



# SuckedIn

Storyboard  
Aleah Howell  
UX Design / Fall 2015

# Design Document

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## Audience

suckedin.net is an information website about Other Tobacco Products (OTPs)

The audience for this website is adolescents ages 13-17 and Young Adults ages 18 to 35 years of age who smoke or are *at risk* of smoking OTPs. For specific audience characteristics see *Personas* document.

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## Fonts and Colors

For Logo and Header:

**Nimbus Sans Becker DCon**  
**HEADER HERE**



Background color and text:  
white  
#ffffff



Text: black  
#231f20

For subheadings and body:

**Proxima Nova**  
Subheader  
**Subheader**  
**Subheader**



Secondary Text, accents.  
#231f20



Logo, Primary box background  
#524fa1

For decoration and accents:

*Nexa Rust Script O*



Secondary Accents  
#db7645



Logo, Secondary Accents  
#fcb547

The font choices reflect on the fonts used in the provided advertising campaign. Bold sans serif fonts are easy to read and eye-catching. The color scheme is also inspired by the original campaign advertisements. This color palette uses bright colors to catch viewers attention without turning them away. Traditional tobacco advertisements are often dark and use black, shades of gray and red to evoke a serious sense of danger. Since the goal of this site is to attract OTP users, the color scheme is more inviting and modern.

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## Design Reference Material



# User Testing & Interview Summaries

## Interviews Key Takeaways

1. Hookah smokers said they were 100% social smokers and only smoked with others
2. E-Cigarette smokers said they smoked not because of the nicotine but because of the community of people that smoke e-cigarettes
3. E-Cigarette and hookah smokers see advertisements mostly for product flavors
4. All interviewees said they were not sure about the potential harms of OTPs other than nicotine.
5. Some interviewees said they are more interested in the organization of information on a site as opposed to how the site looks. Others said they liked a website that was clear and easy to navigate.
6. Non-users said they would be interested in sharing this site with their friends who smoke

## User Testing Key Takeaways

### *On Wireframes:*

**The key data that I gathered from testing my wireframes was that I needed to add more interactive elements to the site (I thought about an interactive map or a quiz) to make viewers more engaged.** I decided to add a social element to the site (a “Join” page) to give users the perception that they are joining community and not just looking at an anti-tobacco advertisement. One of my testers that was/is a tobacco user, suggested I add a testimonials page. This goes well with the data I gathered from the in-person interviews, through which I identified visitors of the site being mostly users who smoke recreationally and socially in a community of other smokers. Another tester said that he wanted to be directed to the interactive elements (the quiz that I added) first instead of the “most boring” parts of the site (the articles).

I received positive feedback on the design of the site during the wireframe testing. Testers liked how clear the three different products were for learning. It was clear to them from the start that there were three options: Hookah, E-Cigarettes, or Cigarillos. I originally had a traffic control page planned where users could choose how they wanted to learn (read, watch, interact), but decided against it because I think it is important for users to immediately focus on the products they can learn about.

### *On Panels:*

One of the most interesting takeaways I got from testing my panels was that my site needed to be “scarier”. One woman suggested using red as a color scheme. Most of the testers (that were not tobacco users!) gathered that the site was about informing smokers about the harms of smoking these products. They said the site was “clean” and “easy to navigate”, but that if the goal was the stop people from smoking these products that the site needed to “scare them”. After this feedback, I thought about the goals of the site and whether or not the goal of the site should be to scare people into quitting. It seems that most people assume that the goal of any tobacco research it is to scare and prevent people from smoking. I think this comes from seeing so many extreme anti-tobacco advertisements and commercials. People assume that scare-tactics is the best way to get people’s attention. I decided that I did not want this website to scare people. **Rather, the goal of this site is to make viewers want to learn more about the effects of Other Tobacco Products.** After interviewing OTP users and at-risk users, I believe would turn young adults and adolescents away if they felt like they were being criticized or scolded for their smoking decisions.

