



Quit Easy

Case Study

Doremon Den

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Objectives

1. Design a mobile app for helping smoking addicts in India to get de-addicted
2. Talk about different type of users
3. List all pain points
4. Mention 2-3 solutions to tackle these
5. Choose 1 solution and mention its working [User journey/ Tech Overview/ Design]
6. Metrics to track

Quit Easy

This app helps you to achieve your goal of smoking de-addiction through a slow paced personalized plan. Keep track of your cravings and get access to motivational tips, health exercises, puzzles and rewards.

Mission:- Be the one stop app to control your smoking urges.

Vision:- To make more people smoke-free gradually and lead a healthy lifestyle.

Top Competitors





forw
Harsh

28, Kolkata

“
Work environment is so stressful and I just want an easy escape.

○ Single

🚬 4 Smoking Years

₹ 50 lakh

💻 Software Developer

Bio

Harsh is working as a Software Developer at Ola Cabs in Kolkata. Due to busy times at work he is lagging behind deadline and has to work extra hours. Besides this he loves to go out with his friends on weekends for lunch and sometimes karaoke. He is trying his best to not use cigerates as an escape but its hard for him to quit.

Goals

- Deal with his cravings easily.
- Keep track of his progress.
- Able to communicate with his loved ones and feel understood.
- Gradually reduce the number of cigerates smoked.

Pain points

- Feels alone in battle.
- Lose control while strong cravings.
- Emotions are not understood by family and friends.
- Doesn't know what else to do in a stressed situation.
- Feels to smoke while seeing his colleagues smoking
- He has been a passive smoker for the past 15 years.

Personality

- Tech Savy
- Loves Music
- Extrovert

Motivation

Health



Money



Stress free



Family Support



A close-up photograph of a young woman with long dark hair, wearing a red top, smoking a cigarette. She is looking upwards and to the side. The background is blurred with warm lights.

Natasha

20, Mumbai

“

Quitting is hard when you see everyone around you smoking.

💍 Single

🚬 2 Smoking Years

₹ INR 0

🎓 Student

Bio

Natasha is a pre-final year college student pursuing designing. She began smoking when she joined the dance club where majority of her peers smoked. Initially she wasn't a heavy smoker but as time passed she became more experienced at smoking and is unable to refrain from it. Her family is pressuring her to stop doing this but she just can't control. She loves to travel a lot and enjoys smoking socially.

Goals

- Finding internships to make more money.
- Pursue a healthy lifestyle.
- Find a way to keep motivated.
- Don't want to make her family worried.

Pain points

- Fears she will gain weight after quitting.
- Lose control while strong cravings.
- Don't have any de-addiction centre nearby.
- Doesn't feel good from inside after quitting for few days.
- Smoking is common thing in her environment.
- Finds it hard to control during nights

Personality

- Tech Savvy
- Perfectionist
- Extrovert
- Conscientious

Motivation

Health



Money



Beauty



Family





Zoya

35, Delhi

“

I want to help my partner quit smoking by being with him and reminding him

Married

0 Smoking Years

12 lakhs

Sales Manager

Bio

Zoya is working as a Sales Manager at Whirlpool in Delhi. She has a five year old son and she wants to help her partner quit smoking as she realises the consequences of smoking. Besides the job, she is a home-maker as well and looks after her son, but is worried about negative effects on her child due to passive smoking and her partner's health.

Goals

- To support her husband in giving up smoking.
- Wants to supervise her husband in his journey.
- Wants her partner to live a healthy and smoke-free life

Pain points

- Difficulty in finding any rehabilitation centers.
- Suffers from passive smoking.
- Finds difficult to communicate with her partner related to smoking.
- Often leads to arguments and fights.
- Therapy and other methods don't provide much benefit.

Personality

- Health conscious
- Focused attitude
- Caring in nature
- Loyal

Motivation

Health



Family



Mood



What do they need?

1

- Community to talk to.
- Get reminded of his goal why he wants to quit.
- Something to suppress his cravings.

2

- Distractions from cigarettes at odd hours.
- De-addiction centres near her home.
- Guidance on how to control withdrawl symptoms.
- Motivation to quit.

