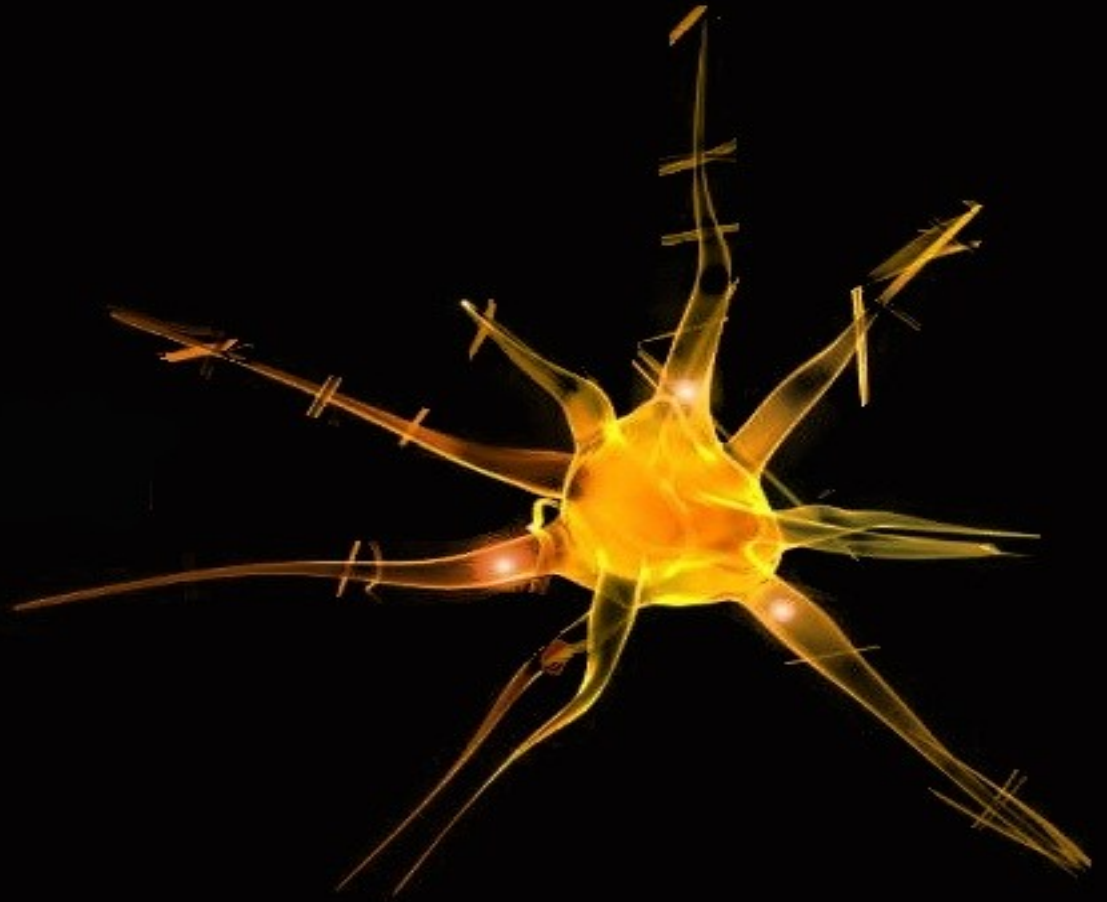


Lit

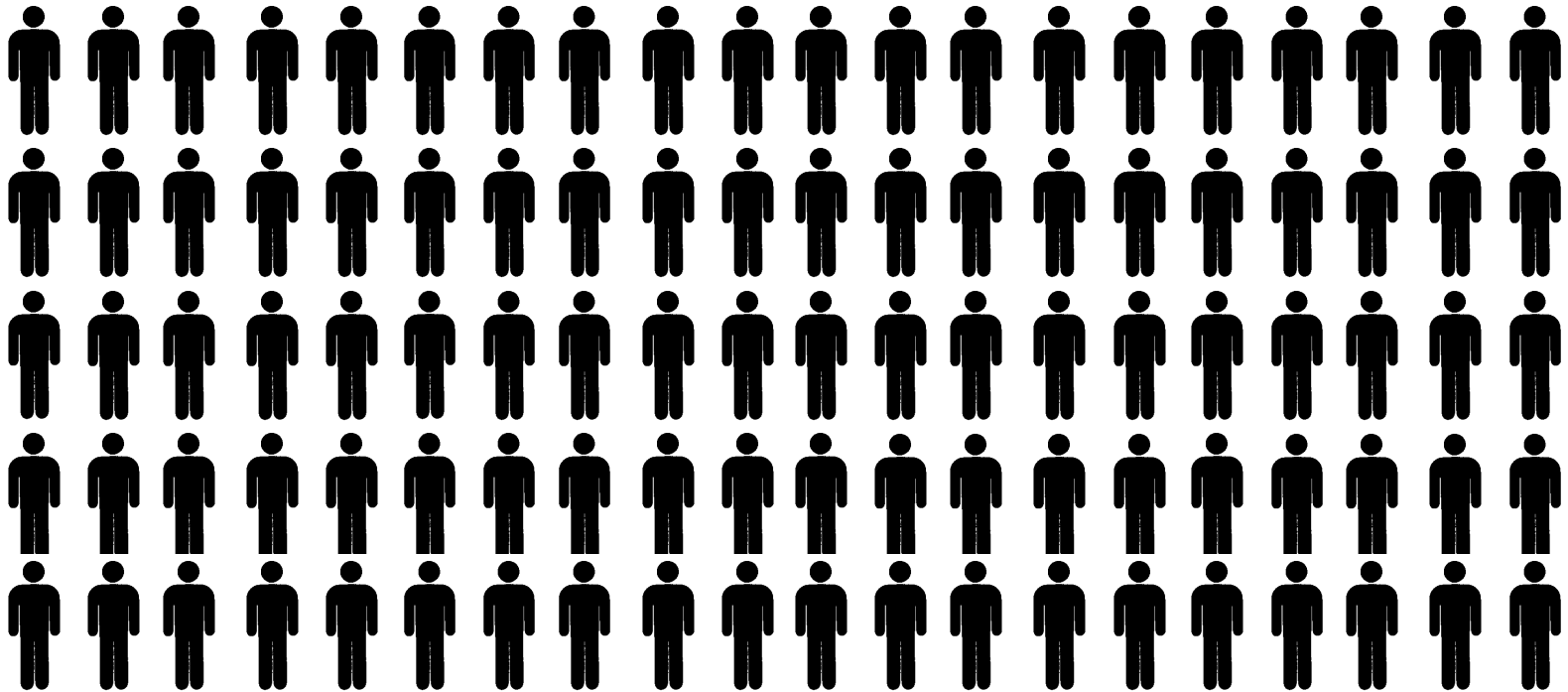


Nisha Alex
Azadeh Jamalian