## Nate Tran - RECREATIONAL USER



*"I am a photographer and love taking photographs of the community smoking their e-cigs. People love how the smoke looks. It boosts their confidence and is healthier than regular cigarettes."*

**He smokes:** E-Cigarettes, Hookah and Cigarillos

**Age:** 24

**Gender:** Male

**Race/Ethnicity:** Chinese/Asian

**Internet Use:** High

**Social Media Use:** Very high

**Live in:** New York, New York

**Hobbies:** Photography, anime conventions, music festivals, travel

### ABOUT

Nate is originally from North Carolina but has lived in New York for four years. It wasn't until he made friends in the city that he began smoking e-cigarettes and hookah. In N.C. he would smoke cigars on occasion with his friends while they were hanging out. He started out in New York as a nightlife photographer. At the bars he was introduced to people who smoke and also go to hookah bars. Now he loves going out to the Hookah bars during the week and on the weekend to meet new people and get photographs of people smoking. Not only does he photograph people but he also loves smoking e-cigarettes and hookah because it is relaxing for him. He loves the atmosphere at the bars and when he smokes with others.. Now he focuses his photography on hookah bars rather than dance clubs. He occasionally smokes regular cigarettes while he is drinking with friends. He is not particularly worried about the effects of smoking, but he also does not know about the health

### DAY IN A LIFE

The start of Nate's day varies depending on his work schedule. In addition to his freelance photography business, he is a server at a restaurant on main street. On a typical weekday he will get up at 9am and get to work by 10am for the lunch shift. In the evening he will go out and photograph nightlife around the city for extra cash. In the afternoons he will hang out with friends or edit photos for his website.

### GOALS

Explicit Goals: Make money and expand his photography business

Tacit Goals: Feel connected by meeting new people

## Anna Clark - AT-RISK USER



*"Most of my guy friends use dipping tobacco during school because they can't smoke on school grounds. A lot of people at school smoke e-cigs. I don't want cancer so I might start e-cigs too or cigarillos if I enough money to buy the cool flavors."*

**She smokes:** Occasional cigarette

**Age:** 16

**Gender:** Female

**Race/Ethnicity:** Caucasian

**Internet Use:** Very High

**Social Media Use:** High

**Live in:** Summerville, South Carolina

**Hobbies:** Hanging out with friends, theater/drama

### ABOUT

Anna is an average high school student. She is an B/C student at school and likes hanging out with her friends and going to sports events. Sometimes her and her friends will sneak out of classes to smoke. She doesn't want to smoke cigarettes, but occasionally she will smoke one because her friends are. Some of them make fun of her for being so health conscious. She wants to buy an e-cigarette and convert all her friends to smoking vapor instead of tobacco. She thinks all the flavors are cool and she knows a lot of other students that smoke e-cigs and love it because it doesn't make them smell like cigarette smoke. Her dad is a cigarette smoker and she wishes he would quit and smoke e-cigs. Her grandmother died of cancer and she doesn't want her dad to get it too. Anna loves acting and wants to go to college for drama and theater.

### DAY IN A LIFE

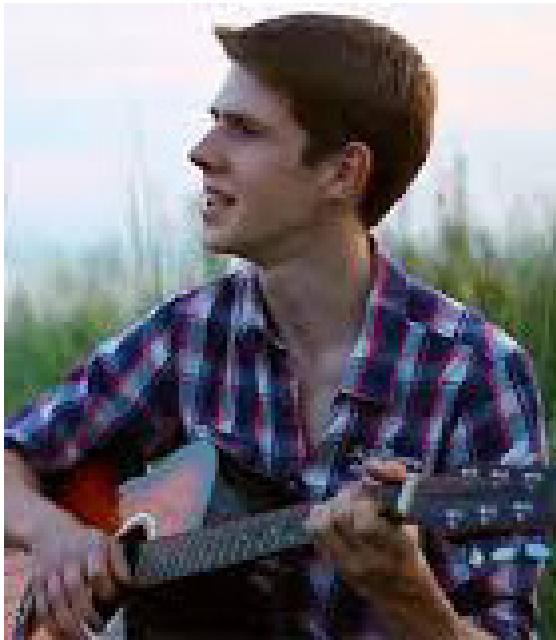
Anna starts her day at 6am by getting up and getting ready for school. She doesn't have a car yet, so she takes the bus to school. She waits at the bus stop with her friends. Sometimes they will smoke cigarettes or e-cigs while waiting for the bus. After school she will sometimes hang out with the drama kids at school.

