



# The Smiling Instead of Smoking (SiS) App



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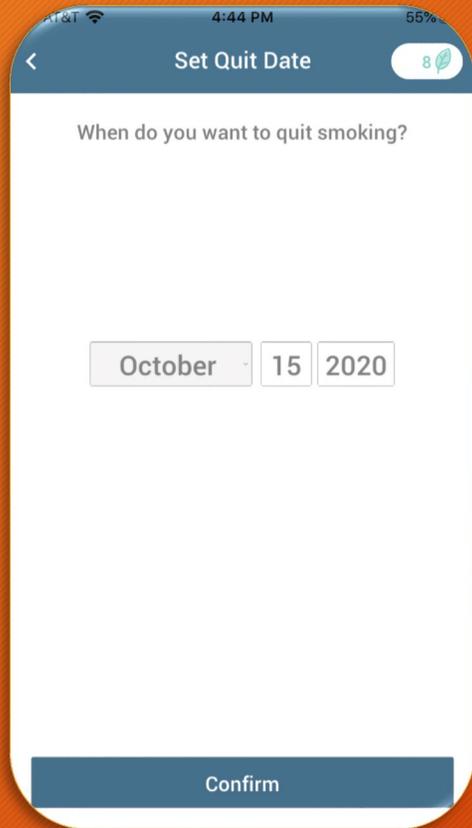
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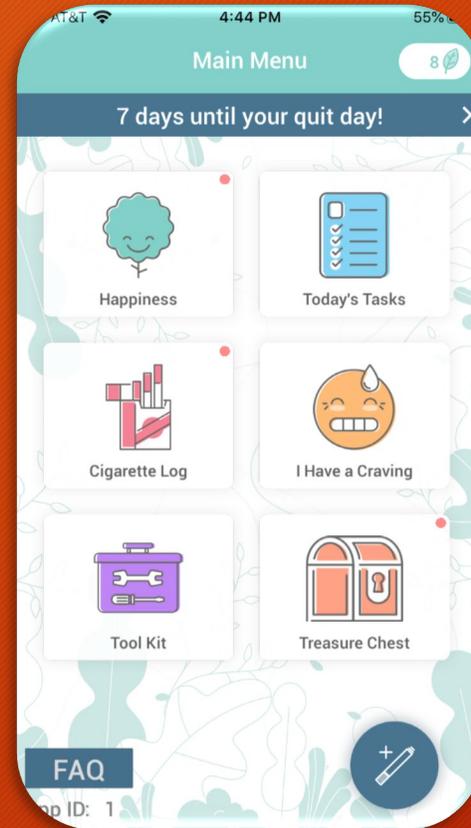
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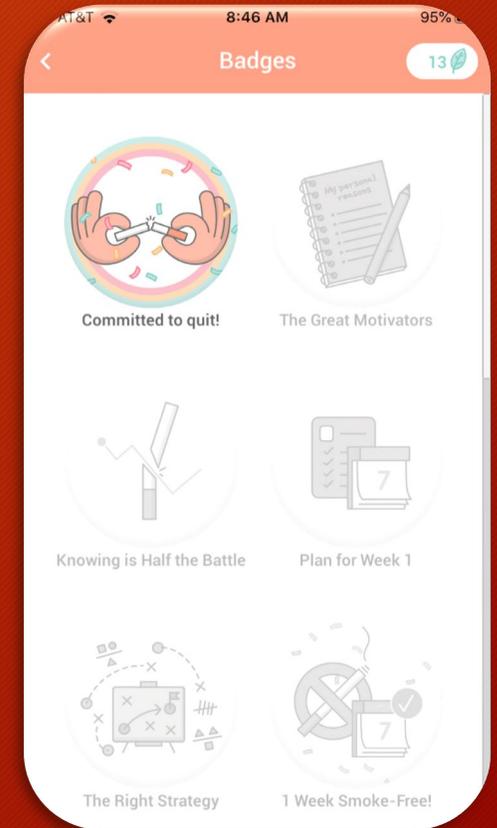
# Setting the Quit Date



