



Design Concept: Green Mode App (V2.0)

The Green Mode is an app concept for an iPhone that explores the idea of switching off active functions and apps when the user does not need them. It highlights the energy consumption of various Apps and functions and hence allows the user to manage their 'battery budget'. This is a v2.0 of the original Green Mode app concept highlighted in the paper *The Green Switch: Designing for Sustainability in Mobile Computing* (Zadok, Puustinen, 2010).

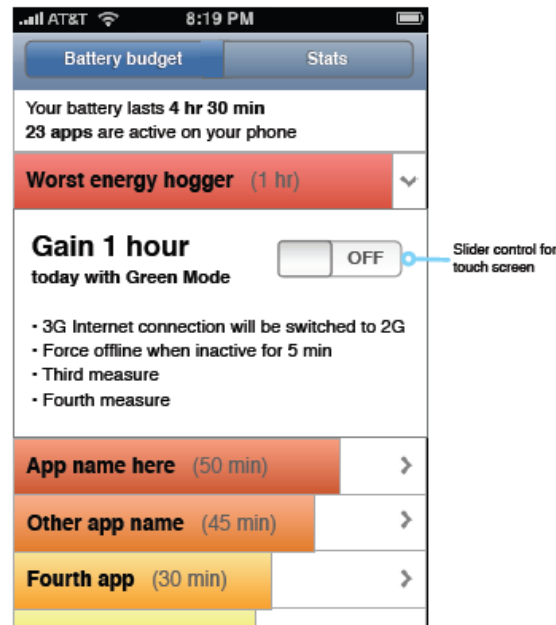
Market positioning of the Green Mode app: while fundamentally it is about sustainability, the Green Mode app is positioned as a management tool to extend battery time for the user, hence making energy reduction a valuable and appealing changed user behaviour.

Key features of the Green Mode app::

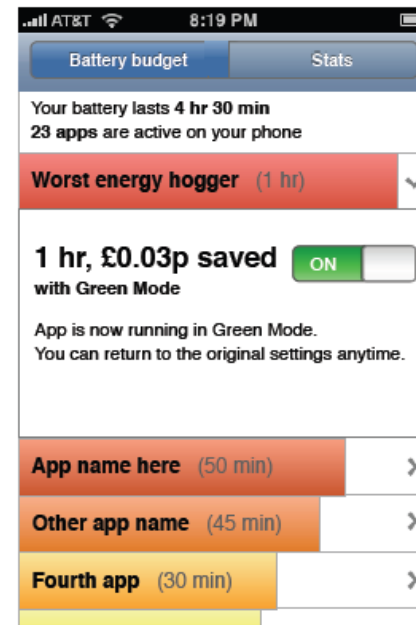
- **Green Mode Status:** An icon on the main information bar to alert the user that they are in the Green Mode.
- **Toggle:** The user can toggle between Green Mode and Full Mode according to their needs and enable their full-featured handset.
- **Battery Budget:** The Green Mode app highlights energy consumption of iPhone apps and functions, thus creating awareness of the highest to the lowest energy consuming apps. It then allows the switching off temporarily of Apps and features.
- **Stats:** individual (user) and global collective (all global users) stats on energy savings. Tangible conversion of energy data to human-centric data (time of battery use, costs).



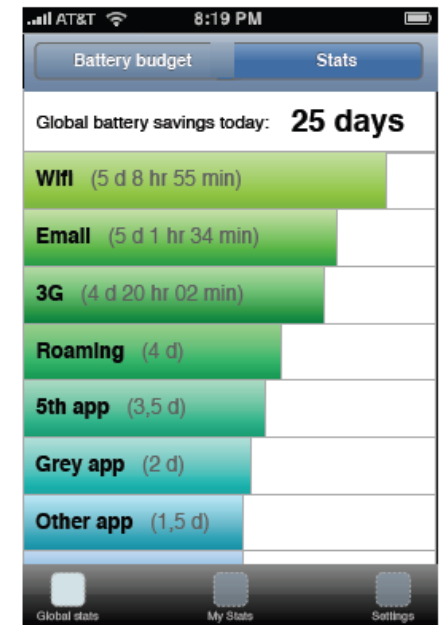
a. Green Mode app home page shows battery budget for the handset



b. The user can tap each item to reveal more information and to switch it to green mode.



c. The users get to know estimated savings for running app in green mode.



d. Statistics reveal the effect of the Green Mode app globally and personally.