



//EXAMPLES OF WORK



IMPROVE YOUR ABILITY TO QUIT SMOKING

BC LUNG ASSOCIATION



CASE STUDY: BC LUNG ASSOCIATION

The BC Lung Association delivers the Government of British Columbia's free smoking cessation program. QuitNow is a web service that enables residents to create a 'quit plan' and to get the support they need at various stages of their journey to quit smoking. Support is offered by expert quit coaches through guided exercises. It also is delivered via a community forum where current and past smokers can share questions, advice, and stories. The mandate of QuitNow is to support all BC residents — regardless of age, location, or technological ability — and its success is determined based on the number of people seeking and using support services.

PROJECT GOAL

To improve the usability and impact of the QuitNow web service by conducting research into how different segments of people, at various stages of quitting smoking, use the service. The ultimate goal is to improve the positioning of the program and to make improvements to the content and experience of the web service.



APPROACH

- Research the met and unmet needs of current and past users
- Research what motivates non-users to seek out support in their journey to quit smoking
- Lead tests of the usability, accessibility, and impact of the current experience
- Determining the primary psychographic personas and their journeys
- Rapidly innovate improvements by prototyping new UX designs, then testing with users
- Apply improvements to the digital experience
- Measure improvements post-launch to verify the impact

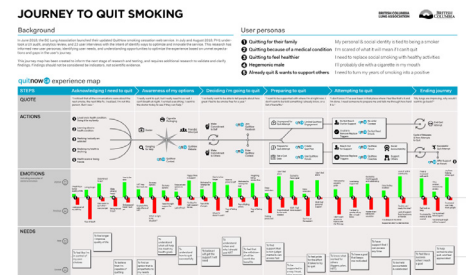




- Qualitative and quantitative research were used to identify behavioural differences which defined five personas
- Personas had different needs, motivations, fears, usage



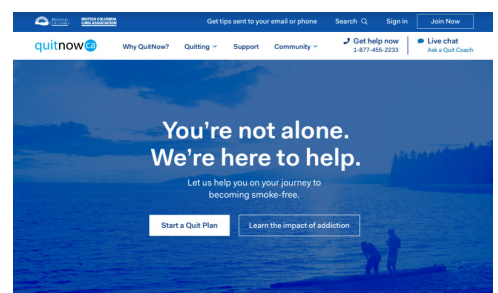
- Single map helped identify the behaviours of each persona which resulted in forward or backward movement through the stages of quitting
- Identified which content resonated and which did not



- Having the persona attributes allowed us to map out a broader set of the provincial sample to understand their specific needs with respect to information, support services, and digital vs. non-digital interactions

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- Over the course of several service design projects our team used a rapid innovation process to research, concept, test, prototype, pilot enhancements in a human-centred way

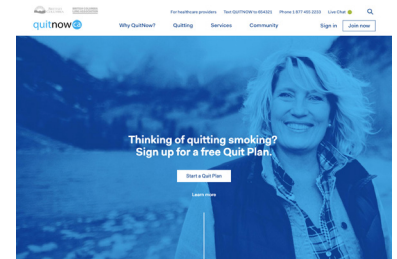




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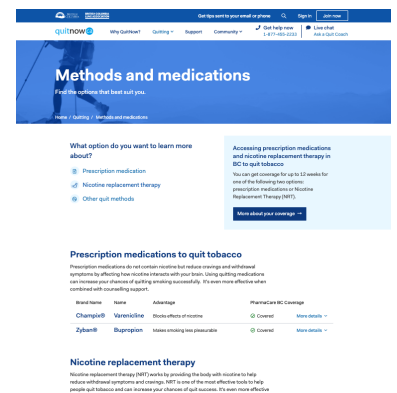
FINDINGS

- Lack of user consultation during the original design phase resulted in significant barriers to entry and usability issues
- Users had a low awareness and comprehension of critical services and support options offered
- Accessibility issues and user flows alienated at-risk segments, limiting universality
- While the content was of high quality, users found that it lacked relevancy
- The majority of users only used ~5% of the services offered