Pazit Levitan
Jessica Mezei

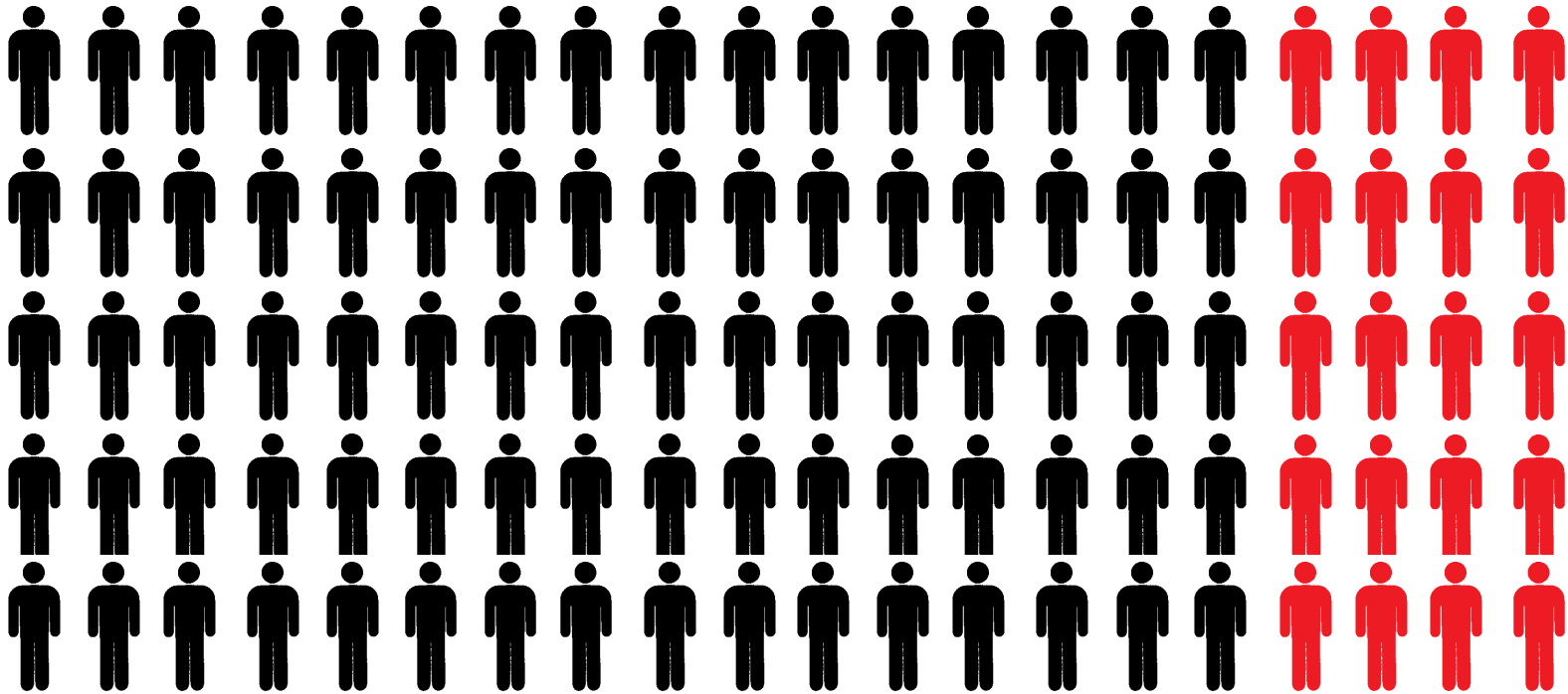
Dr. Chuck Kinzer
Jessica Hammer
and the Lit Team