App users are first asked to set their quit date



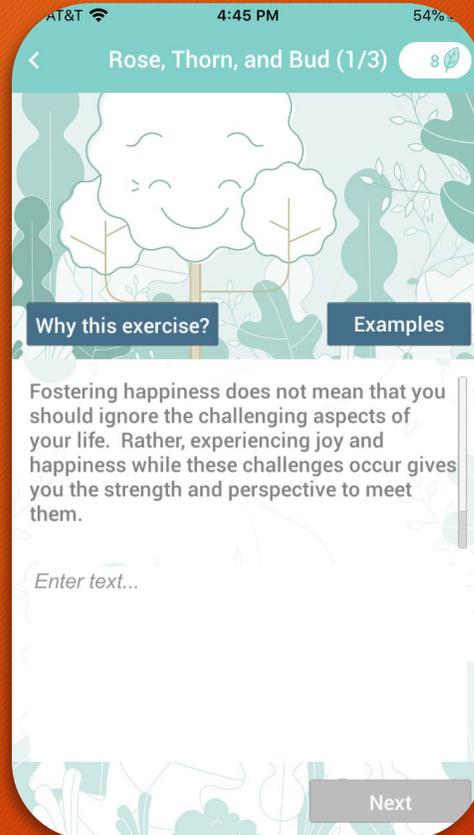
Upon doing so, they are awarded the first of many leaves and badges



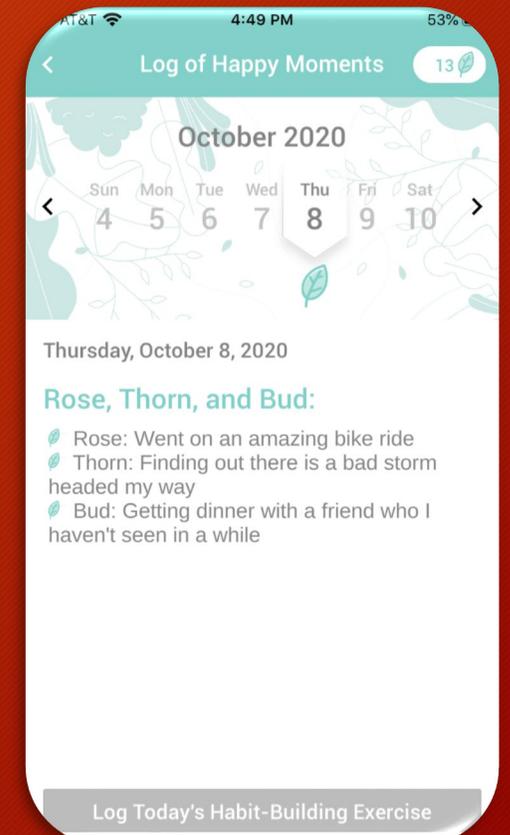
# Habit-Building Happiness Exercises



- Users are asked to engage in a daily exercise meant to foster awareness of the good things happening around them
- They can read about why the exercise was chosen and examples



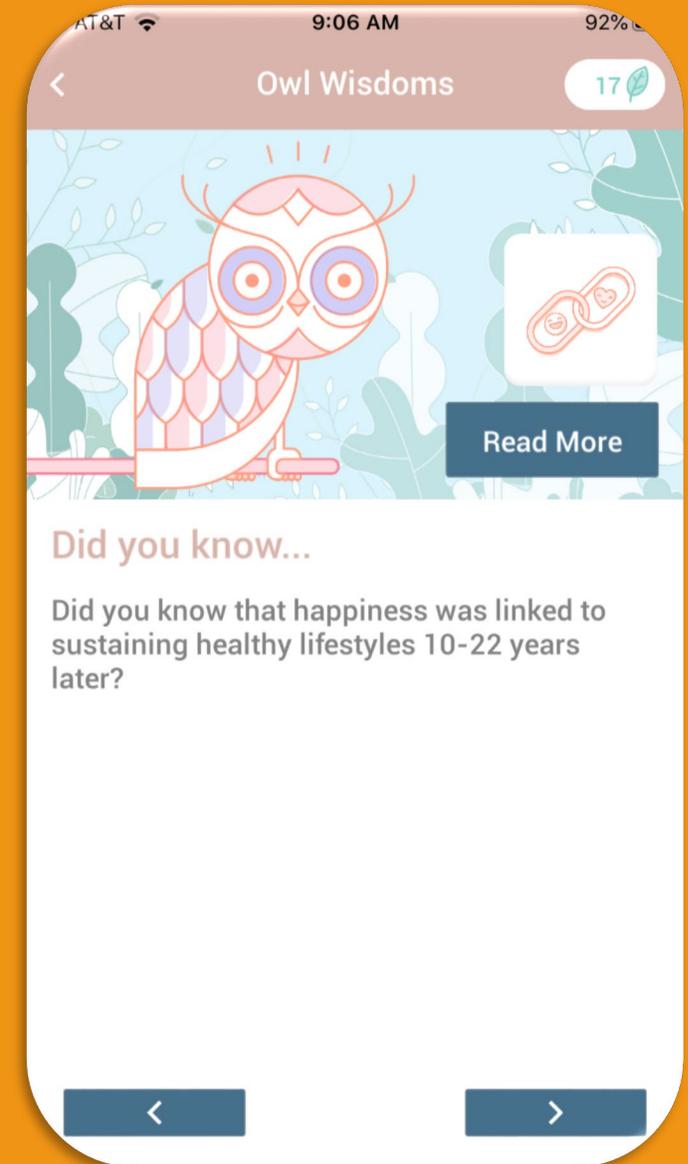
- Each day the app presents 1 of 3 happiness exercises
- Users can access their “Log of Happy Moments” at any time