### GOALS

Explicit Goals: Buy an e-cigarette to convert her family and friends. Get into college.

Tacit Goals: Be liked by her group of friends.

## Steven Manard - SOCIAL USER



*"My friends and I had a great jam session last weekend at my apartment. Afterwards we love to sit out on the porch and smoke together. It is relaxing and gives us inspiration for new songs."*

**He smokes:** Hookah

**Age:** 19

**Gender:** Male

**Race/Ethnicity:** Caucasian

**Internet Use:** High

**Social Media Use:** Low

**Live in:** Philadelphia, Pennsylvania

**Hobbies:** Listening to and playing music with his friends, going to concerts, playing video games

### ABOUT

Steven is a college student at Temple. He started smoking hookah his freshman year after one of his music buddies introduced him to it. He is studying music and psychology. He loves going to concerts and jamming out with his friends at his apartment. He has a hookah set on his porch with 5 smoking extenders so that he and his friends can chill and smoke together. His favorite flavor of hookah is chocolate mint. Steven will video he and his friends playing music and post it on his youtube channel and share it on social media. He wants other people to get on board with his music. He loves learning new music and listening to ideas from his friends. Sometimes they will sit around to hours just bouncing off ideas.

### DAY IN A LIFE

During the day Steven goes to class. During the weeknights he is either hanging out with friends, working on homework, or going to a local concert. On the weekends he and his friends practice writing songs and playing music. When he is alone, he will practice his own music and play video games online.

### GOALS

Explicit Goals: Create a band and expand his musical interests

Tacit Goals: Feel connected with his friends and get an "in" to the music industry in the area

## Shaya Boen - HOOKAH ENTHUSIAST



*"My husband and I went to a great hookah bar last week with some friends. We tried a tropical flavor that was really good. It was so nice to relax after a long week of school and work."*

**He smokes:** Hookah

**Age:** 22

**Gender:** Female

**Race/Ethnicity:** Indian

**Internet Use:** High

**Social Media Use:** Medium

**Live in:** Carrboro, North Carolina

**Hobbies:** Smoking hookah, spending time with her husband, meeting new people

### ABOUT

Shaya is a student at the school of social work at UNC. Her family is from Iraq, but she is originally from Oklahoma. Shaya moved to North Carolina over the summer to go to graduate school. She does not know anyone (other than her husband who moved with her) in North Carolina, and is eager to meet new people and make this place a temporary home. Her and her husband are hookah enthusiasts. They go to a hookah bar almost every weekend. They have met a few people and made some friends at the bar. The rest of Shaya's time is spent focusing on her school work. She has a job out at a non-profit in Durham. Her husband has a job in Raleigh. Her family has always smoked hookah together and she has continued the tradition with her husband. They just got married in the spring and she introduced him to hookah as an alternative to smoking.

### DAY IN A LIFE

Shaya's weekday is full of school and work. She wakes up and goes to school or work depending on the day of the week. In the evenings she does homework and hangs out with her husband and her dog. They have a small hookah bowl at their apartment. Sometimes they will light it as a treat to a long day. On the weekends they like to explore North Carolina and go to hookah bars to try new flavors.

### GOALS

Explicit Goals: Earn a masters degree and meet new people/ find fun things to do in North Carolina

Tacit Goals: Continue to smoke hookah and find friends who smoke hookah to make herself feel more at home.

# Content and Experience

**This website's content will focus on the following questions provided:**

What chemicals are in these products?

What other products are these chemicals found in?

Where do these chemicals come from?

How toxic are these chemicals?

How do these chemicals affect the body?

