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## **AGENDA**



Overview	3
Project Objectives	4
Observations	6
Sitemap	8
Research	9
Personas	11
User Journey & UserFlow	14
Wireframes	22
Usability Testing	19
New Sitemap	20
Prototype (InVision)	21
Style Guide	23







- Cancer prevention through an economic approach:
- 20% of cancer deaths are avoidable
- Taxing tobacco:
  - Lowers cancer deaths
  - Reduces medical burden on economy
  - Generates income





# TAKEAWAYS FROM OUR KICKOFF:

- Clear emphasis on CTAs and the fundamentals of Tobacco Taxation.
- Highlight the TAPE Team, their supportive network, and connect users to them.
- Develop more content like toolkits and resources to help users succeed and make them more accessible.





# **VISION:**

- ► To inspire, inform, and facilitate "action"
- To foster strategic relationships
- To engage users

## **OBSERVATIONS**





## WATCH OUR VIDEO

Stop Youth Smoking: Raise Tobacco Taxes In order to put an end to tobacco use among youth, we have to work together and demand that our governments increase taxes to make tobacco products unaffordable to kids.





More than 40 organizations from around the world are members of Prevent20 and the list is growing every week.

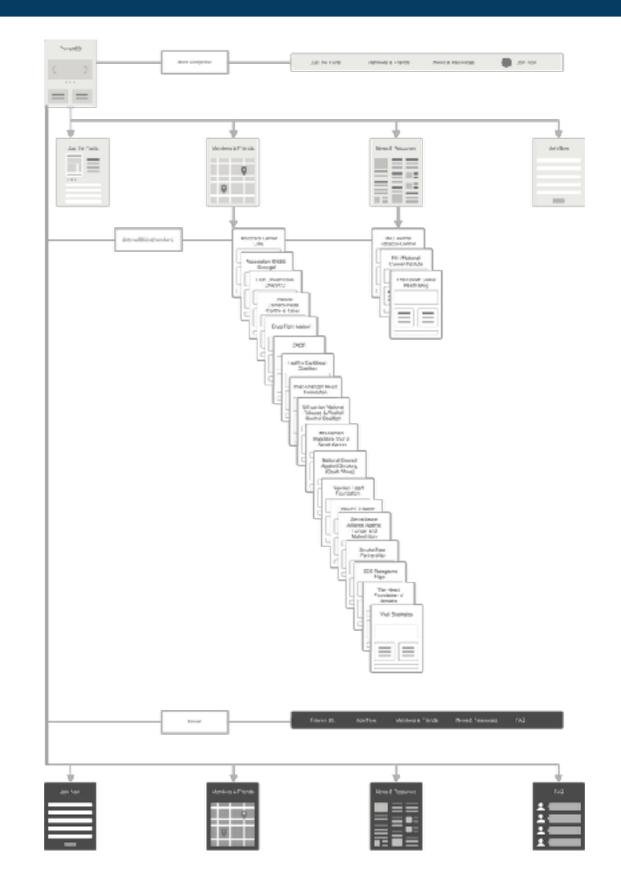




- No clear understanding of what Prevent20 does.
- CTAs were buried.
  - Join Us & Get Started
- CTAs hierarchy needs work.
  - Take Action CTA
- Toolkits only accessible through download.
- News & Resources are cluttered with broken links.
- Help is not easily found.

# **SITE MAP** (CURRENT)









# **QUALITATIVE METHODS**

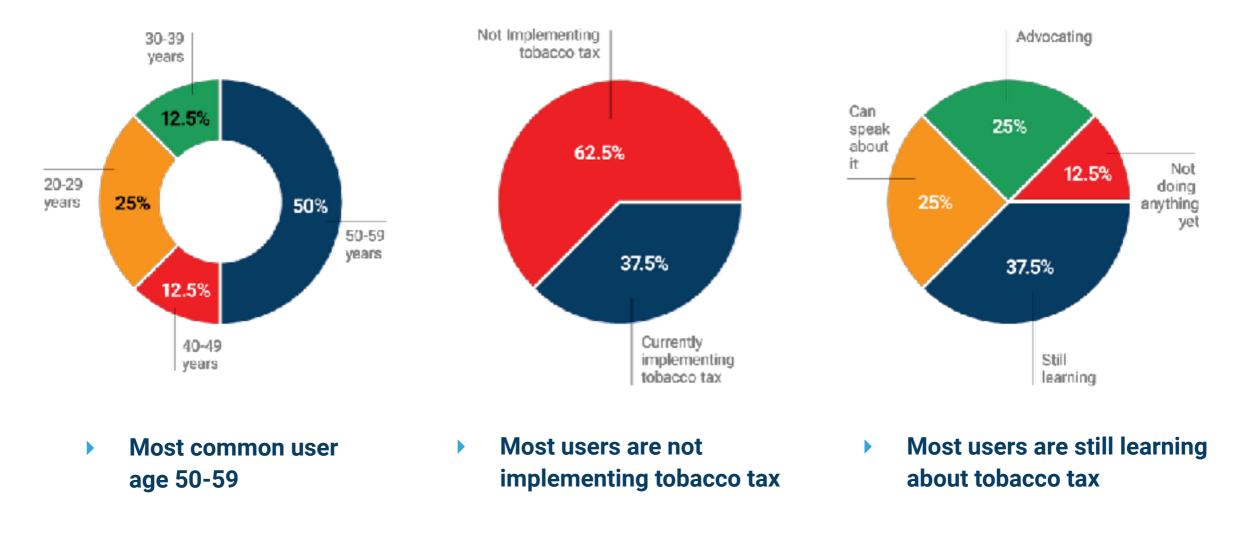
- We performed several video conferences with Prevent20 staff.
  - Inspire, inform, and facilitate action to advance tobacco tax
  - Clear understanding of technical assistance (TAPE)
  - Use and complete tools/toolkits (videos, PDFs, resources) to increase their knowledge of the subject matter





