

Smart Data Consumption

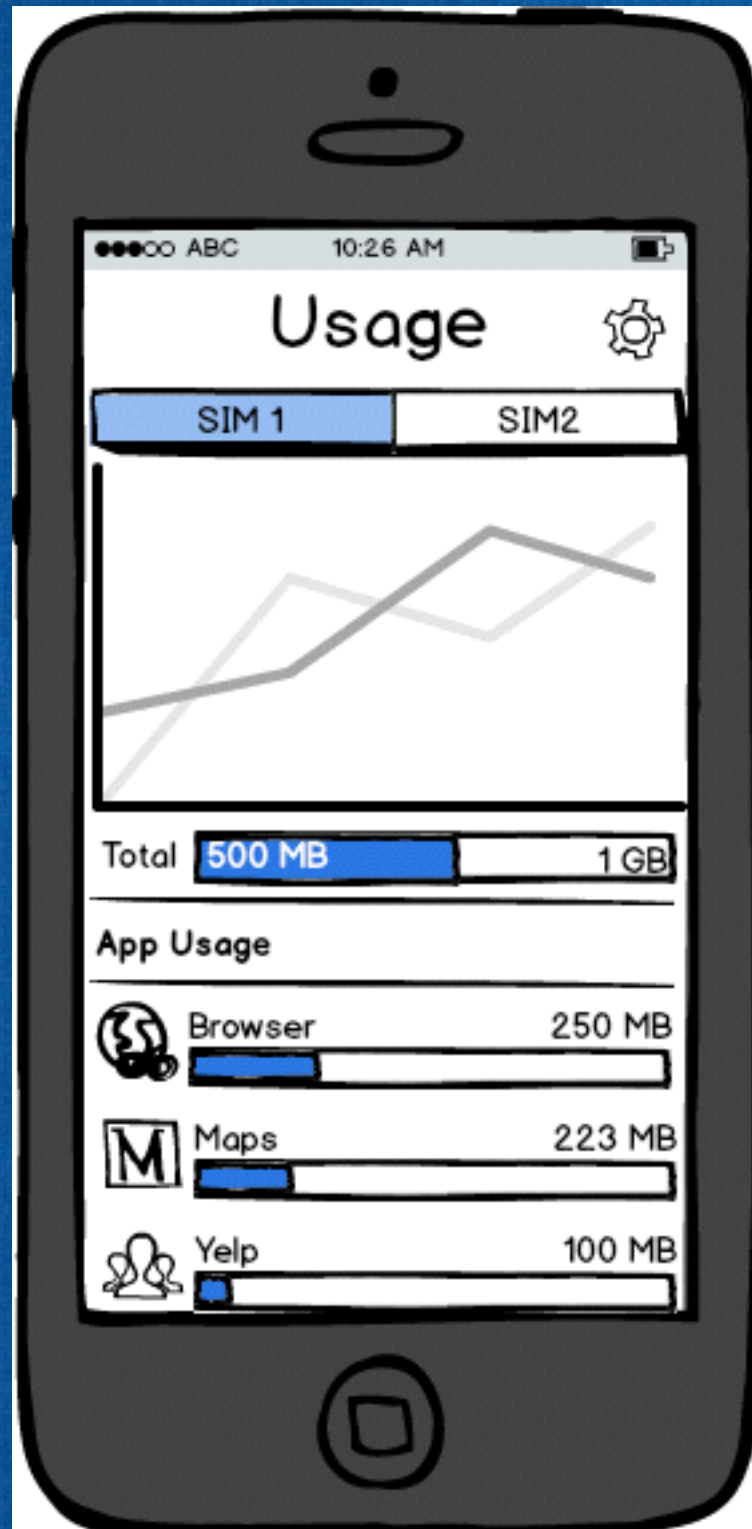
June 2014

The vision

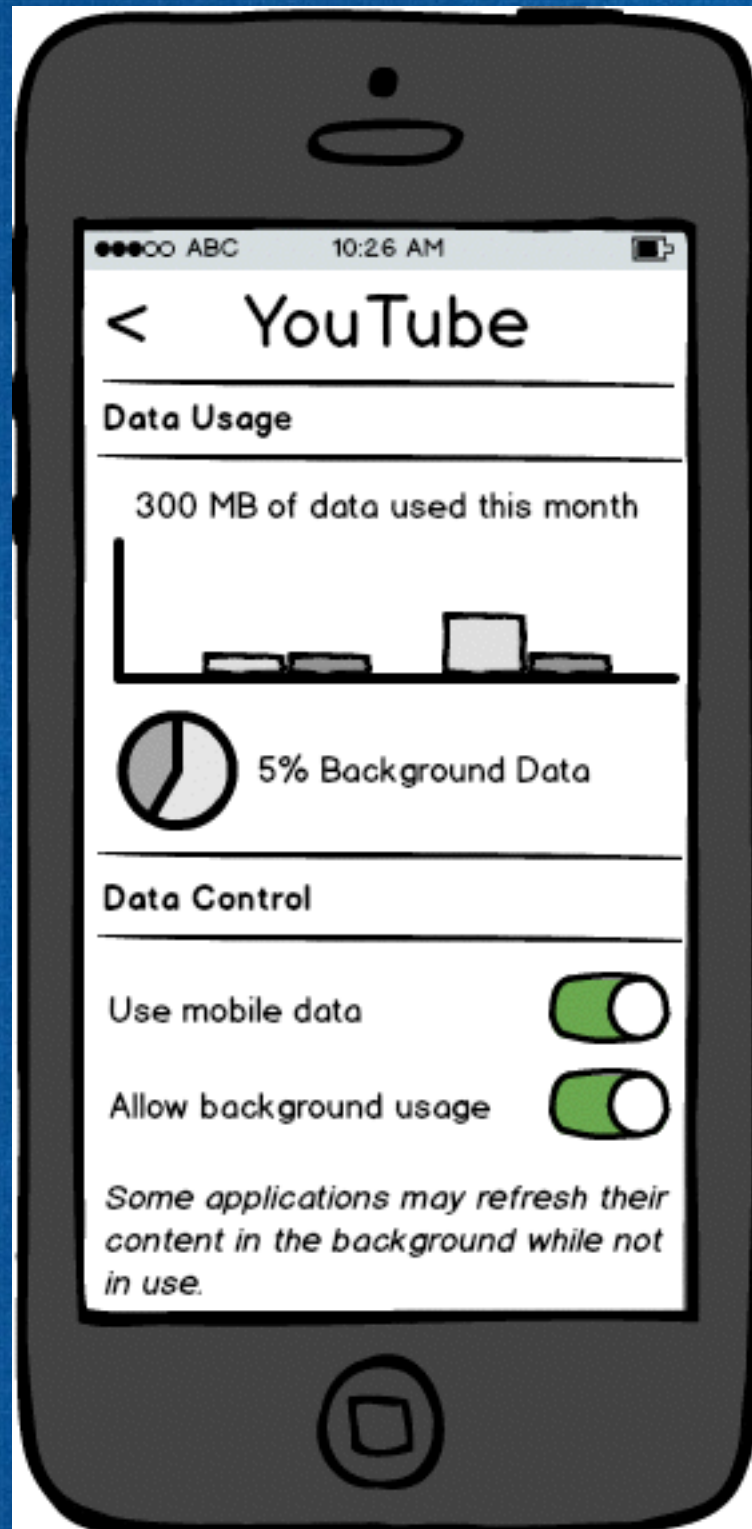
- Reporting and control
- Data savings alerts
- Offline first support for developers
- Operator Integration

“What’s a megabyte and what keeps using them?!”