3

- Personalized quitting plan.
- Getting reminders at good intervals.
- Feature to track progress.

Hypothesis

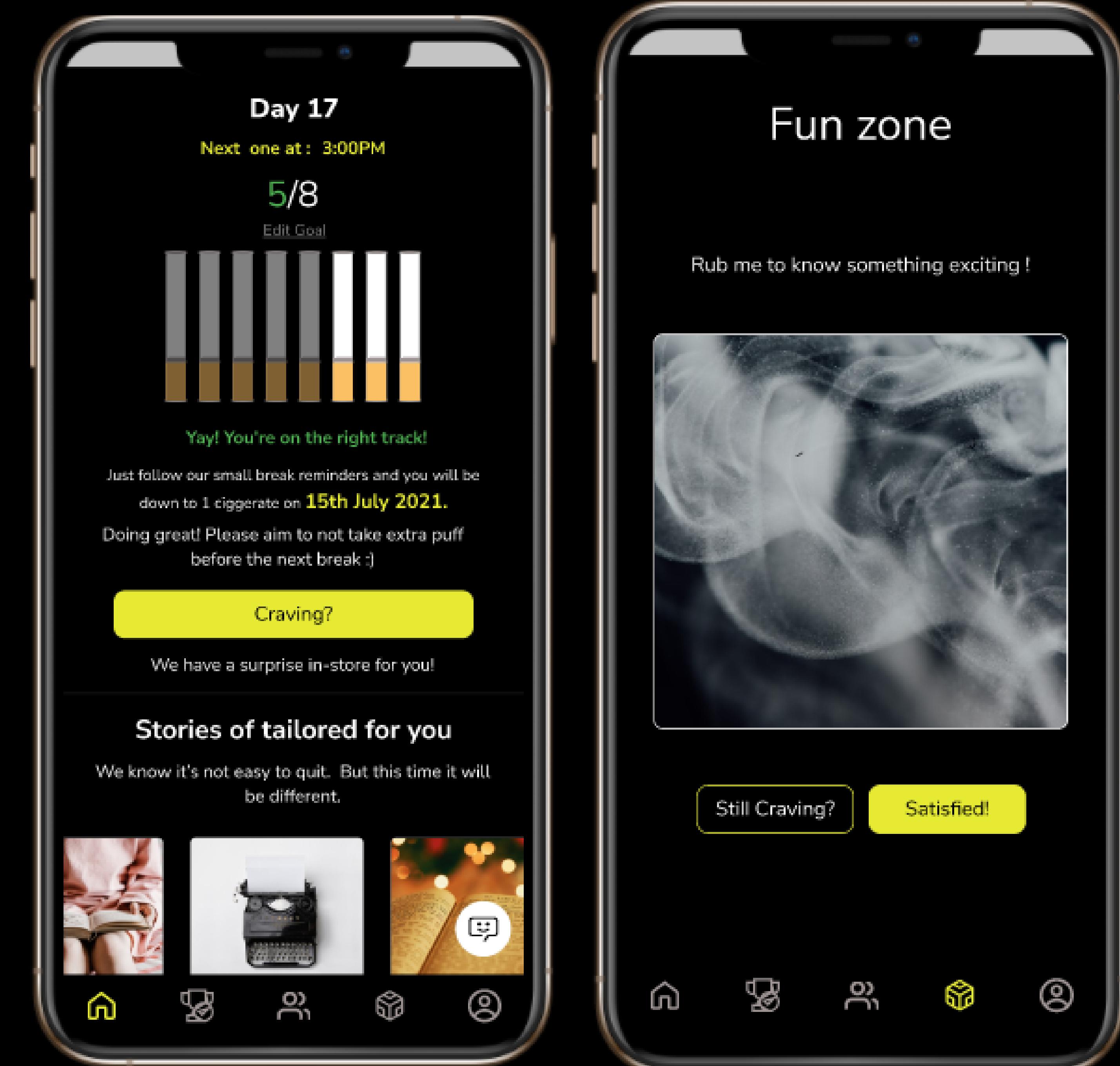
It's difficult for smokers to control their urge and this is root cause of addiction. And quitting instantly a thing which has become a habit over years is not an easy task. Even if you quit there are high chances of rebound. So we believe that the best way to reduce intake is weaning nicotine out of the body slowly bringing you back to the initial nicotine free state. The nicotine cessation app that will help to quit on your own terms.

