

Decant

If you can't decant, distil it.

JSFOO '16

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&

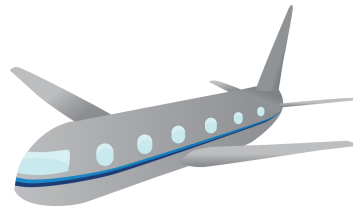
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Episodic Memory #1



- What is episodic memory?
 - autobiographical events
 - times, places, associated emotions
 - contextual - who, what, when, where, why
 - can be explicitly stated.



Episodic Memory #2

Let's say you were strolling down this street.

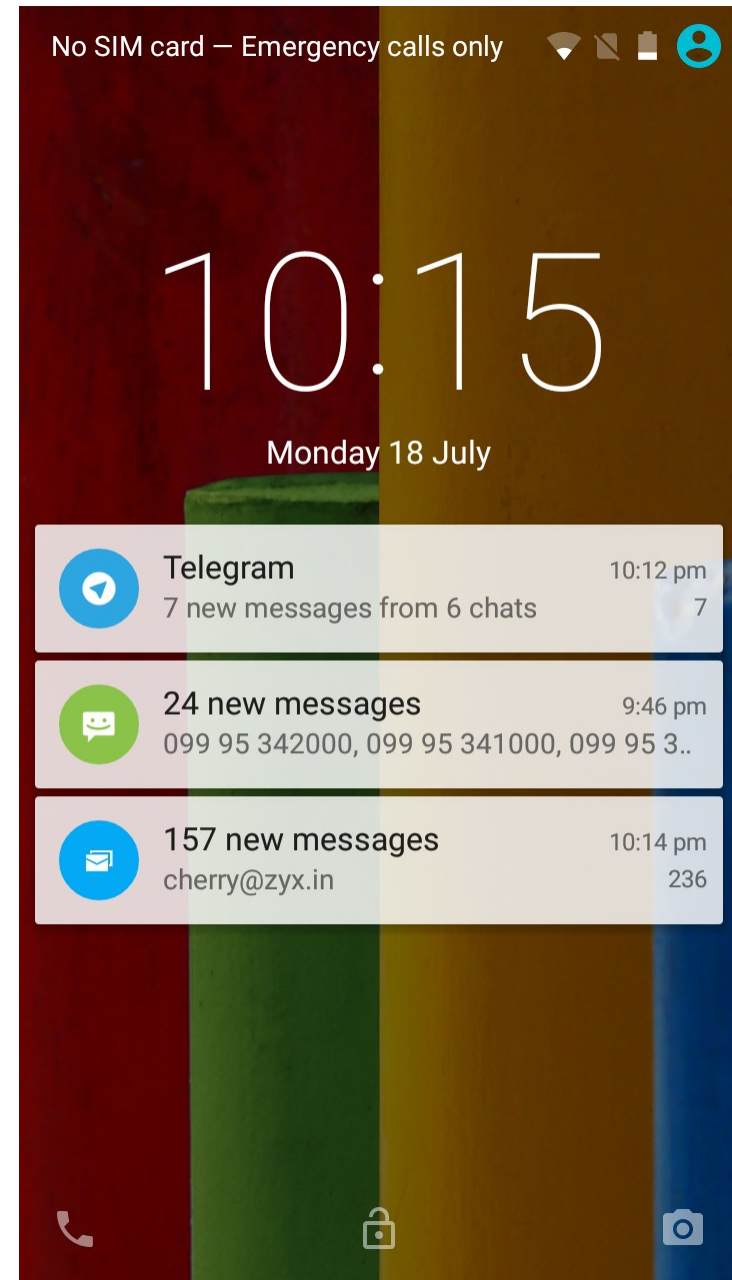


Episodic Memory #3

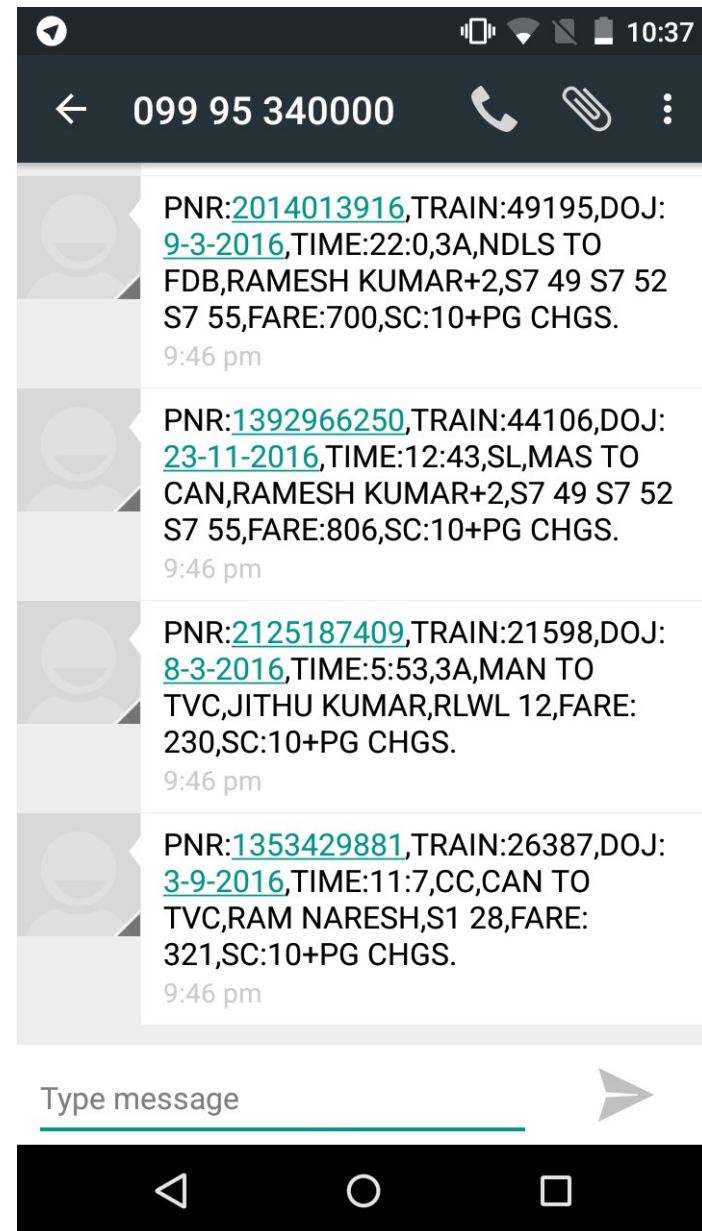
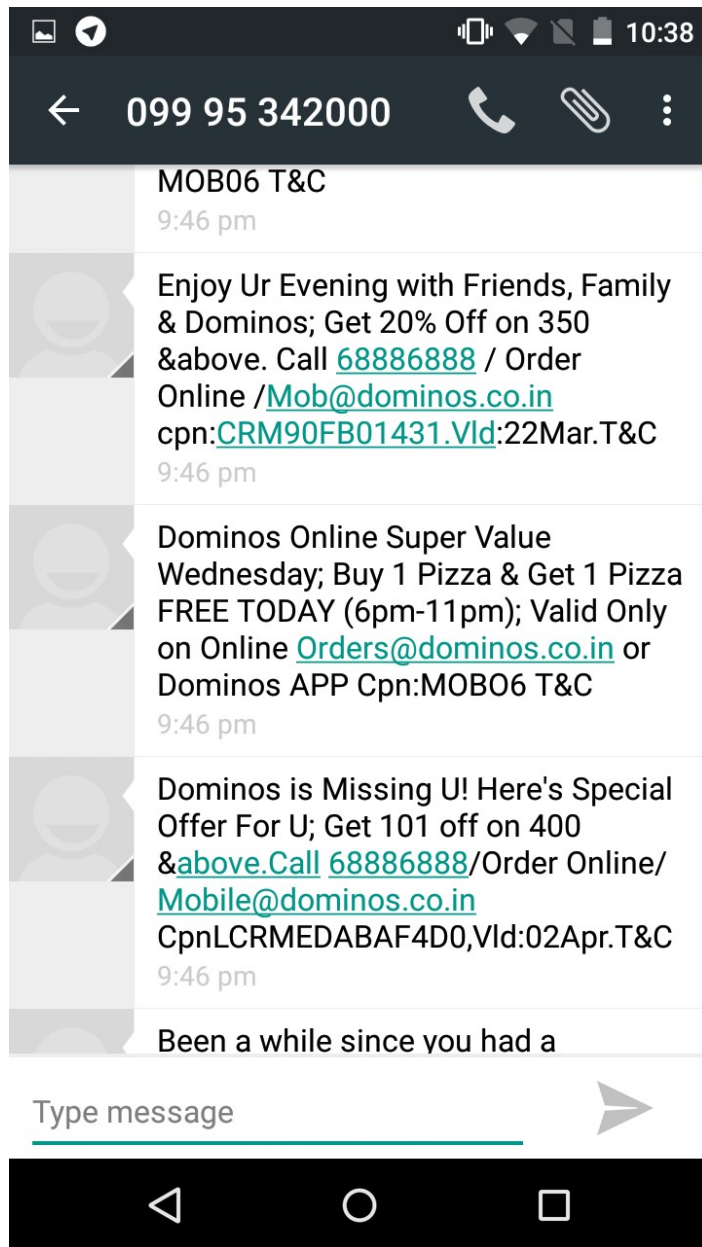
- What would you remember?
 - Landmarks?
 - Events? (ate jilebi, met my friend, knocked a bike down...)
 - People? (was with friends? Met the CEO of HasGeek?)
- What would you **NOT** remember?
 - Date?
 - Names of all the shops?
 - Number plates of all the cars?
 - Number of times you've been there?

