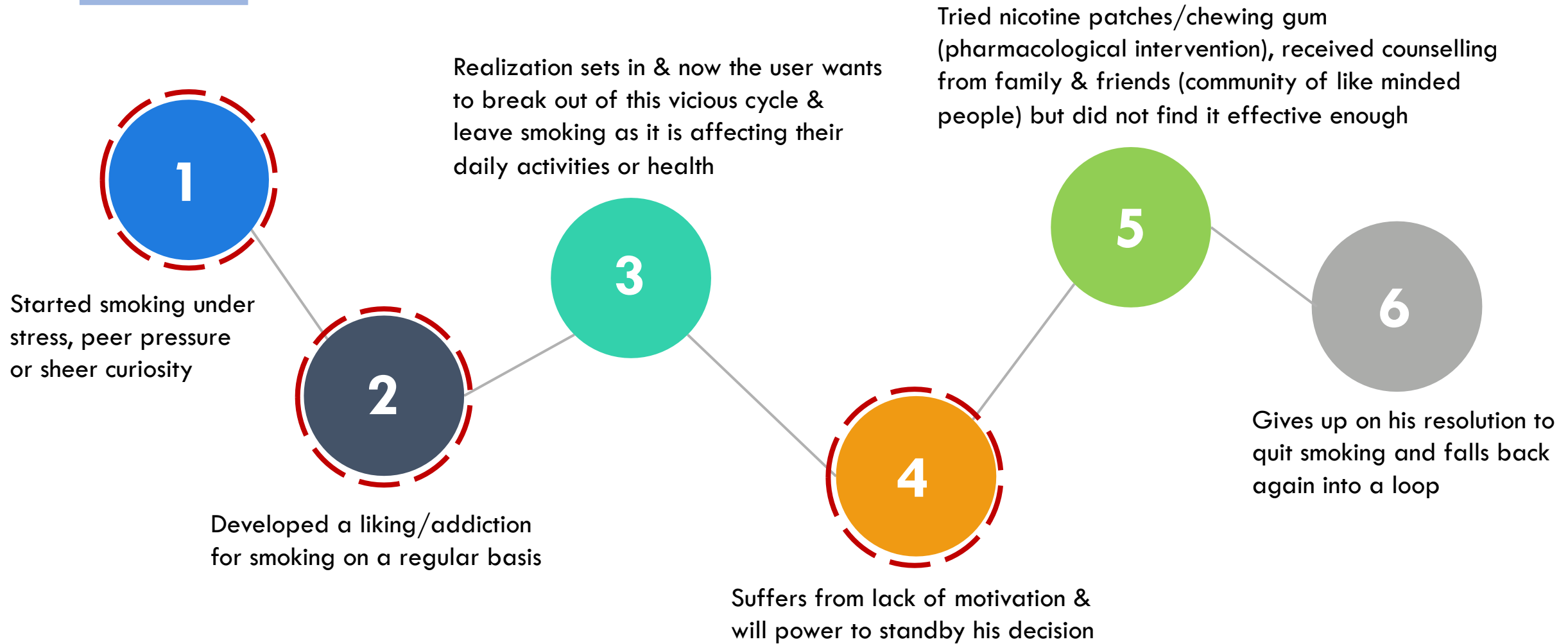
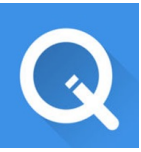
### About Aryandeep

- Had picked up the habit of smoking during in his corporate stint as a coping mechanism for stress
- Has started to develop health issues and wants to quit for the sake of his family
- Consumes: 6-8 Cigarettes/Day

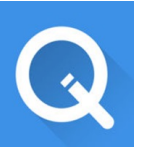
### Possible Painpoints

- Tried nicotine patches and other remedies for leaving the habit, but returns to his original state
- Has developed a irritable behaviour which is starting to seep into his personal and corporate life and leading to unfavourable consequences