We believe providing them different ways to control their cravings and measuring the progress will help to overcome the addiction gradually. We know we are right if the number of cigarettes smoked are decreasing gradually and everytime the user has cravings they didn't smoke.

Solution #1

Cravings Corner

- Instead of an abrupt approach to quit smoking, the app provides a slow paced plan that caters according to the individual's urge and willpower to stop.
- The average number of cigarettes smoked by the user per day is brought down gradually to 1 before the goal date set by the user themselves. The option of rescheduling the goal date is also provided to take into account relapses and be accepting of it.
- To provide distraction when the user highly craves to smoke, there's the customized collection of stories and the fun zone for puzzles, riddles and doodles.



Solution #2

Smoking Profile

- A detailed profile page with personal stats ranging from number of cigarette reduced to goal date for becoming smoke free.
- This feature helps the user in obtaining clear-cut knowledge on their overall progression through infographics.
- Utilizing graphs to track their average cigarettes craved over any period to provide them with a sense of motivation on continually reducing the number.



Solution #3

Community

- A forum for interested users to form their own community by interacting with fellow peers who are going through similar situations involved with smoking cessation.
- The prominent aspects of this is the chance to share their experiences and at the same time come across innumerable posts to gain insight, inspiration and the drive to quit smoking.
- Building a good rapport among the members will provide to be a support system of its own that one can turn to at the time of weakness or distress.



RICE Prioritization Framework

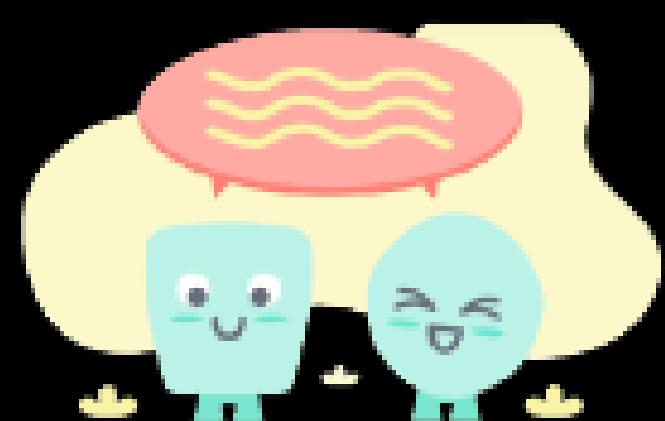
Generally, in a startup reach is less and effort is more. Thus considering first launch;

Goal : Acquisition

Feature	Reach	Impact (3/2/1/0.5/0.25)	Confidence (100/80/50)	Effort	RICE Score ([R*I*C]/E)
Craving Corner	15K	2	100	3	1000
Smoking Profile	10K	0.5	50	2	125
Community	12K	1	80	1.5	640

WE CAN DO THIS!

Let's begin together on our smoke-free journey.



Login

Email

Password

[Forgot Password?](#)

Login

New Here? [Register](#)



WE CAN DO THIS!

Let's begin together on our smoke-free journey.



Register

Full Name

Email

Password

Register

Already a Member? [Login](#)



Let's begin!

Tell me about you so I can tailor the plan according to your habits!

What would you like us to call you?

Natasha Mehta

When did you started smoking?

6

years

months

ago

How much does a pack cost?

100

INR- Indian Rupees

How many are there in a packet?

12

How many you smoke each day?

5 - 8

When you took decision to quit?

12-06-2001

Reset

Save

1/3

How have you been feeling lately?