Your mobile phone #1

- The high street of your modern mobile phone is **CROWDED**
- Cognitive load is higher:
 - Compressed timeline
 - Need to keep mental state
 - Multi-media, not just visuals – eg: reading headlines.
 - Interactive – needs a response – sometimes deferred.



Your mobile phone #2



Your mobile phone #3

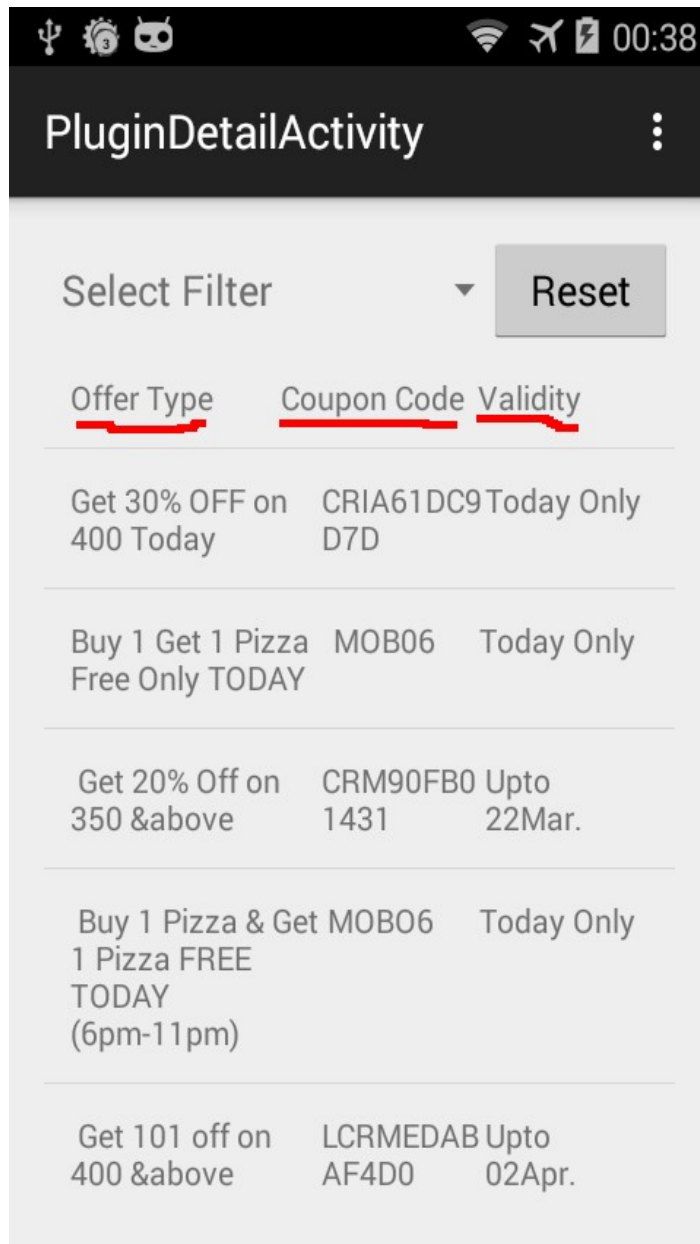
As a programmer,

- How do you help reduce the **cognitive load** from crazy amounts of (often **machine generated**) data?
- **Notifications** are redundant now – they are mostly ignored.
- But then that **stream** of data is never ending – and sometimes a notification is personal and **CRITICAL!**
- How do you help a user to **navigate** through their episodic memory of this huge **torrent** of data?
- How do you devise the **machine**, that's partly the problem, to **fix** it?