# Habit-Building Happiness Exercises

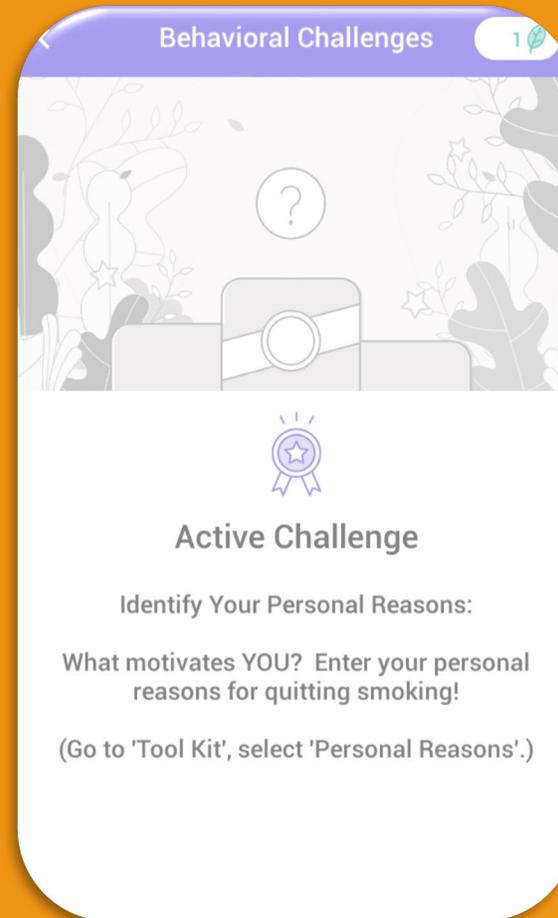


- Owl Wisdoms, which are scientific facts explaining why happiness is so important, are presented throughout the quit attempt
- By clicking “read more” users are brought to the official website reporting this science finding

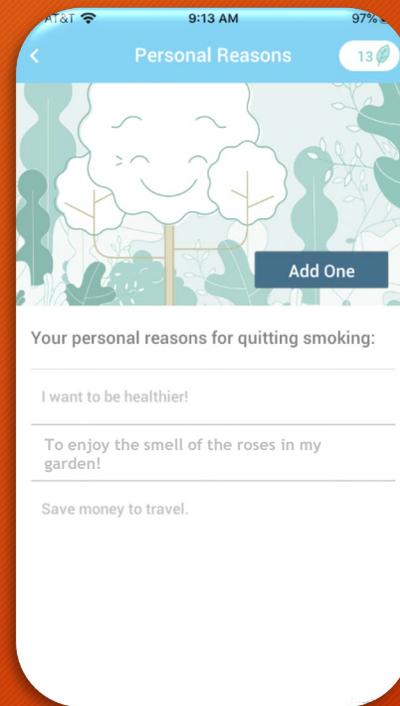
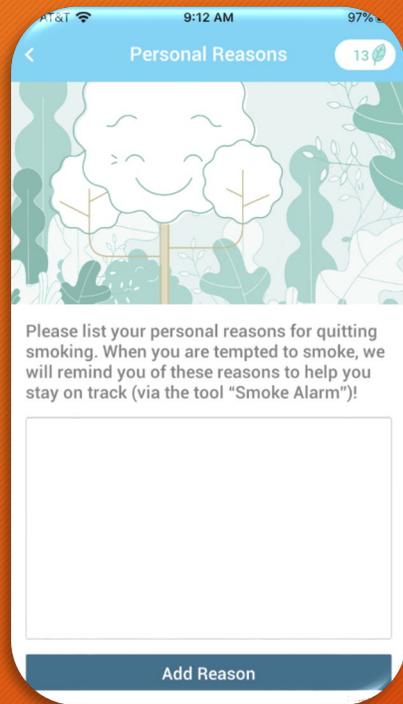


