Viento Methods

Viento method cards are designed to help product teams brainstorm and consider ways to make apps smarter in their use of data, battery and storage. The goal is create lighter, less consuming apps and better experiences for individuals with limited data and low-end devices.

These cards were created by Guardian Project and Okthanks. For a digital version and photo credits, visit okthanks.com/viento-methods.

How to use the cards

STEP 1

The front side of a card has a word and a photo. What do these make you think of? Create a mind map of words based on your response. For example, if the word is 'rest' — it makes me think of taking a break, sleeping at night and not thinking.

STEP 2

Consider how each word in your mind map relates to your product. If it's a messenger app, here's an example of what you may come up with:

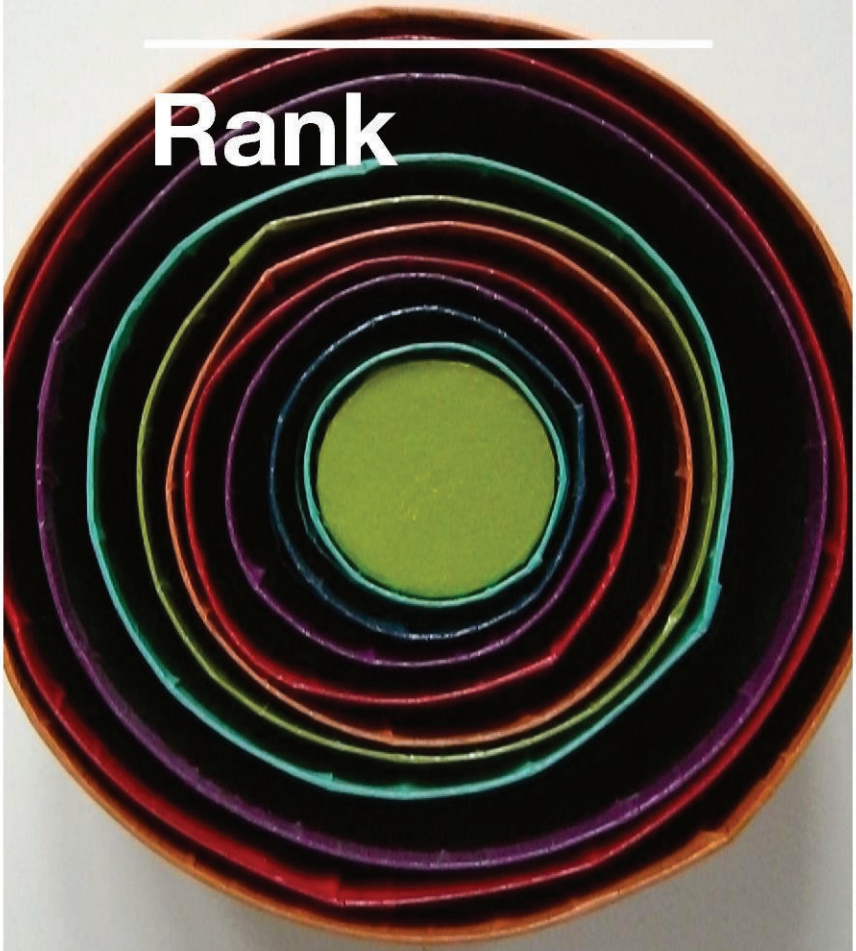
- 'sleeping at night' — perhaps the app shouldn't do anything while I sleep. Or, maybe it should sync everything while I sleep.
- 'taking a break' — perhaps there are moments when the app should not do anything.
- 'not thinking' — what can my app do to reduce the amount of things my user has to think about?

This process can inspire new smart qualities for your app.

STEP 3

The back side of the card has a statement of something to consider related to storage, battery and data use. Under the statement, is an example of a feature or quality inspired by the card. Use these to generate more ideas or to adopt within your app.

