



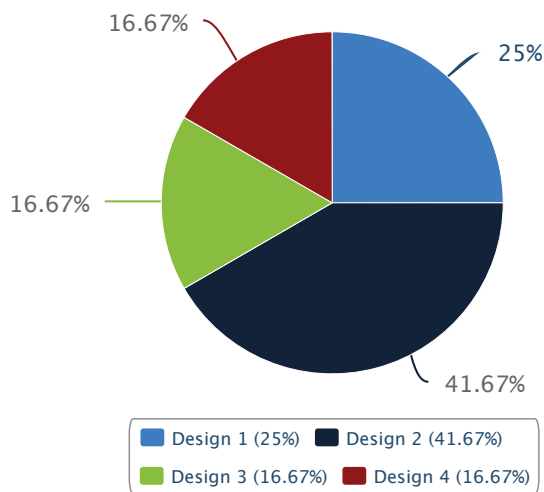
Blog post: <http://addiction-app.co.uk/feature-survey-results/>

Following research findings and idea development, a survey was created to test our branding implementation and gain opinions on design feature ideas.

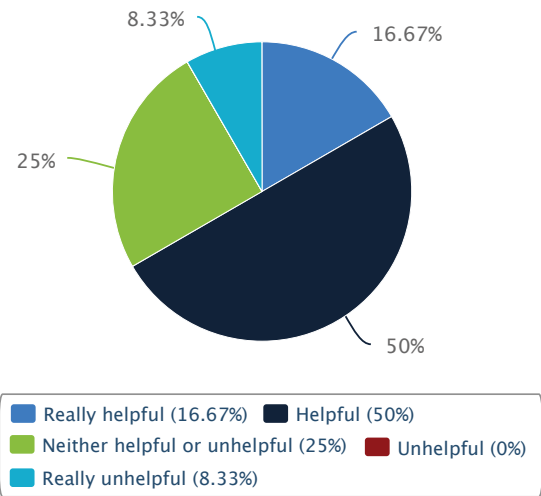
Participants chose a design of their choice from a selection of 4. Design 1 to 3 matched cigarette 'brand families', design 4 was a placebo.

Participants felt that integrating items of personal interest that could be purchased instead of cigarettes was **helpful/very helpful**.

Design choice



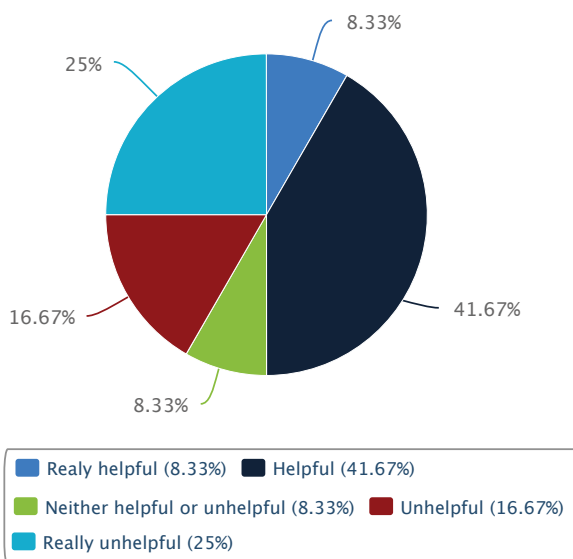
Items of personal interest integration



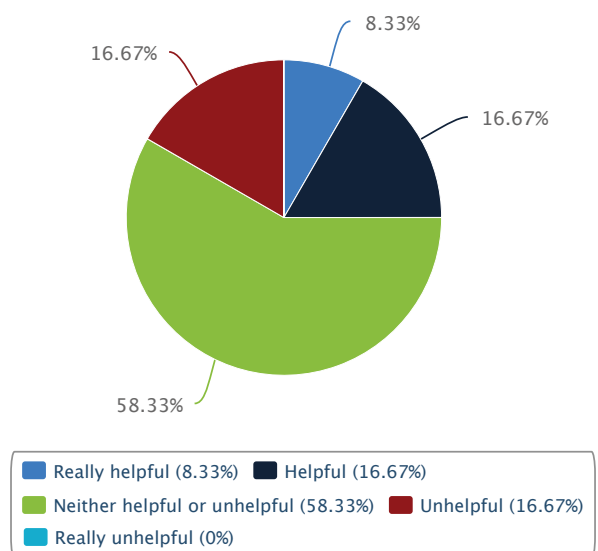
Participants felt that integrating notifications when approaching places cigarettes are smoked/purchased is **really helpful/helpful**.