# Guidance on Quitting

- Every 2-3 days, users are presented with behavioral challenges designed to keep them on track with quitting and engage them in the app's ad libitum tools
- Tasks range from identifying personal reasons for quitting smoking to making a plan for one's first week smoke free
- After 7 weeks of using the app, all of the badges should be filled in as complete!



# Personal Reasons

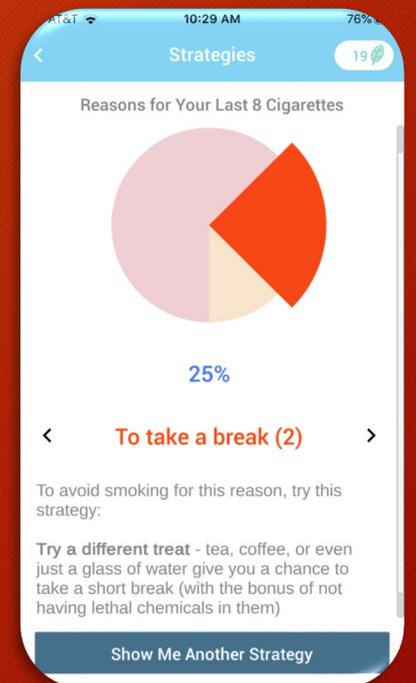
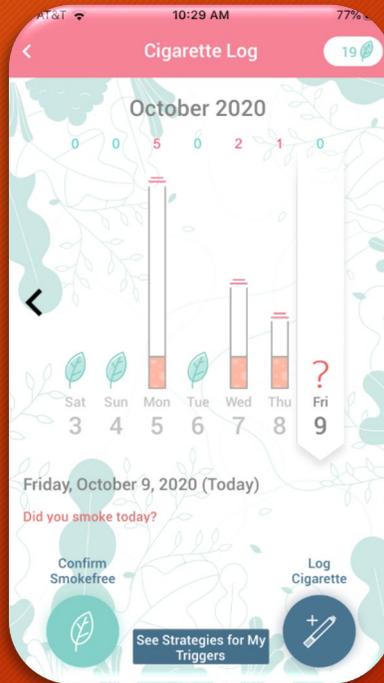
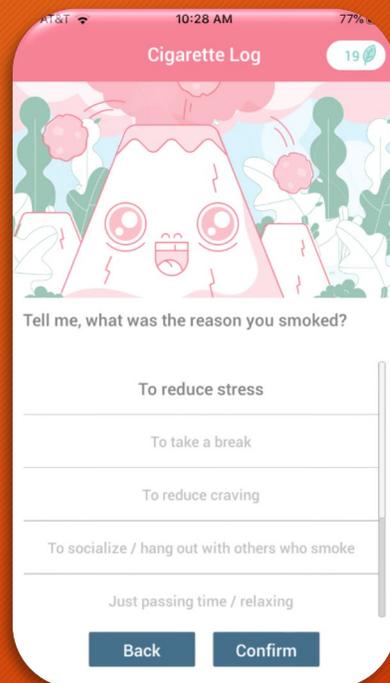
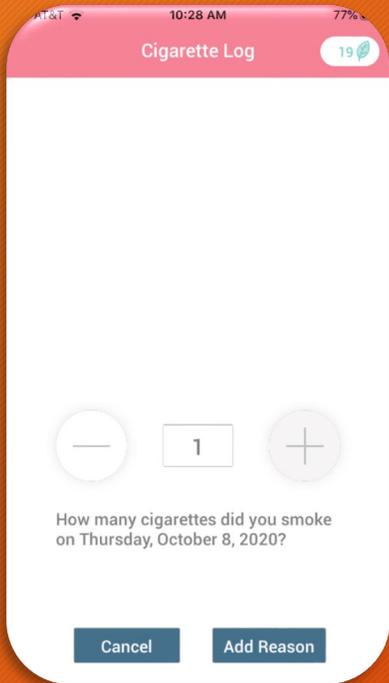
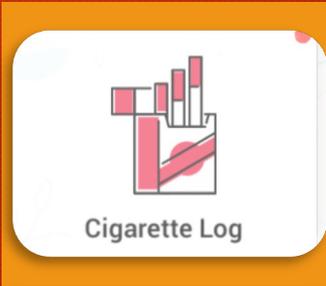