Rank



Rank

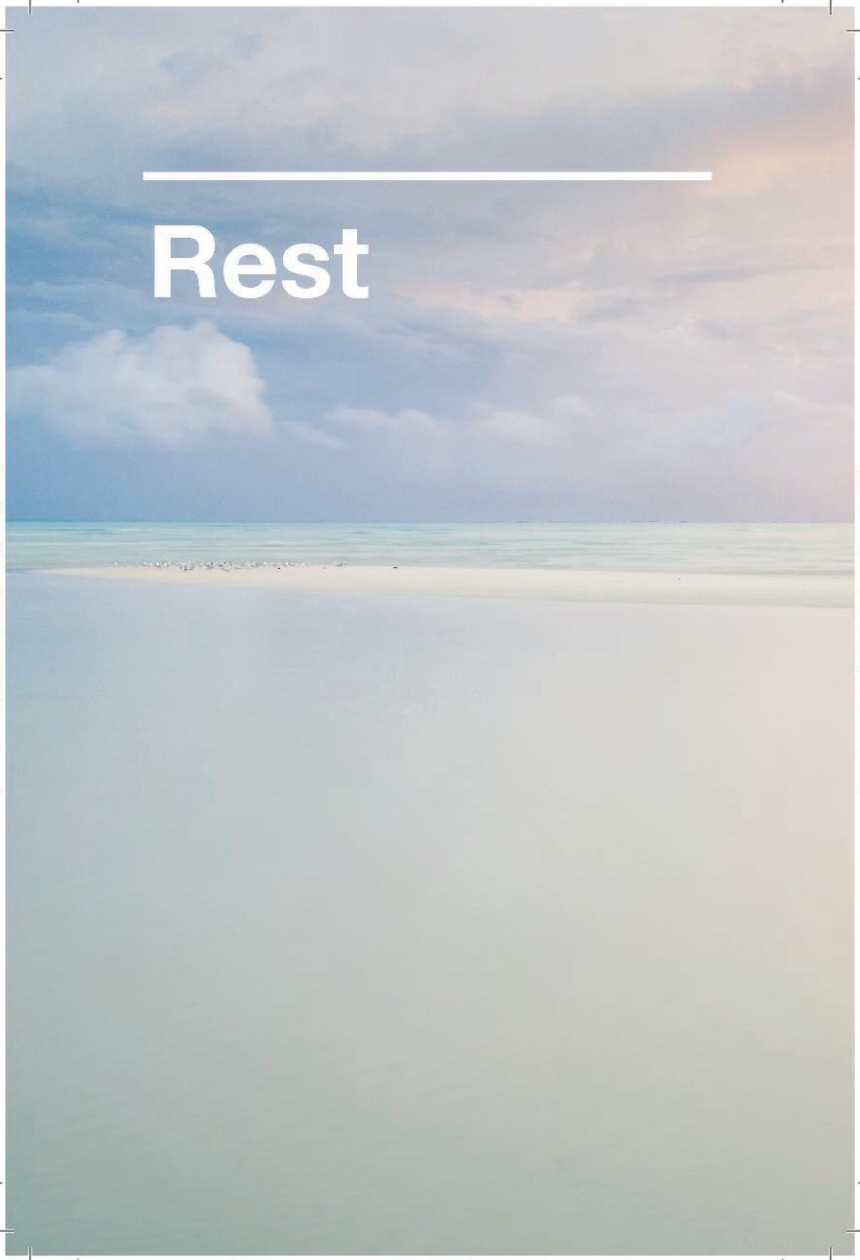
CONSIDER

Everything in your app may not have the same priority for your users. Is there information in your app that is more important than others?

EXAMPLE

Messaging app. As a user, I have a large group chat with a group who posts pictures and videos all day long. If I'm running out of data, please do not automatically download the photos from this stream. I'd rather get messages and pictures from my family and friends.