We came up with

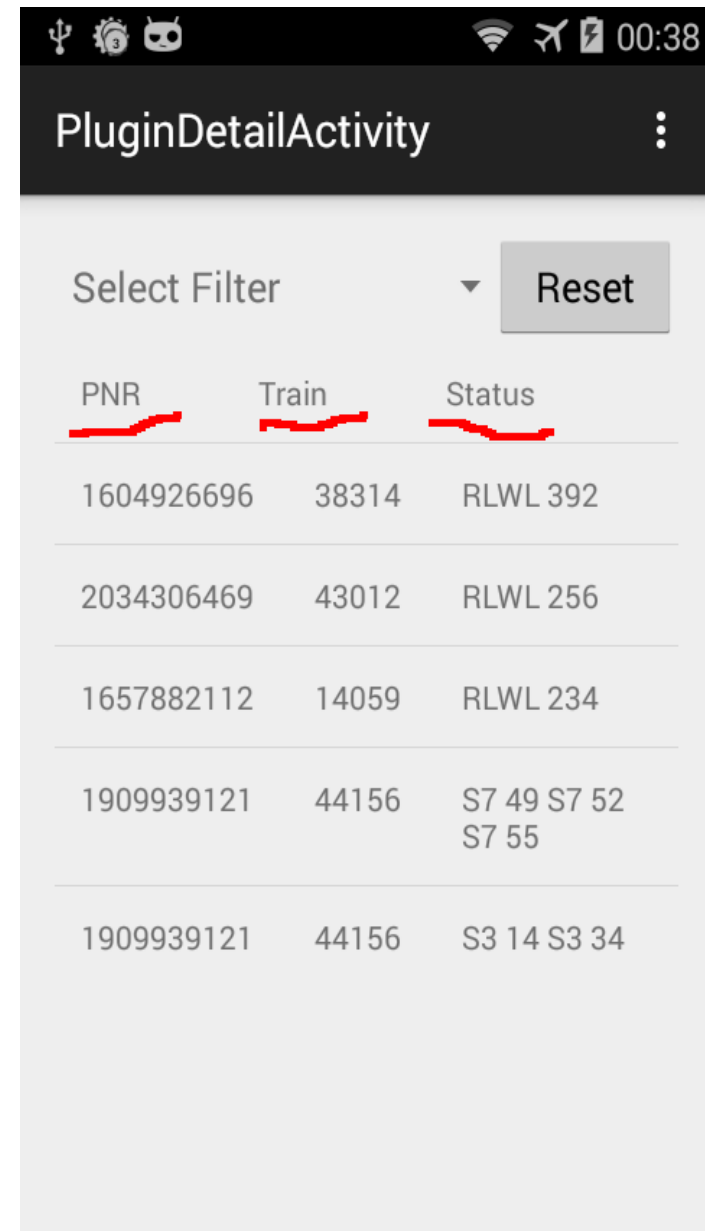


Decant #1



| PluginDetailActivity | | |
|---|--------------------|-----------------|
| Select Filter | | |
| Reset | | |
| <u>Offer Type</u> | <u>Coupon Code</u> | <u>Validity</u> |
| Get 30% OFF on 400 Today | CRIA61DC9 | Today Only D7D |
| Buy 1 Get 1 Pizza Free Only TODAY | MOB06 | Today Only |
| Get 20% Off on 350 & above | CRM90FB0 1431 | Upto 22Mar. |
| Buy 1 Pizza & Get 1 Pizza FREE TODAY (6pm-11pm) | MOB06 | Today Only |
| Get 101 off on 400 & above | LCRMEDAB AF4D0 | Upto 02Apr. |