# High Level User Mentality

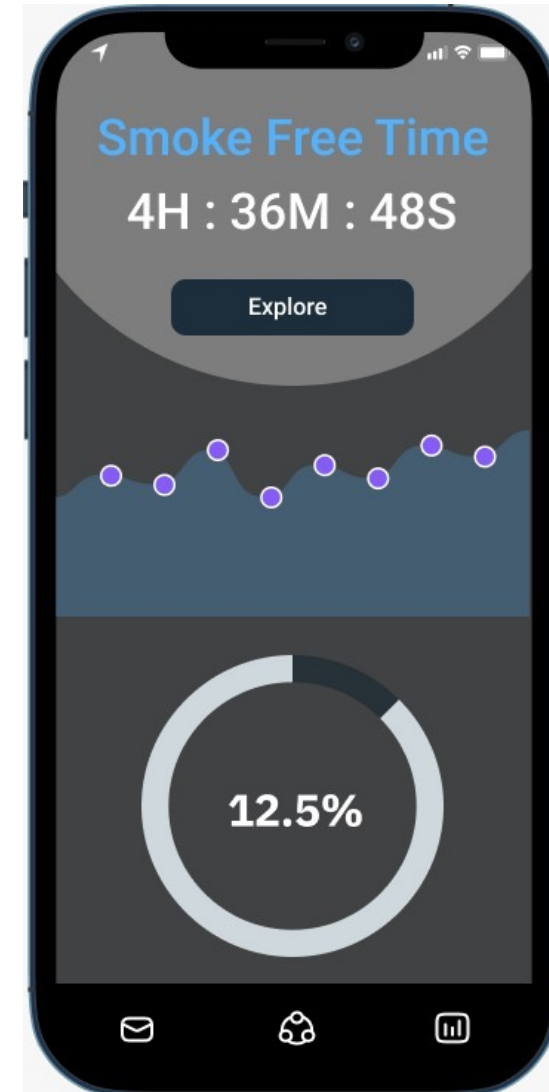


# Lifestyle Tracker



A Lifestyle Tracker can be implemented as a product solution, having the following components:

- Craving Map: This map will track the craving for cigarettes of the user and display it in a graphical format to the user. The user will have the option to see the graph over in a weekly/monthly/yearly view
- Health Related Data: This will give the user an idea about their health profile. Helps in the reinforcement of non-smoking behaviour
  1. Charts, Progress & Bars (Decreased chances of lung cancer, oxygen levels, Carbon monoxide levels in body etc.)
  2. Quit Smoking Tips
- Money Saving: This will reinforce the saving habits by showcasing the harm of smoking from an economic standpoint by telling the user how much money they would have saved
- Know Your Triggers: This section will help the users in identifying their trigger (Emotional, Social, Pattern & Withdrawal) and suggesting the users the preferred course of action – Suggestions for Pharmacological Intervention or Consulting a Doctor