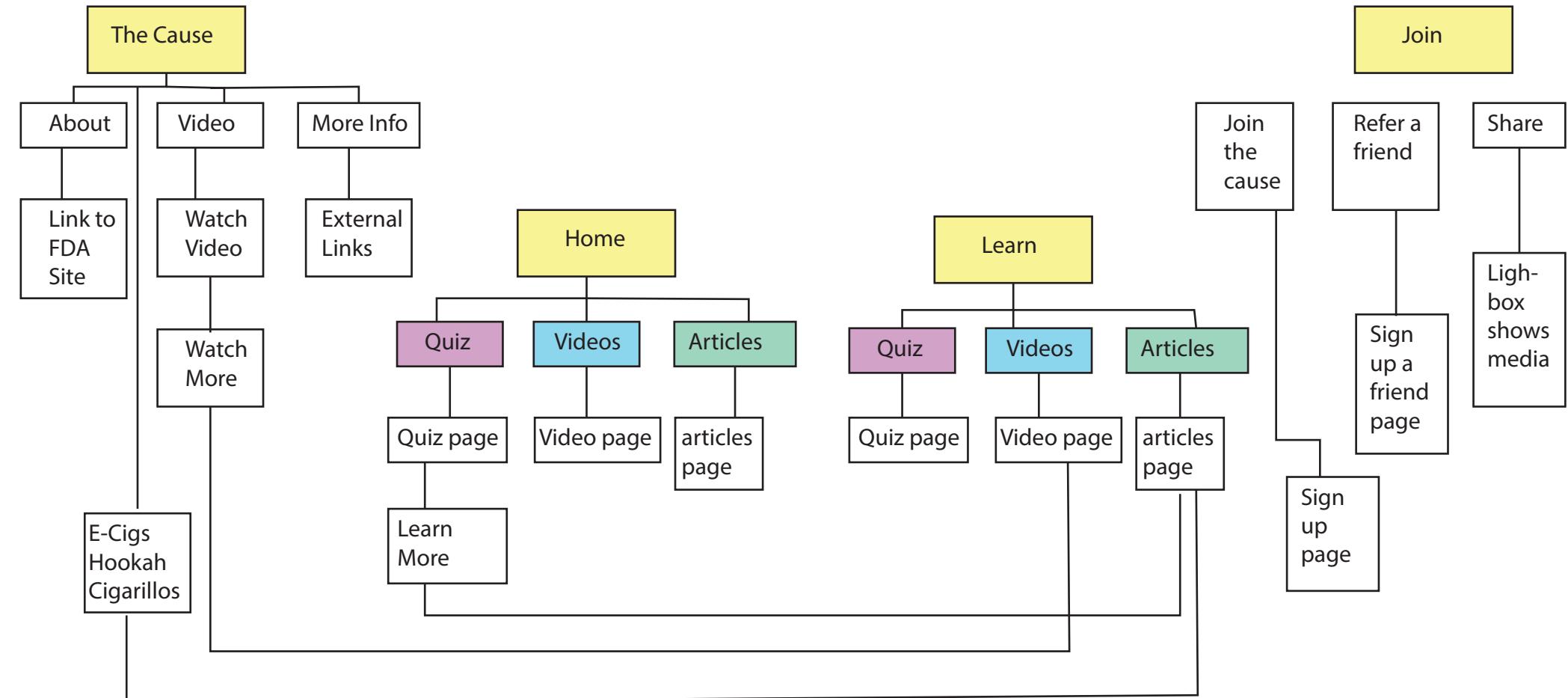
**Other Content will include:**

- Video testimonials from OTP users
- Explanatory motion graphics about the chemicals in OTPs and their effects
- Articles that highlight key research done on OTPs (this will also create site credibility)
- Number statistics and data
- \* An interactive quiz for viewers to test their knowledge on OTPs
- Possibly an interactive map showing OTP users across the nation (not currently shown in the prototype would need more feedback on this)
- A “join the cause” feature and an online sharing feature

**I have identified the main tasks of target users:**

- Learning about the effects of OTPs through multiple forms (reading, watching, interacting)
- Joining a community
- Sharing this information with others

# SuckedIn.net Flowchart



3

1

## SUCKED IN

**Informational blurb about this site will go here**

E-Cigarettes

2

Feature Statistics



Hookah

Feature Statistics



Cigarillos

Feature Statistics



1. This is a promotional image and slogan introducing the website

2. This links to information pages, respectively for E-Cigs, Hookah and Cigarillos

3. The menu. The Learn tab will have a drop down with the choices of how to experience learning: read, watch or interact.

