Seeing is the First Step in Believing:
Design Principles to Improve Patient Message Engagement

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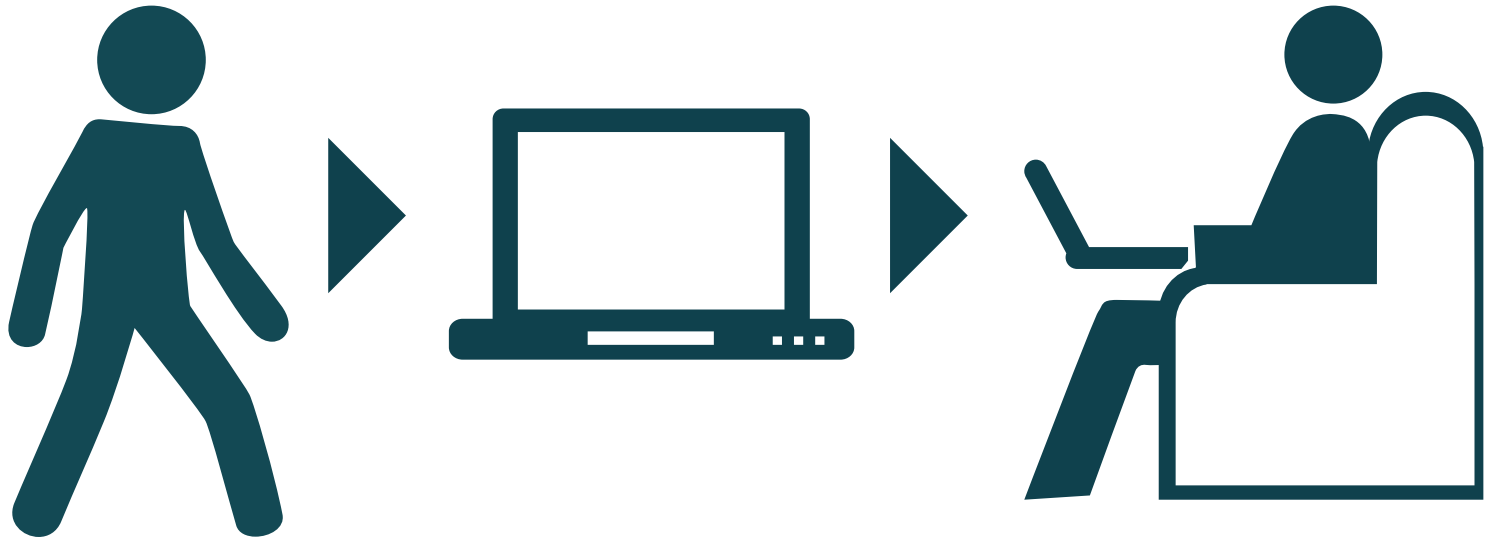
THINKING ABOUT DESIGN



ONE
Identify appealing & engaging features

TWO
Design & develop eHealth

THREE
Test & optimize based on user experience

FIRST IMPRESSIONS

Lindgaard et al. (2006)

BACKGROUND

Lindgaard et al. (2006); Thielsch (2014)

Aesthetic

Usability

Content

UNCOVERING DESIGN INSIGHTS

AIM: What are appealing and engaging features for anti-tobacco websites?