# **QUANTITATIVE METHODS**

To collect quantitative data we conducted a survey of Coalition Partners and Friends. Here are some takeaways.



## A FEW THINGS WE LEARNED

## PERSONAS





**Director General - Amir** 

## "AS A CANCER SURVIVOR I AM FRUSTRATED SEEING YOUNG PEOPLE SMOKING KNOWING PREVENTION SAVES LIVES."

Serves as an advocate for cancer health programs and awareness. Works to build partnerships with other like-minded organizations to the benefit of low-mid income communities where resources and health care are sparse. Amir Sethi is a respected board member and Director General of an Cancer Organization in Bengaluru, India. Being a cancer survivor himself, his work brings great personal satisfaction. He's lost a few family members and close friends to cancer and is acutely aware of the importance of cancer prevention and early detection as a means to save lives.

In his own neighborhood he is seeing an uptick in tobacco use in younger people, especially teens. He worried about the next generations being exposed to, and influenced by, this trend and even more importantly a lack of understanding of the health consequences of smoking.

Recently, Amir launched a program focused on improving health outcomes for cancer patients. His program plans to advocate for cancer screening as a part of general healthcare in India. He understands that like many non-profits he is challenged by a lack of resources; but is nevertheless worried about how his NPO can reach rural communities where both transportation and internet access are unreliable.

### GOALS

- · Educate communities about cancer risks
- Reduce cancer deaths through prevention and education
- Connect with other health advocacy organizations

### **NEEDS**

- Understanding of how tobacco control and tobacco tax prevent cancer
- Generate funding to help staff and market his non-profit
- Build partnerships for his non-profit

## CHALLENGES

- Lack of volunteers and resources
- Not having funding makes it difficult to create marketing campaigns
- Difficulty with outreach in rural areas
- Unreliable internet access
- · Lack of up-to-date medical care/facilities

## JOURNEY PERCEPTIONS

Understands that education about cancer risks and prevention is challenging. Knows all too intimately why this is important. Believes that with the correct education, neighborhood outreach and partnerships with government and non-government organizations, lives can be saved and cancer deaths will decrease.

## PERSONAS





**Nurse and Volunteer-Andrea** 

## "IF WE CAN STOP TEENAGERS FROM STARTING TO SMOKE, WE CAN GREATLY REDUCE FUTURE CANCER-RELATED ILLNESSES."

Provides care for those who are sick or hospitalized. Volunteer health care provider for a cancer organization. Responsible for outreach and education concerning health-related and disease prevention issues. Advocate for cancer prevention. Andrea Gonzalez is a nurse and a volunteer at a local rural cancer organization in Colombia. She sees many patients who have cancer and other smoking related illnesses. Because of their addictions, many of these patients continue to smoke despite their illnesses, and many die at an early age.

She observes many teenagers in her town starting to smoke, including some young family members. She has been a strong advocate within her organization to stop young people from smoking. She believes that this is the best way to prevent future smoking-related illnesses. She has reached out to youth with the organization's educational materials, but has encountered obstacles such as limited resources, tobacco industry advertising, unreliable electricity and internet in rural areas as well as poor roads.

Through one of her organization's partnerships she learned about the benefits of implementing a tobacco tax in her region. She doesn't know where to begin. She doesn't know how to connect with policy makers. She also doesn't know how to frame these issues to the media and how to raise awareness of tobacco taxation as a form of cancer prevention.

## GOALS

- Educate herself on cancer prevention, tobacco control, and tobacco taxation
- Reach young children who are at risk of developing an addiction to tobacco
- Add prevention as part of her cancer organization's priorities/program activities
- Empower others to improve their self-care by giving them the tools on cancer detection and prevention

### NEEDS

- Find ways to help/advocate in the community
- Resources that she can use in her advocacy
- Contact local government officials and policy makers
- An understanding economics

### CHALLENGES

- Not a lot of time and energy
- Lack of sleep
- Lack of resources and tools
- Smoking is a big part of their culture
- Implementing her specific goals

## JOURNEY PERCEPTIONS

Understands the importance of dissuading young people from smoking. Knows that smoking cessation, education, outreach and ending teenage smoking will prevent cancer and cancer-related deaths. Believes that implementation of a tobacco tax will discourage smoking, and in turn decrease cancer and the need for cancer-related long- term health care and deaths.