REPORTING AND CONTROL



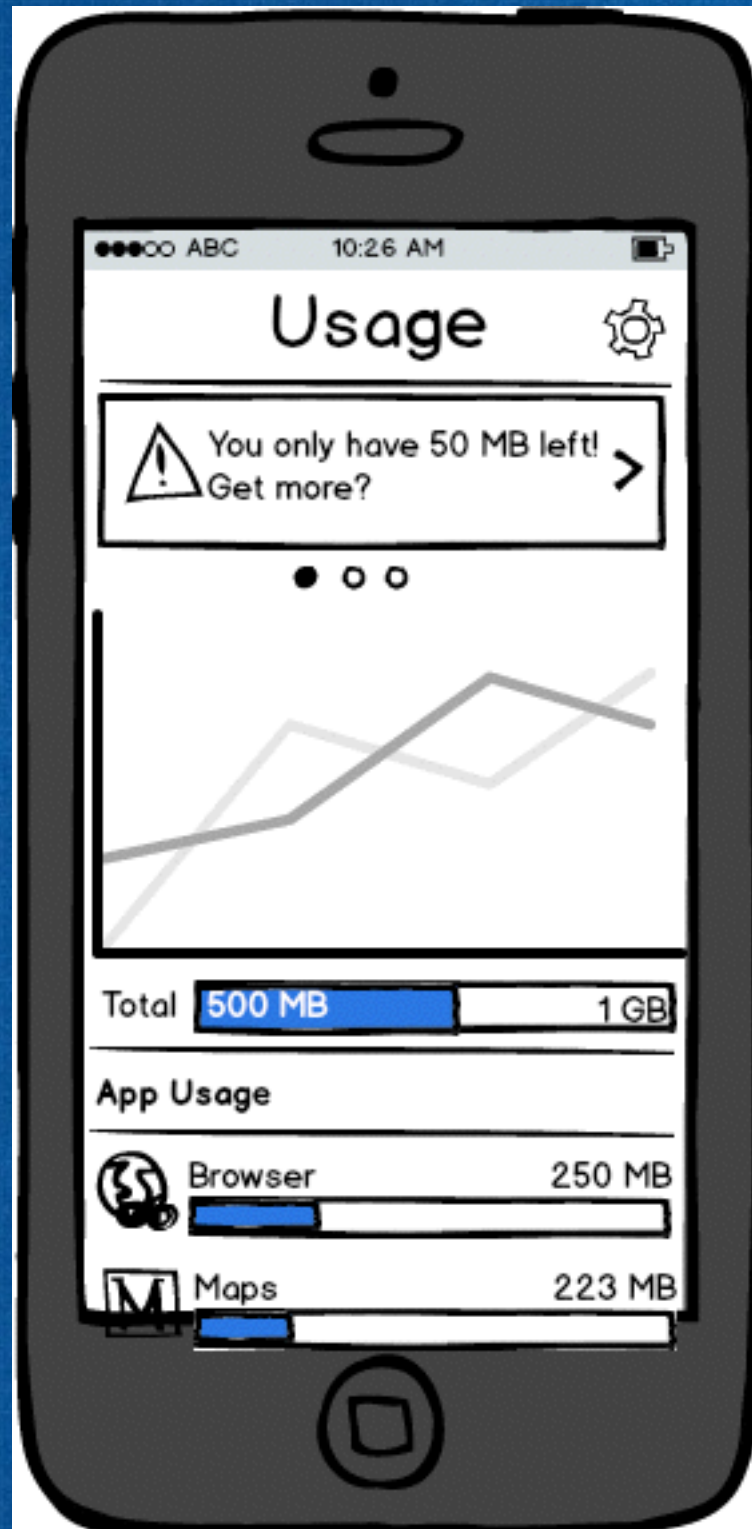
- Multiple SIM support
- Application usage breakdown
- Data usage for current cycle



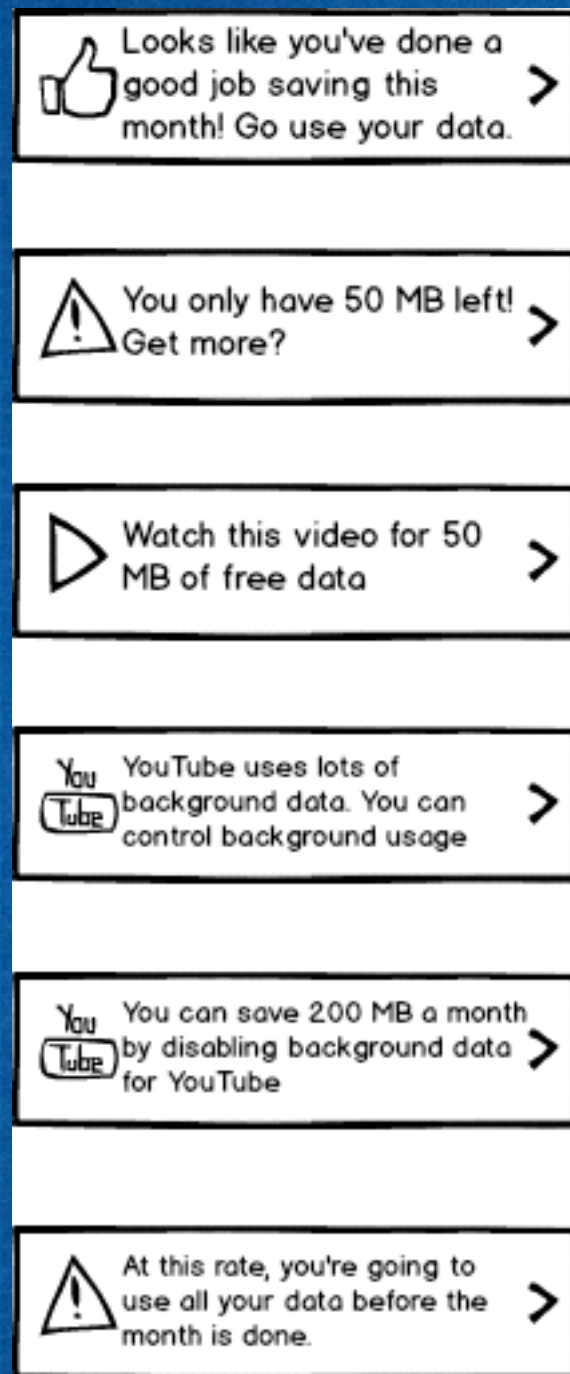
- Cycle's usage
- Background data reporting
- Control of data use

“I can trust that my smart phone won’t burn a hole in my wallet”

DATA SAVINGS ALERTS



- Tips to more efficiently use your data
- Usage control suggestions
- Purchasing more data
- Operator promotions



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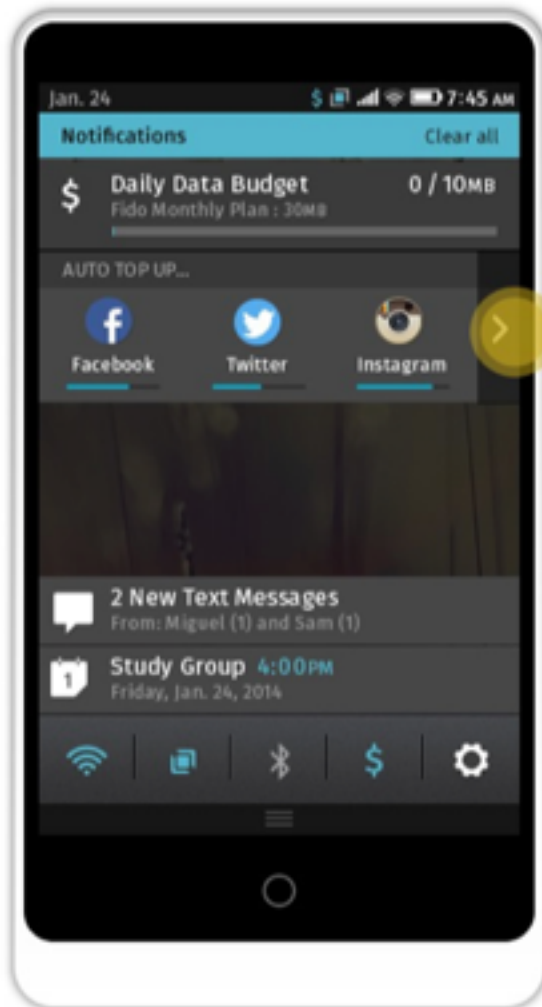
Developers, developers, developers, developers!

