



QuitIt

HELPING YOU CONQUER CRAVINGS

Problem: Unwanted impulses

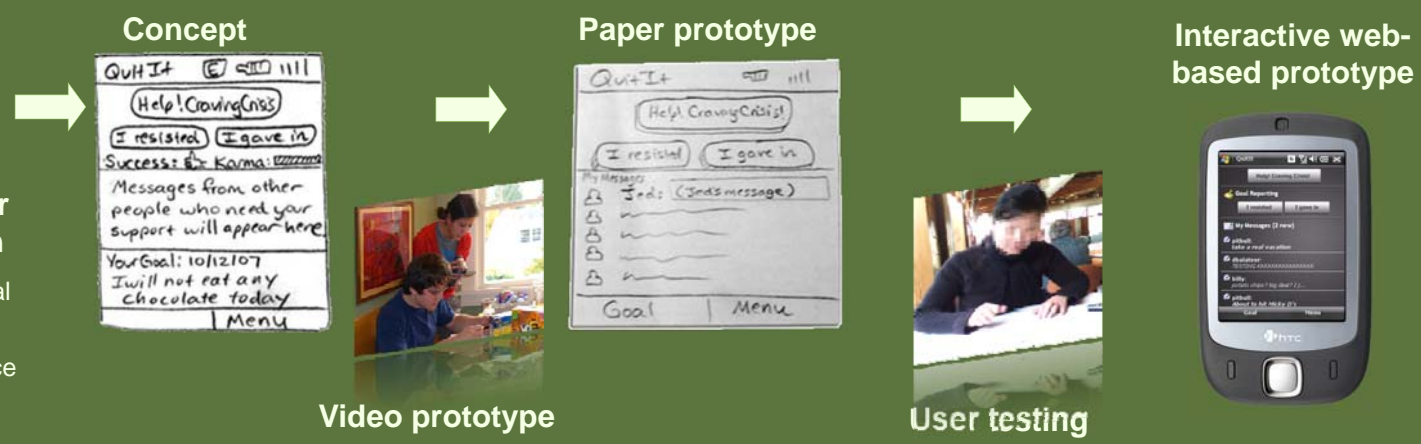
Solution: Social support through your mobile phone

Value Prop: QuitIt helps you conquer cravings with support where and when you need it

- Features:**
- Goal setting
 - Goal Tracking
 - Ask for help
 - Express yourself
 - Build a supportive network
 - Inspire Others
 - Respond to those in need



Design Iteration



- Customer Research**
- Contextual Inquiry
 - Experience Sampling

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http://www.cs.washington.edu/education/courses/cse440/07au/project_files/quitit

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