Robert Wood Johnson Foundation
Health Games Research Grant

Smoking in the USA



Smoking in the USA

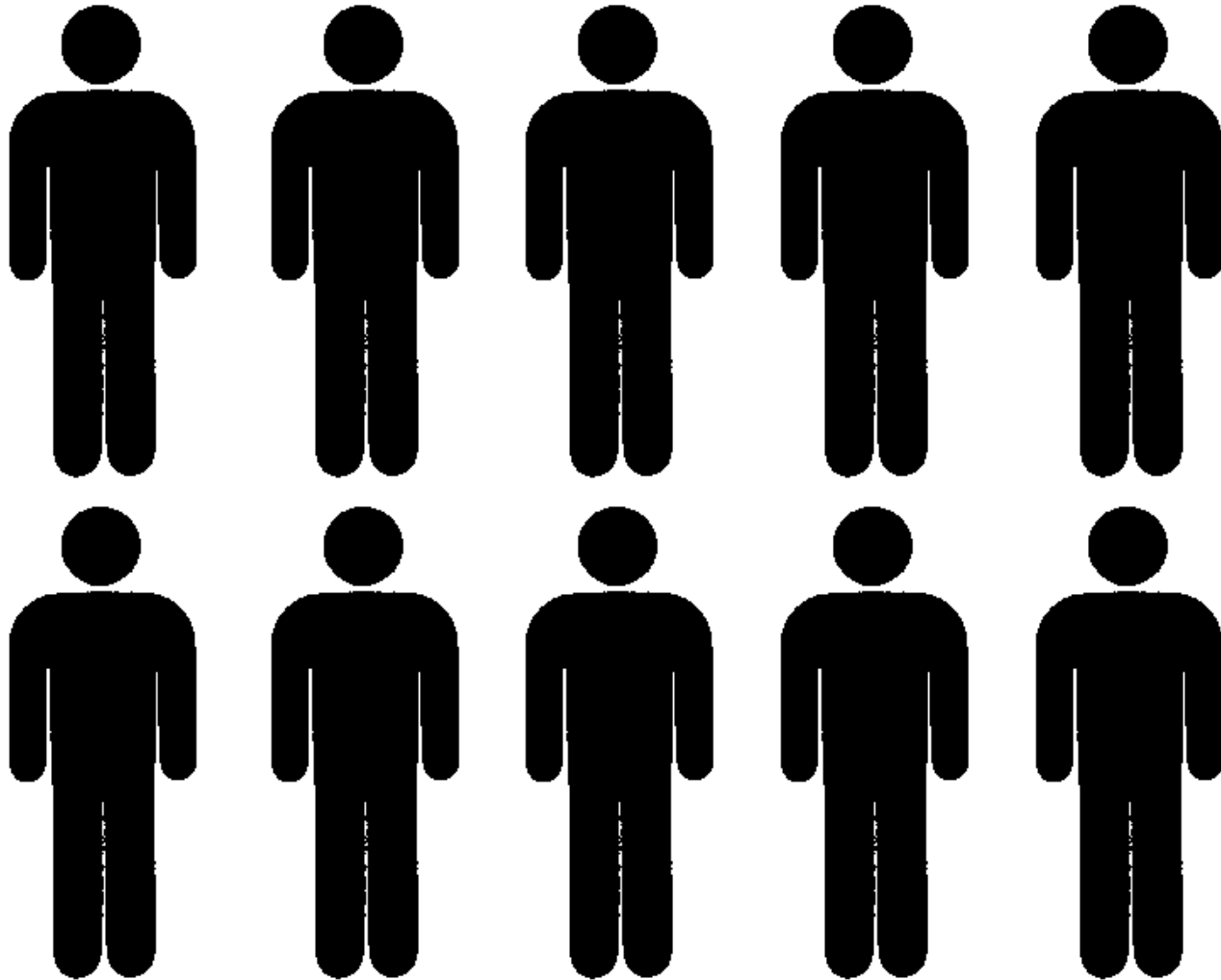


Leading cause of preventable death

Smoking in the USA

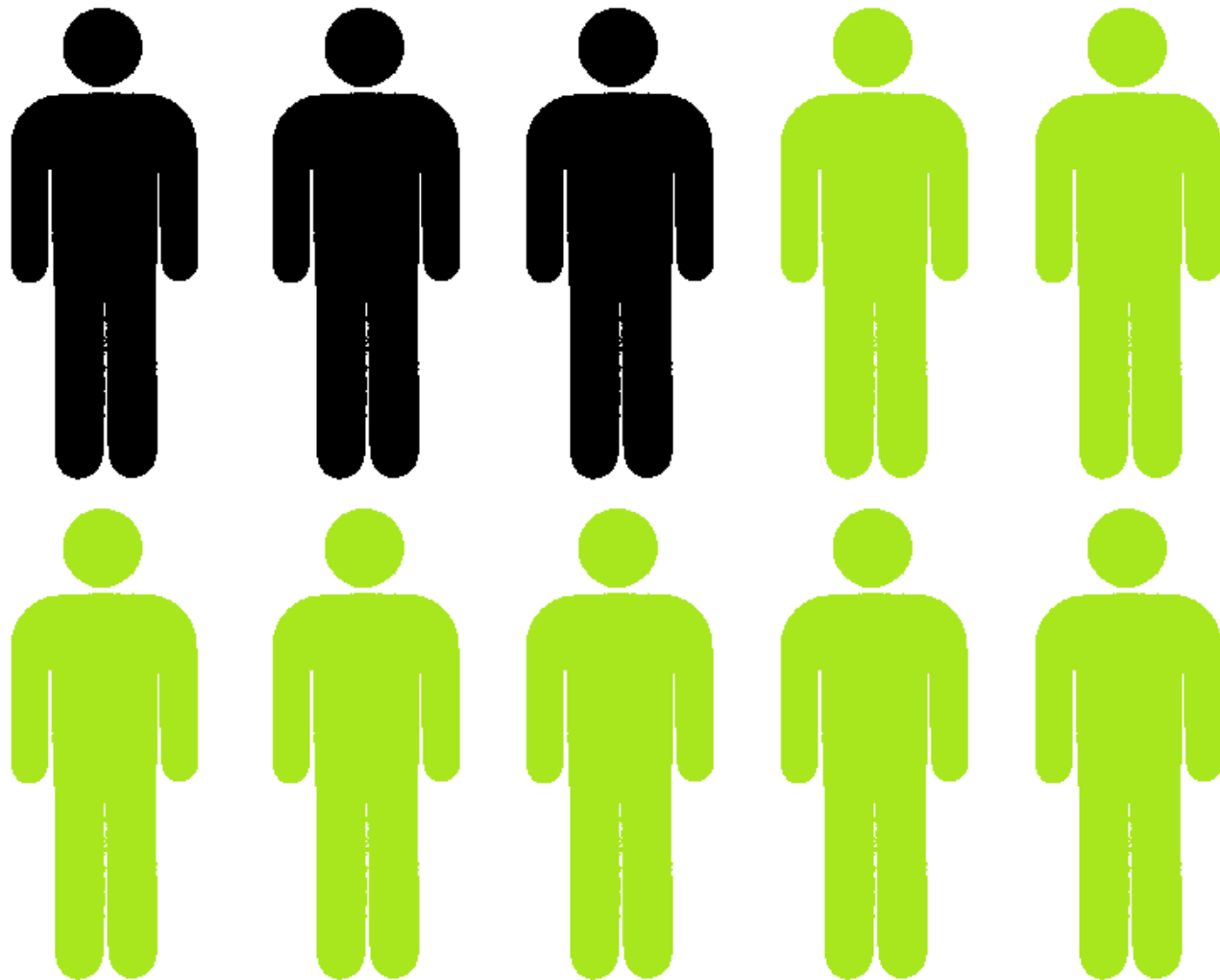
44.5 million smokers
438,000 yearly deaths