2/3

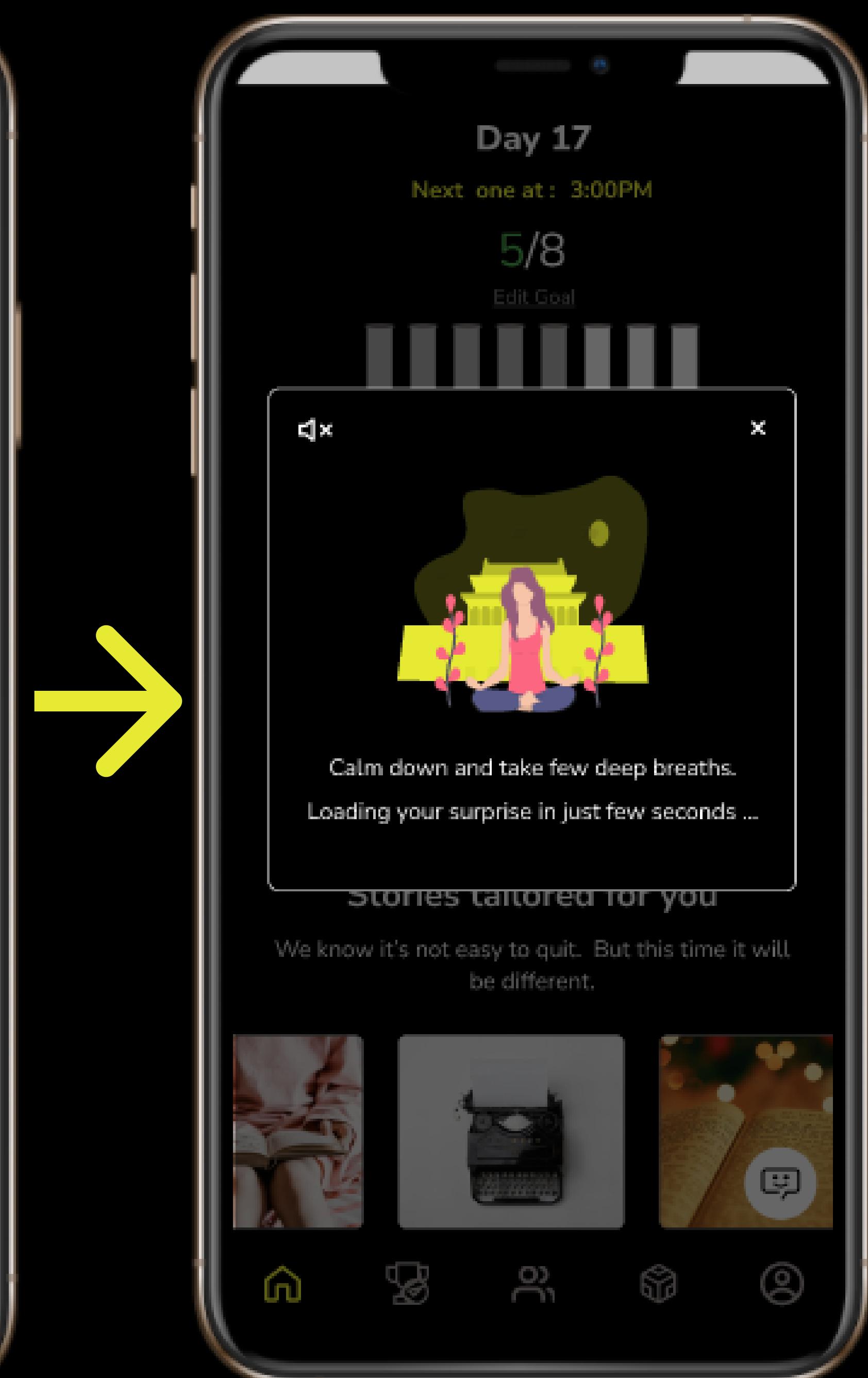