OFFLINE FIRST SUPPORT

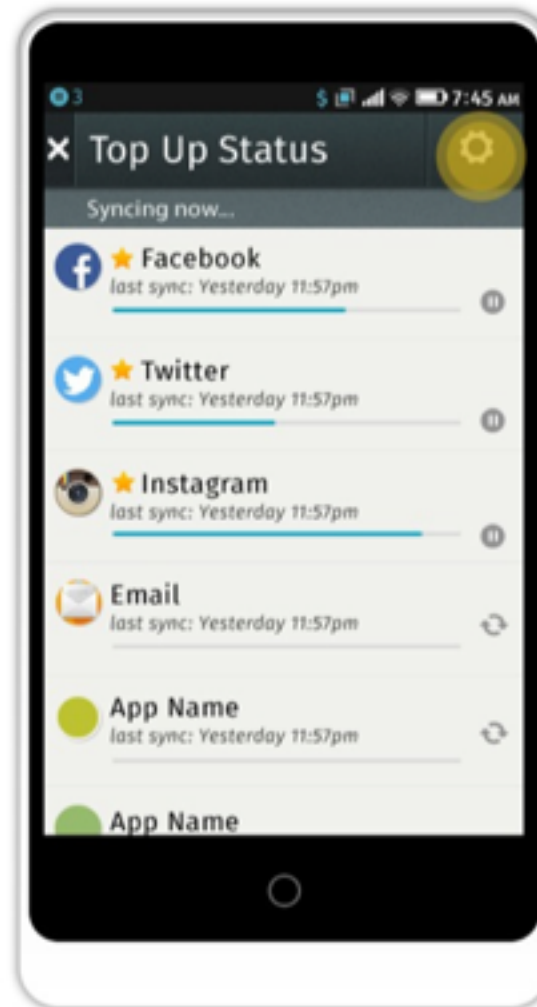
APIs

- AppCache
- TopUp

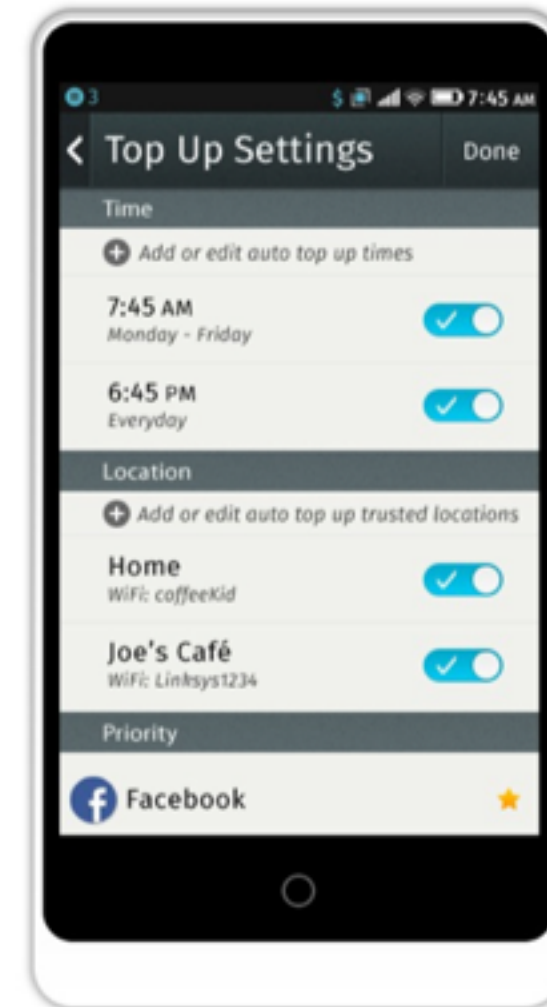
TopUp



Top Up progress for priority applications can be seen in the notifications tray.



Priority applications are Topped Up first. This makes sure that important data is acquired.

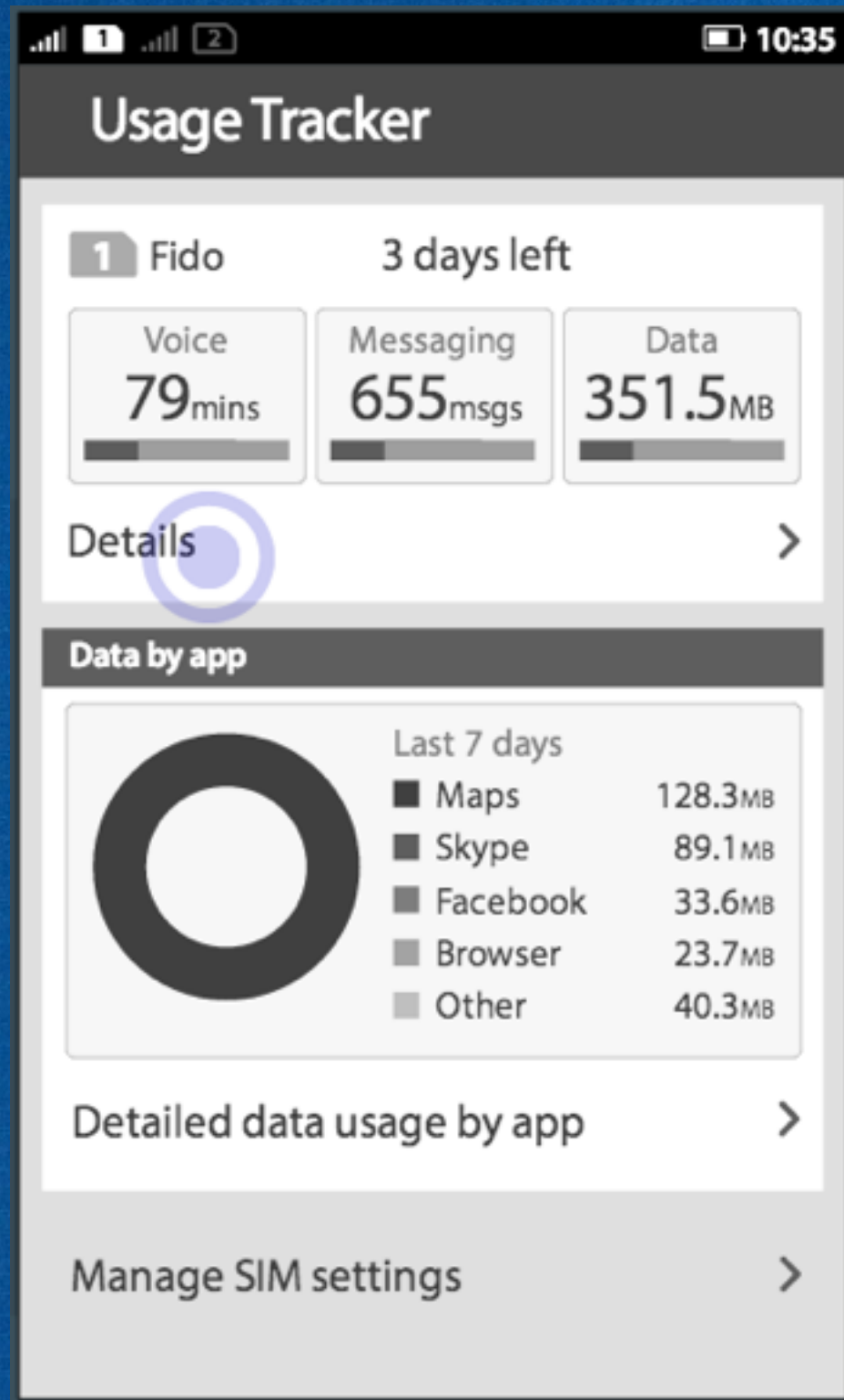


Time, Location and Priority can be set to work within the rules of the Mode.

Text

OPERATOR INTEGRATION

- “Let us do hard work with the experience, just provide us with the data.”
- Allow users to buy more services easily through the OS
- Operator value proposition: less time invested in building usage apps



- Usage is accurately reflected for data, voice and SMS
- Operator provides us with this data