## PERSONAS





**Policy Advisor - Nicco** 

## **"WE HAVE MADE A LOT OF PROGRESS IN TOBACCO TAX LEGISLATION; I WANT TO PARTNER WITH A STRONG COALITION TO PREVENT SETBACKS."**

Provides counsel to committee on health-related issues related to legislation. Editorial journalist of tobacco health-related issues. Instrumental in implementing tobacco tax legislation in the EU. Advocate of tobacco taxation as a means of cancer prevention. Nicco Hagen is a policy advisor and member of the Innovative Healthcare Committee which is a branch of the American Chamber of Commerce in Belgium. His current work has been instrumental in implementing a tobacco tax in Belgium. In his spare time, Nicco writes editorials and blog posts about policy and tobacco taxation as a means of cancer prevention.

Lately he has been facing obstacles, such as interference from the tobacco industry which claims that the tax hurts them economically. Their lobbyists are working to reduce or eliminate the current tobacco tax. Nicco is concerned that he will lose ground on all of the progress his committee has made with this tax initiative.

He has formed partnerships with various cancer organizations. He is looking for more effective ways to lobby to the public to educate and encourage their involvement in maintaining this tobacco tax. He wants to reinforce public awareness so that tobacco tax legislation is not overturned or weakened.

Nicco is searching for resources to push back against the tobacco industry interference. He wants to increase and strengthen his partnerships with other cancer organizations.

### GOALS

- Make sure the current tobacco taxes aren't rolled back in the face of aggressive lobbying from industry.
- Conduct or coordinate marketing efforts pushing back on smoking for youth.
- Deal with issues surrounding black market of cigarettes smuggled in without paying taxes
- Push back against the popularity of unregulated and untaxed nicotine vape devices (especially among youth)

### NEEDS

- Access to current information and knowledge about health policies so he can study health outcomes
- More local government officials to align with his committee to advocate legislation for cancer prevention policies
- Convenient legal and legislative resources to navigate government healthcare programs

## CHALLENGES

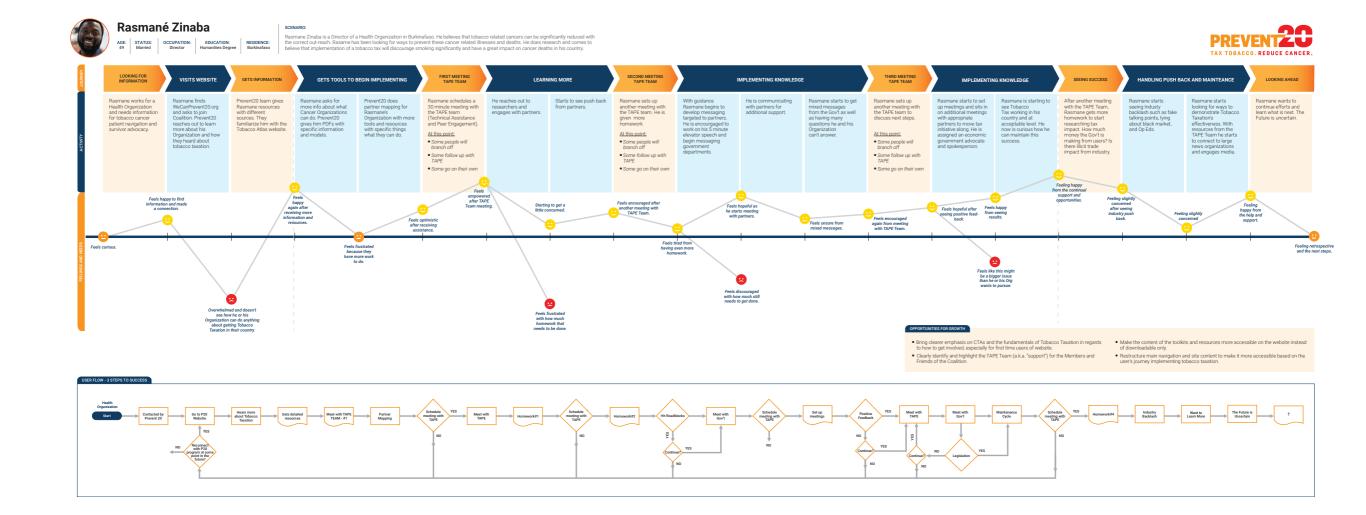
- Cultural push-back because of popular tobacco use within his country and all of EU
- Complexities of making cancer prevention policy understood within other European countries
- Tobacco industry push-back against regulation efforts