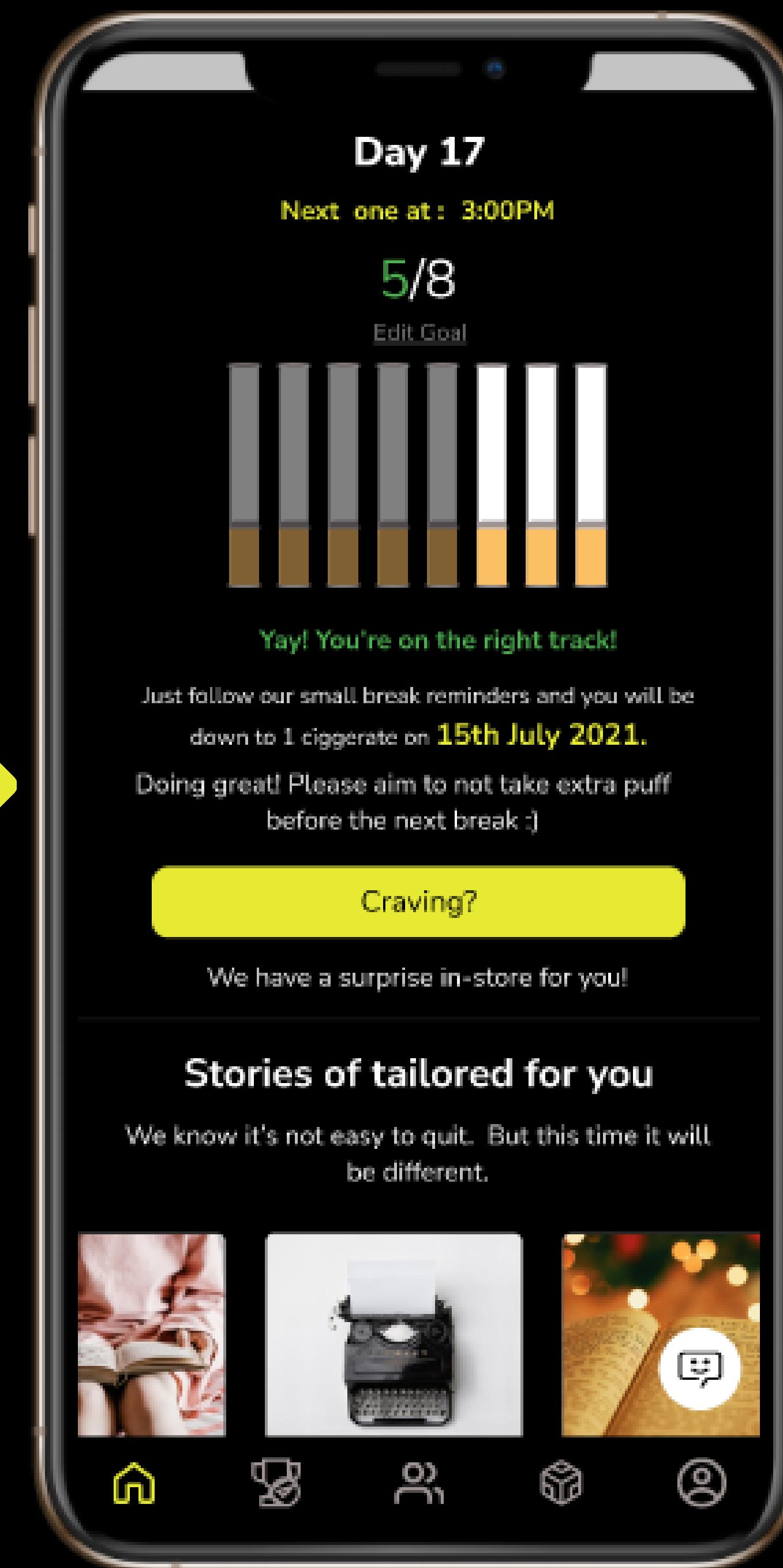
What motivates you to quit smoking?

