

Abstract

Background: Tobacco dependence is among the strongest of addictions and smoking is a significant risk factor for a large number of diseases as well as premature death. New treatment options for tobacco dependence have emerged with the implementation of eHealth approach, especially those provided remotely. In the field of addictology we are mainly talking about applications for smoking cessation, which can be an attractive option for those who want to quit smoking, but their effectiveness needs to be further examined.

Aims: The main objective of this study is to describe user experience of tobacco smokers using the online intervention Endre. Partial aims were to find how users rated the visual interface of the intervention, the user-friendliness and what method of cessation they would choose for their future attempts to quit.

Material and methods: Data collection was carried out using a quantitative method of probability selection, namely a simple intentional (criteria) selection through an online questionnaire tool sent by e-mail to selected participants of the ongoing RCT study. The research group consisted of 105 respondents, of whom 60 were women and 45 men. To evaluate the collected data, MS excel was used, where frequency analyzes, summary statistics and testing of statistical hypotheses were performed.

Results: Respondents assessed the simplicity of the initial registration, the intuitiveness of the application interface, the simplicity of use or comprehensibility of the text positively. Based on the correlation analysis, both sexes agreed that the expertise of the content of the intervention is key to the final evaluation and recommendations to their closed ones. A statistically significant difference between the sexes in the evaluation of the application was demonstrated. Half of the respondents would use the Endre web application for their next quit attempt.

Conclusion: This study is one of the first of its kind in the Czech Republic. The user experience of smokers with the Endre web application has proven to be sufficient and it is a key component in keeping the user engaged to use the application. Smoking cessation applications offer the potential for real-time intervention, but interdisciplinary collaboration is needed during their development.

Keywords

User experience – smoking – smoking cessation – online intervention – eHealth