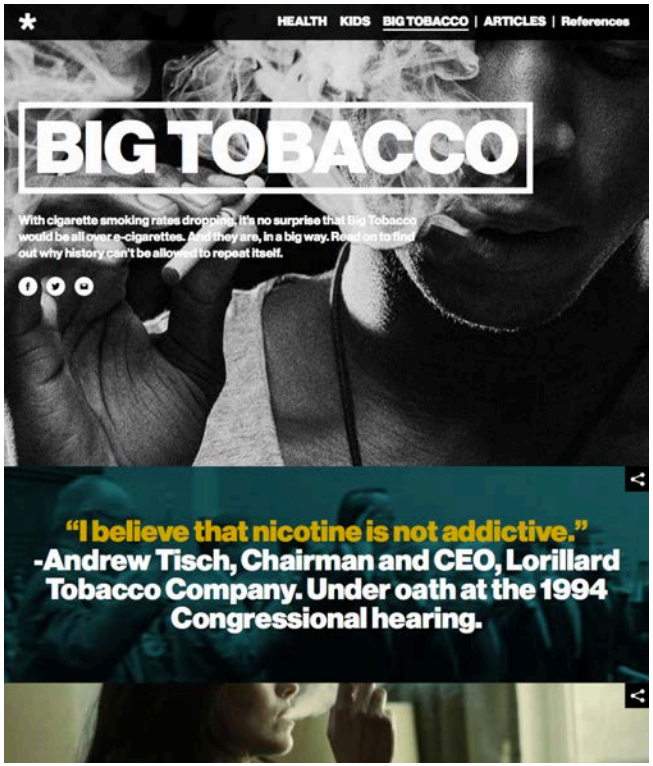
4 focus groups (*N*=40) were conducted with:

1) young adult (18-25 year old) OTP users
2) young adult non-users
3) adolescent (16-17 year old) OTP users
4) adolescent non-users

Participants interacted with…

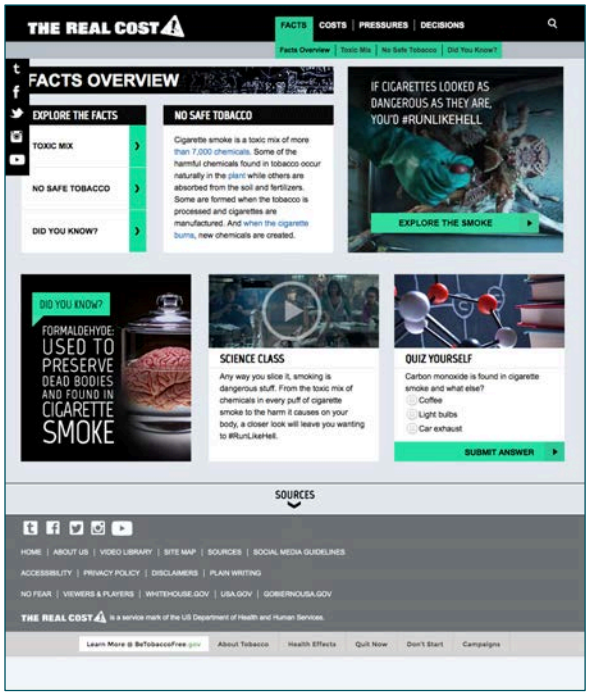
1) www.therealcost.com
2) www.thetruth.com
3) www.stillblowingsmoke.org

…and shared opinions about the aesthetics, usability, and content.



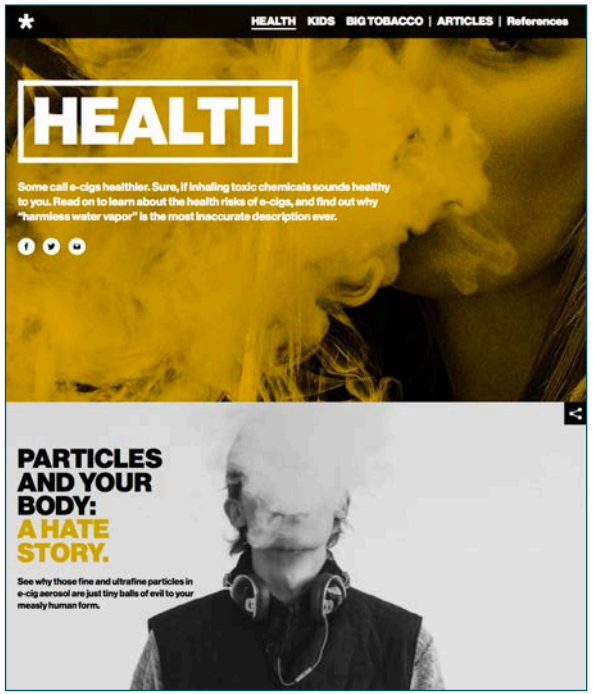
Lastly, participants gave feedback for a static, developmental mock-up of our OTP website.