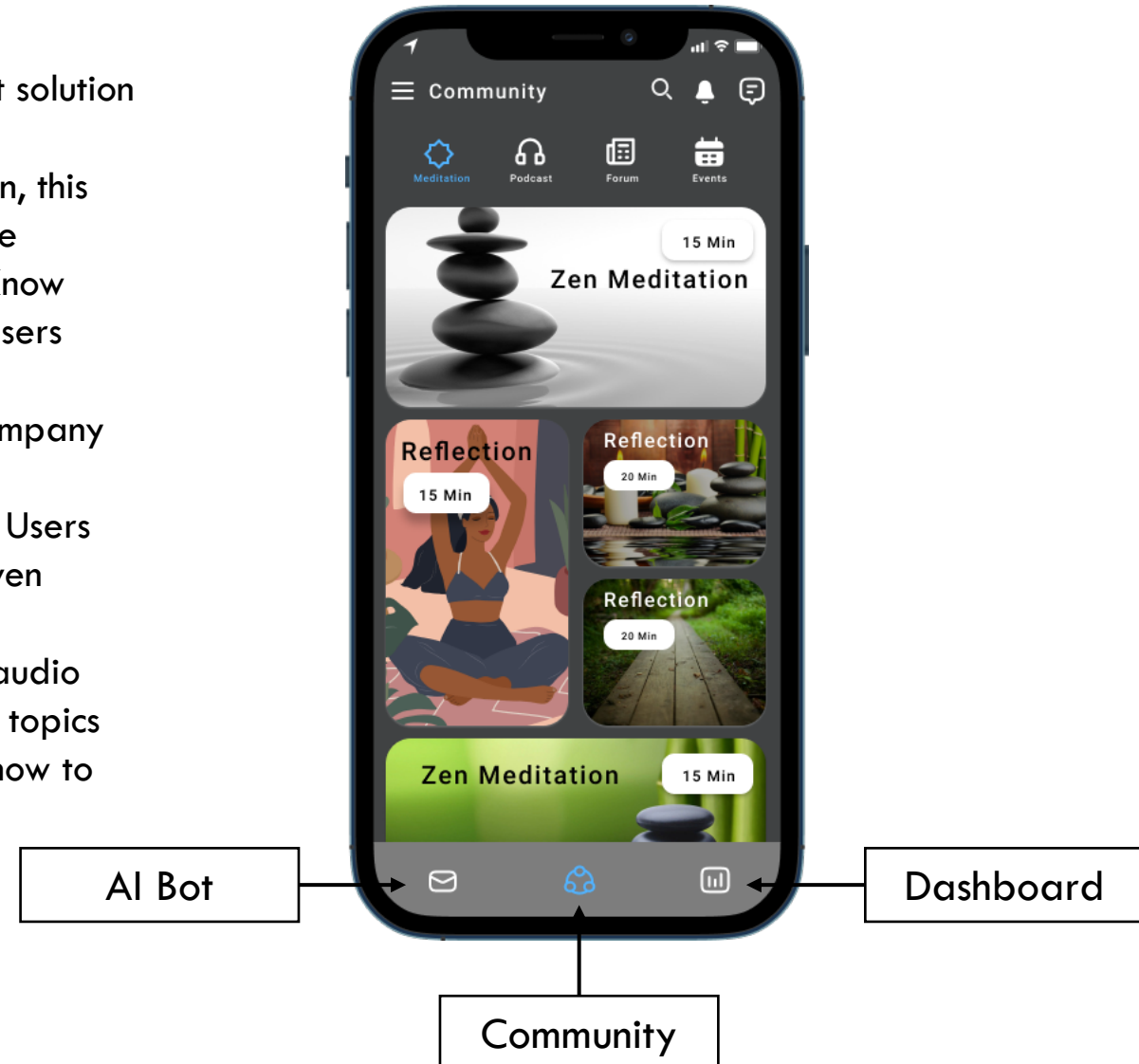


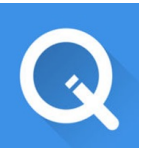
# Community



The presence of like-minded individuals will give users a sense of belonging and reinforce positive thinking. The Community product solution can be implemented via the following methods -

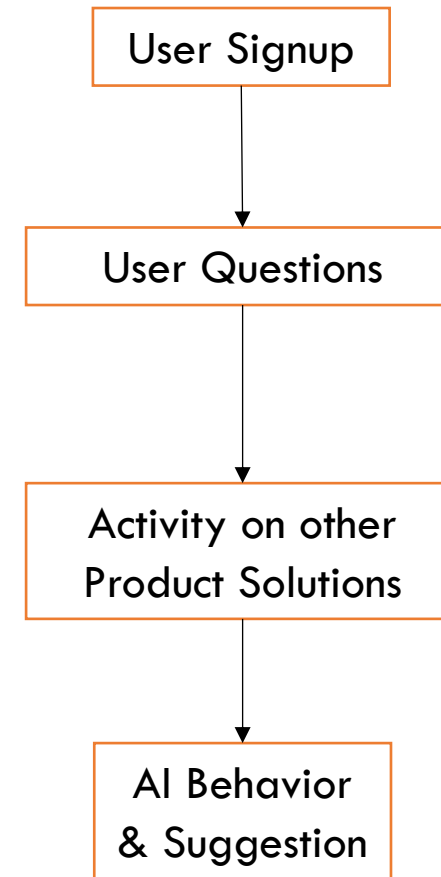
- **Avail A Doctor:** This will be facilitated through the application, this aims to solve the relapsing problem for the user facing severe withdrawal symptoms. [Users will be redirected from to the 'Know Your Trigger' Section] (First 3 sessions will be free to get the users hooked)
- **Forum Discussions:** This aims to provide the user with the company of other people with same problem & provide them a non-judgemental space in which they can interact with each other. Users who are helping or interacting in an active manner can be given coupons.
- **Podcasts:** This aims to provide advice to the user through an audio channel which is integrated into the product solution. Podcasts topics will address different topics that users are struggling with & how to solve them





During the sign-up process the users will be asked the following questions to get to know them (demographic & psychographic details) –

