Vaping App

Research Document

Competitor Analysis

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Competitor Analysis

In this section we present a competitive analysis by investigating the different apps that are prevalent in the market and drawing the advantages and disadvantages of these existing apps and their features.

Vaping apps as of now can be divided into four distict categories:
- Savings calculators and quitting tools,
- DIY e-juice mixing calculators
- Vaping calculators
- Multipurpose apps

Quitting Tools

The apps collect data on the dates that the vape user has quit smoking, the number of cigarettes that the user smoked, the cost of each packet and the amount spent by the user on vaping gear. The apps then returns information on the amount that the user saved due to switching, the cigarettes that the user avoided due to switch and the health benefits that the user enjoys based on his/her non-smoking habits.

E-Cig diary is a tracking app and allows users to keep track of how often they vape along with money saved since hey switched from traditional smoking. The app aims to help those struggling to quit.
Other features include: savings calculators, days smoke-free, number of cigarettes not smoked, tools for mixing e-juice, estimating your battery lifespan and an Ohm's law calculator.
However, only the paid version includes all these features and the app has very minimal interface. It is also limited to android.

Vape shows the user's quit date, the number of cigarettes not smoked and also updates users on milestones for health improvements (e.g. increased circulation after two weeks). The app has an achievement section and also an e-juice mixing calculator and a recipe book. All these features are free. The app is available only to android users thought, and doesn't have a tidy GUI thus limiting its download and usage.

Vape
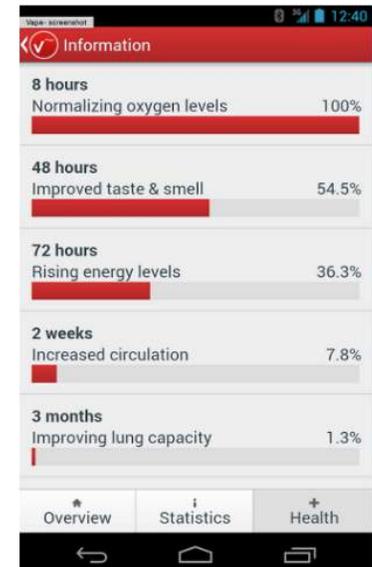
Vaping Calculators

These apps use Ohm's law to work out the current that the user draws from the battery or the wattage and so can calculate how long the users battery last with a specific set up. These apps also calculate how a user can make their own coil for their specific need or setup.

Vaper's Tool Box offers coil-building calculations and an Ohm's law calculator. Users set the wire type, coils used in the build, the gauge of the wire and desired resistance and the app provides information on how much wire the users should cut. In case the user wants to know the number of wraps to use, he/she can enter the length of wire, the diameter of the coil to be built and the lengths of the leads (or legs). The app also has Ohm's calculator built in it. However, the app is poorly designed and hence has limited usage and fails to entice new users.

MicroCoil Pro available on iOS and Android is ideal for vapers who build their own coils. Users provide information on the number of wraps and the diameter of the coil, the app then provides users with the resulting resistance. Other features of the app include an atomizer database (with suggested coils), the ability to share coils with the community and information on battery life. It also shows an adaptive heat coefficient so that users can build the coils accordingly and maximise flavour. This app is not free and costs just short of £4 on either platform.

MicroCoil Pro

DIY e-juice Calculators

These apps help users to create their own vape liquids, meaning they can formulate their own flavours and adjust the nicotine content of what they're inhaling.

E-Juice Lab This app helps users to set their ideal PG/VG (vegetable glycerin/propylene glycol mixture) ratios, flavour mixture and strength of the nicotine that they want in the final product. The app informs the percentage volume needed for each ingredient. The e-liquid calculator is easy to use and available for free.

E-Liquid The app includes both a simple e-juice mixing calculator and wattage and resistance calculators. The functioning is very similar to e-juice lab: the user enters the key details into the and it lists the ratio of each ingredient that should be used in the mixture. The results are displayed in ml and drops for each ingredient

E-Juice Lab

Multipurpose

These multipurpose apps appear to attempt to be all encompassing, removing the need for many individual apps. They are likely to be an emalgamation of the above three categories.

