

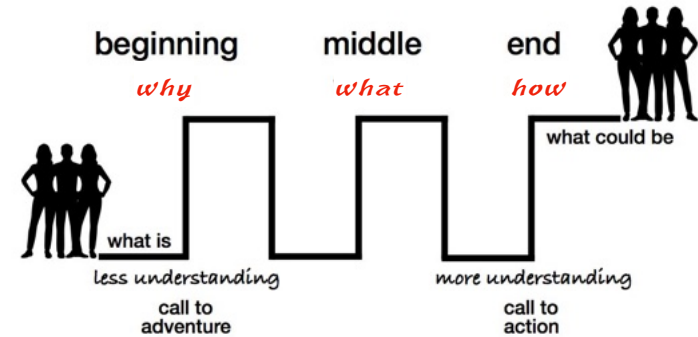
# YPP

*A wants B  
in order to C*

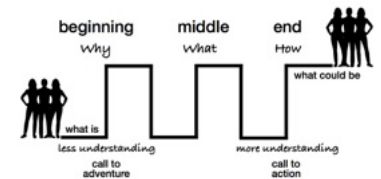
Design Challenge

WhyWhatHow Sparkline

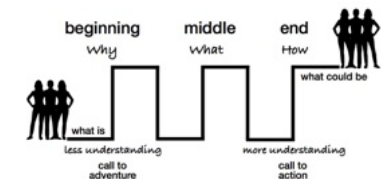
Stakeholder Sparklines



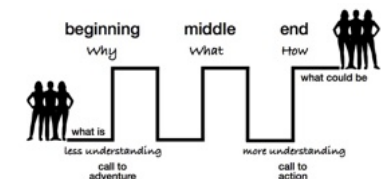
Staff



Community



Policy-makers



# Partner Prototypes



# Scenarios and Journey Maps

**USER SCENARIO**  
"Vanessa is a 30-year old nature lover who wants to quit smoking. She's tried patches and pills and lollipop methods have failed, and lately she product she'll try next. Scrolling on see an online ad about The Great as "The Great American Outdoors. quit smoking cause Vanessa to clic CDC's website "Quitting Can Make story about Tiffany, a woman about smoking. Inspired by Tiffany's story upcoming event. She bookmarks it and starts a countdown. She then i go on a nice hike that day."

**USER SCENARIO**  
"Vanessa is a 30-year old nature lover who wants to quit smoking. She's tried patches and pills and lollipops but is frustrated that these different product she'll try next. Scrolling on her phone, Vanessa see an online ad about "The Great American Smokeout" as "The Great American Outdoors." Her love of nature quit smoking cause Vanessa to click on the ad, which i CDC's website "Quitting Can Make You a Winner". The story about Tiffany, a woman about her age who succee smoking. Inspired by Tiffany's story, Vanessa decides t upcoming event. She bookmarks the site, puts the date and starts a countdown. She then smiles, thinking to h go on a nice hike that day."

**USER SCENARIO**  
"Vanessa is a 30-year old nature lover who wants to quit smoking. She's tried patches and pills and lollipops but is frustrated that these different methods have failed, and lately she has wondered which "quit smoking" product she'll try next. Scrolling on her phone, Vanessa first happens to see an online ad about "The Great American Smokeout." Her love of nature and her desire to quit smoking cause Vanessa to click on the ad, which takes her to the CDC's website "Quitting Can Make You a Winner." There she reads a story about Tiffany, a woman about her age who successfully quit smoking. Inspired by Tiffany's story, Vanessa decides to take part in the upcoming event. She bookmarks the site, puts the date in her calendar, and starts a countdown. She then smiles, thinking to herself, "maybe I'll go on a nice hike that day."



# Report and presentation