- I. **Age/Profession:** To ascertain the age demographic the user falls and map premade attributes to their personality
- II. **# of cigarettes consumed/week:** This will help in deciding the degree of addiction of the user and further courses of counselling, treatment & relevant product solutions
- III. **Period of Addiction:** This is an additional question that will help us understanding further course of action
- IV. **Medical Conditions:** Any pre-existing medical conditions will be taken into account by the AI to decide the treatment /product solution
- V. **Money Spent on Smoking:** This will be later used as a point psychological intervention and helping the user in saving money for further investment into stocks or general purposes

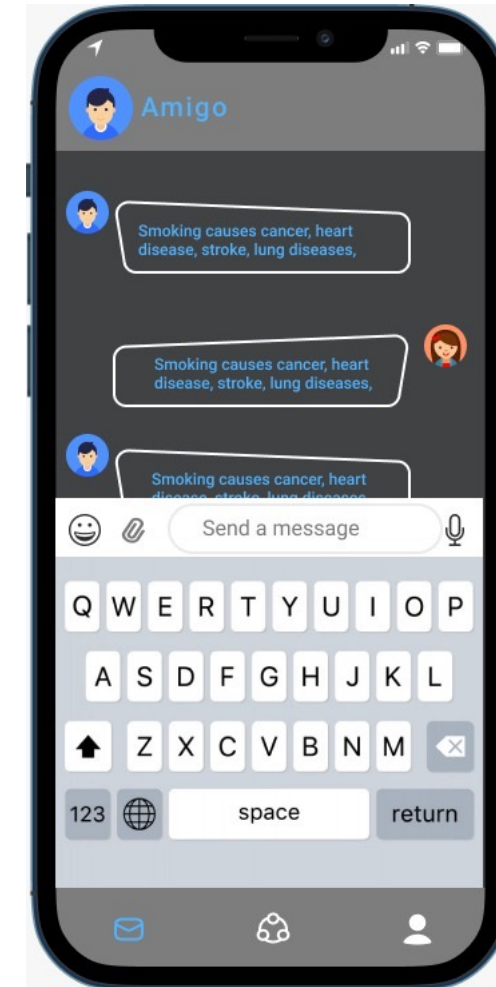


# AI Bot



An **AI-Powered** bot-assistant will be converse with the user & suggest the following -

- **Personalized Product Solutions** (Community & Lifestyle Tracker).  
For example: If the user wants to save up money for a particular object or invest in riskless assets then the user will be directly re-directed to the Savings Section under Health Tracker feature, post that user can choose how much they want to invest and what they want invest on, accordingly during the time periods the user is more likely to smoke - The AI Bot will send out push notifications with different motivational components with user goals
- **Further Detailed Course of Action/Treatment** depending on the context of the conversation through user input. The bot will use its knowledge from hundreds of smoking cessation experts and publicly available data apart, user behaviour and user inputs. As the user interaction with the AI Bot increases, further actions (notifications, suggestions etc.) will be take place accordingly.



# Performance Metrics



## Community



### North Star Metric

Activity = Average # of active users in community / Total # of users in community

### Secondary Metrics

- % increase in Forum posts
- Stickiness (DAU/MAU)
- % change in Consumer Satisfaction Score (C-SAT)

## AI Bot



### North Star Metric

Goal Completion Rate (GCR) = # of goals met by the user / # of goals set by the user

### Secondary Metrics

- Average Session Duration
- # of sessions/user/day
- % change in volume of messages

## Lifestyle Tracker



### North Star Metric

# of users who answered push notifications / Total # of users

### Secondary Metrics

- % increase in tile clicks of different sections
- Average Session Duration in different components
- User Churn Rate



# Prioritizing Features

- For prioritizing features [RICE Framework](#) is used
  - All metrics are scored on scale from 1 to 5 in order of increasing relevance
  - Our primary concern is **User Acquisition, User Retention and User Engagement** so we will be considering relevant metrics
  - Reach, Impact and Confidence are given a positive score
  - Effort is given a negative score as we want to maximize efforts with minimum effort
  - RICE Score is given from 1-25

Features	Reach	Impact	Confidence	Effort	RICE Score
Community	★ ★ ★	★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★	11.25
Lifestyle Tracker	★ ★ ★ ★	★ ★ ★	★ ★ ★ ★	★ ★ ★	16
AI Bot	★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★	★ ★ ★ ★ ★	12

**Prioritization Table**

$$\text{RICE Score} = \frac{(\text{Reach} * \text{Impact} * \text{Confidence})}{\text{Effort}}$$

**Fin.**