## JOURNEY PERCEPTIONS

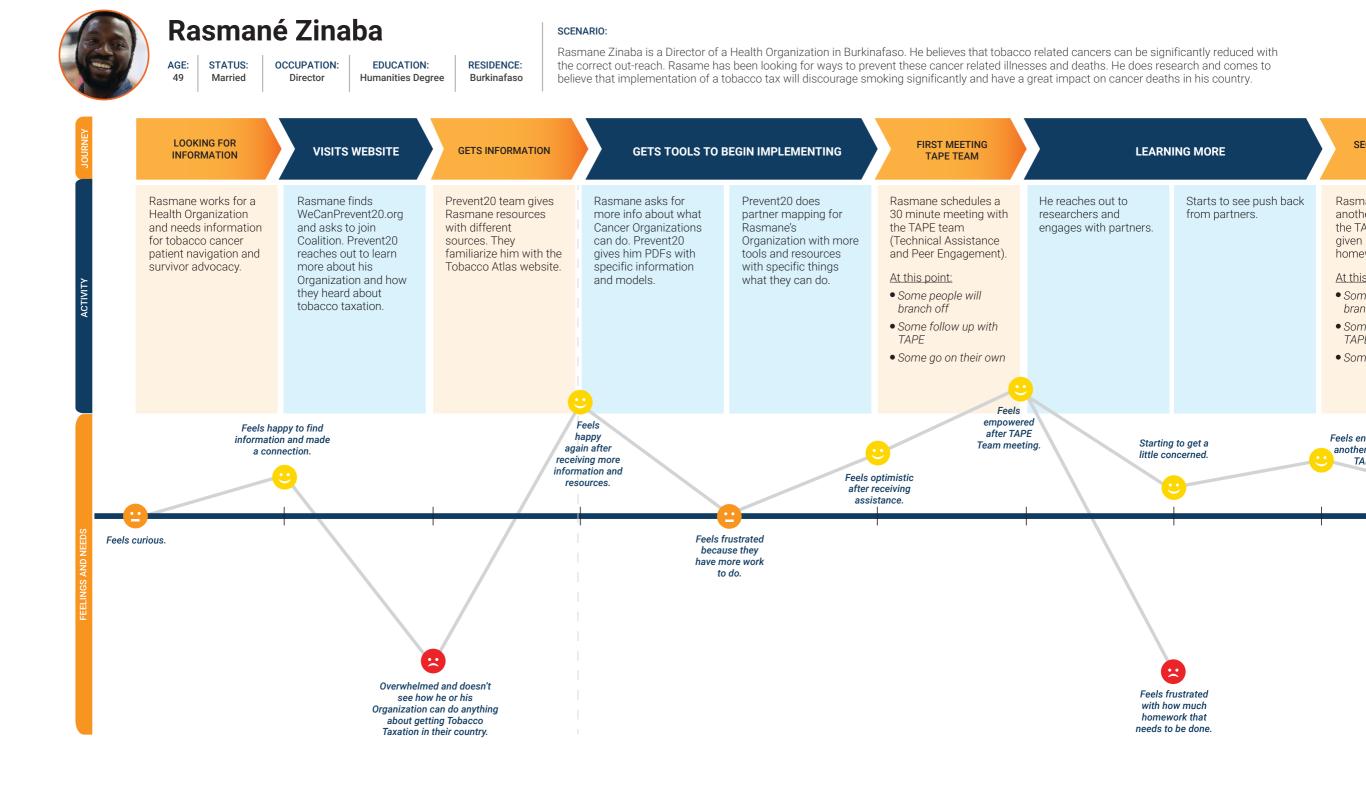
Understands the benefits of a tobacco tax initiative. Believes cancer prevention is an effective recourse for healthcare policies and governmental economic gains. Needs help opposing tobacco industry interference.