Quitting



44.5m
smokers

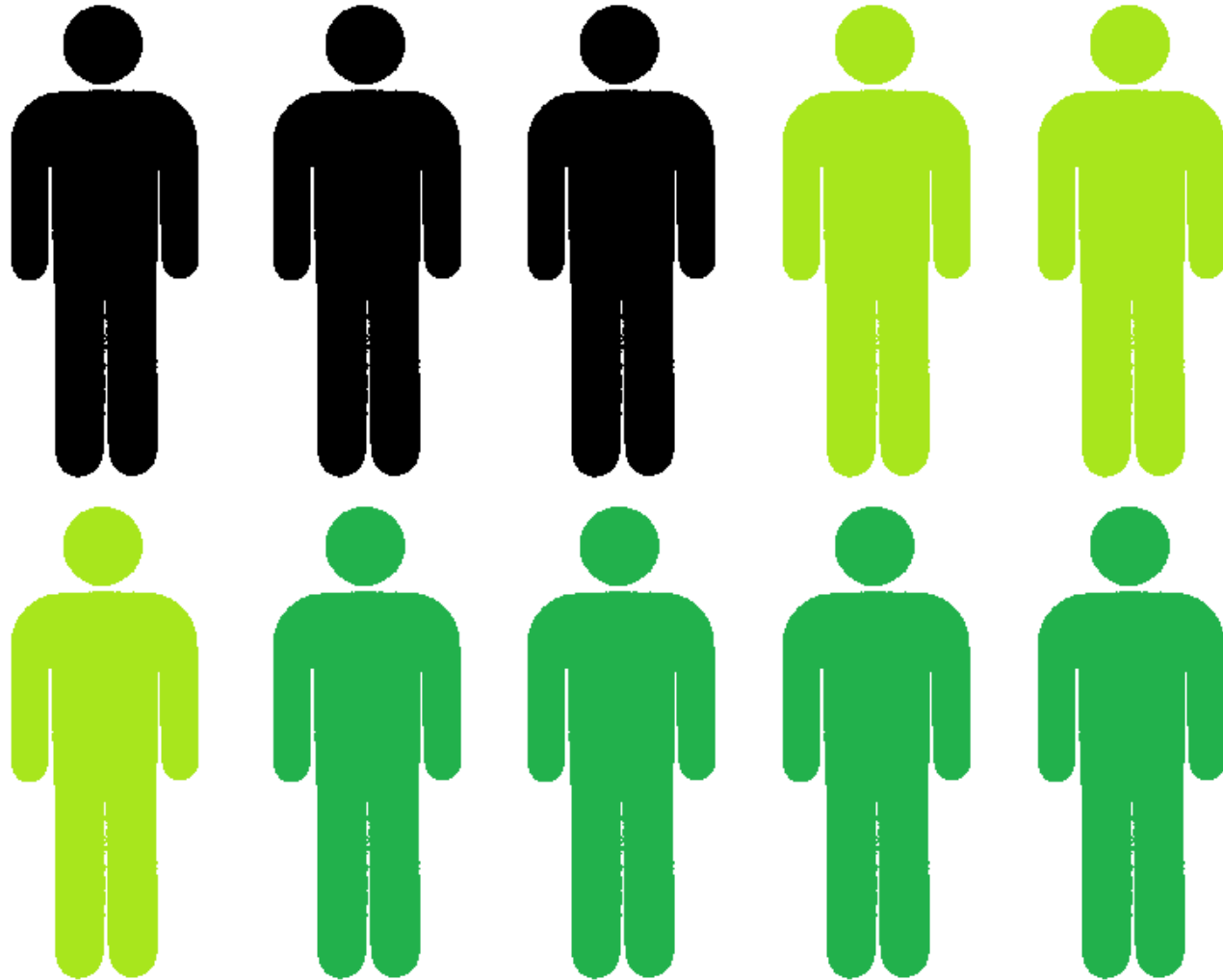
Quitting



44.5m
smokers

31.15m
want to quit

Quitting

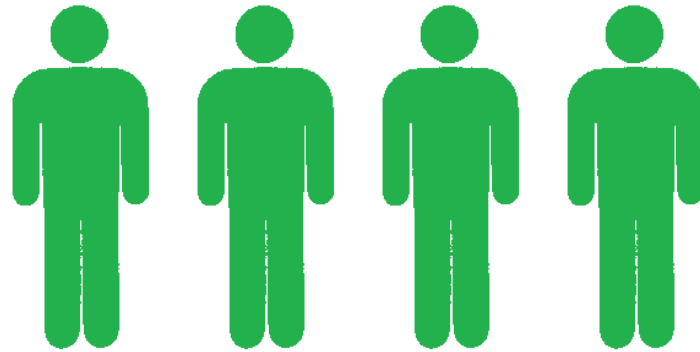


44.5m
smokers

31.15m
want to quit

17.8m
tried last year

The challenge



Supporting the 40%

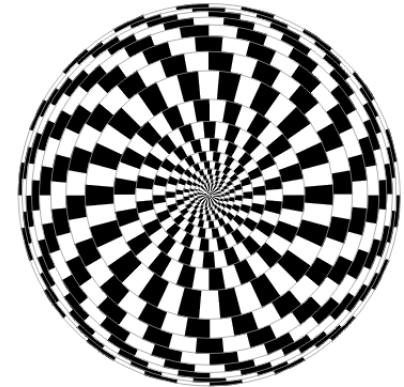
Existing interventions



Gum



Patch



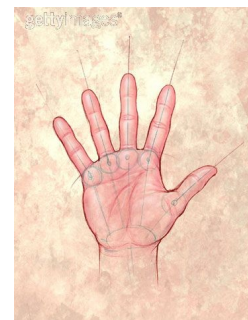
Hypnosis



Vaccine



Behavioral and psychological interventions



Acupuncture

The issues

The issues

Cheap or free

The issues

Cheap or free

Accessibility

The issues

Cheap or free

Accessibility