STORAGE | DATA



Rest

CONSIDER

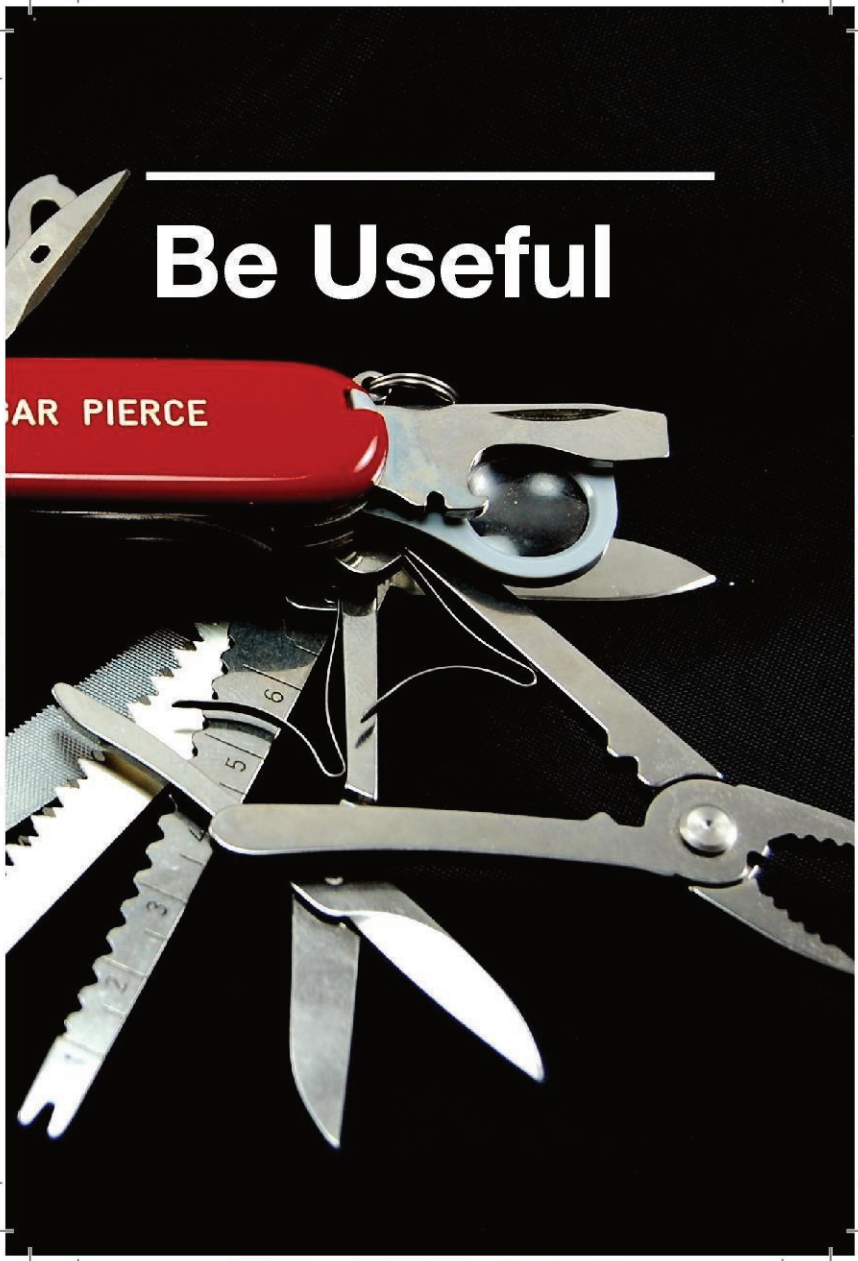
If the phone battery is low, wait to sync your app until it's reached a higher charge.

EXAMPLE

News app. As a user, my battery drops to 19%. I want to preserve the remaining battery for emergencies. So, I don't want my news app doing anything. It should just rest.