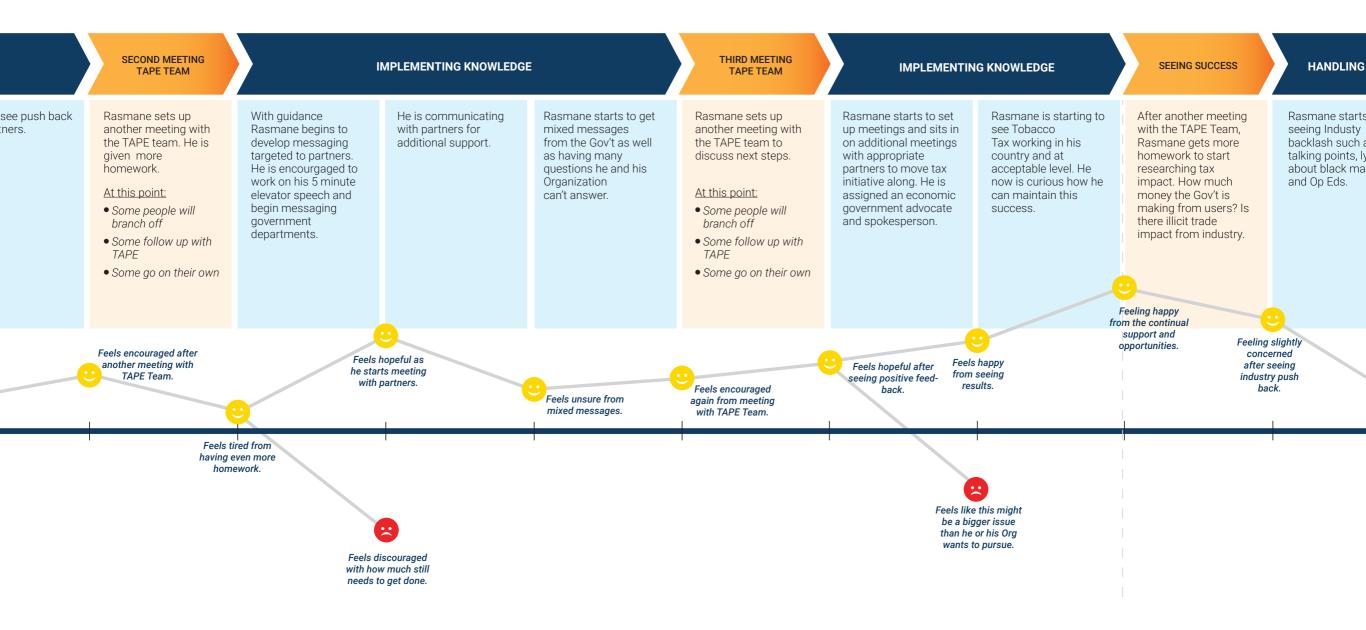








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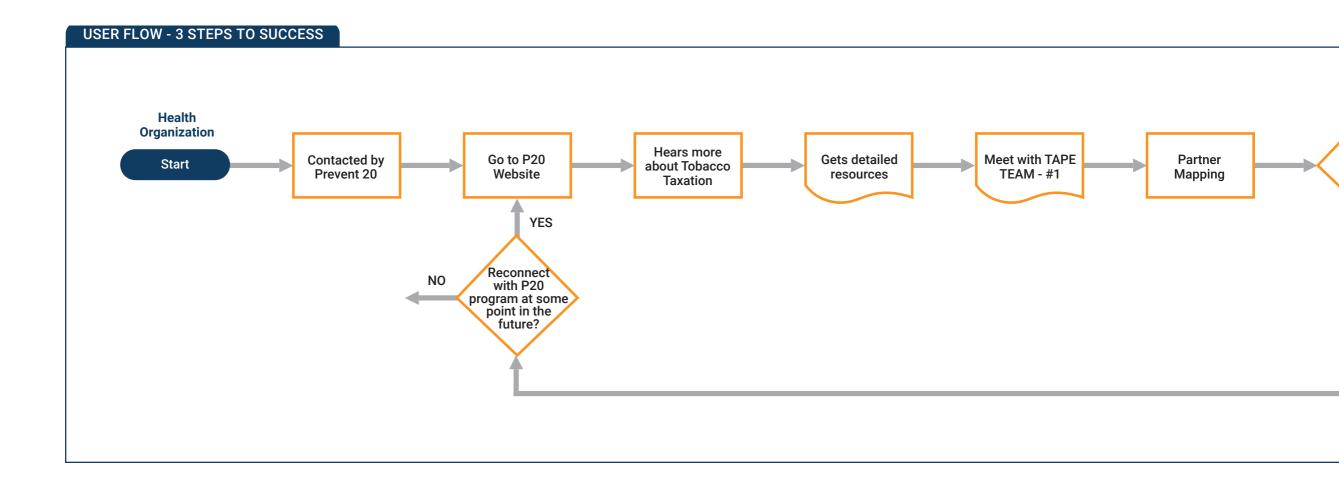




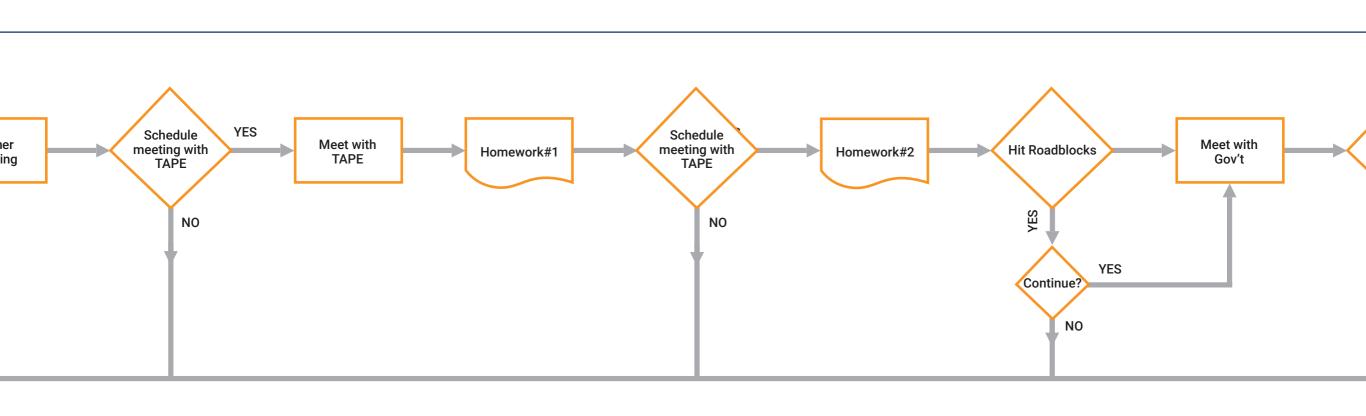
# PREVENTZCO. REDUCE CANCER.