Easy to use

The issues

Cheap or free

Accessibility

Easy to use

Lower barriers

The issues

Cheap or free

Accessibility

Easy to use

Lower barriers

Ubiquitous

The issues

Cheap or free

Accessibility

Easy to use

Lower barriers

Ubiquitous

Context-sensitive

The issues

Cheap or free

Accessibility

Easy to use

Lower barriers

Ubiquitous

Context-sensitive

Playful

The issues

Cheap or free

Accessibility

Easy to use

Lower barriers

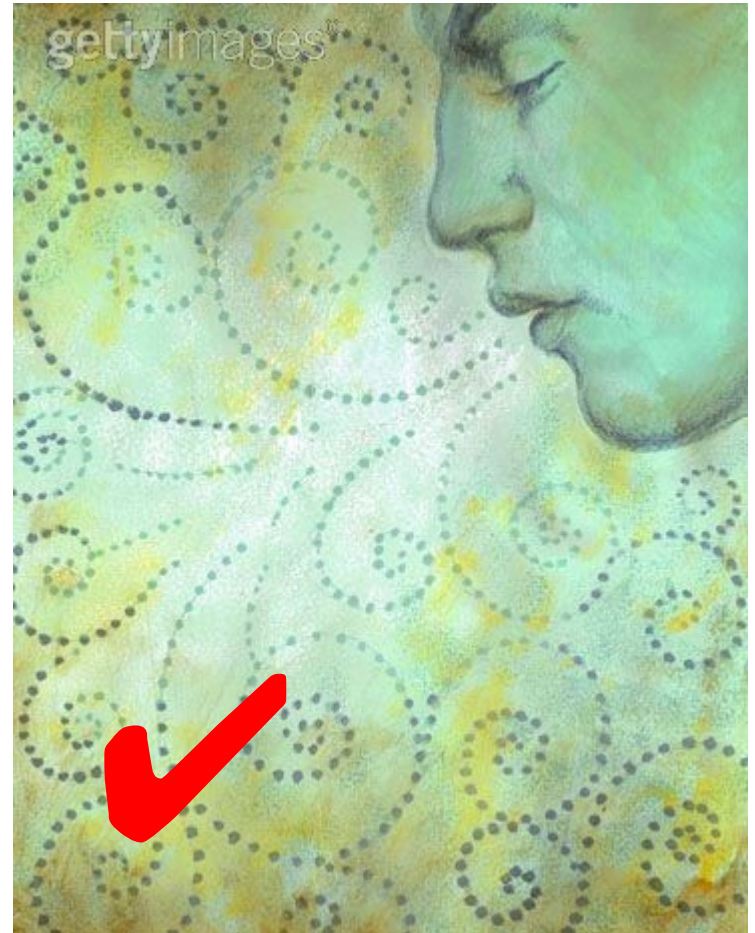
Ubiquitous

Context-sensitive

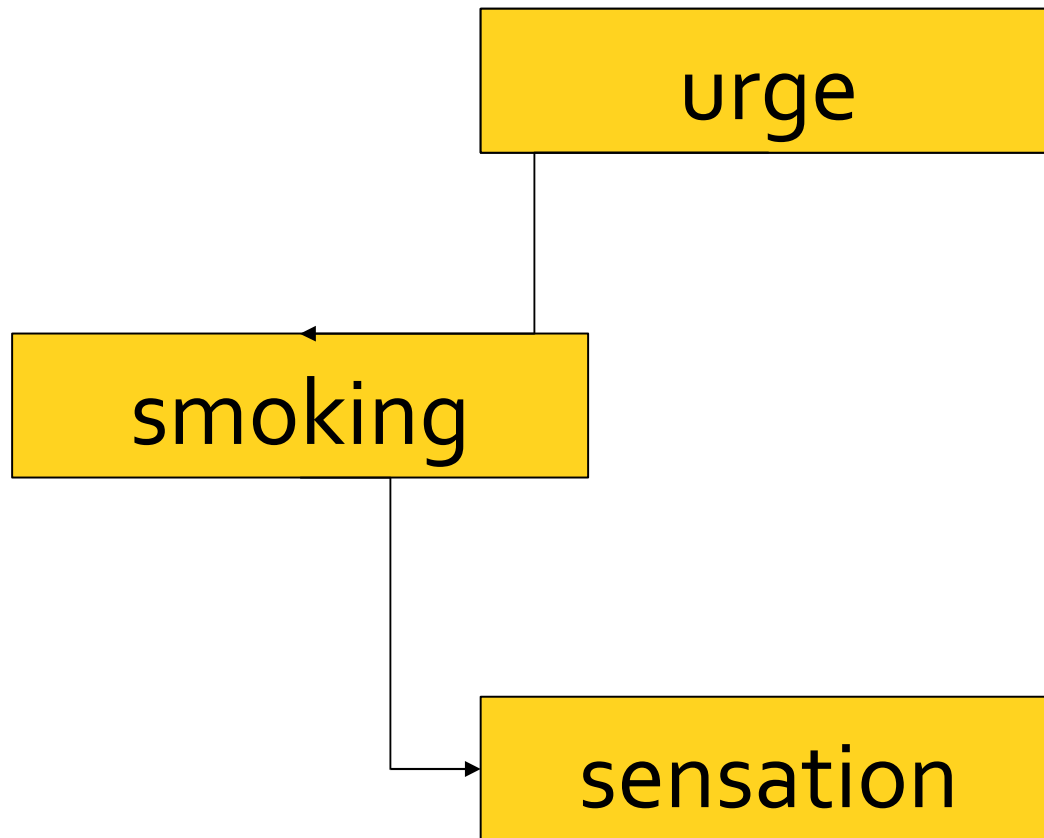
Playful

Motivation
(paratelic)