Vape Boss The app aims to offer a complete experience to vapers. It has a coil building calculator, Ohm's law calculator, detailed listing of devices and e-liquids, a vape shop locator, a juice finder, digital wish list, wiki and more. The app also boasts of an independent social media network.

However, the app is missing some important features like an e-juice calculator, battery lifespan estimator and other useful tools which can assist vapers.

Vape Tool is one of the most well rounded and aesthetically good looking app and includes a calculator pretty much for everything and comprises of helpful resources to assist those who vape.The layout is very user-friendly and it's easy to get to grips with, and so it is quite popular. It is a free app however, there's a pro version available if users want more features. The app is only available on Android and hence there is a big gap in the market for an app as good as this for the iOS store / iPhone users.
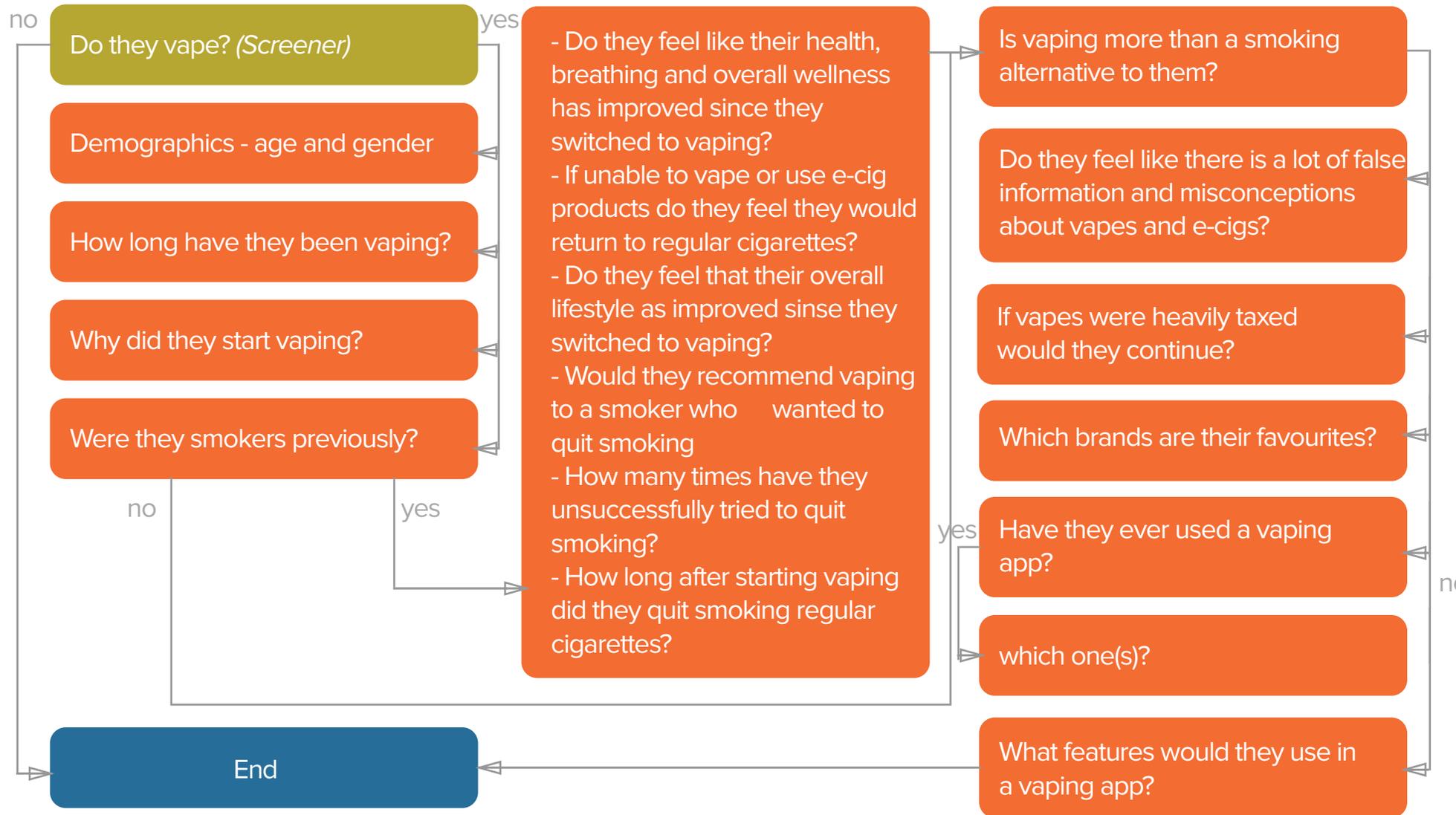