OWLEDGE	SEEING SUCCESS	HANDLING PUSH BA	CK AND MAINTEANCE	LOOKING AHEAD
	After another meeting with the TAPE Team, Rasmane gets more homework to start researching tax impact. How much money the Gov't is making from users? Is there illicit trade impact from industry.	Rasmane starts seeing Industy backlash such as fake talking points, lying about black market, and Op Eds.	Rasmane starts looking for ways to demonstrate Tobacco Taxation's effectiveness. With resources from the TAPE Team he starts to connect to large news organizations and engages media.	Rasmane wants to continue efforts and learn what is next. The Future is uncertain.
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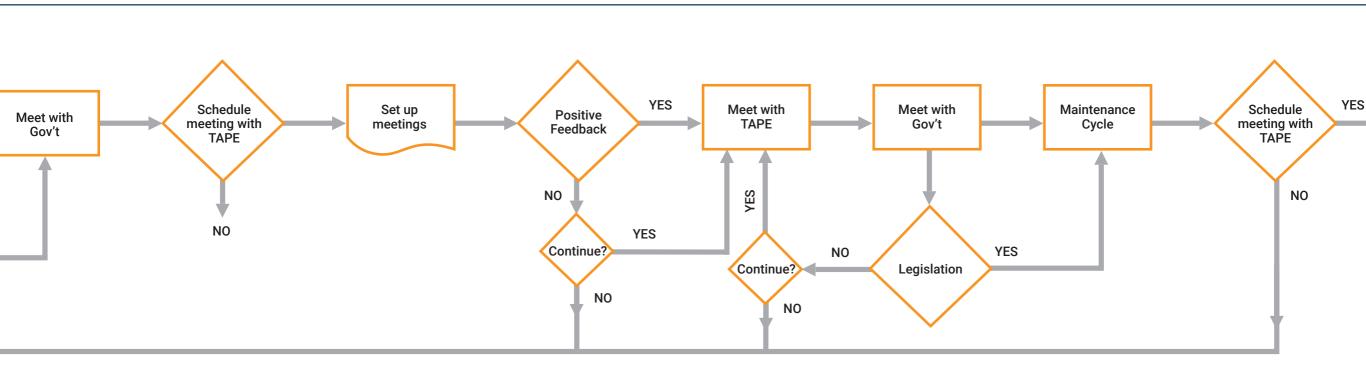




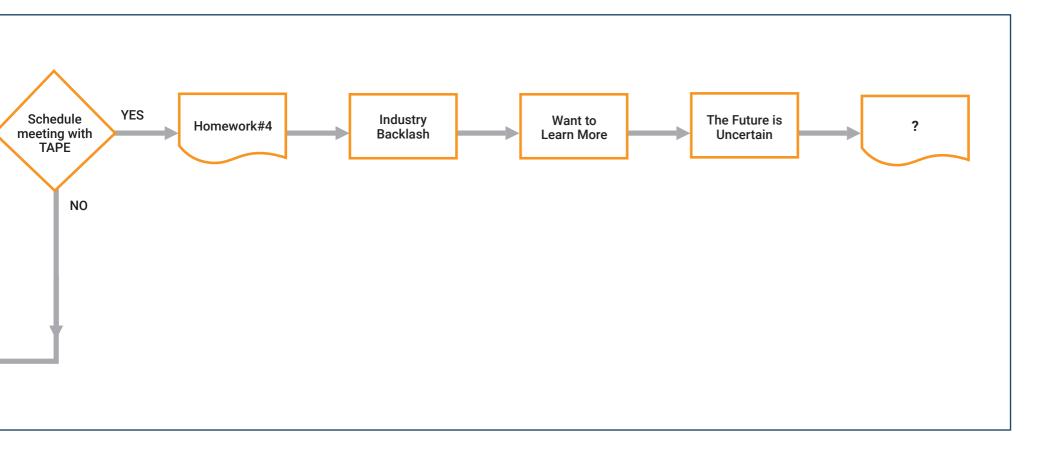






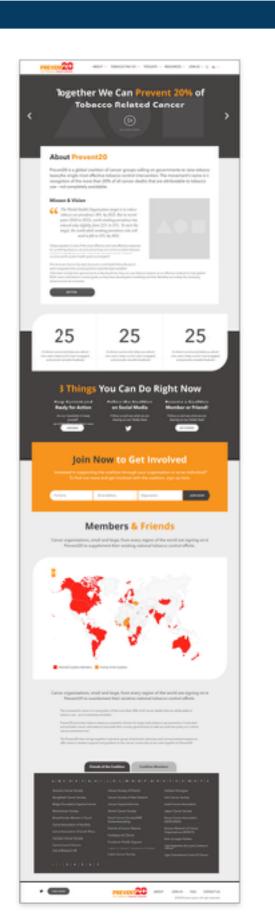






## **WIREFRAMES**







ABOUT V TOBACCO TAX 101 V TOOLKITS V RESOURCES V JOIN US V Q == +

## Together We Can Prevent 20% of Tobacco Related Cancer

SEE MAIN DEMO

## About Prevent20

Prevent20 is a global coalition of cancer groups calling on governments to raise tobacco taxes, the single most effective tobacco control intervention. The movement's name is in recognition of the more than 20% of all cancer deaths that are attributable to tobacco use – and completely avoidable.