One example of a behavioral challenge is Personal Reasons, which prompts app users to list their personal reasons for quitting smoking

App-users can add to this list throughout their quitting process and are encouraged to reference it if they have a craving

These reasons are then used to generate personalized push-notifications for challenging times

# Logging Cigarettes



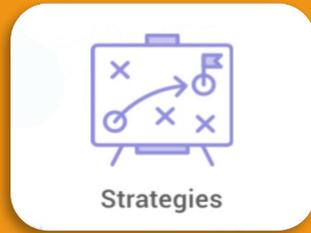
Users are asked to log each cigarette that they smoke

For each cig. the app will ask why they smoked the cigarette

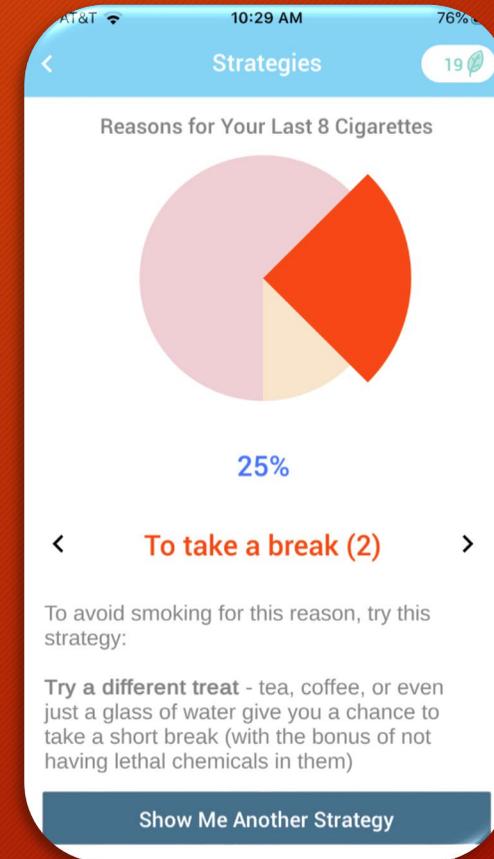
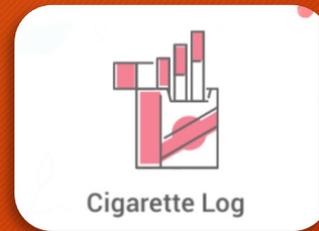
A calendar provides an overview of logged cigarettes

A pie chart is generated to help users understand their smoking triggers

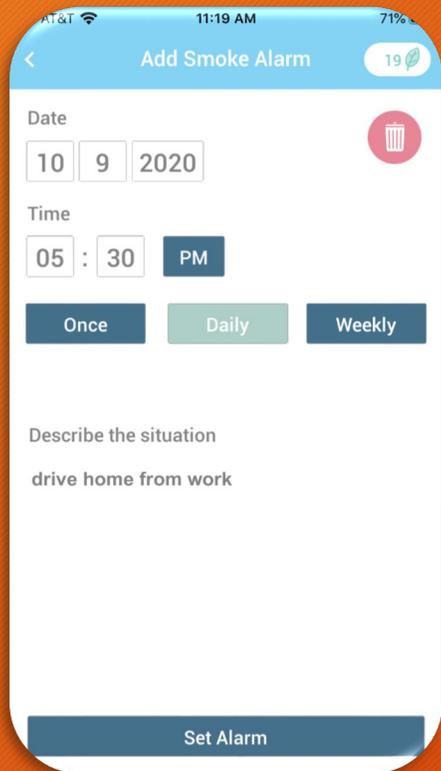
# Strategies for Triggers



- Users can access the pie chart, highlighting user-specific strategies by selecting:
  - The cigarette log
  - The Tool Kit
- To view additional strategies for each trigger, users can select, “show me another strategy”
- To view strategies for their different triggers, users can select the black arrows



