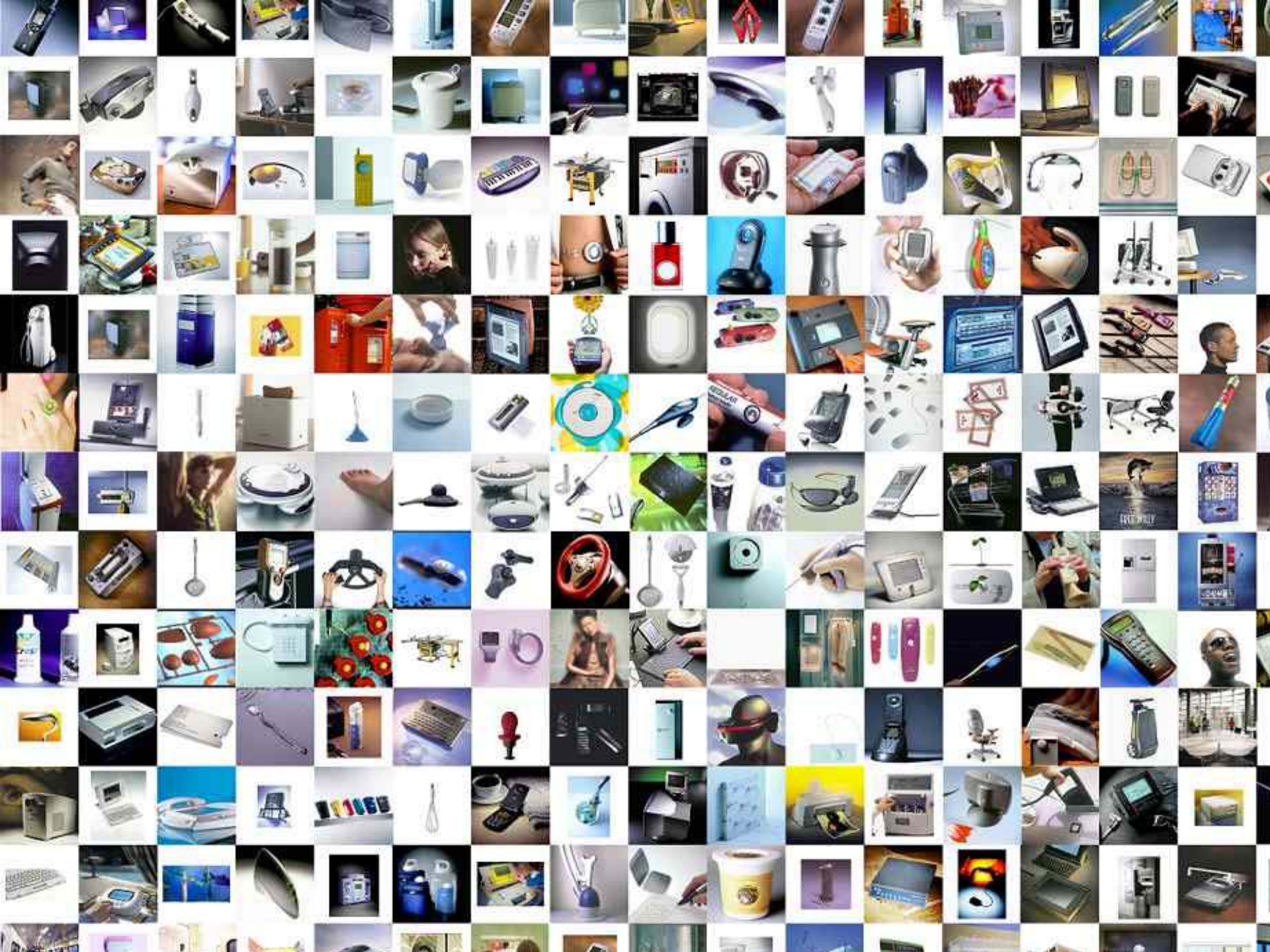


Needed: a consumer-centered  
paradigm for tobacco cessation  
products & services

*Designing for Demand: Core  
Principles and Design Strategies”*

Peter Coughlan  
pcoughlan@ideo.com



# ABC Nightline -- the Shopping Cart



# Palm V



# Oral B Toothbrush



# Zyliss kitchen tools



# Amtrak Acela Club Car



Shopping

New Planner Packages

- Planner Packages
  - All Planner Packages
  - Planner Packages For Men
  - Planner Packages For Women
  - Wire-Bound Planner Packages

Paper Planning

Electronic Planning

Binders

Business Cases & Totes

Books & Audio

Accessorize

Clearance

Special Offers

Public Workshops

Personal Coaching

Training & Consulting

Get Organized

Shopping

Library & Resources

# Planner Packages

# SAVE 15%

New Classic-size Planner Packages are quick, convenient, and affordable

FOR WOMEN

FOR MEN

WIRE-BOUND

VIEW ALL

All Planner Packages

[View All](#)



[Classic Blooms Planner Packages](#)



[Classic Compass 7 Habits Wire-bound Planner Packages](#)



[Classic Compass Weekly Wire-bound Planner Packages](#)



[Classic Her P.O.V. Planner Packages](#)



[Classic In The Game Planner Packages](#)



[Classic Julie Morgenstern Planner Packages](#)



[Classic Original Planner Packages](#)



[Classic Simplicity Planner Packages](#)





Meanwhile, what about the design of smoking cessation products & services?