EXISTING SITES



The Real Cost

The Truth



Still Blowing Smoke

KEY INSIGHTS

Novel facts are important.

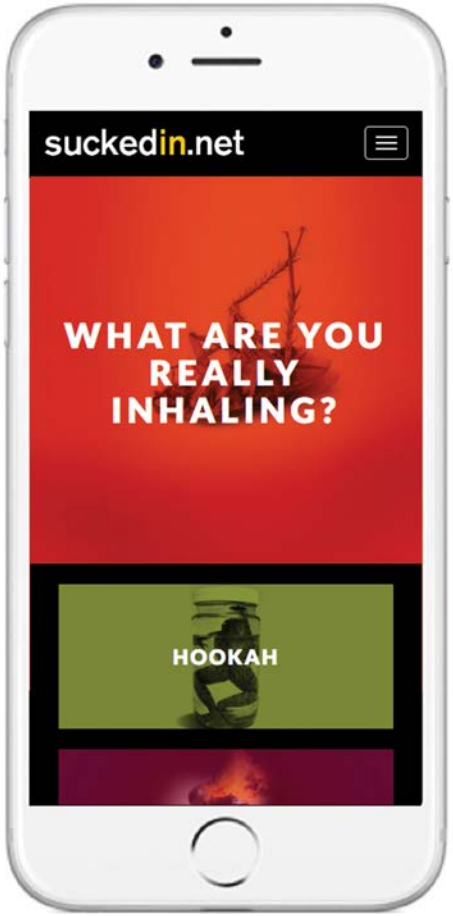
Facts must have **sources.**

Tone matters.

There is a desire to **engage**.

Don’t send **mixed** messages (with visuals).