3/3

When do you wake up?

How soon after you wake up do you smoke ?

Enable it so I can send you reminders and keep us on right track.



Cravings Corner

Rub me to know something exciting !



Still Craving?

Satisfied!



Cravings Corner

Scratch me to know something exciting !



Still Craving?

Satisfied!



Did you smoke?

Yes

No!



Yay! We did it.

I want to quit smoking because I value my relationship and health.

You will be down to 1 cigarette on
1st July 2021.



The Conqueror

Controlled your craving for the 25th time

Would you like to provide me some information about your craving as we are in this together so I can personalize our experience.

Sure

Nah! I'm fine



The Conqueror

controlled your craving for the 25th time

How strong was your desire to smoke?

et much more. [Anchibiki](#)

Can you please tell me your reason for
travelling?

tress

Alone

Peers

hungry

Write your own!

Submit



It's fine to relapse, 70% of us do. But don't make it a habit. Gear up again and move forward.

Would you like to provide me some information about your craving as we are in

relations

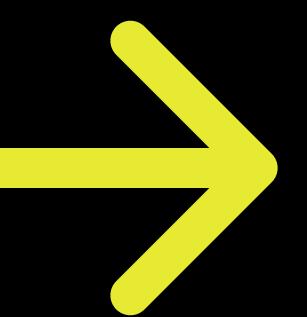


It's fine to relapse, 70% of us do. But don't make it a habit. Gear up again and move forward.

Would you like to provide me some information about your craving as we are in this together so I can personalize our experience.

Sure

Nope, one time thing.



It's fine to relapse, 70% of us do. But don't make it a habit. Gear up again and move forward.

How many cigerates do you smoke?

2

So you smoked! Not a disaster and you don't have to return to full-blown smoking if you don't want to. So here are two options:-

Change your quit date ⓘ

Don't change it ⓘ

Do you need a bit of extra help?

Call helpline



It's fine to relapse, 70% of us do. But don't make it a habit. Gear up again and move forward.

How many cigerates do you smoke?

2

So you smoked! Not a disaster and you don't have to return to full-blown smoking if you don't want to. So here are two options:-

We will again re-calculate the values on your dashboard and the day you will be down to one cigerate. Choose this one when you think it's very difficult to resist smoking for you.

Do you need a bit of extra help?

Call helpline



The Hook



Trigger

External Trigger :- Reminder Notifications

Internal Trigger:- Difficulty in controlling cravings



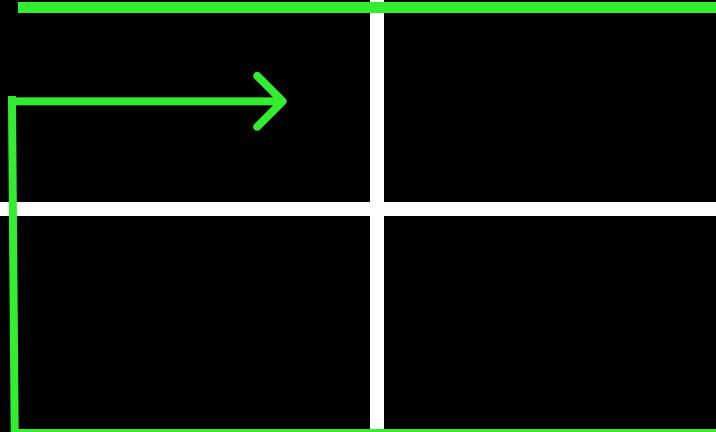
Action

Opens the App



Investment

Enter craving data and customize the app for next break.