BATTERY

Be Useful



Be Useful

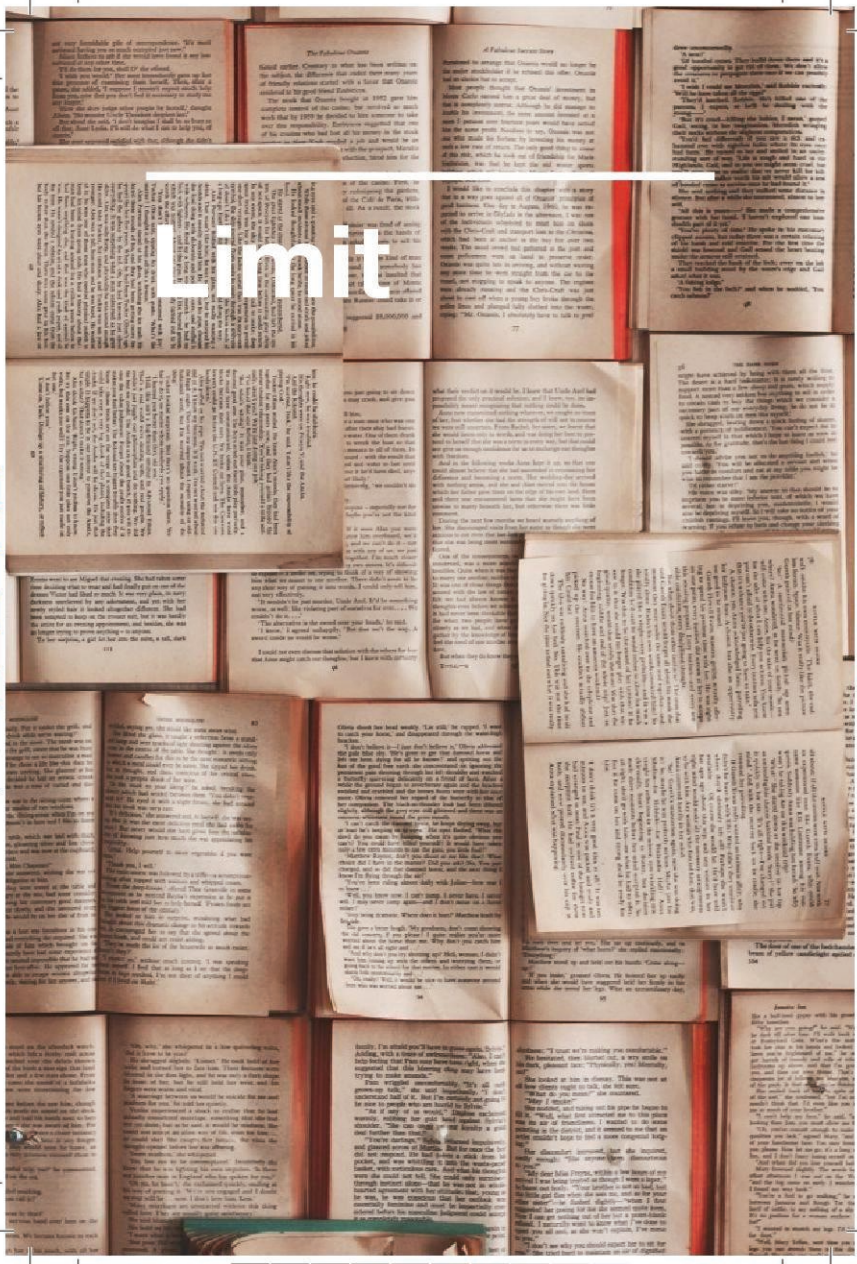
CONSIDER

Rather than appearing broken when there's no internet, consider which actions users can do offline.

EXAMPLE

Cloud storage app. As a user, I want to upload content right after I take it. Rather than requiring me to come back and try again when there's internet, the app should finish the process for me when I'm connected to wifi.

OFFLINE



Limit

CONSIDER

Give your users control over how much storage space your app and it's contents consumes. Many times users will delete an app that uses too much storage or data rather than adjusting their settings.

EXAMPLE

Music app. As a user, I want to listen to new music all the time, but cannot stream. I listen offline. The app downloads 30 tracks to the device at a time. After a track has been listened to, it swaps it out for a new track that I have never heard before. The amount of storage that the app can consume is limited to 120 MB.

STORAGE

Fade

Fade

CONSIDER

After viewing, clear the photo, video or audio file immediately or after a set period of time, rather than keeping it around forever.

EXAMPLE

News app. As a user, after I'm done reading or listening to a story, I probably won't come back to it. Remove it from my phone unless I mark it as a favorite.