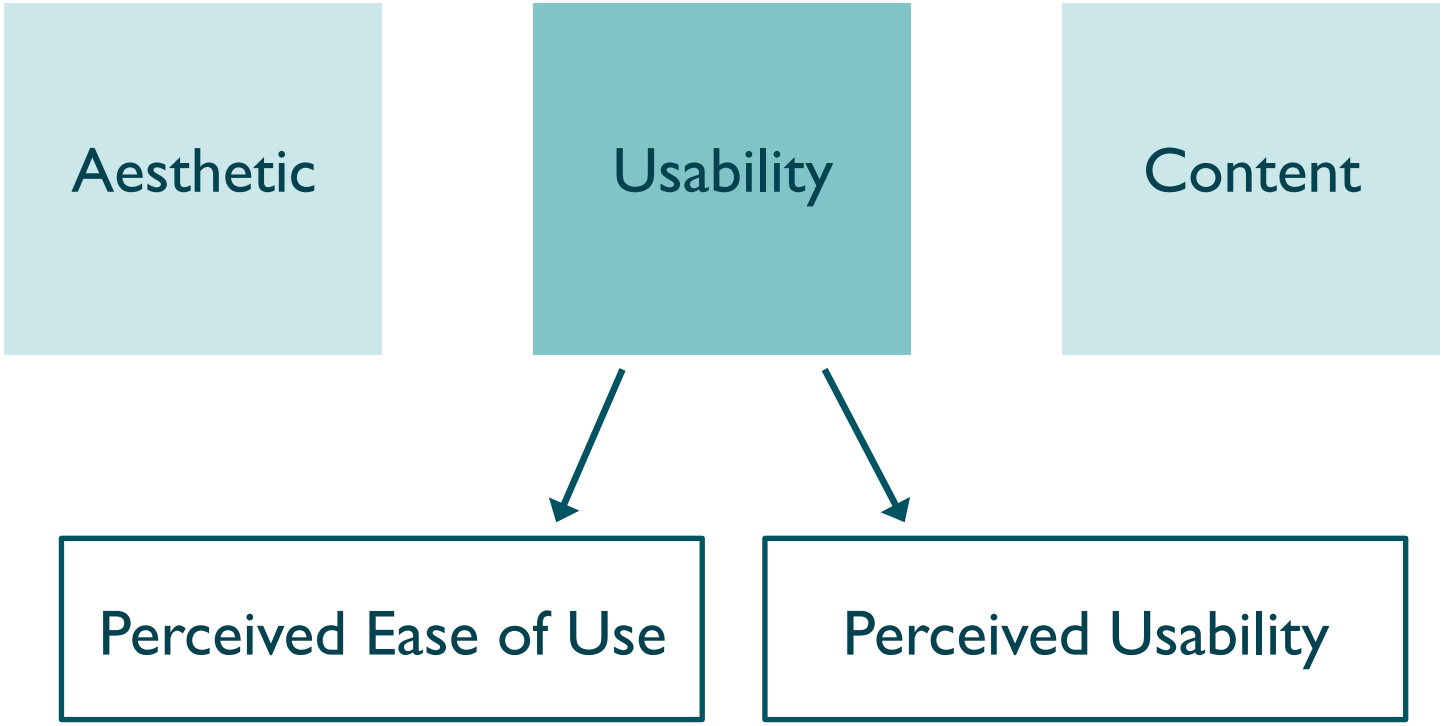
OUR SITE



Homepage to single scroll

USER EXPERIENCE

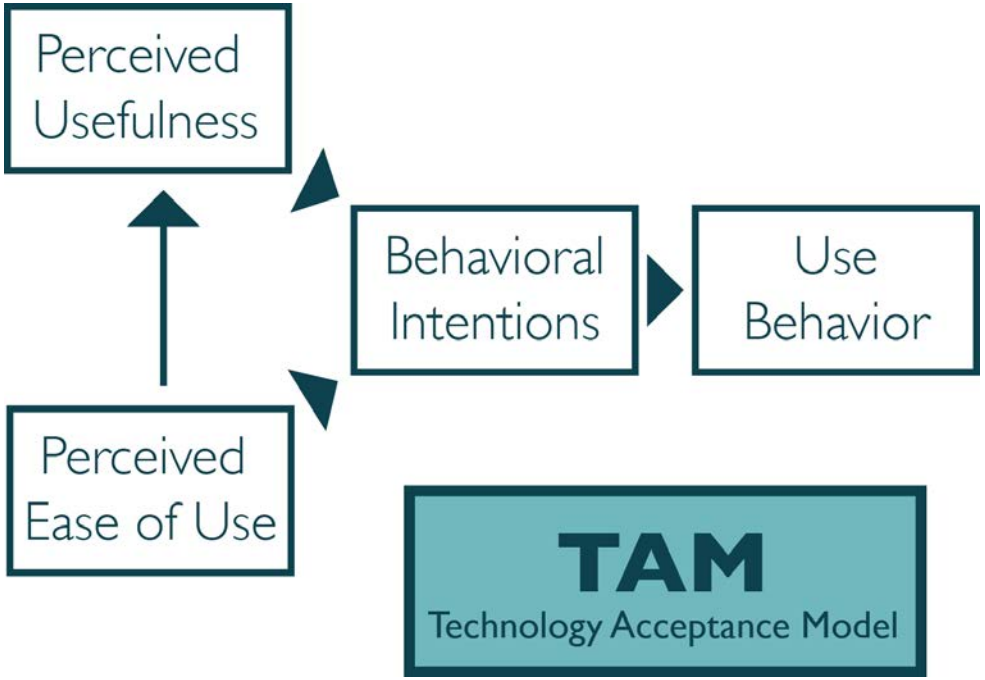
McClellan, et al. (2016); Davis, et al. (1989)