Read

Watch

Interact

4

## INTERACT

Test yourself with a quiz about Other Tobacco Products

1

## READ

Read articles about OTPs

2

## WATCH

Watch video testimonials and motion graphics

3

1. This panel will link to the quiz page

2. This panel will link to the article page

3. This panel will link to a page of video testimonials and video motion graphics

4. The dropdown menu

# Fact or Fiction?

Test yourself about Other Tobacco Products

## E-Cigarettes

1. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

2. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

3. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

4. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

5. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

1

2

Check your answers!

## Hookah

1. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

2. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

3. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

4. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

5. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

Check your answers!

## Cigarillos

1. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

2. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

3. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

4. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

5. Question goes here?

- 2. Answer Choice
- 2 Answer Choice
- 2. Answer Choice

Check your answers!

1. These panels house the quiz questions for E-Cigs, Hookah and Cigarillos

2. When the viewer clicked this button to check his/her answers, the panel will flip like a flash card to reveal the answers on the other side.

1. This button will now link to the articles page

# Fact or Fiction?

## Test yourself about Other Tobacco Products

### E-Cigarettes

Question goes here?

Answer.

Your Answer

2. Question goes here?

Answer.

Your Answer

3. Question goes here?

Answer.

Your Answer

4. Question goes here?

Answer.

Your Answer

5. Question goes here?

Answer.

Your Answer

LEARN MORE

1

Check your answers!

### Cigarillos

1. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

2. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

3. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

4. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

5. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

### Hookah

1. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

2. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

3. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

4. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

5. Question goes here?

2. Answer Choice

2 Answer Choice

2. Answer Choice

Check your answers!