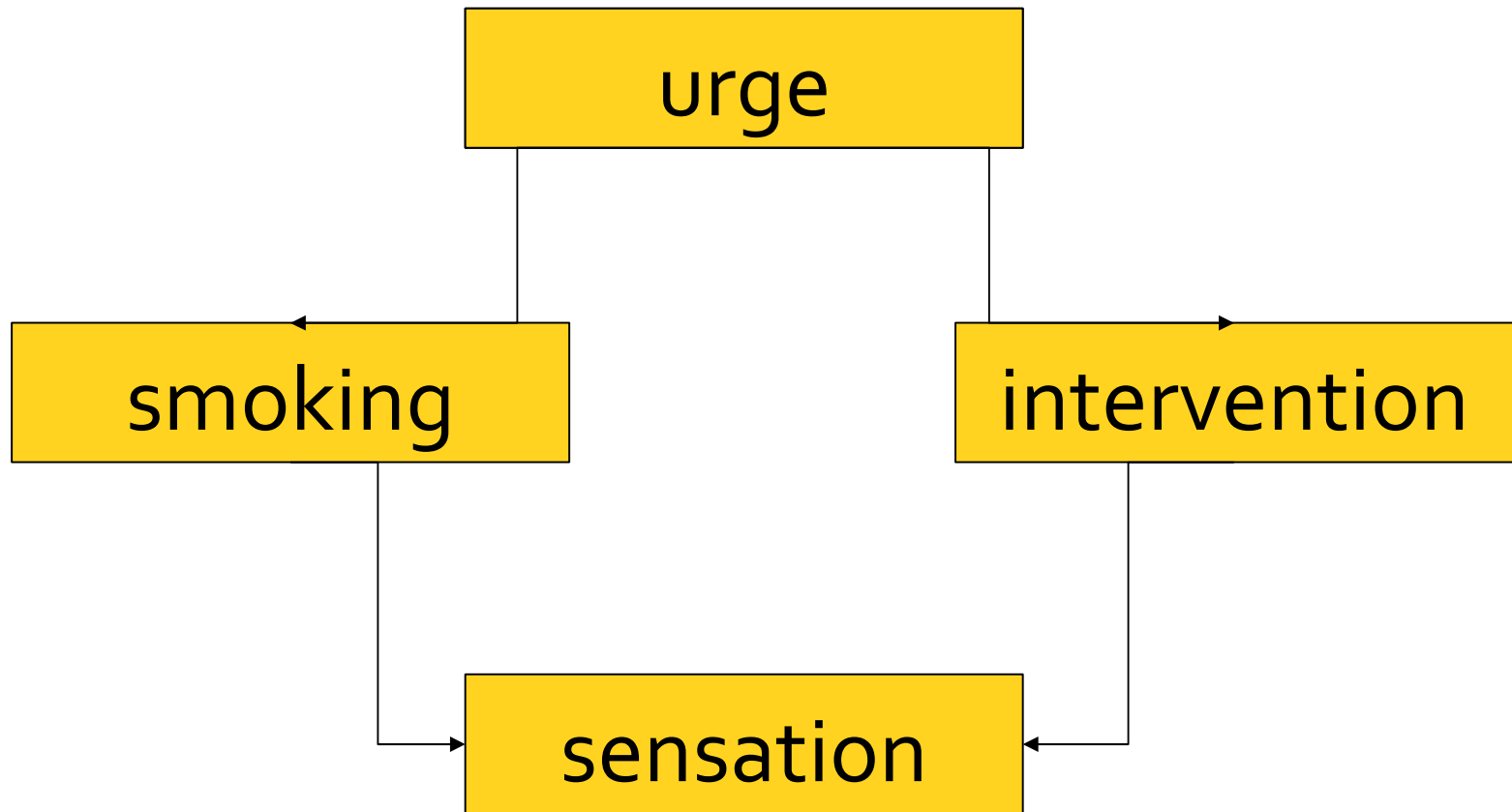
Breath therapy



How it works



How it works



The issues

Cheap or free

Easy to use

Ubiquitous

Playful

The issues

Cheap or free

No equipment

Easy to use

Ubiquitous

Playful

The issues

Cheap or free

No equipment

Easy to use

Ubiquitous

Body-activated

Playful

The issues

Cheap or free

No equipment

Easy to use

Need training

Ubiquitous

Body-activated

Playful

The issues

Cheap or free

No equipment

Easy to use

Need training

Ubiquitous

Body-activated

Playful

Boring

Lit to quit

a mobile game

Lit to quit

a mobile game
designed around breath therapy

Lit to quit

a mobile game
designed around breath therapy
with a breath interface

Lit to quit

a mobile game
designed around breath therapy
with a breath interface
that substitutes for smoking