# Managing Challenging Times



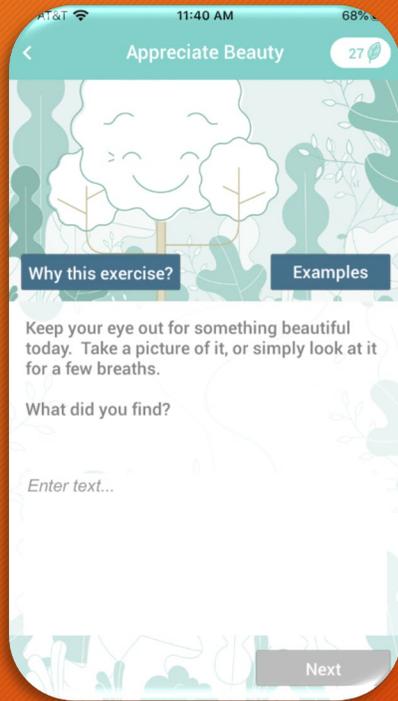
Using the Smoke Alarm feature, users can identify triggers ahead of time and set a reminder to use their pre-selected strategy at that challenging time

This tool works together with the Personal Reasons feature to provide personalized Smoke Alarms

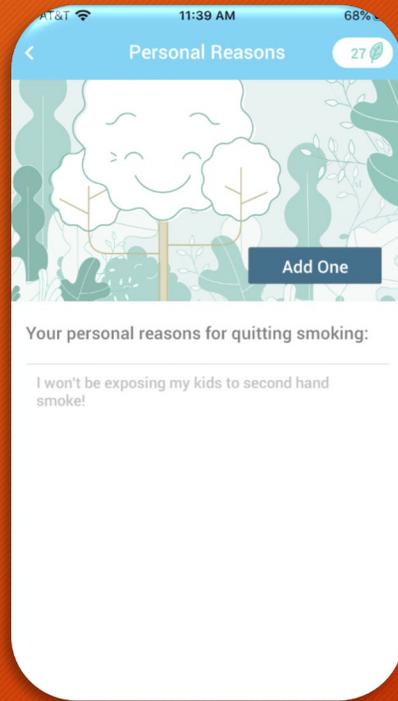
# On-Demand Tools



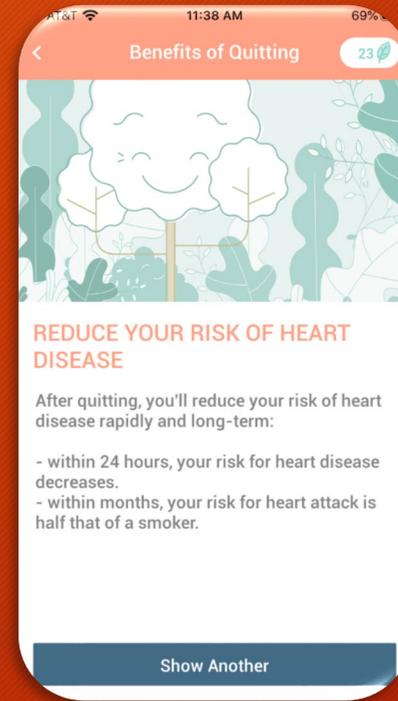
For in the moment triggers:



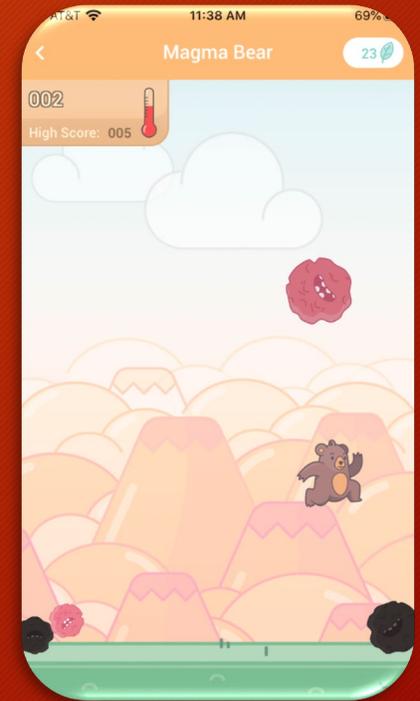
Happiness boost exercises



A log of personal reasons for quitting



A list of benefits of quitting smoking

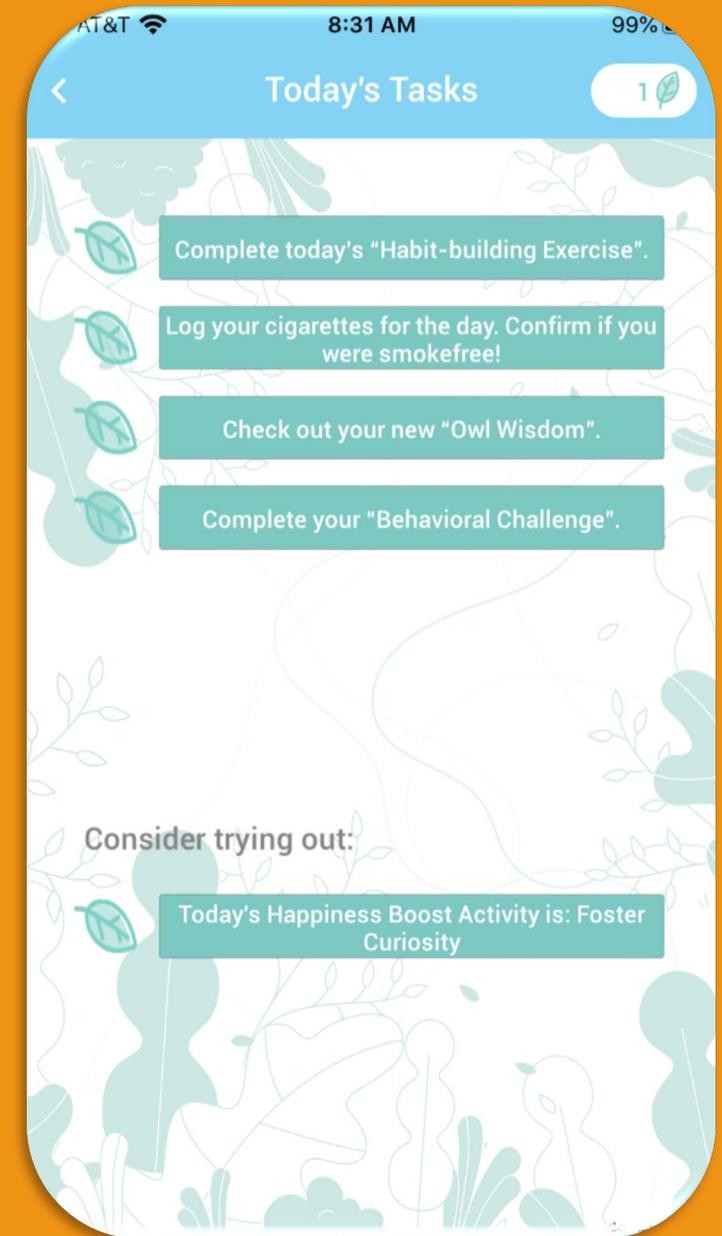


Magma Bear

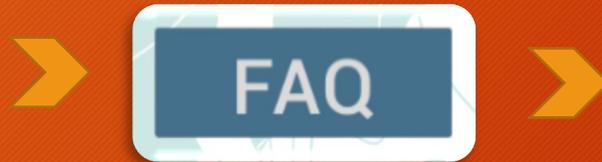
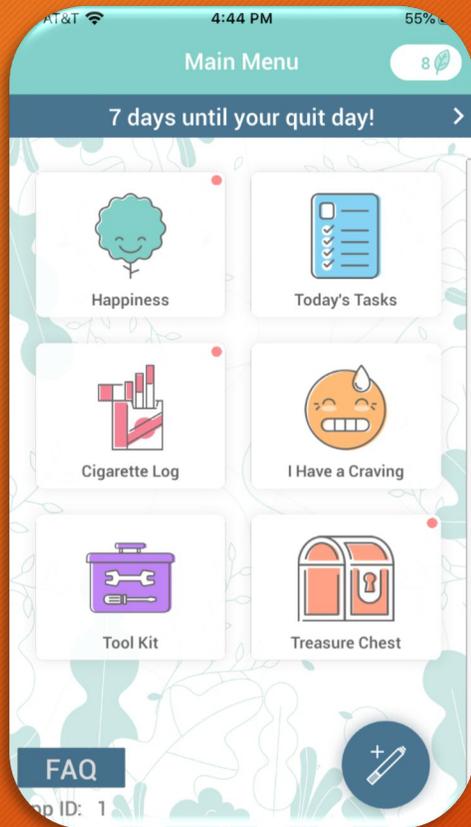
# “Today’s Tasks” Summary