DESIGNING FOR USE

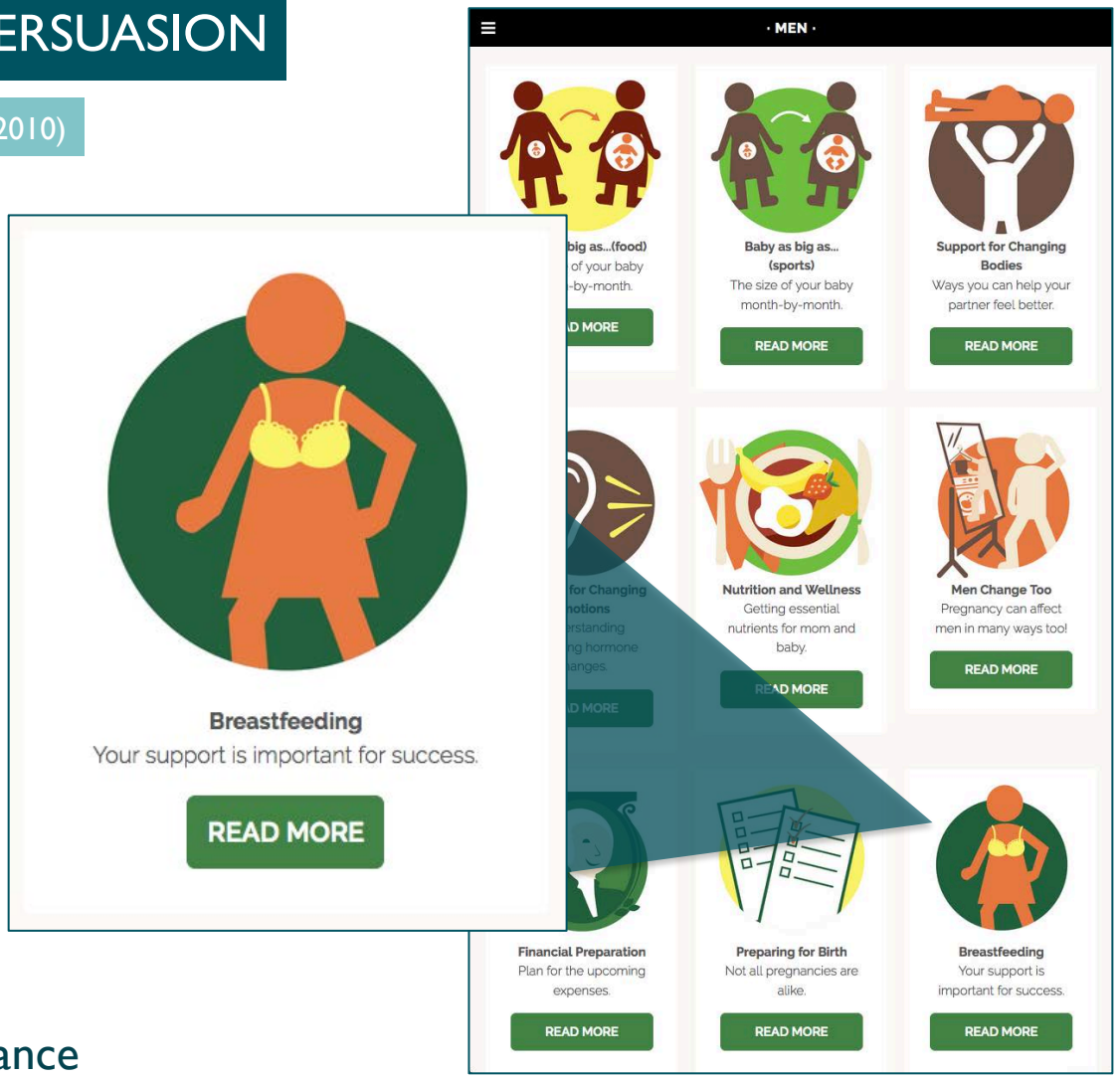
Lazard & Mackert (2015); Venkatesh (2000)

- Visual Complexity
- Web Aesthetics
- Visual Persuasion
- Social Presence
- Prototypicality
- Affordances



VISUAL PERSUASION

McCloud (1993); Green & Myers (2010)