“DECANT” YOUR DATA INTO LABELS

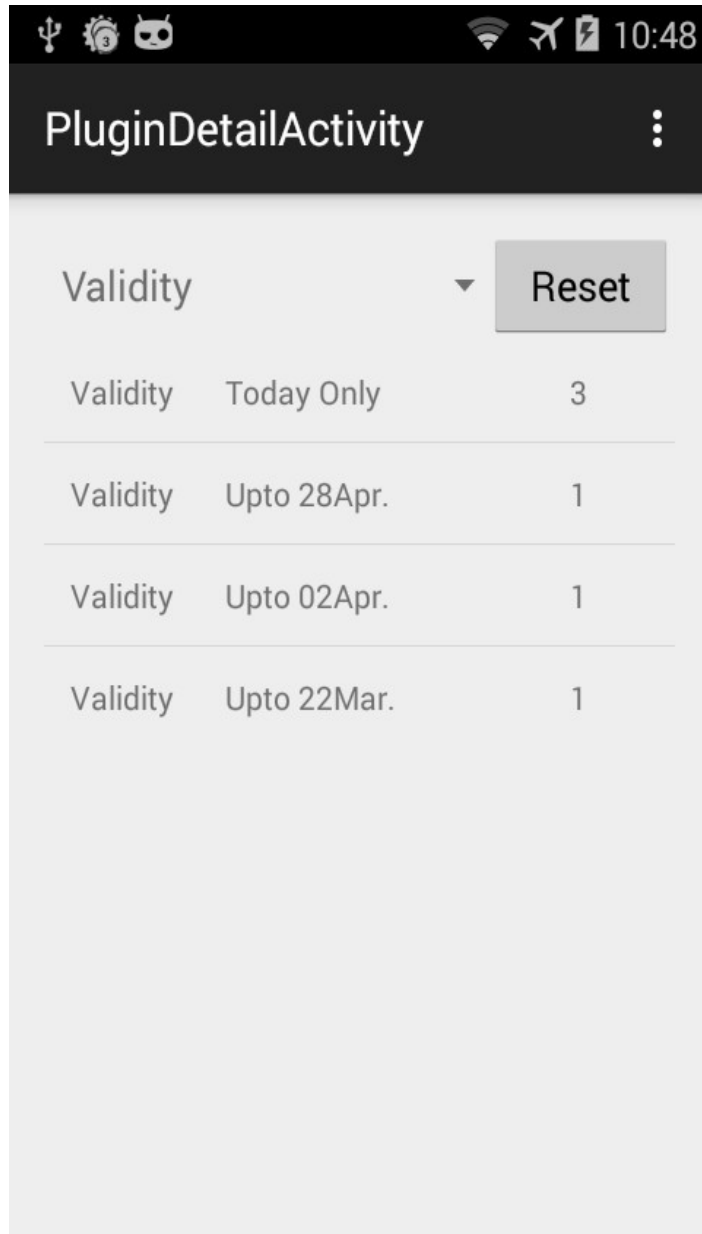


| PluginDetailActivity | | |
|----------------------|--------------|-------------------|
| Select Filter | | |
| Reset | | |
| <u>PNR</u> | <u>Train</u> | <u>Status</u> |
| 1604926696 | 38314 | RLWL 392 |
| 2034306469 | 43012 | RLWL 256 |
| 1657882112 | 14059 | RLWL 234 |
| 1909939121 | 44156 | S7 49 S7 52 S7 55 |
| 1909939121 | 44156 | S3 14 S3 34 |

Your mobile phone #4

- Problem
 - _ I remember this vague thing/picture/phrase
 - _ I want to find/forward it **NOW!**
 - _ Every application is unique.
 - _ Applications won't talk to each other.
- Case study: SMS
 - _ SMS-es are structured in simple ways via fixed rules
 - _ Structured information is easier to navigate/narrow down to
- See: <https://www.github.com/decant/decant>
- Solutions:
 - _ Crowdsource! Decant is a guiderope to do this.
 - _ **Break the rules!**
 - _ The notification system is your **hack!**

Decant #2



- Look further in your labelled pot of **Decant**
- Using the Filter, for eg: you can narrow down your search
- Example – **Validity** of pizza offers
- Know which offer expires when *without the need to keep a mental state on each of them.*
- Never miss a Pizza Offer!! :-)

Anatomy of a Plugin

Holy Foo, it's in javascript!

```
function name() {  
    // Name of the plugin.  
}  
  
function description() {  
    // A brief description of what it does.  
}  
  
function filter(title) {  
    // The condition to check to see if a  
    // notification needs to be processed.  
}  
  
function extractor(message) {  
    // Extract Useful information from the  
    // Notification and pass it back.  
}  
  
function filterKeys() {  
    // Keys that can be used for filtering the  
    // extracted results.  
}  
  
function settings() {  
    // Settings like what sort of columns will be  
    // displayed or not etc  
}
```

Episodic Memory #4



What if you wanted to find that **shop** on **commercial street** with the **cuddly toy** you noticed when snacking on your favourite **dehi puri** chaat while trying hard not to drop your arm full of shopping ?

Distil it

- What next - road map?
- Write your own plugins.
- UI improvements.
- Framework.
- Start coding!



Questions ?



Hackathon!

<https://github.com/decant/decant/issues/2>