#### **Mission & Vision**

The World Health Organization target is to reduce tobacco use prevalence 30% by 2025. But in recent years (2010 to 2015), world smoking prevalence has reduced only slightly, from 22% to 21%. To meet the target, the world adult smoking prevalence rate will need to fall to 15% by 2025.

Tobacco taxation is one of the most effective and cost-effective measures for controlling tobacco use and preventing non-communicable diseases (NCDs), including cancer. But how do we harness it better towards country-specific public health goals and targets?

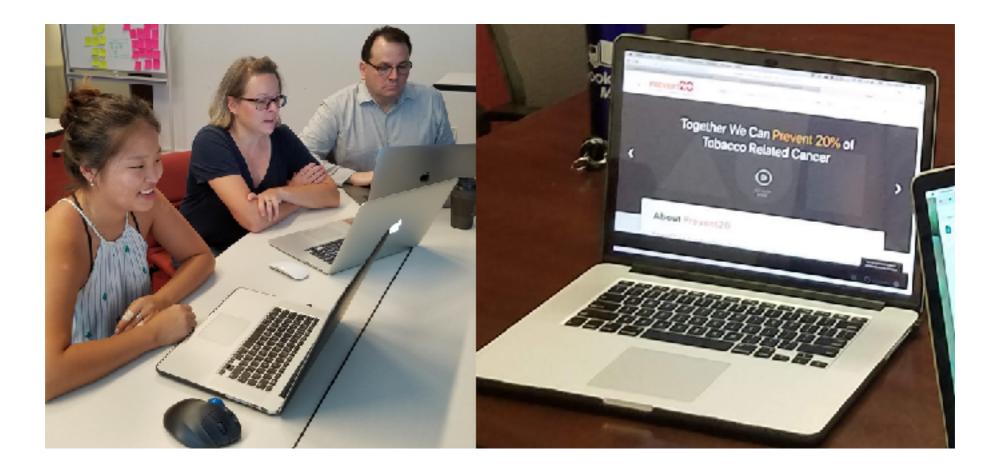
The American Cancer Society's Economic and Health Policy Research team recognizes that country partners need the best available

information to help their governments understand how they can use tobacco taxation as an effective method to meet global NCD, cancer and tobacco control goals, so they have developed a modeling tool that identifies accurately the necessary tobacco excise tax increases.