## Quit Smoking Successfully



Undo the Damage by Kicking  
Nicotine in "The Butt"

  
Wellness  
*Longs Drugs*



### "This time I'll quit for sure!"

You probably know smokers who have tried to quit more than once. Each time they relapse, they become more discouraged. However, the more times you attempt to quit, the greater your chances of success, so keep on trying! Your healthcare professional or pharmacist can direct you to an appropriate program to help assess whether you are really ready to stop smoking. Many programs offer individualized counseling and evaluation that provide the behavior modification and support you need to break your psychological dependency.

Quitting is hard, but it's not impossible. If your healthcare professional is not willing or able to help you through the process of quitting, look for someone who will give you the support you need as you tackle your body's dependence on nicotine. To join the ranks of successful quitters, you need to give yourself every advantage you can. Become one of the growing numbers who quit smoking for good.

Will you ever be able to give up cigarettes? Yes, you will—if you get the help you need. Call your healthcare professional tomorrow and get started!

This information is developed and made available by the  
American Pharmaceutical Association  
the national professional society of pharmacists.



Special Price  
\$2 OFF

Special Price  
\$2 OFF

25

Nicorette  
Nicorette  
Nicorette  
Nicorette  
Nicorette  
Commit  
Nicorette  
Nicorette

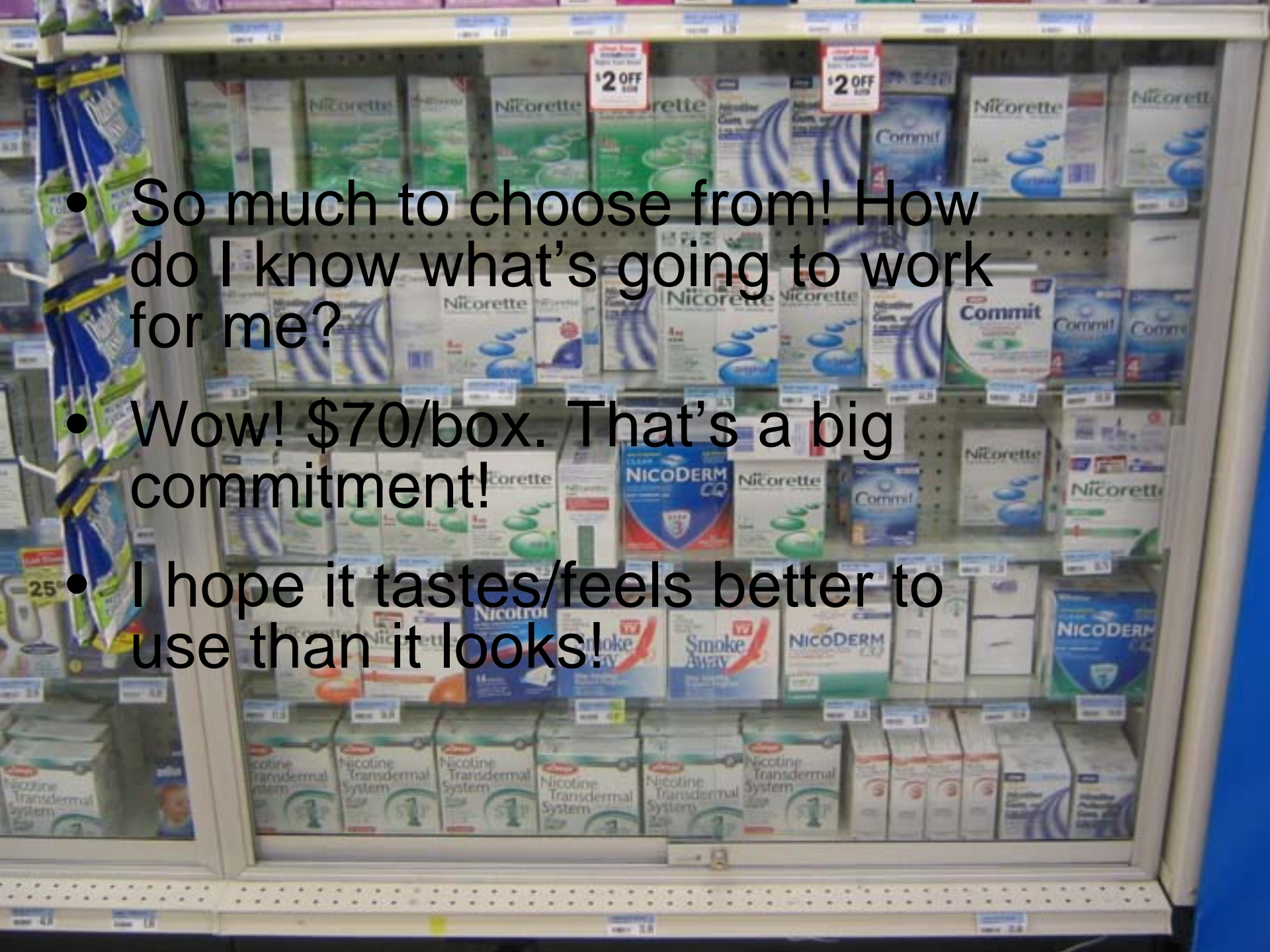
Nicorette  
Nicorette  
Nicorette  
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Nicorette  
Commit  
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Nicorette  
NICODERM  
Nicorette  
Commit  
Nicorette  
Nicorette

Nicorette  
Nicorette  
Nicotrol  
Smoke Away  
Smoke Away  
NICODERM  
NICODERM

Nicotine Transdermal System  
Nicotine Transdermal System  
Nicotine Transdermal System  
Nicotine Transdermal System  
Nicotine Transdermal System  
Nicotine Transdermal System

Design “opportunities” at  
“first moment of truth”



- So much to choose from! How do I know what's going to work for me?
- Wow! \$70/box. That's a big commitment!
- I hope it tastes/feels better to use than it looks!