Footer information

# Hookah Image

E-cigarettes

Hookah

1

Cigarillos

**Sub-title**

3

Statistics and information

2

**Sub-title**

Statistics and information

**Sub-title**

Statistics and information

1. These tabs link to respective article lists. The image changes based on the chosen tab.

2. This is a preview of the article information. Might highlight a specific statistic or fact in the heading.

3. Image and Title link to the article

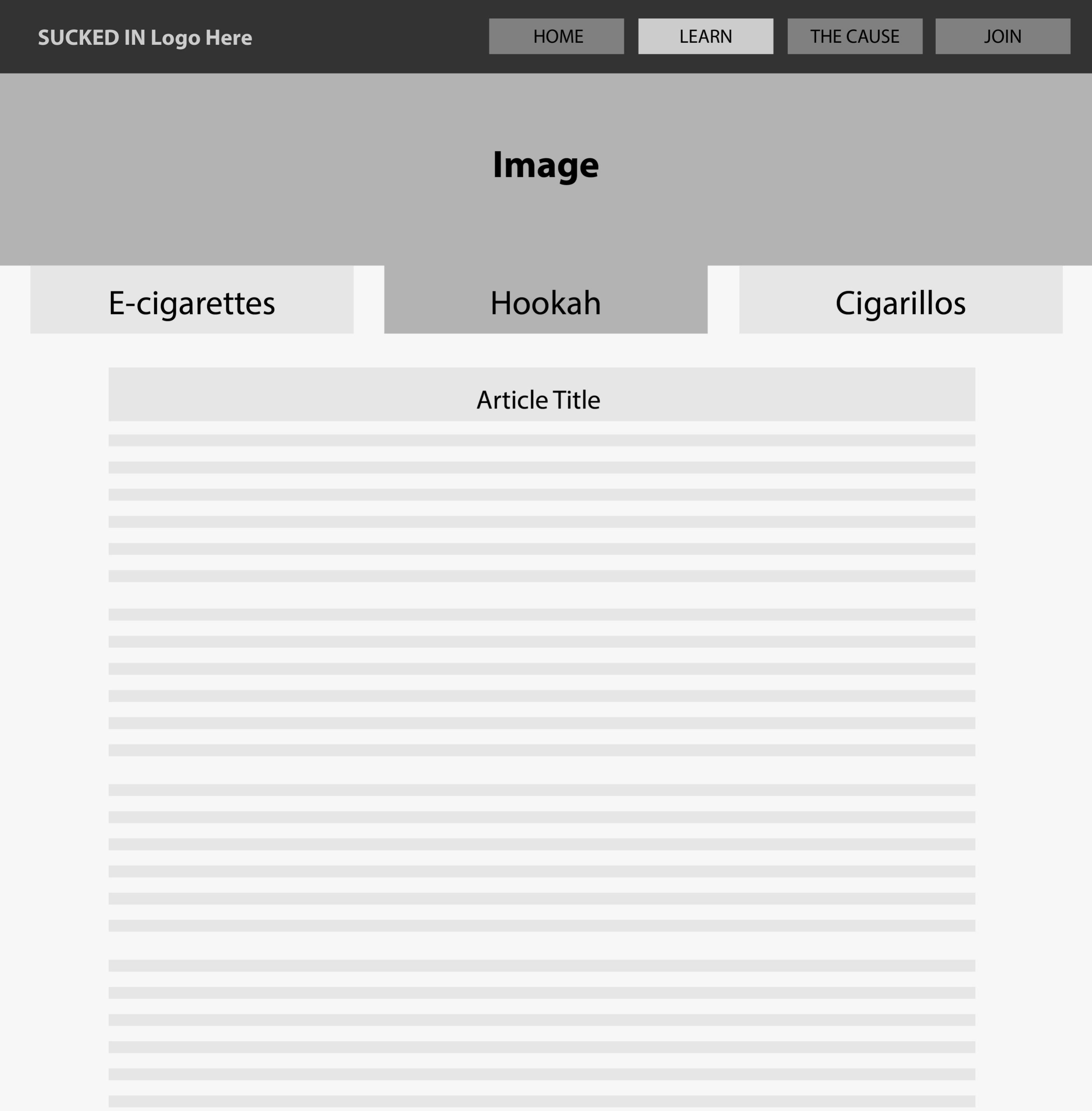
# Image

E-cigarettes

Hookah

Cigarillos

Article Title



## E-Cigarettes

1



Title



Title



Title

## Hookah



Title



Title



Title

## Cigarillos



Title



Title



Title

1. When clicked, the video will expand

## Video Motion Graphic About the Sucked In Campaign

1

More info

About FDA

3

E-cigarettes

Hookah

Cigarillos

2

1. An option for viewers to watch the information either than read it.
2. Links to the article pages
3. This will hold separate website links for more information on OTPs

**Join The Cause****1****Refer A Friend****2****Share****3**

1. Link to a sign up page for email notifications and social connections and testimonial opportunities
2. Links to a separate page where you can either refer a friend
3. Will open up a lightbox with links for social media and online sharing of the site.