# **USABILITY TESTING**

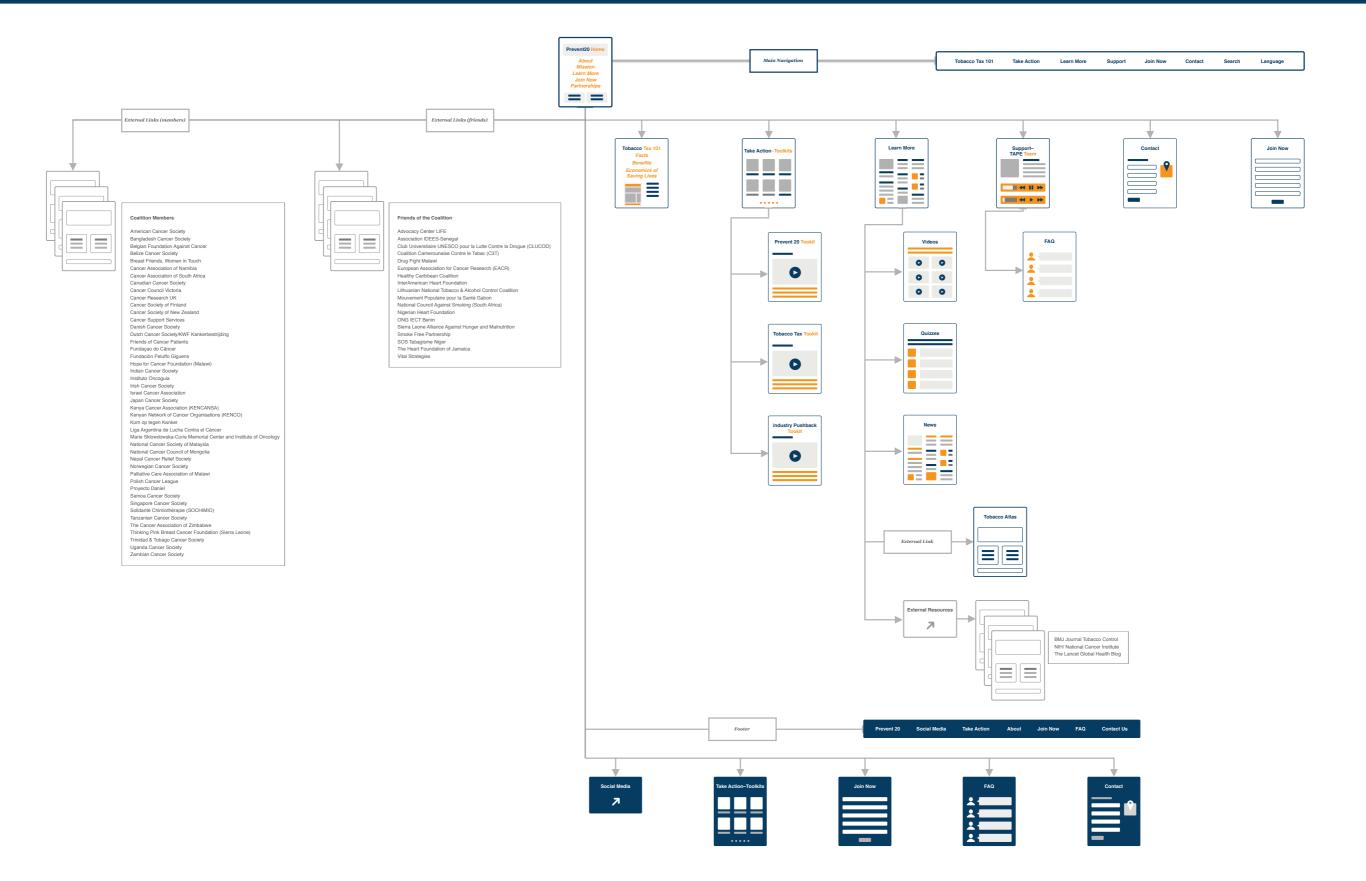




- Conducted several usability testing sessions on the midfidelity website prototype
- Uncovered ways to improve initial design
- Built final prototype

# SITEMAP (NEW PROPOSED)





# **HIGH-FIDELITY PROTOTYPE**





TOBACKS TAX 101 - TAKE ACTION - LEAVIN MORE - SUPPORT JOIN NOW CONTACT - Q EN -

# Together We Can Prevent 20% of Tobacco Related Cancer

## About Prevent20

DOWNLOAD & TOOLKIT WIST TAPE TEAM

Prevent20 is a global coalition of cancer groups calling on governments to raise tobacce taxes, the single most effective tobacco control intervention. The movement's name is in recognition of the more than 20% of all cancer deaths that are attributable

GET INVOLVED

= **Together We Can** Prevent 20% of **Tobacco Related** Cancer

## About Prevent20 Prevent20 is a global coalition of cancer groups calling on

# **PROTOTYPE** (InVision)



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TOBACCO TAX 101 TAKE ACTION V NEWS & RESOURCES V SUPPORT CONTACT JOIN NOW

# Together We Can Prevent 20% of Tobacco Related Cancer

Prevent20 is a global coalition of cancer groups calling on governments to raise tobacco taxes, the single most effective tobacco control intervention. The movement's name is in recognition of the more than 20% of all cancer deaths that are attributable to tobacco use – and completely avoidable.

More than 20% of tobacco-attributable deaths are from cancer. For lung cancer alone, more than 80% of deaths stem from tobacco use.

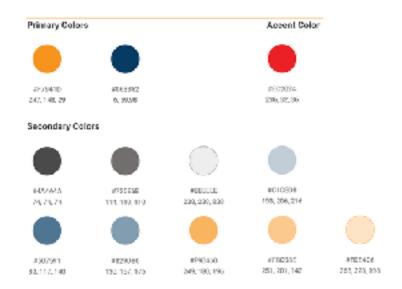


Tobacco taxation is one of the most effective and cost-effective measures

Our InVision Prototype:

https://invis.io/J2NQPDHAYEX#/316635316\_Home\_1

# **STYLE GUIDE**



#### Typography

Robato is a neo-grotesque sane-serif typeface family developed by Google as the system font for its mobile operating system Android. Google describes the font as "modern, yet approachable" and "emotional".

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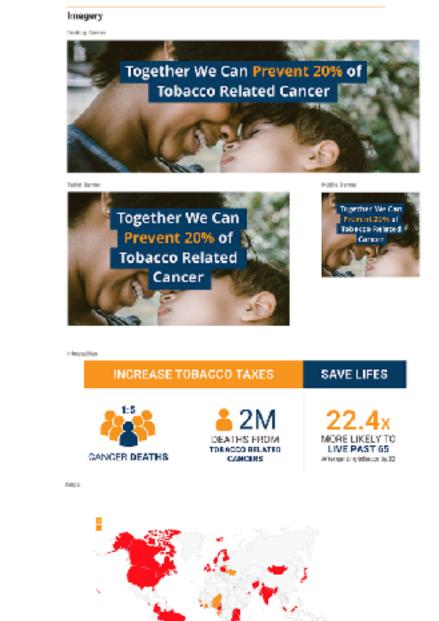
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Full style guide: https://tinyurl.com/yb9db8l2

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Navigation

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PREVENTED

The Page

Table:







# **LOOKING AHEAD:**

- Step 1: put toolkits online; Step 2: refine their utility
- How do Organizations interact with the TAPE team?
- Forums, forums, forums
- Iterate and refine



# Q&A