UX Benefits

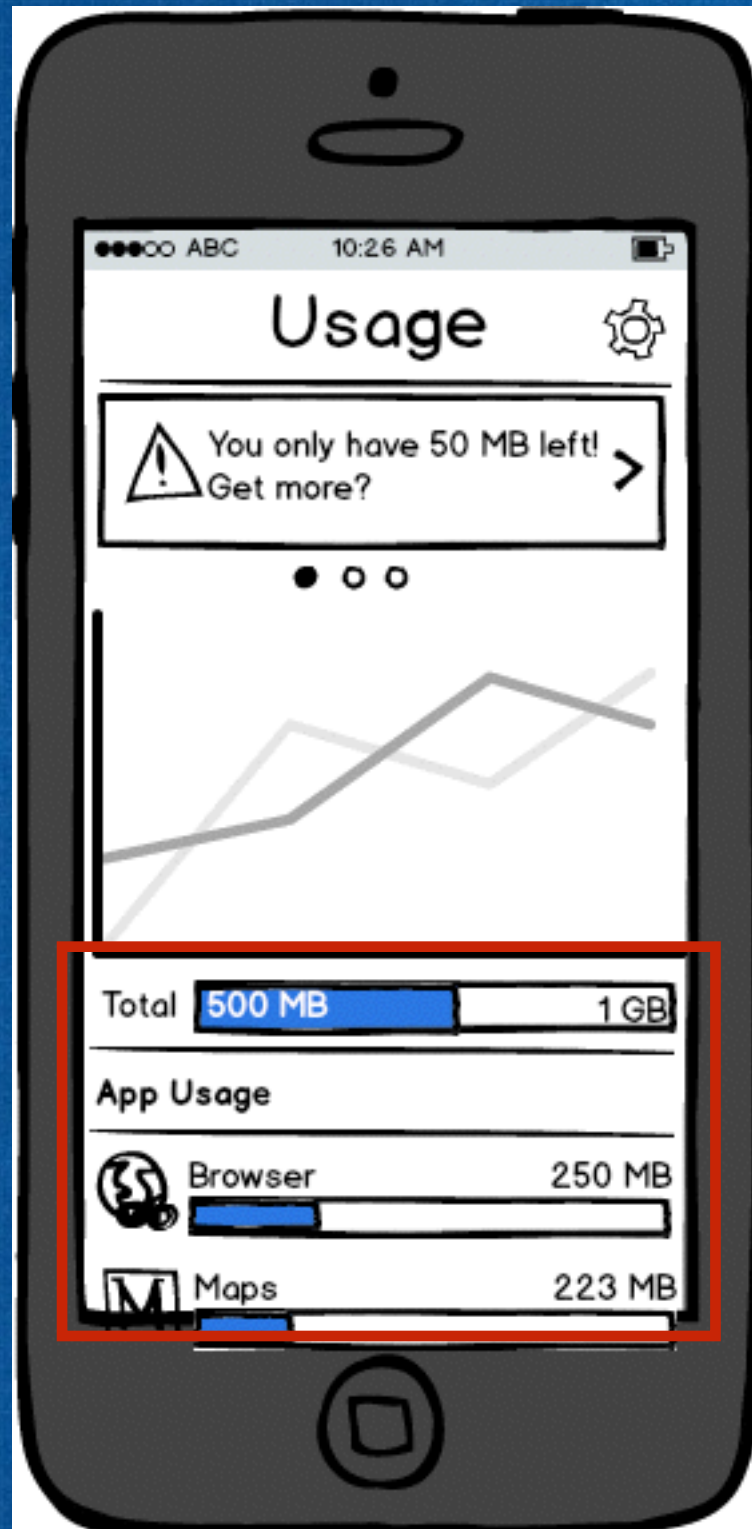
- **Nielsen's Usability Heuristics**
 - Visibility of system status
 - Match between system and the real world
- **Norman's Design Principles**
 - Feedback

Firefox OS 2.1

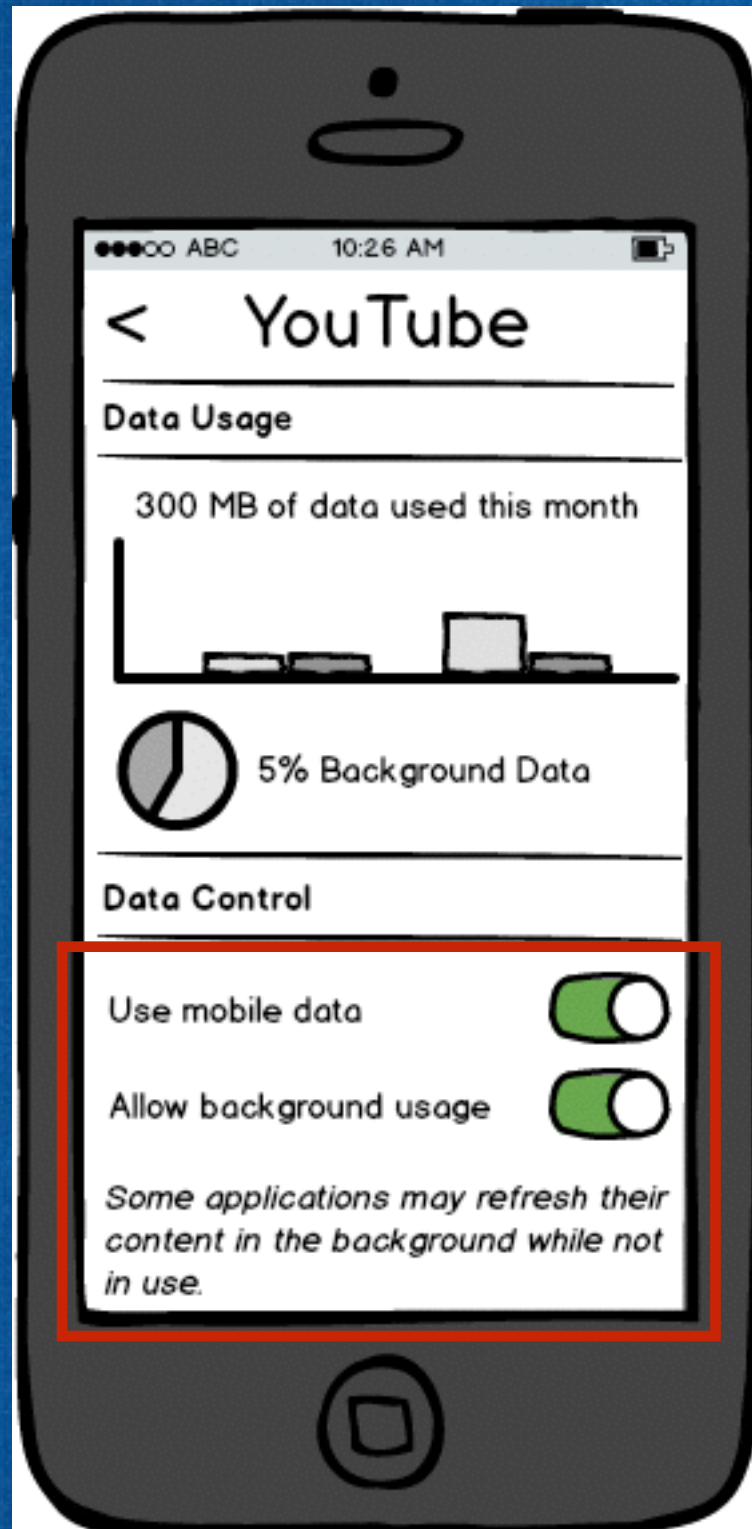
What should we do right now?