# Design principle #1:

- Allow me to kick the tires



## Start Losing Weight Today!

Learn to make positive changes to lose weight and keep it off.

▶ [Learn More](#)

### Weight Watchers Meetings

Coaching and real-life insights to help you reach your goals.

- ▶ [Find a meeting](#)
- ▶ [Learn More](#)

**FREE  
REGISTRATION!\***

▶ [Click for Details](#)

### Weight Watchers Online

Interactive resources to follow our plan step-by-step online.

- ▶ [Sign Up Now](#)
- ▶ [Learn More](#)

One-Week  
**FREE TRIAL!**

▶ [Click for Details](#)

### More From Weight Watchers

#### For your weight-loss needs

Explore [WeightWatchers.com](#)

#### Weight Watchers eTools

The Internet companion for meetings.

#### Free e-mail newsletter

Get free recipes, tips and more!

#### Are you from Canada?

Explore [WeightWatchers.ca](#)



# Design principle #2:

- Lower the bar



Browse

Recommendations

Friends

Queue

Movies, actors, directors, genres

SEARCH

Welcome, Peter Coughlan



Give family members their own Queue

# Your Queue

91 movies

[See Related Questions](#)

## At Home

Movie Title	Star Rating	MPAA	Genre	Shipped	Est. Arrival
1 <a href="#">Contempt</a>	⊖ ★★★★★	UR	Foreign	11/28/05	11/29/05
2 <a href="#">The Corporation</a> ⚡	⊖ ★★★★★	UR	Documentary	11/21/05	11/22/05
3 <a href="#">Passion of Anna</a>	⊖ ★★★★★	R	Foreign	10/25/05	10/26/05

[Report shipping problem](#)

## DVDs in Your Queue

Update Your Queue

Priority	Movie Title	Star Rating	MPAA	Genre	Availability		
1	<a href="#">Malice</a> ⚡	⊖ ★★★★★	R	Thrillers	Now		
2	<a href="#">Smiles of a Summer Night</a>	⊖ ★★★★★	NR	Foreign	Now		
3	<a href="#">My Dinner with Andre</a>	⊖ ★★★★★	PG	Drama	Now		
4	<a href="#">The Silence</a>	⊖ ★★★★★	UR	Foreign	Now		
5	<a href="#">Tieta of Agreste</a>	⊖ ★★★★★	NR	Foreign	Now		
6	<a href="#">Lisboa</a>	⊖ ★★★★★	NR	Foreign	Now		

# Design principle #3:

- Design aesthetically pleasing stuff

## The Brewing Process

USING THE RIGHT EQUIPMENT  
WITH THE RIGHT INGREDIENTS

*How you grind your beans, the equipment you use and your preparation all play integral parts in putting that delicious masterpiece together. Let us know what you're working with and the drink you want to make – we'll create a simple worksheet for your specific needs.*

COFFEE BEVERAGE

BREWING MACHINE



Copyright ©2005 Starbucks Corporation. All rights reserved.

## Beverage lineup

**Expertly crafted.**  
Always satisfying.  
The complete lineup of  
our signature drinks.



# Design “opportunities” for the road ahead

# This time, do it for good.

Stopping smoking starts here.



Roll over to find out more.

search:

[CommittedQuitters.com](#)

[Advanced Search](#)

[Home](#) | [Why 3 Elements](#) | [FAQs](#) | [Press Room](#) | [Health Resources](#) | [About Us](#) | [Contact Us](#)



## Where Are You In The Quitting Smoking Process?

Thinking

Getting Ready

Quitting

Keeping With It

Encouraging Others

If you haven't done the Quit Personal Profile, it only takes a minute to see how quit.com can work its hardest for you.

## Determined to quit? This time, do it for good.

We're not going to lie to you. Quitting smoking is tough. But it is achievable. Try quitting the way ex-smokers swear by.

By attacking your addiction from three directions - mind, body and habit - you're covering all the different cravings inside you. So you can finally say "No more cigarettes. This time, it's going to stick."

Quit. Cope. Succeed. Just come back to quit.com whenever you need guidance or motivation. We'll be here with new info and support to back you up.

Defense Commissary Agency  
**Sweepstakes**

Proud Sponsor of NASCAR

Surgeon General's Report  
40th Anniversary



Save from 10-38%  
on this and other OTC  
medicines  
[click to learn more](#)



## Go for the Checkered Flag!

Everyone knows quitting is winning. Here's where to rev up your engine - and get out to a fast start ahead of the pack.