Vape Boss

Survey Questions

Method

The questionnaire was devised by a UX researcher and a strategist at hedgehog lab in order to gauge interest in a vaping app and discover which features of an app would be viewed as most desirable.

All participants were first screened to make sure that we are only asking for the opinions of those who are vape users.

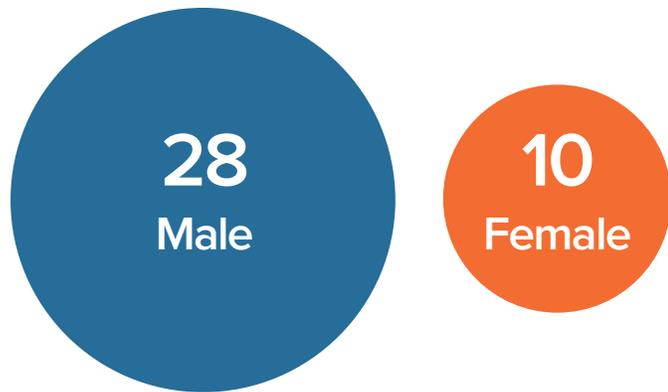This survey was answered by 38 people.

Questions and Flow

Do they vape? *(Screener)*

no →

yes →

Demographics - age and gender

How long have they been vaping?

Why did they start vaping?

Were they smokers previously?

no

yes

- Do they feel like their health, breathing and overall wellness has improved since they switched to vaping?
- If unable to vape or use e-cig products do they feel they would return to regular cigarettes?
- Do they feel that their overall lifestyle as improved sinse they switched to vaping?
- Would they recommend vaping to a smoker who   wanted to quit smoking
- How many times have they unsuccessfully tried to quit smoking?
- How long after starting vaping did they quit smoking regular cigarettes?

Is vaping more than a smoking alternative to them?

Do they feel like there is a lot of false information and misconceptions about vapes and e-cigs?

If vapes were heavily taxed would they continue?

Which brands are their favourites?

Have they ever used a vaping app?

yes

which one(s)?

no

What features would they use in a vaping app?

End

Survey Results

Demographics

Gender

28
Male

10
Female

The vaping audience appears to be prodominently male (74%).