Ordered by priority

USER STORIES



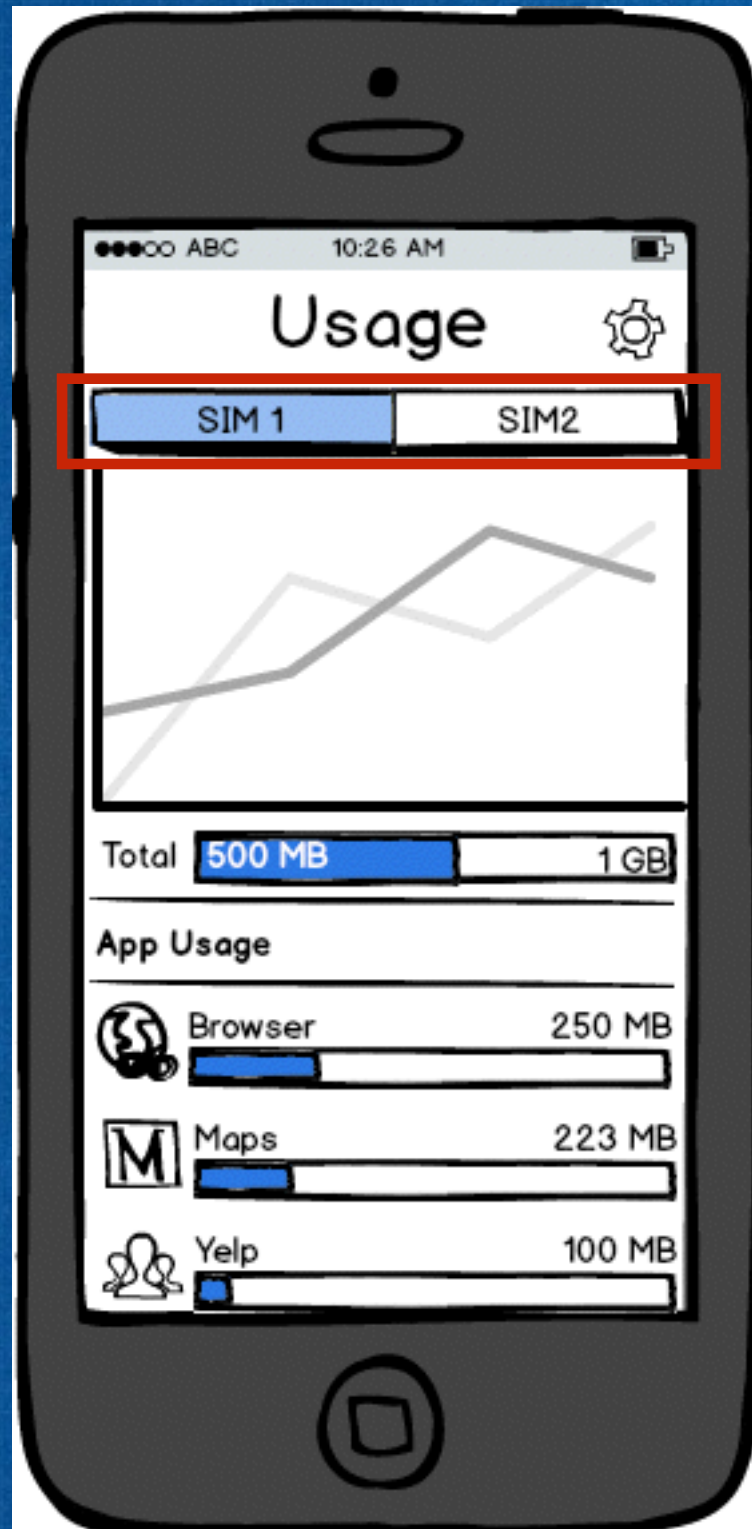
As a cost-conscious phone user, I want to be able to **track individual app network data usage** so that I can be more informed how my data is being used.



- As a cost-conscious phone user, I want to be able to **restrict specific apps from using data entirely.**
- As a cost-conscious phone user, I want to be able to **restrict specific apps from using data in the background.**

As a cost-conscious phone user, I want to restrict the usage of background data on mobile networks when my battery level is low for all apps on the device.

As a multiple-SIM user who swaps SIMs, I want to easily update my usage plan configuration on my phone to reflect the SIM in use.



As a multiple-SIM user, I want to be able to **separately track data usage associated with each SIM card** so that I can understand my usage between SIMs.

As a user, when I go to use an app when I am out of data I want to be **informed that I am out of data** and be given the **opportunity to purchase more** so that I don't get a generic error message.

As a user, I want to be able to explicitly put my device into a mode whereby no mobile data can be used to allow me to control when I do not want data to be consumed.

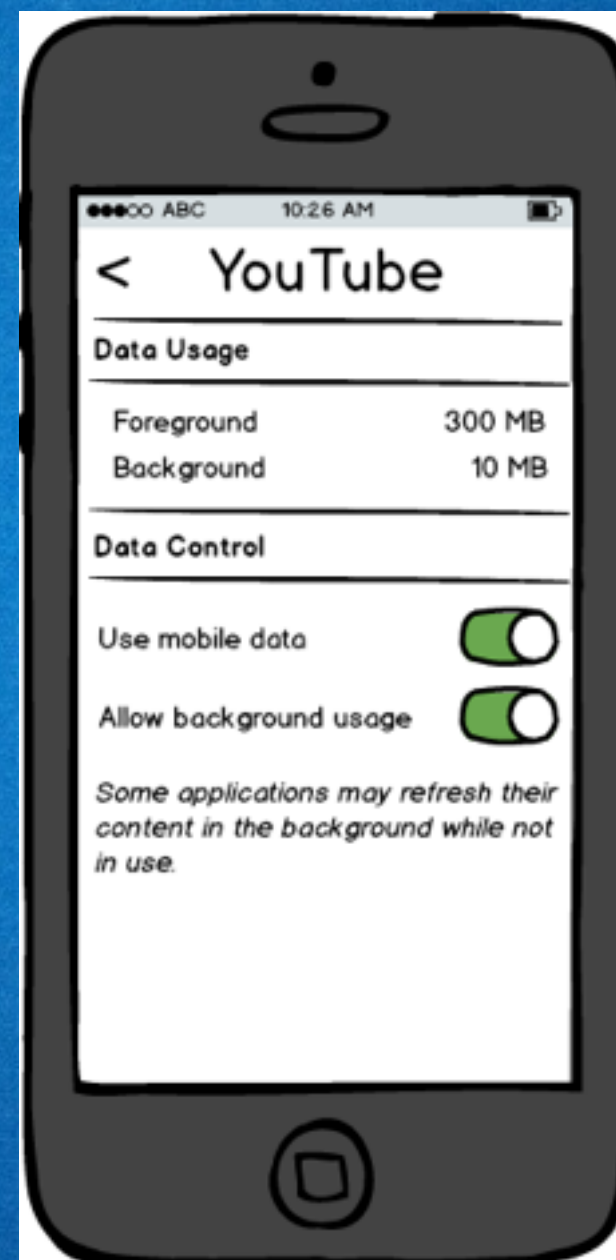
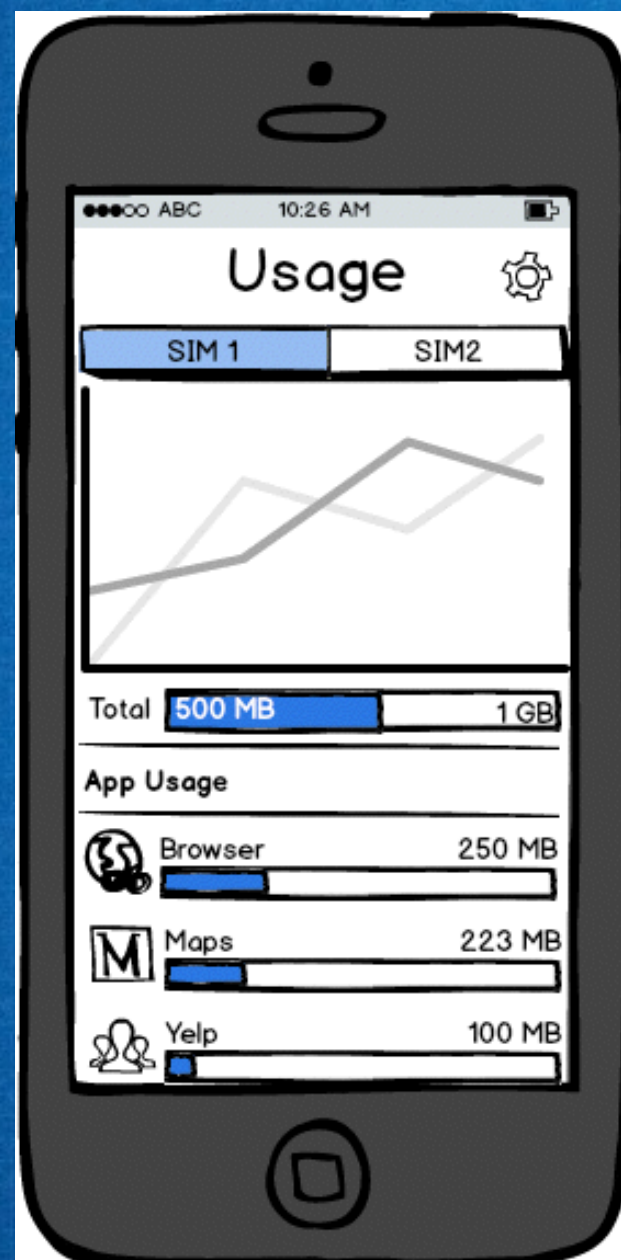
As a user, I want to be able to override the data saving mode for a specific app, temporarily, so that I can use that app without all of my other apps also using data.