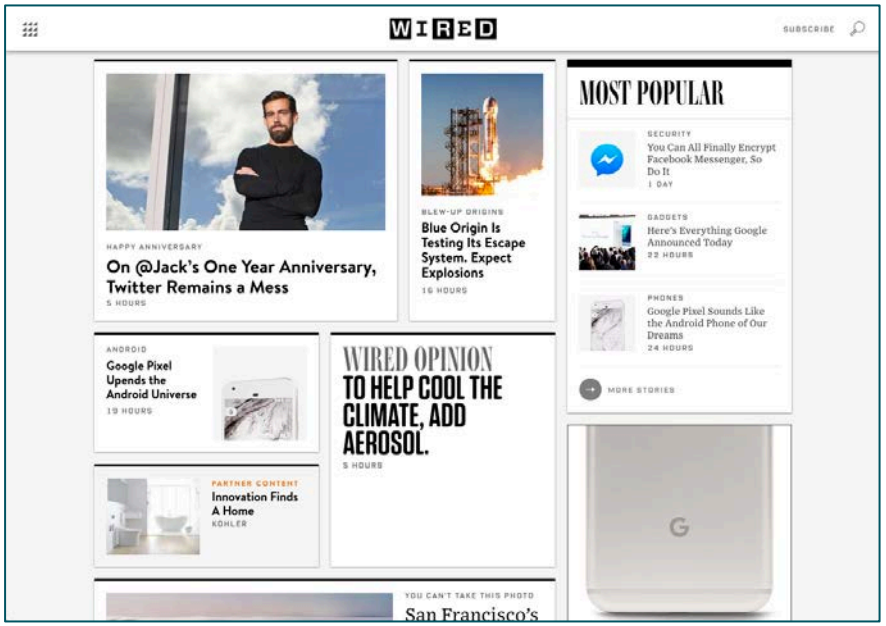


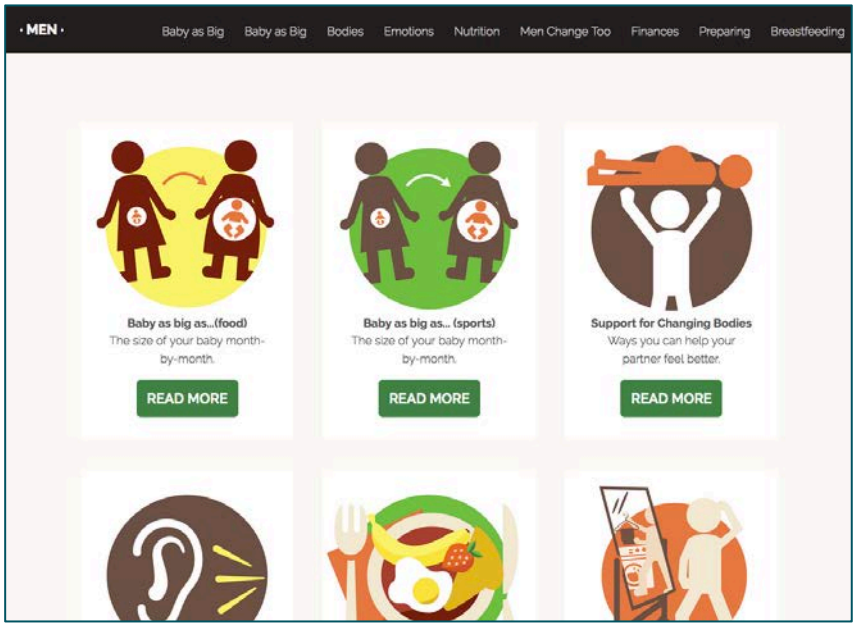
Use visuals that…

- Communicate at-a-glance
- Provide visual-verbal redundancy
- *Potentially* allow for amplification through simplification

PROTOTYPICALITY

Roth et al. (2013)