Age

18	**8**	**7**	**2**	**3**
18 - 25	26 - 30	31 - 40	41 - 50	51 - 64

The ages of people in our survey was diverse, though clearly 18 - 25 year olds were the most prolific.
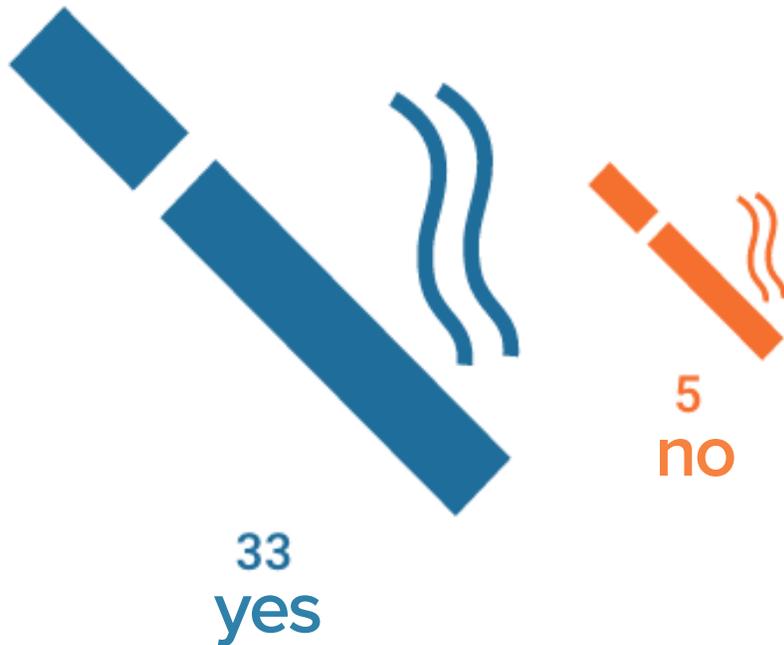
How long have you been vaping?
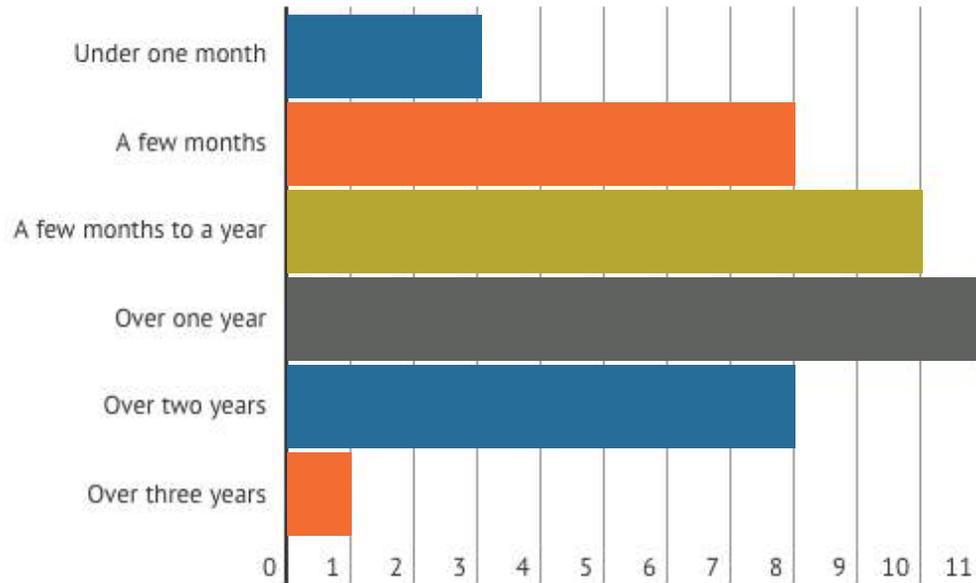
Since a habit takes 3 months to form, it is evident that the majority of our participants vape habitually and will probably continue to do so.

Why did you start vaping?

By far the biggest reason people started to vape was to stop smoking (mentioned by respondants 29 times). But there were plenty of other reasons mentioned like for social and entertainment.

To Relax

For Pleasure

Enjoy the Flavour

To Stop Smoking

Save Money

It's Social

It's Fun

It's Cool

Were you a smoker prior to vaping?

33 yes

5 no

Following the last question, it is clear that the main users of vapes are those who used to smoke. 87% of respondents used to be or still are smokers.

But, not everyone who took the survey was previously a smoker.
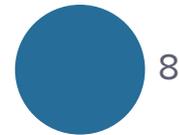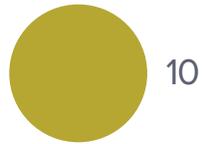
Cigarettes vs. Vaping

| Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

I feel that my overall lifestyle has improved for the better since I switched to vaping

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
2	1	10	8	13
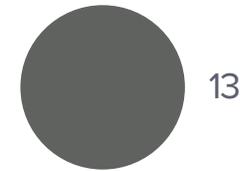
Your health, breathing and overall wellness has improved since vaping

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	1	12	7	13

If unable to use vape/e-cigs you would return to regular cigarettes

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
5	5	9	5	10
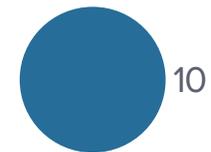
Only those who smoked prior to vaping answered these questions (33/38)

Would you recommend vaping as a way to give up smoking?

22
yes

2
no

3
maybe

The huge majority of respondents would recommend vaping as a way to give up smoking.