STORAGE

Preview

Preview

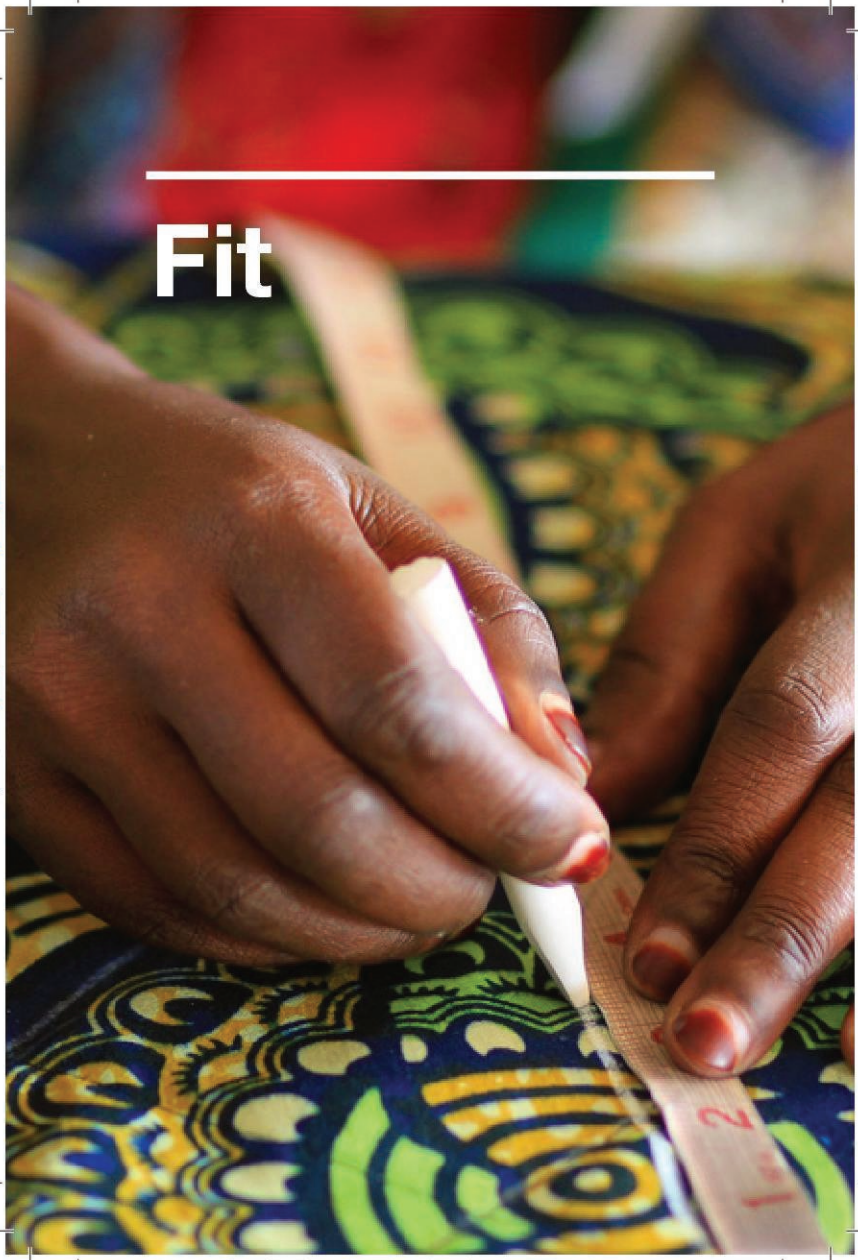
CONSIDER

Give users a preview of the content before downloading or syncing it to their device.

EXAMPLE

Podcast app. As a user, when considering what I want to listen to, I'd like to try out some options before downloading the full podcast.