1

## Take The Quiz

Catchy informational  
blurb about this site

2

E-cigarettes

3

Hookah

Cigarillos

1. The responsive design will include a hamburger menu that contain the same menu items as the desktop.

2. Home page will be modeled same at desktop with the quiz and testimonials pages showcased first.

3. These tabs link to the article pages for reading

SUCKED IN Logo Here



# E-cigarettes

e-cigs

Hookah

Cigarillos

## Sub-title

Statistics and information

## Sub-title

Statistics and information

SUCKED IN Logo Here



# Hookah

e-cigs

Hookah

Cigarillos

## Sub-title

Statistics and information

## Sub-title

Statistics and information

SUCKED IN Logo Here



# Cigarillos

e-cigs

Hookah

Cigarillos

## Sub-title

Statistics and information

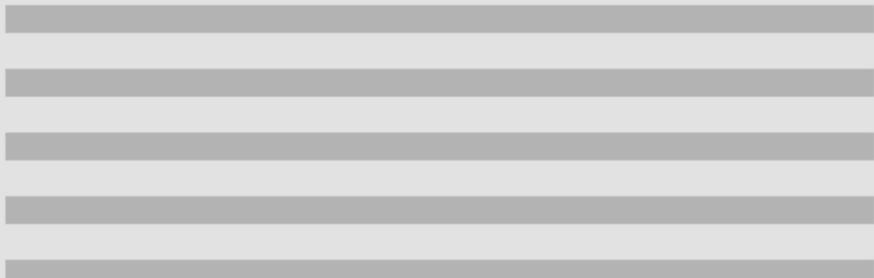
## Sub-title

Statistics and information



# About Sucked In (Video/media)

About



E-cigarette  
Research

Hookah  
Research

Cigarillos  
Research

More info

## Test Your Knowledge

*with a quiz about Other Tobacco Products*

## View Testimonials

*hear what others have to say about SuckedIn*

## Learn More About The Research

### E-Cigarettes

#### E-Cigs Contain The Same Nicotine As Cigarettes.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas gravida dui sit amet eleifend. Morbi ullamcorper enim id nisi cursus rutrum. Aliquam lacinia aliquam nisl, non accumsan lectus molestie nec. Nunc maximus tellus et

[Read More](#)

### Hookah

#### Hookah Smoke Contains Arsenic.

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[Read More](#)

### Cigarillos

#### Cigarillo Smoke Contains Formaldehyde.

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[Read More](#)

## INTERACT

*Test yourself with a quiz about Other Tobacco Products*

## READ

*Read articles about OTPs*

### Article Headline About Cigarillos Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas gravida dui sit amet eleifend. Morbi ullamcorper enim id nisi cursus

[Read More](#)

### Article Headline About E-Cigarettes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas gravida dui sit amet eleifend. Morbi ullamcorper enim id nisi cursus rutrum.

[Read More](#)

### Article Headline About Hookah Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas gravida dui sit amet eleifend. Morbi ullamcorper enim id nisi cursus rutrum.

[Read More](#)

## WATCH

*Watch video testimonials and motion graphics*



## e-cigarettes

## hookah

## Cigarillos

### Article Headline About Cigarillos

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas gravida dui sit amet eleifend. Morbi ullamcorper enim id nisi cursus rutrum. Aliquam lacinia aliquam nisl, non accumsan lectus molestie nec. Nunc maximus tellus et lectus scelerisque, et sodales leo ultrices. Fusce at lectus tincidunt, rutrum arcu quis, egestas nulla. Etiam molestie nibh dolor, ac condimentum risus molestie sed. Fusce pharetra nulla non lorem euismod,

[Read More](#)

### Article Headline About Cigarillos

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas gravida dui sit amet eleifend. Morbi ullamcorper enim id nisi cursus rutrum. Aliquam lacinia aliquam nisl, non accumsan lectus molestie nec. Nunc maximus tellus et lectus scelerisque, et sodales leo ultrices. Fusce at lectus tincidunt, rutrum arcu quis, egestas nulla. Etiam molestie nibh dolor, ac condimentum risus molestie sed. Fusce pharetra nulla non lorem euismod,

[Read More](#)

### Article Headline About Cigarillos

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas gravida dui sit amet eleifend. Morbi ullamcorper enim id nisi cursus rutrum. Aliquam lacinia aliquam nisl, non accumsan lectus molestie nec. Nunc maximus tellus et lectus scelerisque, et sodales leo ultrices. Fusce at lectus tincidunt, rutrum arcu quis, egestas nulla. Etiam molestie nibh dolor, ac condimentum risus molestie sed. Fusce pharetra nulla non lorem euismod,

[Read More](#)

# Fact or Fiction?

*Test yourself about Other Tobacco Products*

## E-Cigarettes

### 1. What is the question?

This is the answer here.

[Correct!](#)

### 2. What is the question?

This is the answer here.

[Sorry, try again.](#)

### 3. What is the question?

This is the answer here.

[Sorry, try again.](#)

### 4. What is the question?

This is the answer here.

[Correct!](#)

### 5. What is the question?

This is the answer here.