Some participants even said they'd tried to give up 20+ times but had not touched a cigarette since they bought their first vape.

What, other than a smoking alternative, is vaping to you?

Participants clearly found more than just an alternative to smoking in vaping. Many viewed it as a hobby (mentioned 12 times) and something that was social. Participants also mentioned that they enjoyed the flavours.

Flavours

Hobby

Gadget

Community

Something to do

Social

Relaxant

Would you still vape if it was heavily taxed?

**20** Yes

1 No

17 Maybe
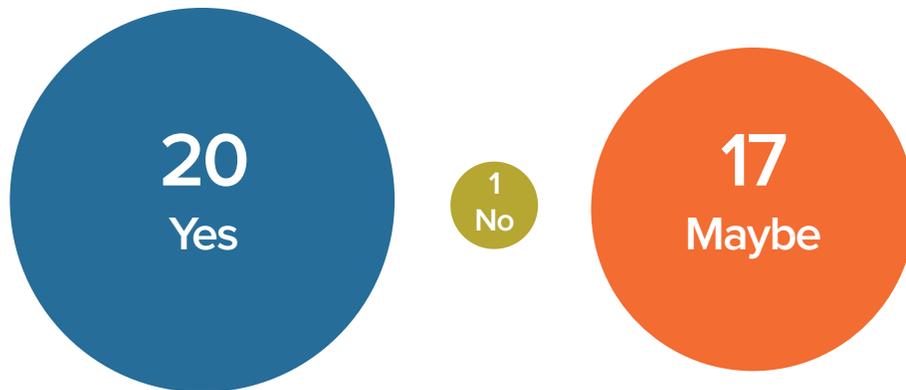
While heavily taxing vaping put doubt in some peoples' minds whether they would continue, only one respondent answered that they would not continue.
The majority said that they would continue.

What features in a vaping app would you use?

The most popular features were:
- Product reviews
- Coil calculator
- Online shop
- New product updates

Only 6/38 respondents said they wouldnt use any features. So we can see that people are interested in using a vaping app.
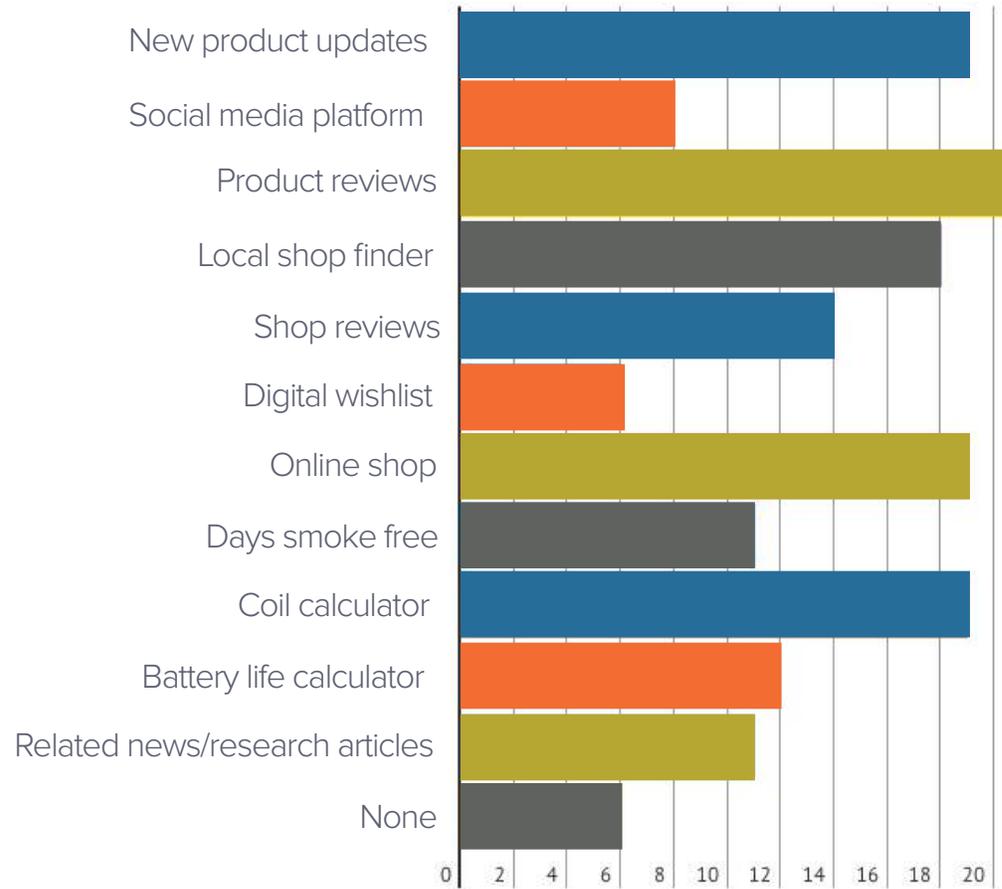
Interviews