Participants felt that games you that unlocked over time was **really helpful/helpful**.

Locations integration



Games that you can 'unlock'

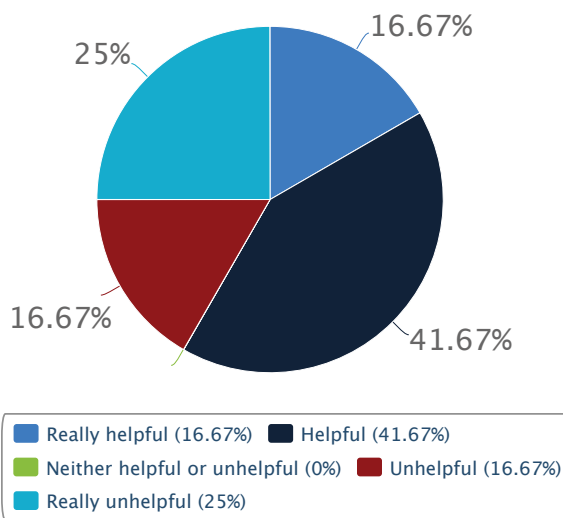




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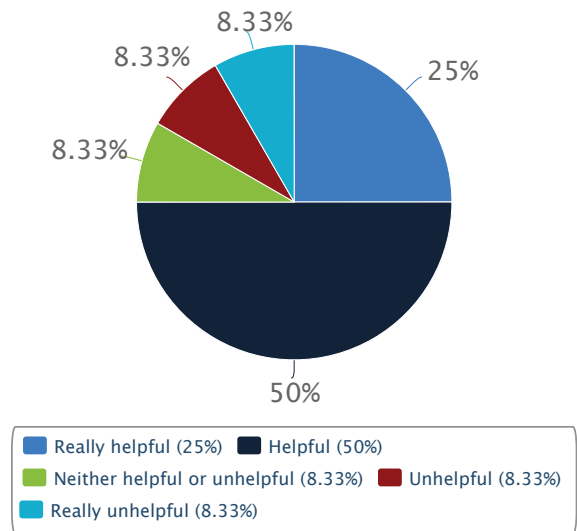
Participants felt cigarette themed games would be really/helpful. 41.67% feeling they would be **helpful**, 16.67% saying **really helpful**.

Cigarette themed games



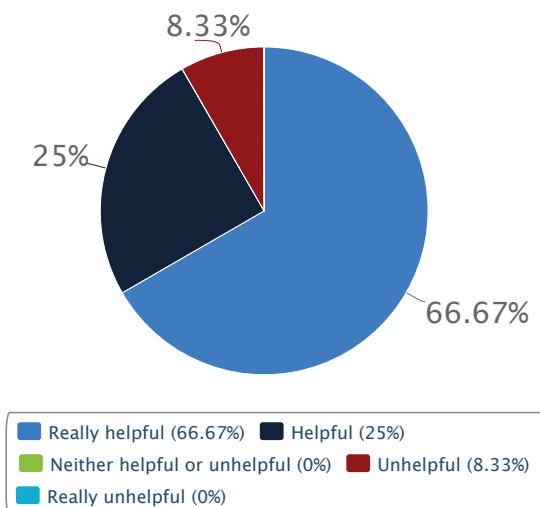
75% of participants felt agreed that an Avatar that represents the user would be **really helpful/helpful**.

Avatar that represents user



Over 90% of participants felt that detailed progress overview would be **very helpful/helpful**.

Detailed progress overview



63% of the younger smokers surveyed were in the light smoker category, 36% were medium smokers and 0% were heavy smokers.

Number of cigarettes smoked