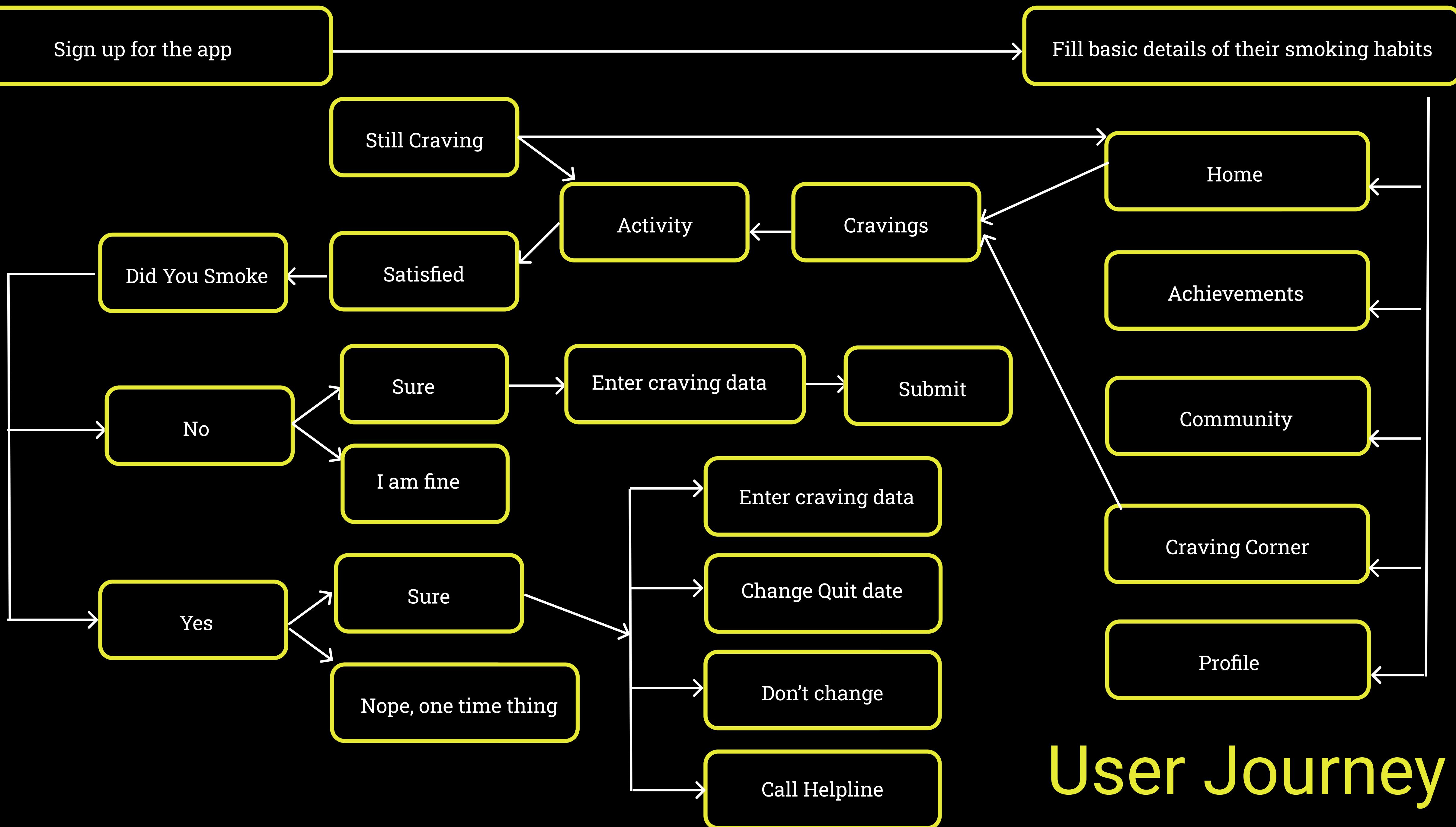


Variable Reward

Sees different methods to control his cravings and how (reward of the hunt)

Sense of satisfaction fo controlling the urge of smoking (reward of the self)

User Journey



Tech Overview

- Time series prediction and forecasting 

We would use this to analyse the data entered by the user during registration, to give them a predicted estimate, hence they would be down to one cigarette. And if the number of cigarette intake changes then the model will adapt according to the changes.

- Randomize function 

A database would be created where the random activities would be saved and when the user clicks on the cravings tab the a random activity would be generated.

- Application Programming Interface (API) 

Using Auth 2.0 to access google APIs

- AC2 and S3 AWS services to store data.

Firecrunch for non-relational database with multiple functionality like push notifications etc..

Metrics

- Awareness
- % reach & engagement from GTM campaigns
 - No. of social media posts/Month
-

- Acquisition
- Total App downloads /Total page visits
 - Total App downloads/ week
 - Customer acquisition cost
-

- Activation
- Total logins/App downloaded
 - No. of app downloads/ No. users who didn't complete registration
 - DAU/MAU
-

- Engagement
- Avg. time spent on the app/user
 - No. of time cravings tab clicked/user
 - No. of stories watched/user
 - Time spent on cravings corner/ Time spent on app
 - No. of users updating inputs/ day
 - No. of times users resist smoking/ No. of urges
-

- Retention
- No. of app opens per day/user
 - No. of times still craving clicked/No of clicks on craving
 - Churn Rate
-

THANK YOU