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Method

Recruitment for interviews was done by reaching out to friends, and posting on a local vape Face Book group.

Interviews were semi-structured, allowing the researcher to elaborate on the participants' points and ask further questions, deviating from the script. This means insights gained are deeper than from structured interviews but more focused than ones from unstructured interviews.

The interviews were recorded and then the most prominent themes were identified and explored.

Findings - Themes

Recreational

Both interviewees viewed vaping as a recreational activity almost exclusively, with exception of cutting down smoking which seemed like a very small motivator. p02 had not smoked prior and viewed his vaping habit as completely for pleaure, the way he talked and the depth of his knowledge made it clear that it was a hobby to him and he'd invesed a lot of time in researching vape products.

Flavour

Both participants made repeated references to the flavour of vaping and said that they spent time looking for different flavours and were willing to pay premium prices for the flavours they wanted.

Store Locating

P02 had previously looked at the vaping apps on the app store, seeking a map which had them all marked on. P01 noted that there are small vape stores with no budget for marketing that aren't on Google Maps. Both expressed interest in an app that woud help them locate stores with certian items in - e.g. the brand of coil they need for their tank. P01 also mentioned that this would be usefull abroad where she spends time looking around for them.

Participants also commented on what information they would want to see on a store finder, these included a price rating, star rating by customers and reviews. Also filtering results by the products or brands they sold.

Findings - Themes

Fustrations

P02 had visited 3 different vape shops the day before interview looking for the right coil, so it is clear that sourcing the right items can be a fustration.

Both also mentioned that keeping their vapes charged was a fustration. P02 said they were nervous about charging sinse he'd heard about them cathcing fire, so does not like leaving it charging over night.

Deals

P01 stated that they would use an app that would allow shops (and customers) to post deals and offers that are on.

Health

P01 acknowleged that part of the reason they started vaping was for health reasons, since vaping is healthier from what they've heard. They made no reference to any negative effects. P02 mentioned that he tries to avoid four harmful chemicals that are found in the cheaper, flavoured liquids and said he knew that vaping was not completely harmless.

P02 also said at the start of the interview that he had not become addicted, but then began questionning this throughout the interview.

Our Recomendations

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Our Recomendations

Our primary and secondary research encourages us to recommend the following:

One stop shop for the vaping community - Most of the vaping apps either encourage users to quit, are e-juice calcuators or vape ingredient measuring tools. **The need is to build a comprehnesive app - Aesthetically appealing and with a smooth user UI.**

Most of the **Vape using community is young and prolific,** a stronger reason to beleive that the commuinty would be inclined to use an app which is comprehensive and aesthically appealing

Focus on iOS - Very fee **apps availble on the iOS platform** as a majority of vaping apps are preavelent on the Android platform

Social network connections - Most vaping apps do not faciliate networking amongst the vaping community. The need of the hour is to build a platform for the vapers, so that they can connect over various social networks.

Our primary research indicates that **users have been positive about improvements in health, overall well being** since they switched to vaping - indicating that they would be **happy to track their health performance over a period of time through an app**.

Growing vape market - Research indicates that the Vaping market is intended to grow over a period of time as most of the users, who switched to vaping were prevously smokers. People seriously thinking of quitting would switch to vaping, indicating that the new users would like to know more about thier vaping habit through a trusted platorm like an app.