Our solution

Cheap or free

Easy to use

Ubiquitous

Playful

Our solution

Cheap or free

Self-administered

Easy to use

Ubiquitous

Playful

Our solution

Cheap or free

Self-administered

Easy to use

Adaptive software

Ubiquitous

Playful

Our solution

Cheap or free

Self-administered

Easy to use

Adaptive software

Ubiquitous

Smart phone

Playful

Our solution

Cheap or free

Self-administered

Easy to use

Adaptive software

Ubiquitous

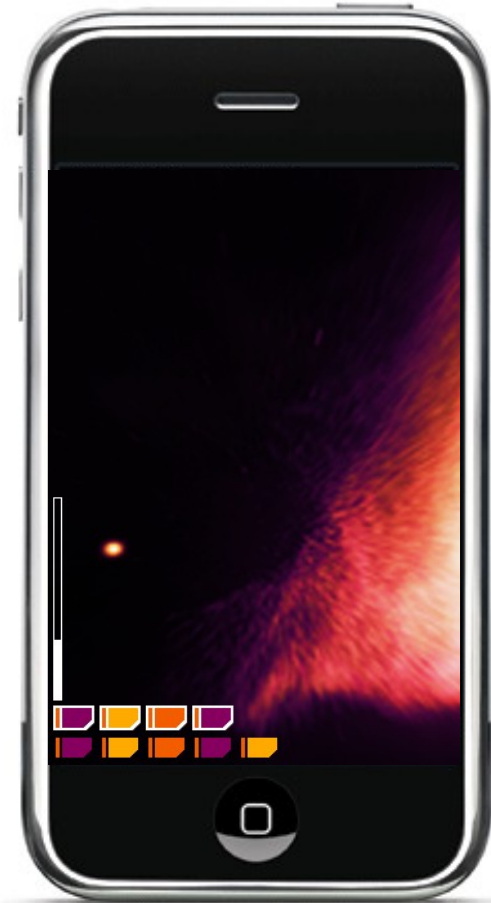
Smart phone

Playful

Game

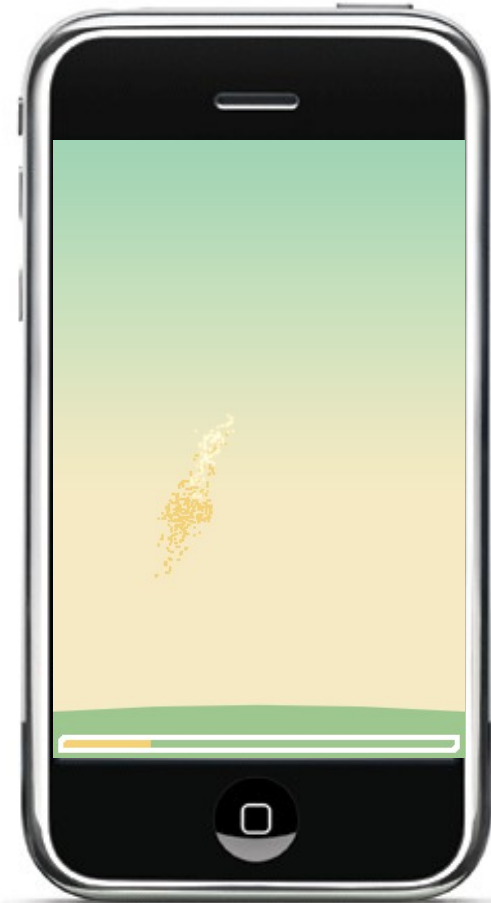
Rush mode

- Perceived stimulant
- Warm colors
- Energetic sounds