Choose a format that…

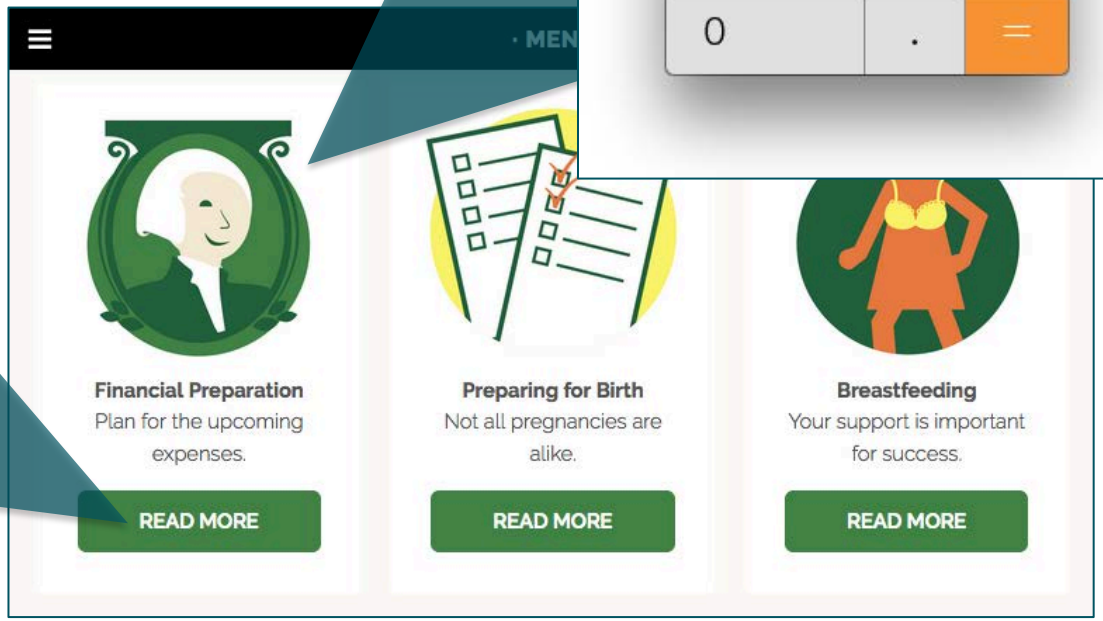
- Fits the audience's mental model
- Looks like others in its category

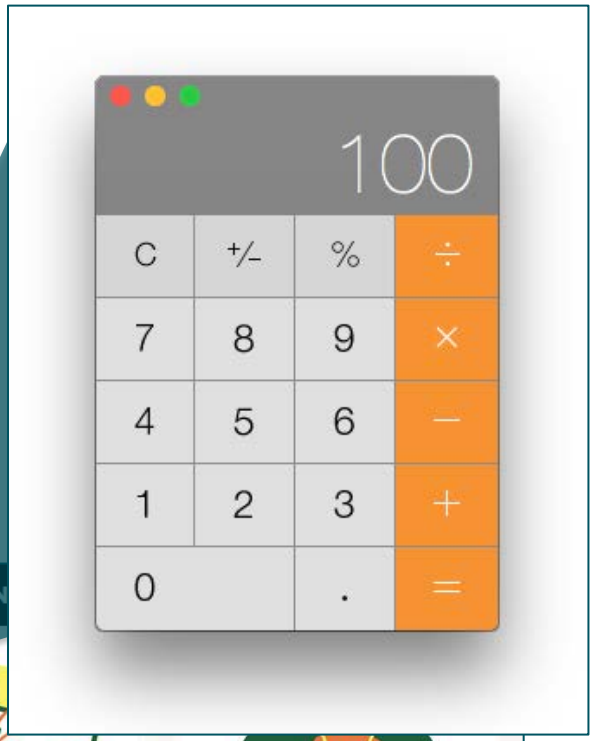
AFFORDANCES

Gibson (1986); Norman (2002)

Ask your audience…

- What do they think they can do?
- What would they *like* to do?





THANK YOU!

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