OUTCOMES

- Prioritization and roadmapping of an organisational action plan to improve the web service
- Identification of at-risk populations who are being under-served and under-represented in the web service
- Delivery of UX/UI concepts and prototypes which had been tested directly with users from key persona segments
- Updates to address visual impairment issues
- An organisational shift towards user consultation
- Opportunities to reduce costs by eliminating under-used services
- New content and social strategy resulting from the findings, to better meet the needs of users



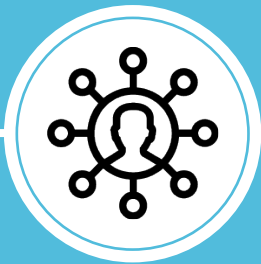
IMPACT

As health issues related to vaping and e-cigarettes have become more well known, this work enabled BC Lung and the Ministry of Health to have a human-centred approach for evaluating the impact of their web service. This will lead to a comprehensive transformation of what quitting means in a time when tobacco is no longer the defining characteristic of nicotine users and when anxiety is the biggest driver of use.



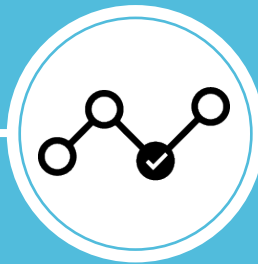
PH1'S EXPERTISE & SERVICES

Our team combines award-winning agency experience with hands-on in-house and community-based work. At PH1 we have helped clients across: Health, Education, Tourism, Foundation, Financial, Retail, Association, Government.



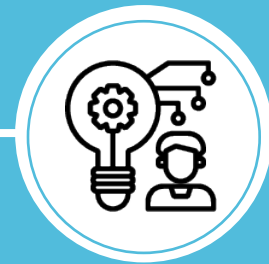
STRATEGIC RESEARCH

- B2C & B2B
- Ethnography
- In-depth interviews
- Focus groups
- Surveying
- On-site testing
- Research recruiting
- Hard-to-reach recruiting
- Website / app discovery research
- Usability testing



USER EXPERIENCE

- Customer journey mapping
- Psychographic Persona development
- UX/CX audit
- UX/CX strategy
- UX/CX pilots and testing
- Voice of Customer
- Concept design
- Accessibility testing



INNOVATION METHODS & TRAINING

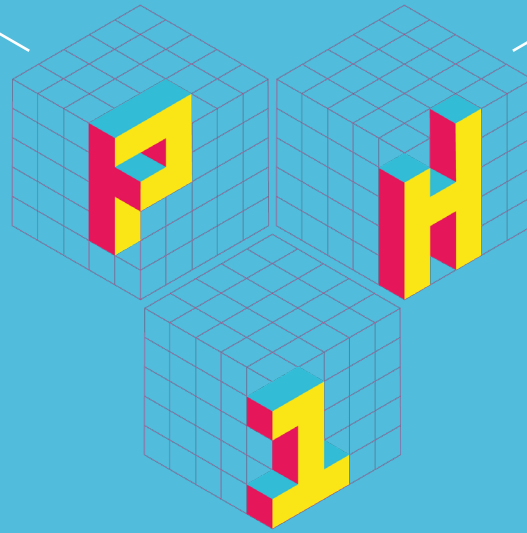
- Design Thinking workshops
- Service Design
- Pilots & testing
- Co-creation workshops
- Stakeholder engagements
- Research methods training
- Custom training



PH1'S APPROACH TO INNOVATION

APPLY A SYSTEMIC LENS

Our goal is to go deeper than simply human-centred; we strive to understand the systems, factors, and influences which impact behaviours. This approach enables us to provide you with strategies to address large organisational opportunities.



HUMANIZE TECHNOLOGY

Our vision to make recommendations which allow you to use technology to build bridges and nurture deeper connections. We do this by using technology to replicate human behaviours and approaches.

GO BEYOND INSIGHTS – PILOT

Our mission is to help you innovate. Research alone isn't enough, it requires validating and piloting insights. Our team leverages expertise across UX design, service design, and marketing to deliver you true innovation.