Text

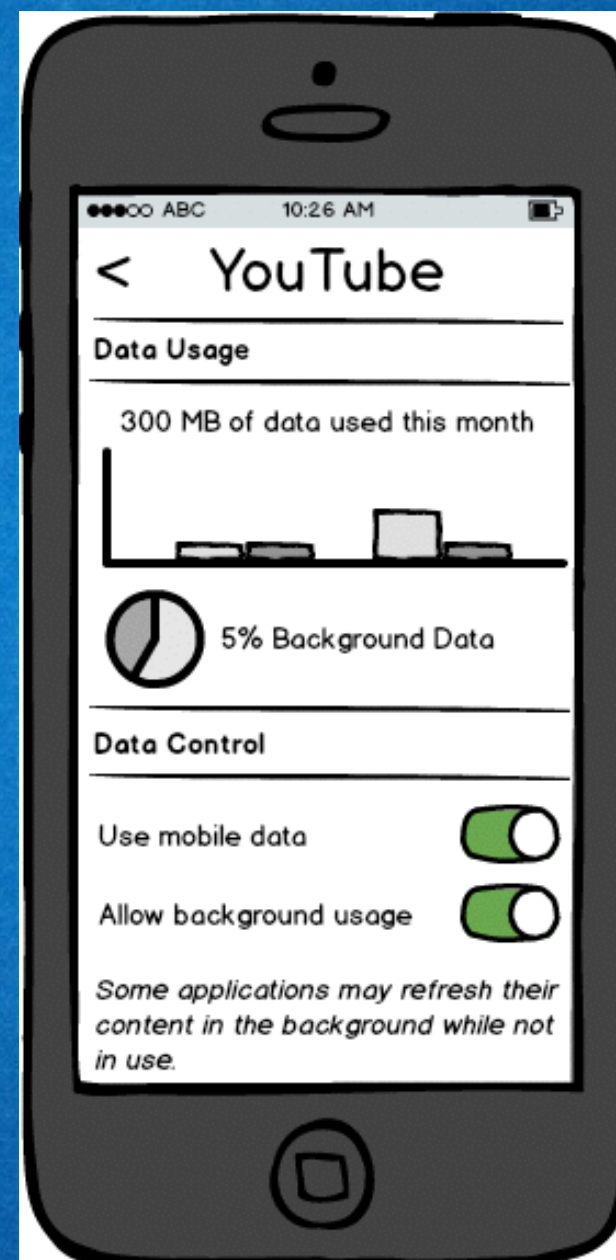
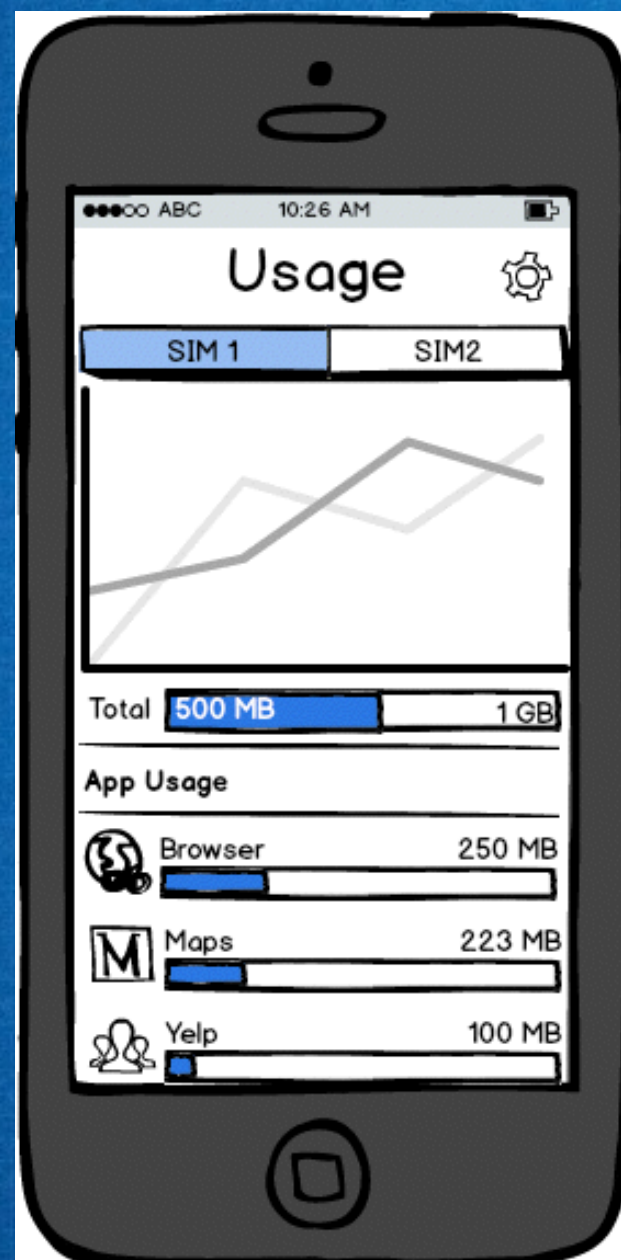
PRIORITIES



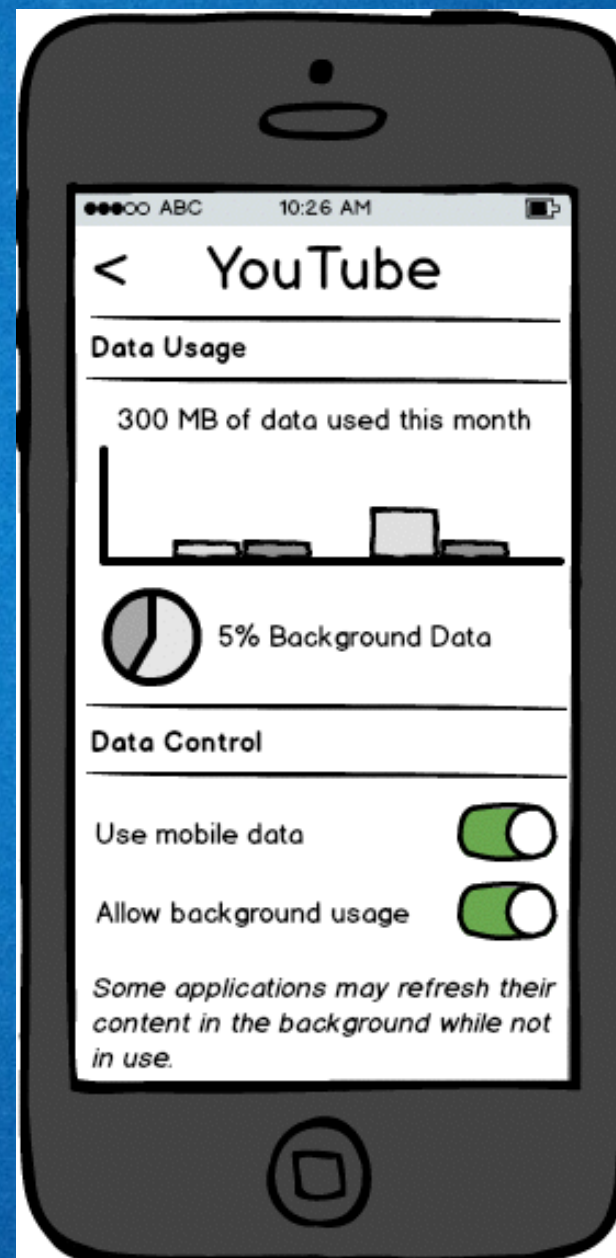
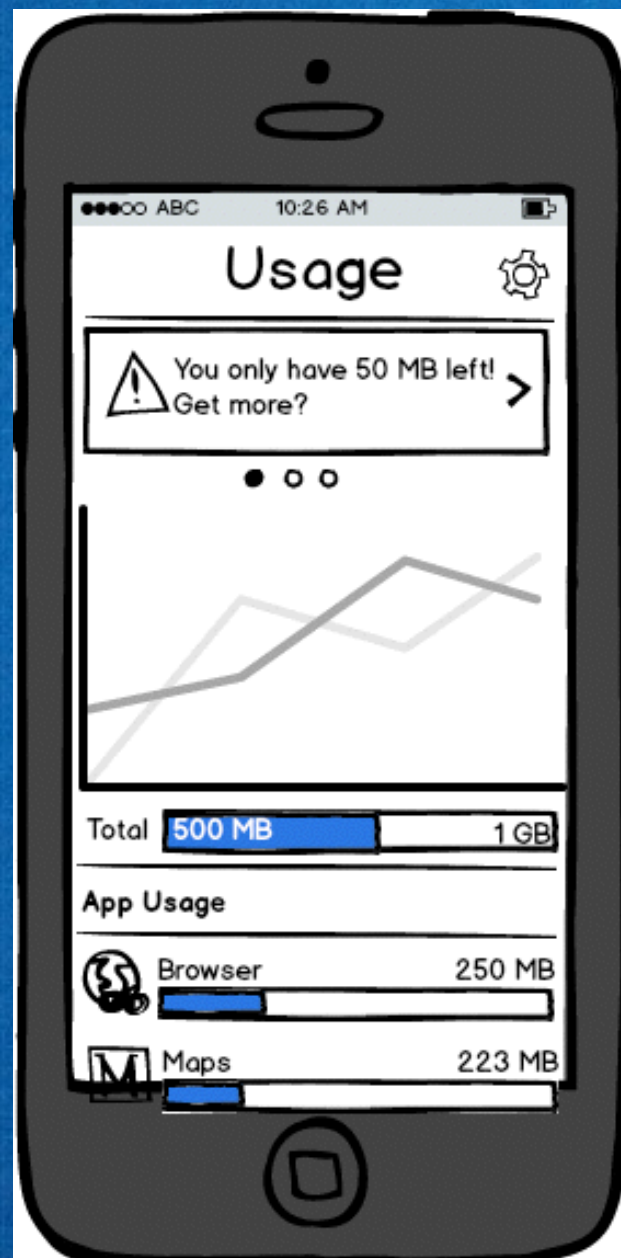
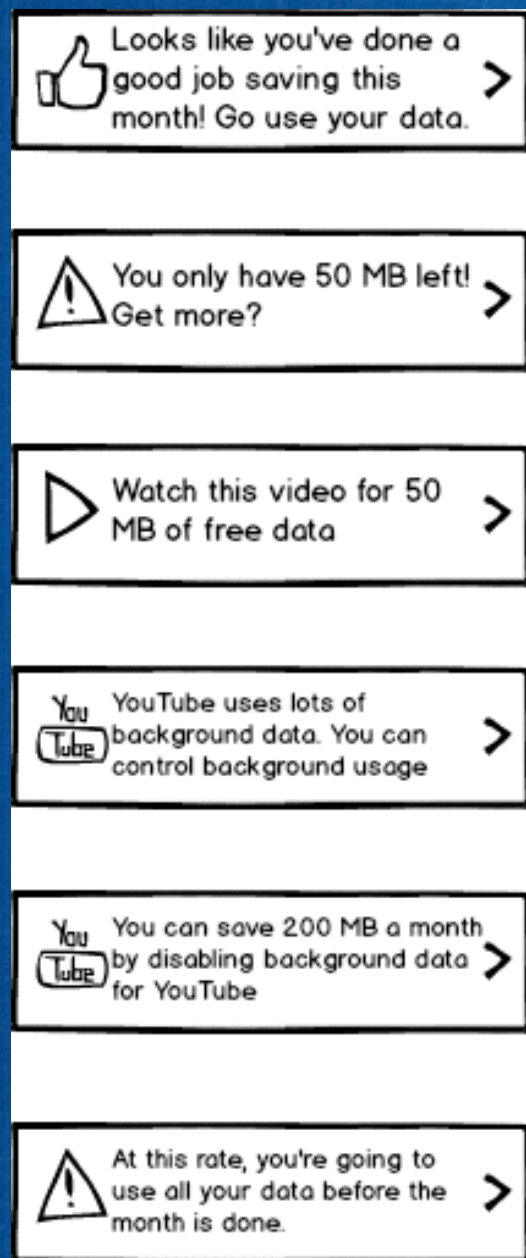
Raw



