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Citation for the original published paper (version of record):

Citoler, A., Lee, E. (2024). Designing a Social Snus Cessation Mobile Application with an Integrated AI Function. *Studies in health technology and informatics*, 316: 532-533.

<http://dx.doi.org/10.3233/SHTI240467>

N.B. When citing this work, cite the original published paper.

Designing a Social Snus Cessation Mobile Application with an Integrated AI Function

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Abstract. The application of artificial intelligence (AI) in healthcare is expected to be increased in the coming years. There has been little attention paid on exploring how social aspects and AI can be integrated into mobile applications to support the people who want to quit snus. Our research aims to design a prototype of a social snus cessation mobile application for university students in Sweden, incorporating an AI function. This paper presents a work-in-progress of our research.

Keywords. Snus cessation, social app, artificial intelligence, service design

1. Introduction and Methods

Several studies show snus use and its associated health risks, including increased mortality rates and potential links to cardiovascular and cancer-related deaths [1]. Despite the mounting evidence of its health risks, the increasing popularity of snus among Swedish youth [2], must be addressed with targeted interventions.

Using social media helps young adults to quit smoking [3]. Artificial intelligence (AI) has been implemented in healthcare including mental healthcare [4]. However, there has been little attention paid on exploring how social aspects and AI can be integrated into mobile applications to support people who want to quit snus. Our study aims to design a prototype of a social snus cessation mobile application for university students in Sweden, incorporating an AI function. We seek to answer, ‘How can a social snus cessation mobile application be designed with an integrated AI function?’

To ensure that the mobile application’s functionalities and design rightly reverberate with its intended users, service design process [5] has been adopted in our study.



Figure 1. Steps followed in the mobile application’s design based on service design process [5].

Figure 1 shows the steps our study follows. The users’ needs and the application’s functionalities, represented through a persona and use cases, are informed by a literature study and interviews with potential users. The features are then visualised as sketches, wireframes, and an interactive prototype. Finally, feedback of the prototype is gathered from a usability testing (questionnaire, Think aloud, System Usability Scale, and interview). The prototype is then improved by incorporating the user feedback.

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