Introduction

Mobile health (mHealth) apps have the potential to successfully assist existing smoking cessation programs, many are low quality, and lack evidence-based information and clinical impact data.1,3

Our study aims to determine key design and feature considerations for smoking cessation apps identified from unsolicited consumer reviews.

Method

A targeted web-crawler mined publicly available user reviews and ratings of smoking cessation apps from Google Play and Apple Store via a two-stage search strategy.

Eligibility: English language apps with a primary focus on smoking cessation and at least 20 consumer reviews between 2011 and 2020.

User reviews were thematically analysed using Braun & Clarke’s six-phase framework.

Results

User interface design
Technical Issues & developer support
Simplicity
Language
Interactivity & sharing
Affordability

Community & message boards
Goal setting, tracking progress & rewards
Habit tracking & Visual analytics
Health information
Identifying and managing cravings
Motivational
Personal accountability
Relationality

“Great app... it will give you motivation to stop smoking... set goals, personalize data, track progress and not too many ads! Good job”

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Benefits of quitting smoking
Quitting smoking
Reducing smoking

Influence on smoking behaviour
Increasing awareness of smoking behavior

Useability

App features

Benefits of quitting smoking
Quitting smoking
Reducing smoking

Influence on smoking behaviour
Increasing awareness of smoking behavior

Using the themes from the Braun & Clarke thematic analysis framework for user experience design.

References

3. Whittaker et al. Cochrane Database of Sys Rev. 2019(3). DOI: 0.1002/14651858.CD006511.pub6

Further information

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