See the Nicorette Fresh Mint™ car



Which Quit Aid  
is right for you?



## Quitting Crew

Follow five fans going smoke free.



## Download Photos

Get your pics from race day now

Make a winning move.  
Even if you're on this floor.



# This time, do it for good.

Stopping smoking starts here.



Roll over to find out more.

search:

CommittedQuitters.com

Advanced Search

Home | Why 3 Elements | FAQs | Press Room | Health Resources | About Us | Contact Us

- What happens after the first week?

- How do I know it's working?

- Who else can help me?

- How does all this quit stuff link together?

- How do I fit quitting into my life?

Thinking

Getting Ready

Quitting

Keeping With It

Encouraging Others

If you haven't done the Quit Personalized Plan in 10 minutes to see how quit.com can work its hardest for you.

Determined to quit? This time, do it for good.

We're not going to lie to you. Quitting smoking is tough. But it is achievable. Try quitting the way ex-smokers swear by.

By attacking your addiction from three directions - mind, body and habit - you're covering all the different cravings inside you. So you can finally say "No more cigarettes. This time, it's going to stick."

Quit. Cope. Succeed. Just come back to quit.com whenever you need a little extra motivation. We'll be there with new information to build you up.

Defense.com's 2007 NASCAR Sweepstakes

Official Sponsor of NASCAR

Surgeon General's Report



Save from 10-38% on this and other OTC medicines. [Click to learn more.](#)



### Go for the Checkered Flag!

Even if you're not racing, it's time to rev up your engine - and get out to a fast start ahead of the pack.

See the Nicorette Fresh Mint™ car



Which Quit Aid is right for you?



### Quitting Crew

Follow five fans going smoke free.



### Download Photos

Get your pics from race day now



Make a winning move. Save 15% on this Nicorette.



# Design principle #4:

- Facilitate transitions





## The Official Change of Address Form

(\* Required fields)

### Type of Move

[Help](#)

- Individual
- Family
- Business


**TIP:** Select "Family" if everyone in your household has the same last name and everyone is moving to the same new address. If you receive mail by more than one name (maiden name, married name or nickname), select "individual" and fill out a separate form for each name.

**Temporary** - Check here if you plan to move back to your old address in less than 6 months. [More info](#)

### Mail Forwarding Date

[Help](#)

\* Start forwarding mail on

  
mm/dd/yyyy 

[< Previous](#)

[Next >](#)

[Change of address help](#)

# Design principle #5:

- Make progress tangible

<http://www.fitlinxx.com/workout/default.asp>
[Apple](#) [.Mac](#) [Amazon](#) [eBay](#) [Yahoo!](#) [News](#) [Outlook Web Access](#) [Web TC](#) [paycheck](#) [TUBE](#) [RoomWizard](#)
[Home](#) [Find a Facility](#) [What Is FitLinxx](#) [About Us](#) [Product Tour](#) [Articles](#) [Contact Us](#)

Welcome, Peter Coughlan!

Dec 1

 Logoff **GO**  
 My Profile **GO**

## Workout Notebook

### MESSAGE CENTER

 Inbox: [No new messages](#)

 Compose: [Message my instructor](#)

 Progress Reports: [October](#) | [September](#) | [August](#)

### QUICK STATS (Dec 1 - 6)

<b>FitPoints</b>	<b>339</b>
<b>Workouts</b>	<b>1</b>
<b>CV Time</b>	<b>0:50:00</b>
<b>CV Calories</b>	<b>232</b>
<b>Stations</b>	<b>4</b>
<b>Weight [lbs.]</b>	<b>4,890</b>
<a href="#">&gt;&gt; Full Stats</a>	
<a href="#">&gt;&gt; Standings</a>	

### LOG A WORKOUT

[more info](#)

1. SELECT DATE      2. SELECT TYPE

December 2005      << >>

S	M	T	W	T	F	S
				1	2	3
4	5					

reset to today

- GO** **Cardio Machine**  
Treadmills, etc.
- GO** **Cardio Activity**  
Running, etc.
- GO** **Strength**  
Free Weights, etc.

#### CV Calories: This Month



232 calories =  
46 gummy  
bears!

#### Weight Lifted: This Month

4,890 lbs. =  
1 Beetles!



#### Community

##### [Fit Points](#)

239 responses

[Can you think yourself th](#)

96 responses

[weight-loss](#)

# Design principle #6:

- Foster community

Search Entire Site For  GO

**Recipe Favorites**

If you're a WeightWatchers.com registered user, you can save up to 25 featured Weight Watchers recipes.

[Register for free now](#)

---

**Start Today**

[Weight Watchers Meetings](#)

[Weight Watchers Online](#)

[Weight Watchers eTools](#)

**Connect with Community**



**Message Boards**

Whether you're sharing your success or a recipe or two, this is the place to make new friends and become inspired.

Select a board

**Today's Hot Topics**

- [Diet Soda Dessert Recipes](#)
- ["Teachers, how do you face food challenges?"](#)
- [What Motivates You?](#)

**Free E-mail Newsletter**

Get delicious recipes and more each week!



[Sign up now](#)

**FREE Registration\* at Meetings**

\*In participating areas. Pay only the weekly fee.

[Find a Meeting](#)

**Subscribe to WeightWatchers.com today!**



**Community Recipe Swap**

Search our database of over 15,000 favorite recipes submitted by our online community! New, delicious recipes are posted every day.