DATA BATTERY



Fit

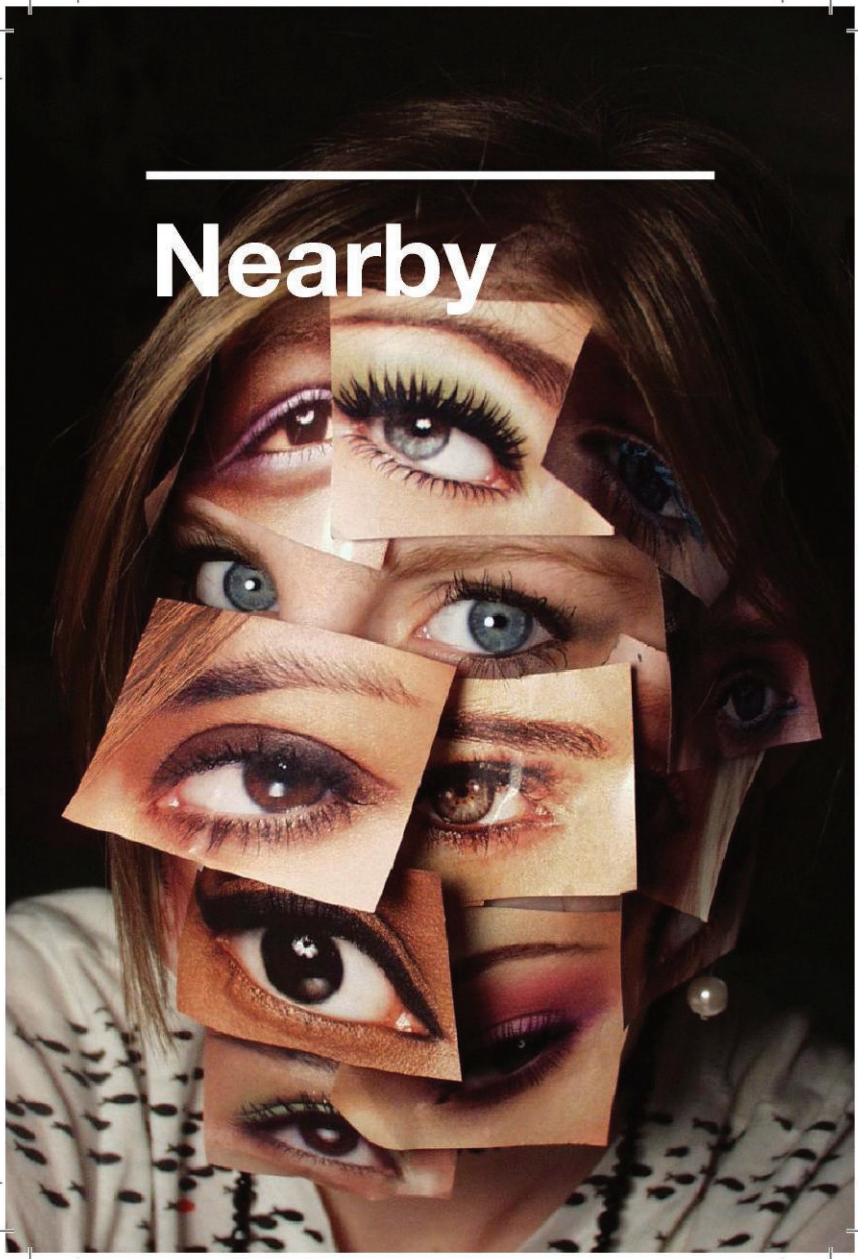
CONSIDER

Provide photos and videos in the resolution that matches the user's phone resolution.

EXAMPLE

News app. As a user, I don't need images in a resolution better than what I can actually see on my phone.

STORAGE DATA



Nearby

CONSIDER

Give users the option to send and receive content to and from people who are physically near them.

EXAMPLE

Cloud storage. As a user, I spend much of my day in remote areas without internet. I want to share documents and videos with people near me offline.