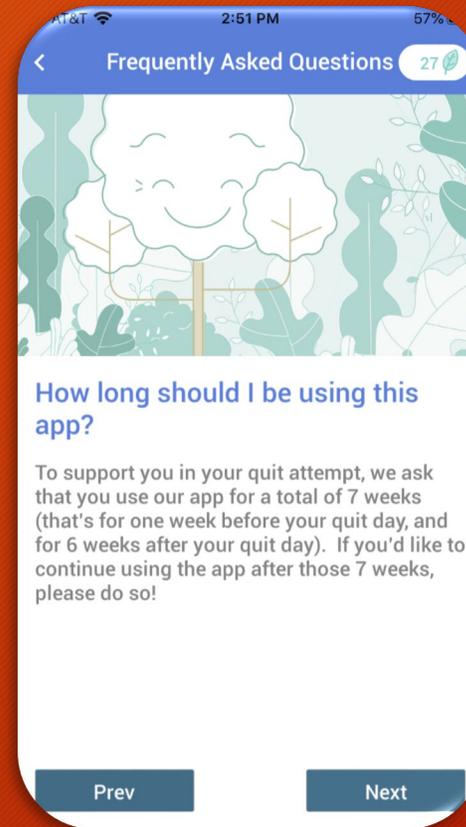
- To keep track of all of these tasks, users can visit the “Today’s Task” page in the app, which lists the things to be done each day
- Overall, these activities only take a few minutes each day, but keep app users on track and fully energized to successfully quit smoking



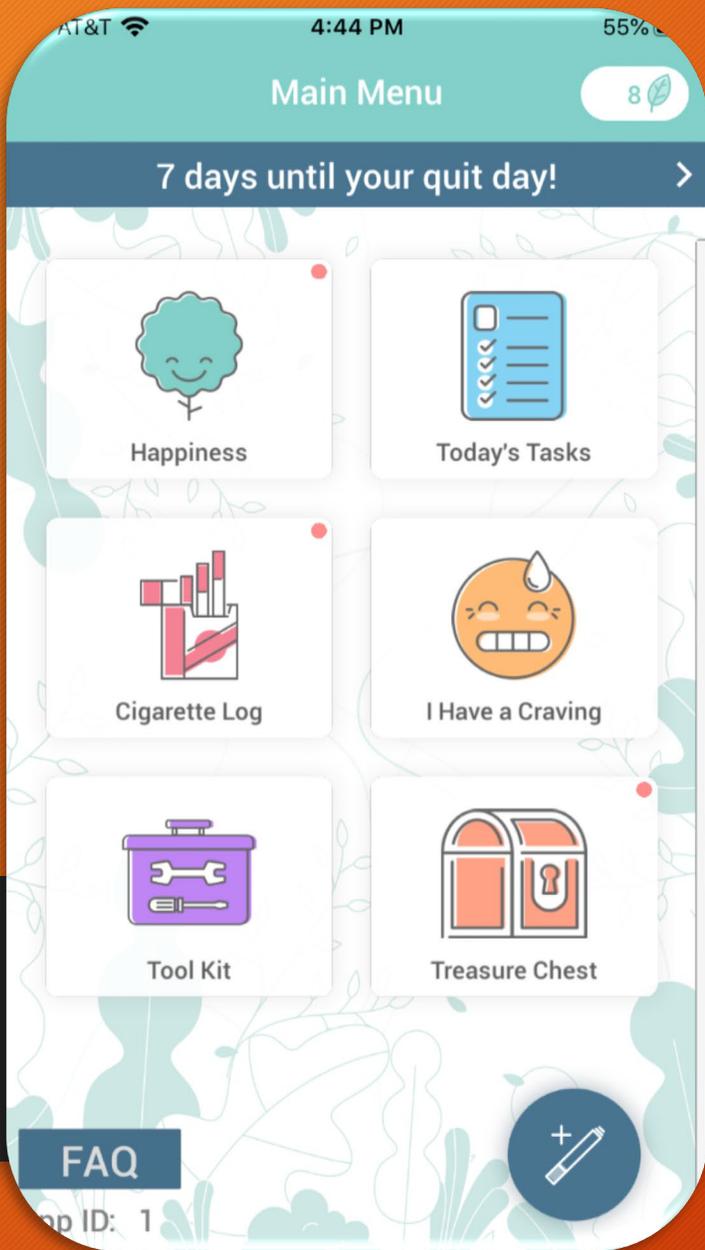
# FAQ and App ID



For general questions about the app, users can use the “FAQ” feature



Every user is assigned a unique “App ID,” allowing us to keep track of their app usage



Thank You!