[Learn More](#)

**Recent Community Recipes:**

- [Spinach Pesto Dip](#)
- [Lasagna Rolls](#)
- [Turkey chili mexican pie](#)
- [Ferrare carrot soup](#)
- [Lentil and Ham Soup](#)

**Your Public Profile**




[Edit Your Profile](#)

Introduce yourself by

**New to the Message Boards?**



[WeightWatchers.com Community Primer](#)



**NEW!**

No Calorie  
**SPLENDA\***  
Flavor Blends

# Design principle #7:

- Connect the dots

iTunes  
Track 01

0:05 -0:16

View Search

LIBRARY	Name	Time	Artist	Album	Genre	Last Pl	Categ	Date Addec	BPM	Description
Music	<input checked="" type="checkbox"/> Voz Do Vento	3:14	Katia Guerreiro	Nas Mãos do Fado	Latin	1/26...		3/8/05 2...		
	<input checked="" type="checkbox"/> Meu Principezinho	3:11	Katia Guerreiro	Nas Mãos do Fado	Latin	1/26...		3/8/05 2...		
	<input checked="" type="checkbox"/> Romper Madrugadas	3:49	Katia Guerreiro	Nas Mãos do Fado	Latin	1/26...		3/8/05 2...		
	<input checked="" type="checkbox"/> Chora, Mariquinhas Chora	3:14	Katia Guerreiro	Nas Mãos do Fado	Latin	1/26...		3/8/05 2...		
	<input checked="" type="checkbox"/> September Grass	4:51	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> October Road	3:57	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> On The 4th Of July	3:25	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> Whenever You're Ready	4:14	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> Belfast To Boston	4:16	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> Mean Old Man	3:44	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> My Traveling Star	3:55	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> Raised Up Family	4:40	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> Carry Me On My Way	4:30	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> Caroline I See You	4:58	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> Baby Buffalo	4:50	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> Have Yourself A Merry Little ...	3:50	James Taylor	October Road	Pop	11/8...		3/8/05 5...		
	<input checked="" type="checkbox"/> Track 01	8:14	Gus	Odyssey Speech		7/26...		7/26/06 ...		
	<input checked="" type="checkbox"/> Stir It Up	3:40	Bob Marley & ...	One Love	Reg...	11/1...		3/8/05 1...		
	<input checked="" type="checkbox"/> Get Up Stand Up	3:19	Bob Marley & ...	One Love	Reg...	11/1...		3/8/05 1...		
	<input checked="" type="checkbox"/> I Shot The Sheriff	3:54	Bob Marley & ...	One Love	Reg...	11/1...		3/8/05 1...		
	<input checked="" type="checkbox"/> Lively Up Yourself	5:10	Bob Marley & ...	One Love	Reg...	11/1...		3/8/05 1...		
	<input checked="" type="checkbox"/> No Woman No Cry (Live)	7:12	Bob Marley & ...	One Love	Reg...	11/1...		3/8/05 1...		
	<input checked="" type="checkbox"/> Roots, Rock, Reggae	3:38	Bob Marley & ...	One Love	Reg...	11/1...		3/8/05 1...		
	<input checked="" type="checkbox"/> Exodus	4:30	Bob Marley & ...	One Love	Reg...	11/1...		3/8/05 1...		

Selected Item

Drag Album Artwork Here

The iTunes MiniStore helps you discover new music and video right from your iTunes Library. As you select tracks or videos in your Library, information about your selections are sent to Apple and the MiniStore will display related songs, artists, or videos. Apple does not keep any information related to the contents of your iTunes Library.

Would you like to turn on the MiniStore now?

Turn on MiniStore

If you don't want to turn the MiniStore on now, click Not Now. You can always access this page again and turn the MiniStore on at any time by selecting Show MiniStore from the View menu.

Not Now

**INSIDE THE STORE**

**Demon Days**  
Gorillaz  
Released 2005  
★★★★½

Reviews  
Gift This Music  
Tell a Friend

**MORE FROM GORILLAZ**

**Feel Good Inc...**  
Gorillaz  
Released 2005  
★★★★½

**Gorillaz**  
Gorillaz  
Released 2001  
★★★½

# Design principle #8:

- Connect to the rest of my life



**Weight Watchers Meetings**  
Coaching and real-life insights to help you lose weight and keep it off.

**Get FREE REGISTRATION** for a limited time.

[Learn More](#) or [Find a Meeting](#)  [▶](#)

**Weight Watchers Online**  
Interactive resources to follow our plan step-by-step online

[Learn More](#) or [Sign Up Now](#)

[▶ About Angelique...](#) [+](#)

\*In participating areas. Pay only the weekly fee.

**Choose the food plan that fits you best**  
with **New and Improved** Weight Watchers TurnAround® [▶ Learn More](#)

**Today's Feature**

**Ultimate Walking Challenge**

Ready for a little fitness challenge? Our series of 8-week walking plans can prepare you for a half marathon by the end of the year.

- ▣ Mardi Gras on a Diet
- ▣ Plan a Party and Stick with the Plan
- ▣ Fitness for Two

**Success Stories**

**Now I Know I Can Do Anything**

Losing 56 pounds\* sent Daphne's belief in herself soaring. Today, when something seems impossible, she thinks, "If I lost my weight, I can do this too!"