OFFLINE

Wifi Only

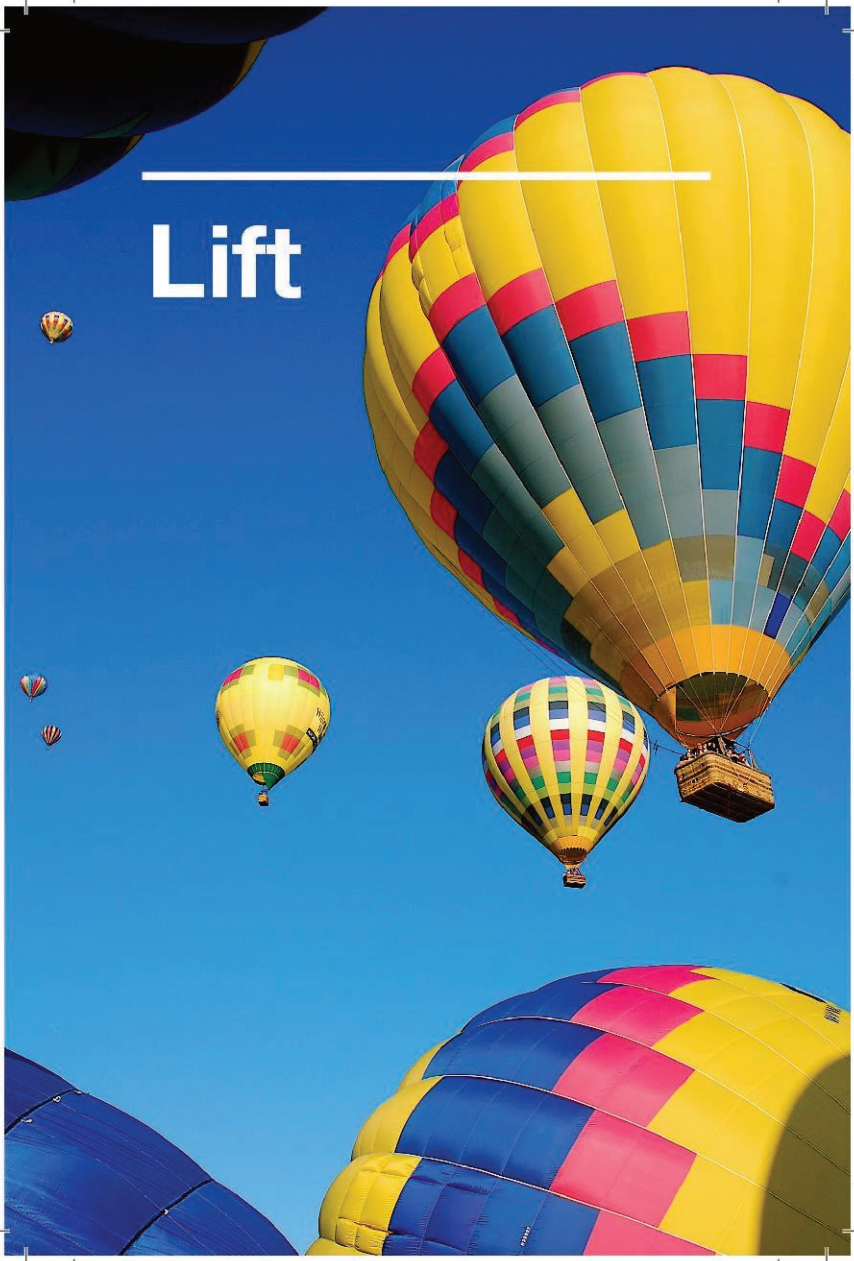
CONSIDER

Slim down on data use. Offer the user the option to use the app only over wifi.

EXAMPLE

App store. As a user, I don't want to spend my data on updating apps. I would only want to do that over wifi.

DATA



Lift

CONSIDER

After uploading media, remove the originals from the phone gallery.

EXAMPLE

Camera gallery and cloud storage. As a user, I don't want to keep photos and videos stored on my phone because they take up a lot of space and I don't want other people to see them. Instead, I want the original files to be automatically removed from my gallery when I upload them to the cloud. I only want the ones I mark as favorites to be stored on my phone.

STORAGE

Surprise

CONSIDER

Deliver surprise content when users are connected to wifi.

EXAMPLE

Wifi hotspot. As a user, I want to listen to new music all the time without spending a lot of data finding it. Use a wifi hotspot to grant exclusive access to the lastest releases.

DATA

Lite

CONSIDER

If the app is syncing over data, consider fetching a ‘lite’ version of the content.

EXAMPLE

Chat or news app. As a user with a limited data plan, I want to be conservative about how I use it. If the app is syncing over data, don’t auto-download photos and videos. Just sync text and a low resolution preview of the media that I can download later.

STORAGE DATA