[Correct!](#)

[Play again!](#)

## Hookah

### 1. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

### 2. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

### 3. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

### 4. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

### 5. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

[Check your answers!](#)

## Cigarillos

### 1. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

### 2. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

### 3. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

### 4. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

### 5. What is the question?

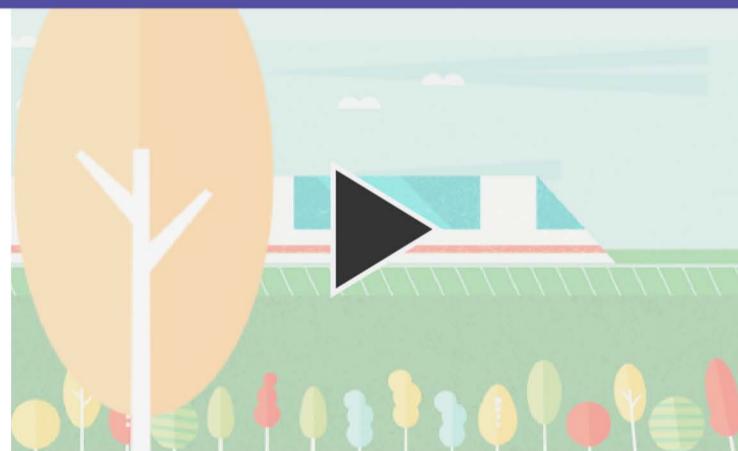
- Answer Choice
- Answer Choice
- Answer Choice

[Check your answers!](#)

## E-Cigarettes

[«](#)[»](#)

## Hookah

[«](#)[»](#)

## Cigarillos

[«](#)[»](#)

000,000 PEOPLE  
*Currently Sucked In*

[Join The Cause](#)

[Refer A Friend](#)

[Share](#)



## Test Your Knowledge

*with a quiz about  
Other Tobacco Products*

## View Testimonials

*hear what others have to  
say about SuckedIn*

## The Research:

E-Cigarettes

Hookah

Cigarillos



## Fact or Fiction?

*Test yourself about Other Tobacco Products*

**E-Cigarettes**

*Take The Quiz*



**Hookah**

*Take The Quiz*



**Cigarillos**

*Take The Quiz*



## Fact or Fiction?

*Test yourself about Other Tobacco Products*

### E-Cigarettes

#### 1. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

#### 2. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

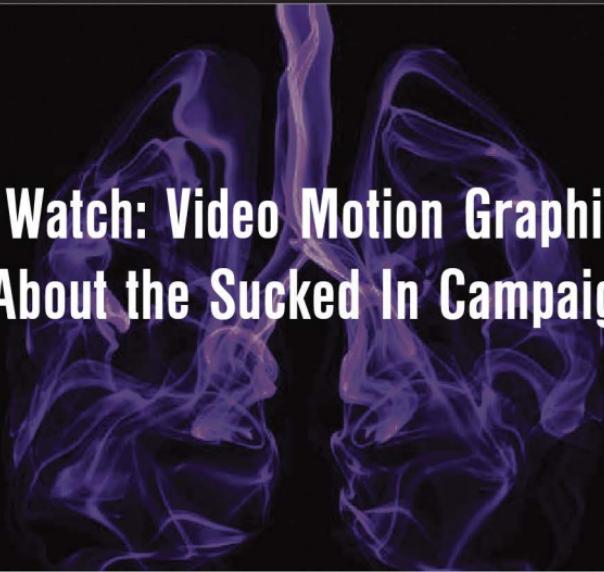
#### 3. What is the question?

- Answer Choice
- Answer Choice
- Answer Choice

**Check your answers!**



# Watch: Video Motion Graphic About the Sucked In Campaign



## about



e-cigs

hookah

cigarillos

## *Article Headline*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas gravida dui sit amet eleifend. Morbi ullamcorper enim id

## *Article Headline*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas gravida dui sit amet eleifend. Morbi ullamcorper enim id

## *Article Headline*

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Vivamus egestas gravida dui  
sit amet eleifend. Morbi ullamcorper enim id