- ▣ Fifty Years Young
- ▣ Timing Is Everything

\*Results Not Typical

**Recipe of the Day**

**Turkey Meatloaf Muffins**

We took the guesswork out of portion control with these muffin-size turkey meatloaves. Enjoy them as a main course or serve them as sandwiches.

- ▣ More Recipes
- ▣ Community Recipes

**FREE Registration\***  
at Meetings

\*In participating areas. Pay only the weekly fee.

[▶ Find a Meeting](#)

**FREE TRIAL!**  
Weight Watchers Online

[▶ Sign up now](#)

Weight Watchers **Monthly Pass**

**FREE** registration.

**FREE** etools, internet weight-loss companion

**Unlimited** meetings each month

[▶ Learn More](#)

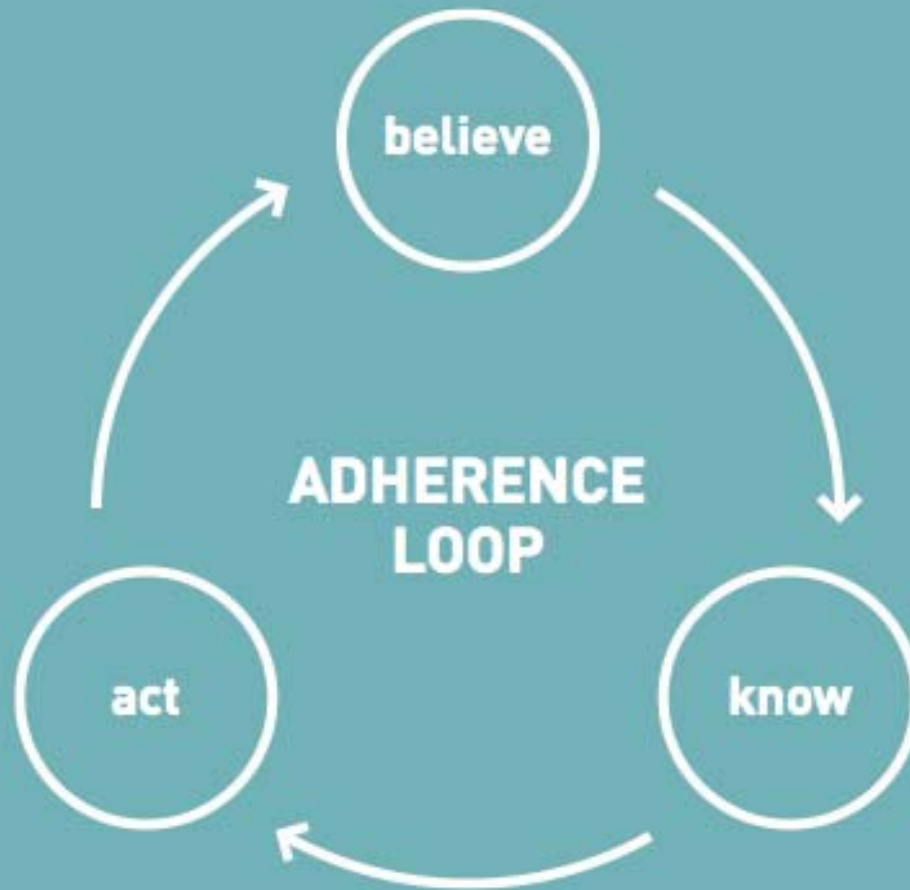
Free E-mail **Newsletter**

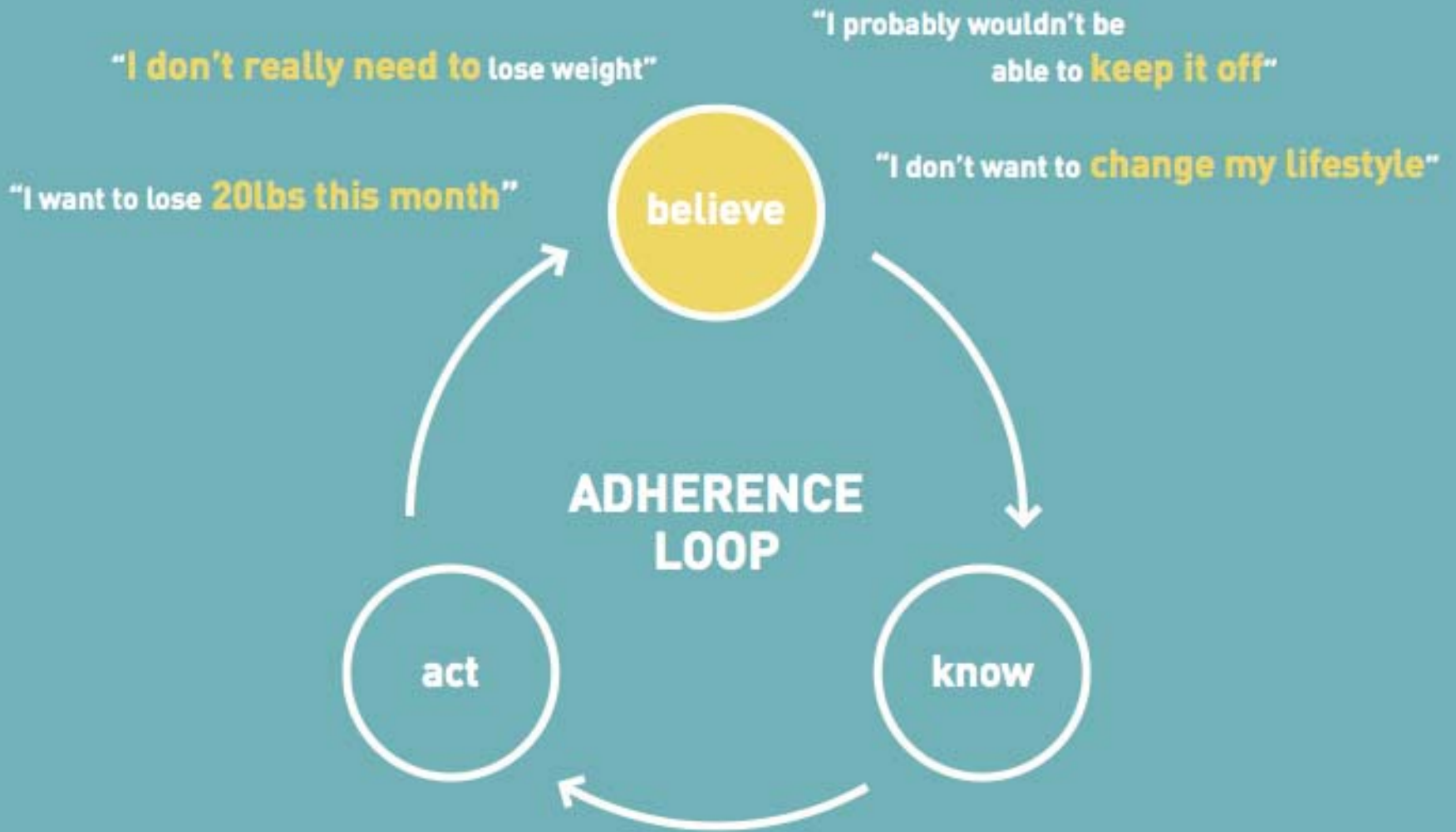
Get delicious recipes.