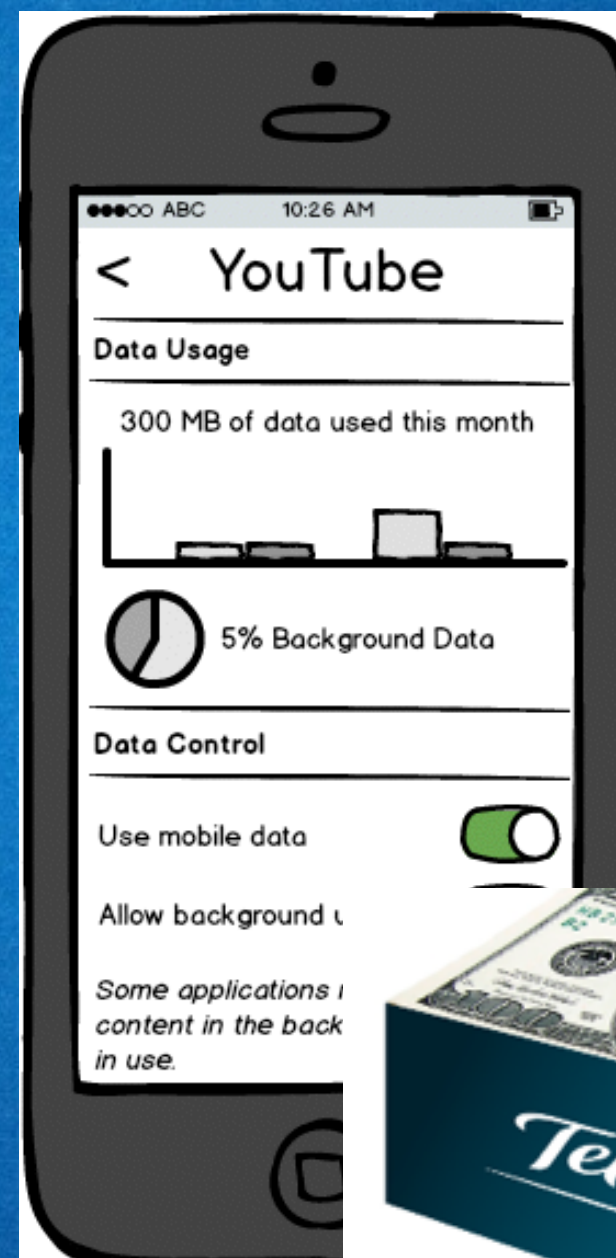
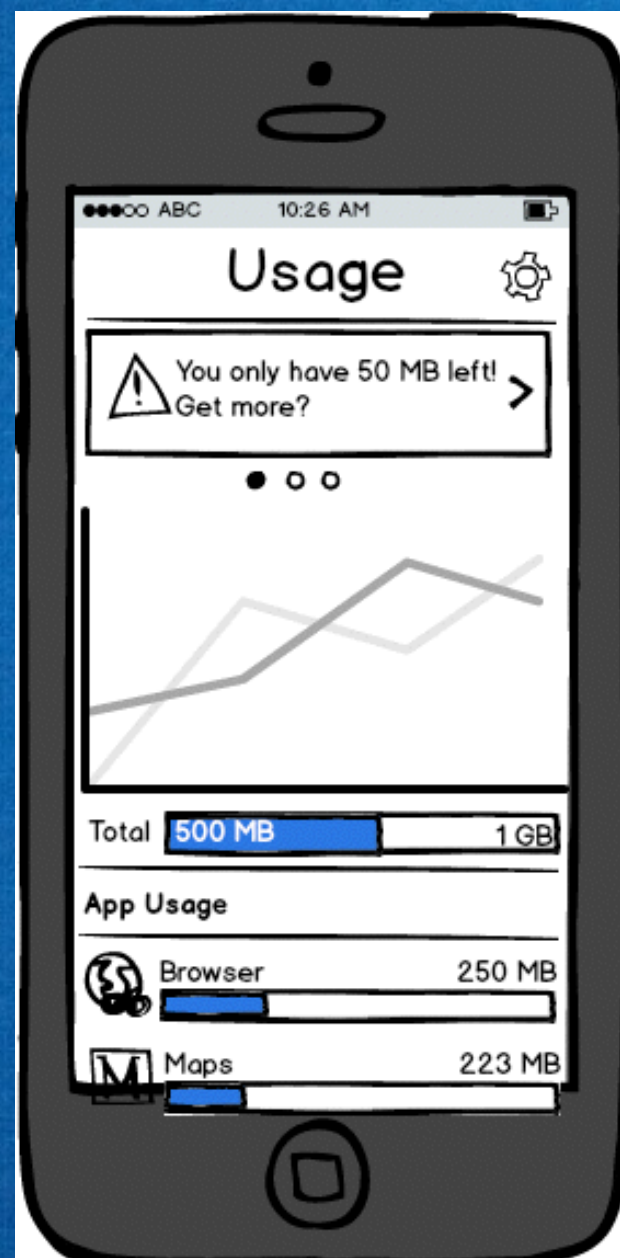
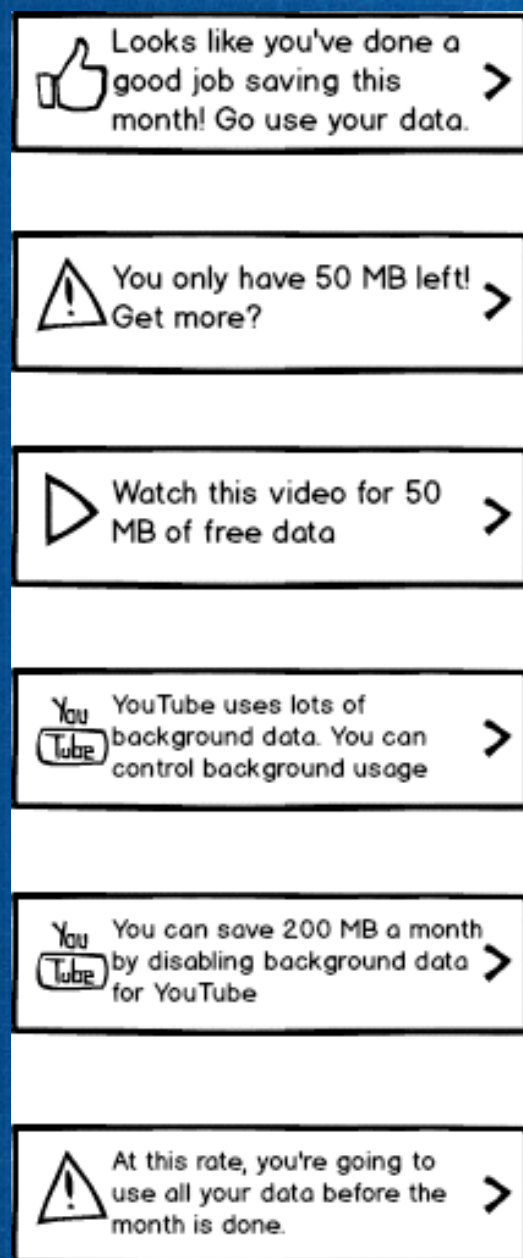
Rare