- Fast-paced play
- Surprise and tension
- Breath of fire



Relax mode

- Perceived sedative
- Cool colors
- Relaxing sounds
- Slow pace
- Low challenge
- Deep, slow breaths



Research methods

Physiological Response

EEG

Skin conductance

Heart rate

Emotional Response

Self-reports

Integrated reflection

Play-test observation

Research methods

Physiological
Response

EEG

Skin conductance

Heart rate

Emotional
Response

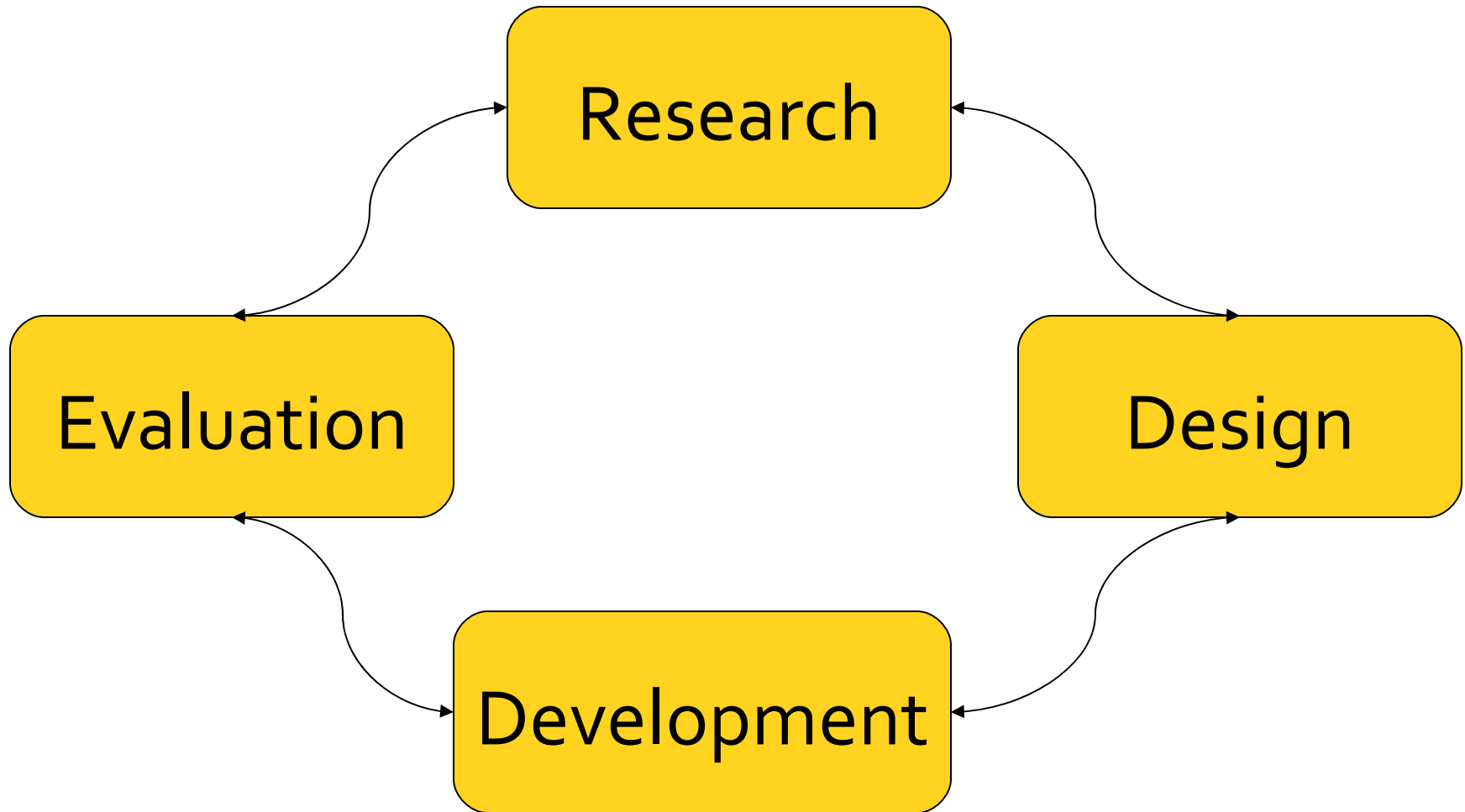
Self-reports

Integrated reflection

Play-test observation

Do we match?

Iterative design model



Thanks!

Want to know more?

litthegame@gmail.com