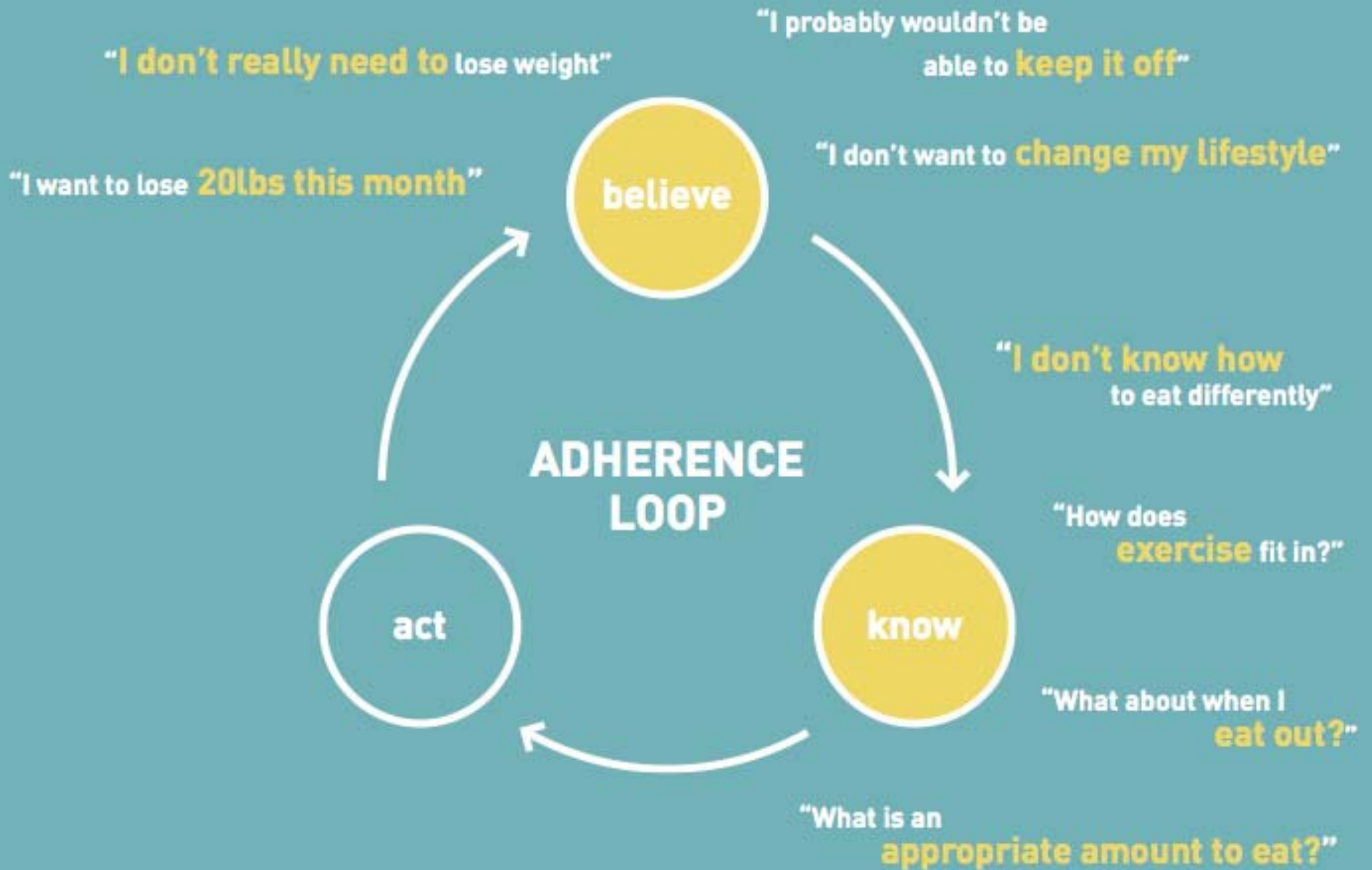
# Design principles

1. Allow me to kick the tires
2. Lower the bar
3. Design aesthetically pleasing stuff
4. Facilitate transitions
5. Make progress tangible
6. Foster community
7. Connect the dots
8. Connect to the rest of my life

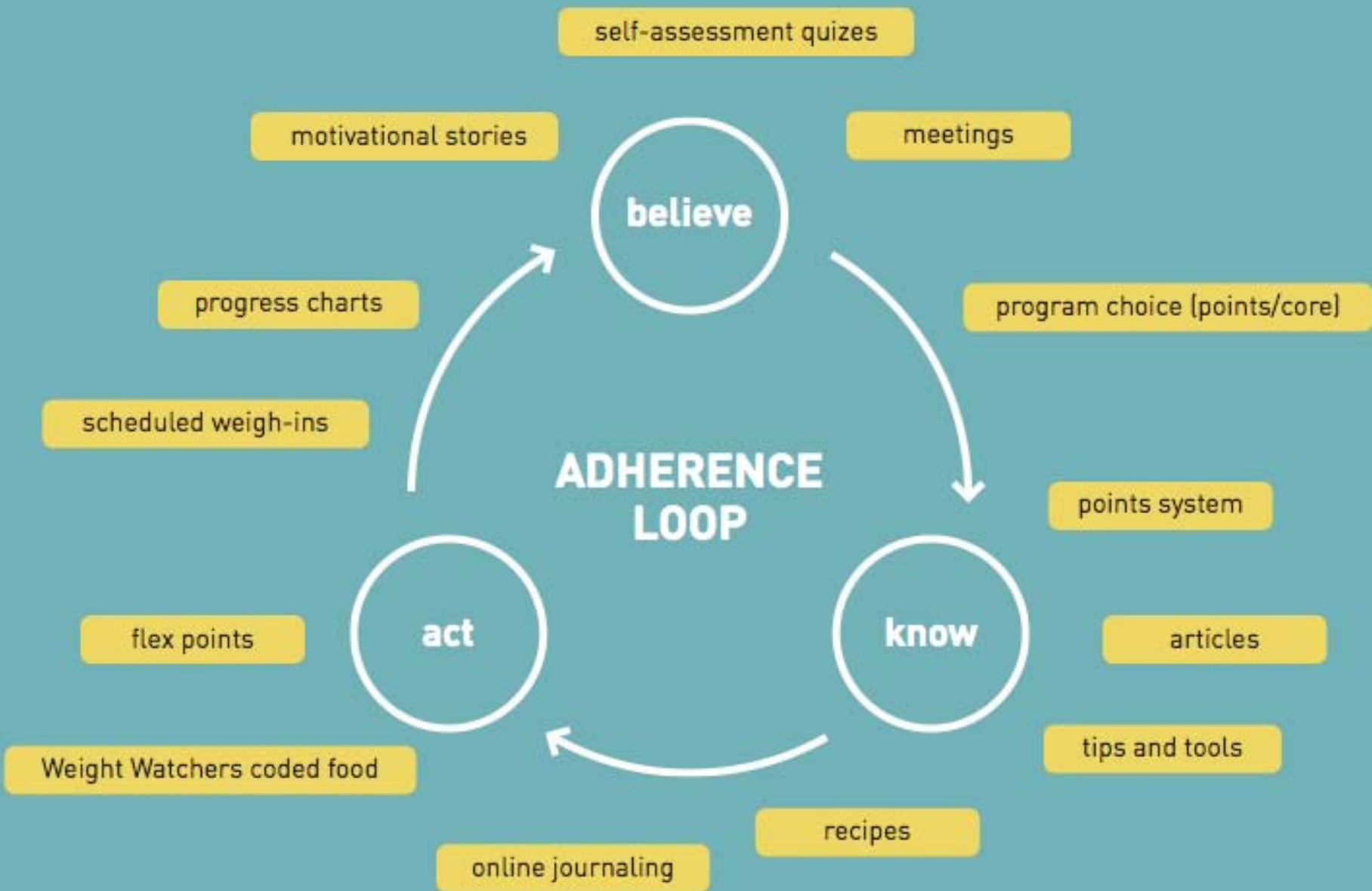
What about a framework to link  
these all together?













# Some strategies/tactics to consider:

1. Use consumer-centered principles to get you talking about existing products & services
2. Create a cessation framework to help you think “big picture”
3. Create scenarios that integrate products & services, then pilot them with customers

Good luck!