Medium Rare





Medium





Well Done


 Looks like you've done a good job saving this month! Go use your data. >

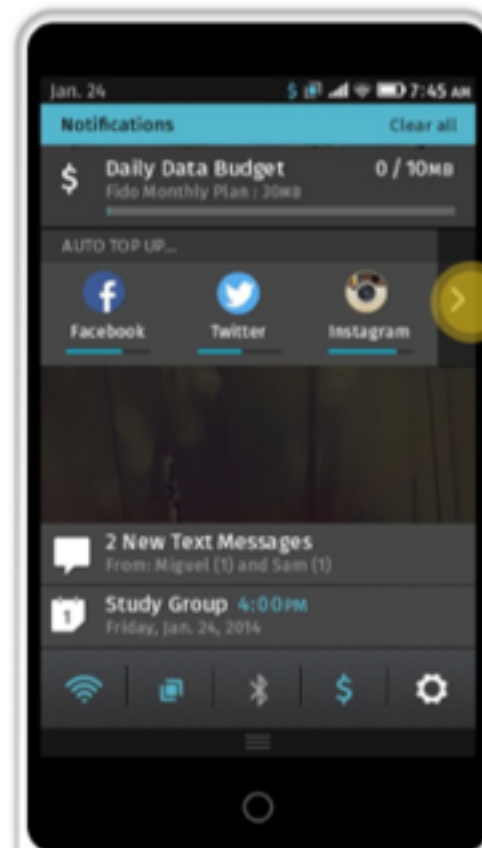
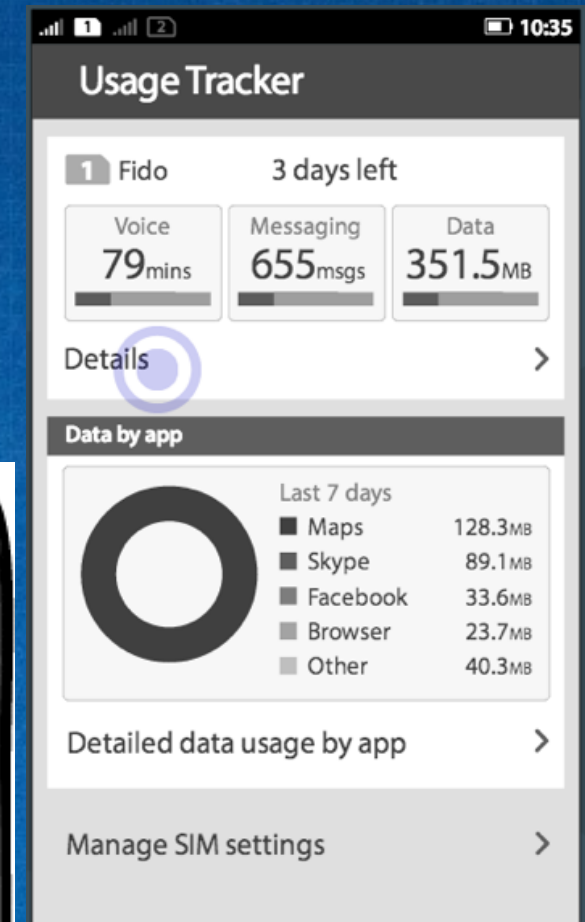
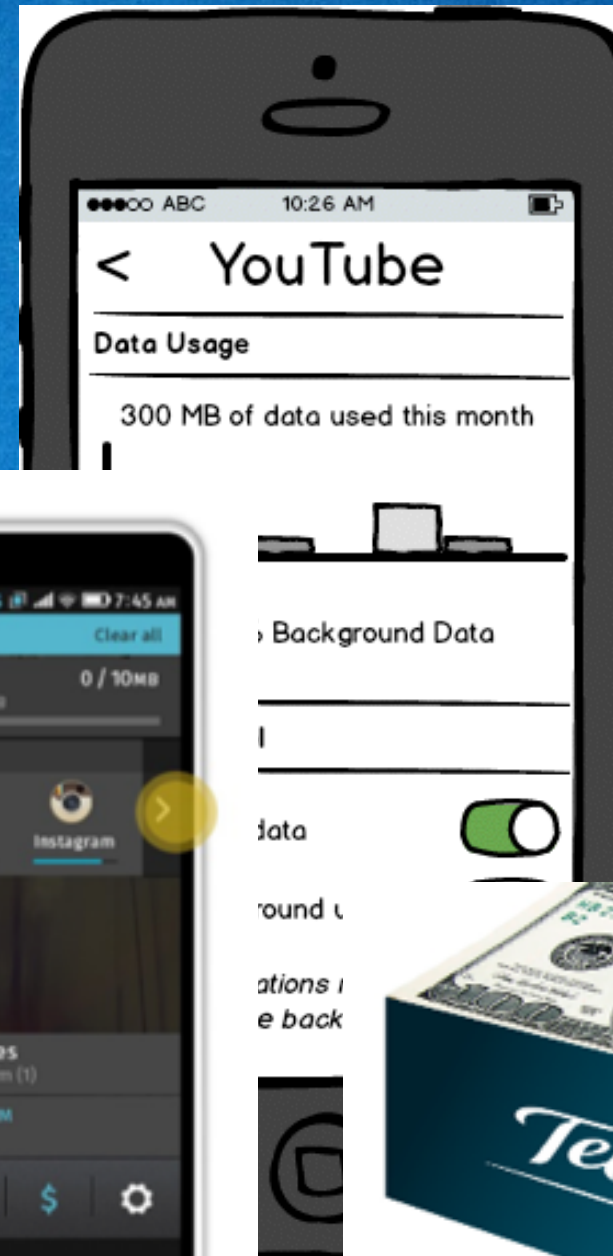
 You only have 50 MB left! Get more? >

 Watch this video for 50 MB of free data >

 YouTube uses lots of background data. You can control background usage >

 You can save 200 MB a month by disabling background data for YouTube >

 At this rate, you're going to use all your data before the month is done. >



Further Reading

- **More info:** <https://people.mozilla.org/~vtsatskin/secure/SmartData>
- **Sources:** <https://people.mozilla.org/~vtsatskin/secure/SmartData/#related-resources>