

Blended Smoking Cessation Treatment

Patients' user experience (UX) of a blended face-to-face and web-based smoking cessation treatment (BSCT)

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Background

Blended treatment – a combination of web-based and face-to-face therapy – is a promising eHealth service, supposedly combining “the best of both worlds”: the strengths of one mode of delivery may compensate for the weaknesses of the other.

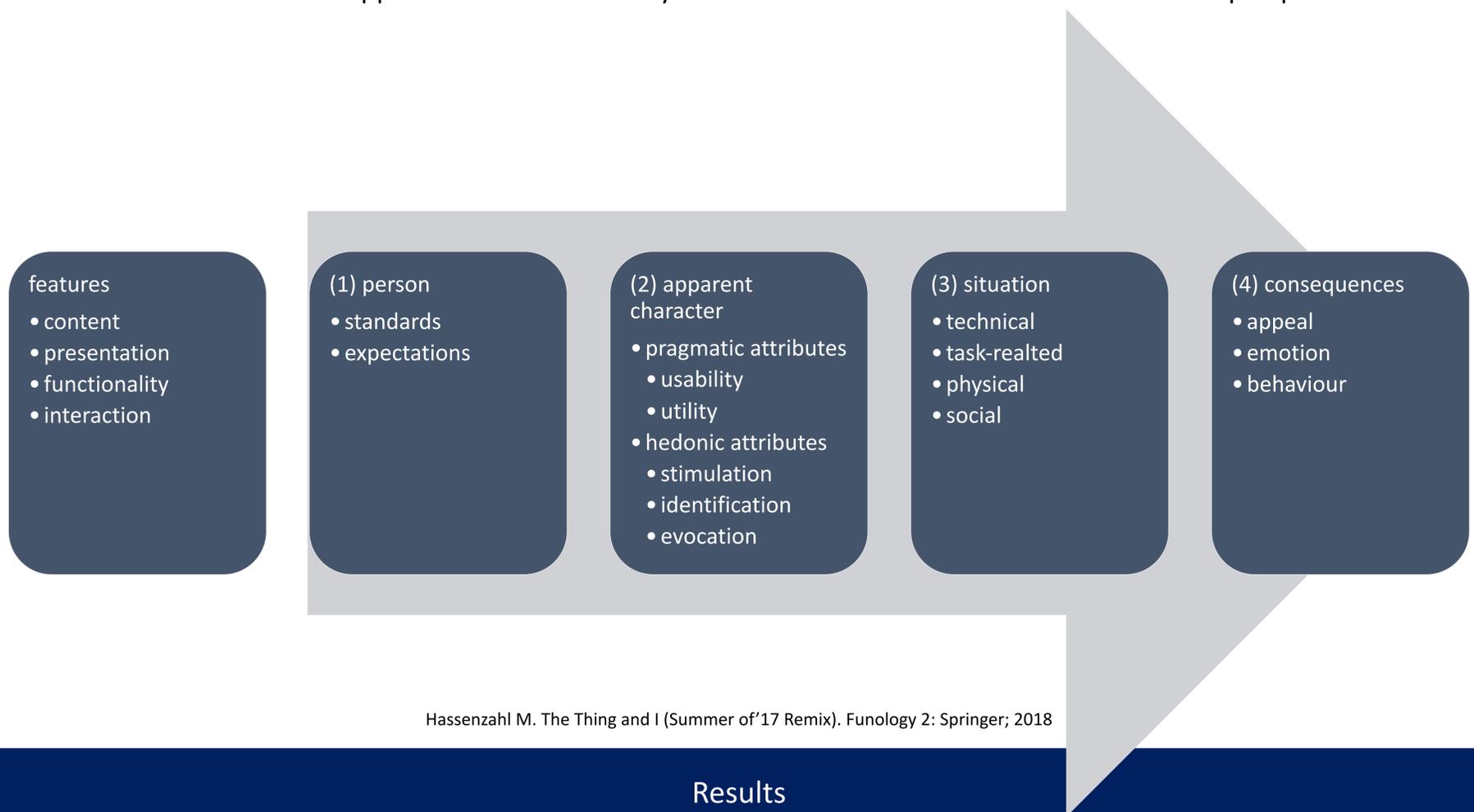
Objective

To explore this hypothesis by examining the key elements of the patients' user experience (UX) with a blended smoking cessation treatment (BSCT).

Methods

Patients' UX was collected by in-depth interviews (n=10) at an outpatient smoking cessation clinic in the Netherlands. Content analysis of semantic domains was used to analyze the patients' UX.

Hassenzahl's UX model was applied to examine the key elements of UX that form the UX from a user perspective.



Results

- In general, the UX of BSCT was *good*.
- Patients had a *positive-pragmatic standard* and *neutral-open expectation* towards BSCT.
- The *pragmatic attributes* (*usability, utility*) of both the Web-sessions and the F2F-sessions were mostly positive.
- For the *hedonic attributes*, patients' UX was less favorable with Web-sessions than F2F-sessions:
 - *lower stimulation* for the Web-sessions (“online won't get through to me”),
 - *lower identification* (“online is not my style”),
 - *negative evocations* (comparing the Web-sessions to for example “bookkeeping”).
- For the *consequences*, we found three types of combinations of appeal, emotions (for example satisfaction) and behavior (adherence; quitting): “*positive UX*”, “*negative UX*”, and “*mixed UX*”.

Conclusions

- The *hypothesis* that blended treatment combines “the best of both worlds” because of complementary strengths, *can be partly supported*.
- However, this was mainly found *only one-sided*: *F2F-sessions compensated for the weaknesses of web-sessions*.
- Aspects of *hedonism* such as for example fun, joy or happiness may be addressed to further improve BSCT's UX.