

WHAT DID YOU OBSERVE?

What did you **see**?

- Only 1 out of 5 people have the plan to quit smoking in near future
- 3 out of 5 people tried to quit smoking and failed
- 5/5 people do not believe in quit smoke aid they prefer self-control
- 2/3 people feel that a social pressure from close relationships (girlfriend, wife and children) will help them to quit more than another aid.

What did you **learn** in your interview and research process?

- People do not have enough pressure to cease smoking
- Society also restrains one from quitting as most of their friends' smoke, that tempts one to smoke.
- Everyone know the harm that is caused to them because of smoking but they are not ready to confess it with their loved ones.
- People do not believe in quit aid. Lack of information make them do not believe in the benefit of quit smoke.
- People do not prefer to share their smoking experience with their loved ones as they don't want to be judged by someone.
- It makes them hard to quit smoking with only self-confidence as a tool.

What **surprised** you during your research?

- The most surprise with me is people do not want any support when they try to quit smoking

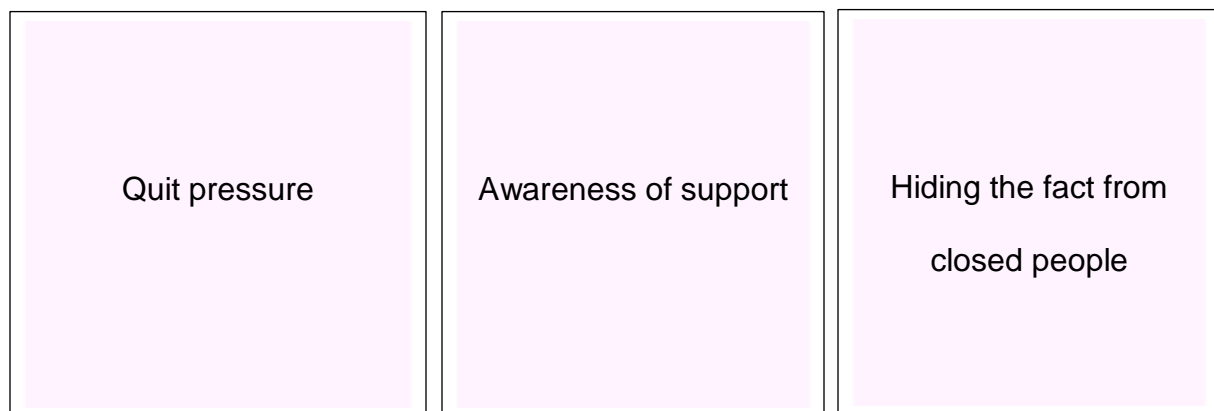
- And some of them don't even want to try quitting as they argue with a point that, smoking helps them to improve their efficiency and help them get some peace.

PATTERN

What has been consistent across your research (interview, observations, secondary research, primary research)?

- People have not got enough pressure to quit smoking
- Quitting smoke is so hard especially when trying without any support and easy to relapse when socializing with smoking friends.
- People do not aware of smoke aid and want to secure their smoke habit

What are the 3 commonalities you have learned about the user group you are researching?



Most of them who smoke comes under three major categories as follows.



It's a category of amateur, intermediate and hardcore smokers.

If you could synthesize the above questions into 5-6 “buckets” what would they be?

Quit pressure

Quit support aid
awareness

Smoking fact share with
close people

Quit smoke process

Social impact

USER PERSONA

What did this user say? (user quote)

I always smoke when am at work as that makes me feel more energetic and brisk

What does this user do? (user quote)

Do not believe in quit smoke aid, try quit some time and failed, do not quit because it is hard

Memorable name:

- 35 years old
- Have family
- Long time smoking
- 1 pack a day
- Live in city work in office
- There are smoking friends

What does this user think? Quit smoke is so hard and I have no chance to success

What does this user feel?

Hide information from close people
Dizzy, hard to concentrated, affect memory when quit smoke

Motivations

- Quit smoke under pressure of family member
- Escape from depending of cigarette

Needs

- Awareness of current smoking habit and quit smoke methodology
- Quit smoke aid

Challenges

- Live in smoking environment
- Frustration, restlessness, depressed mood when quit smoke

INSIGHT

(user) Bala Govindarajan Need to quit smoking but he can't quit because of two reasons mainly. He can't hold a count on his cigarette and he is getting the craving to smoke when he sees his social circle smoking

Because He is aware of the harmfulness of smoking and he also thinks that smoking brings fight within his personal relationships and he feels fatigue at a long run

Insight: Providing him with a way to keep a track of his cigarette pattern and giving him an exact count on how many cigarettes one smoke will help him to maintain a schedule to quit smoking and creating a social pressure would also help him to quit smoking easily.

Quote or Story that informs insight

Making someone to have a way to create social pressure to quit smoking and helping someone to have an exact count on the number of cigarettes that one smoke and the harmfulness that one made to themselves will make them understand what they are doing and will help them develop a pattern to quit smoking.

Because, leaving the addiction with self-control in a single day is not possible. They should try to reduce the count every day. For example, if one smoke 10 cigarettes per day then one should restrict it to 9 sticks for the next week.

