

Decant

If you can't decant, distil it.

JSFOO '16

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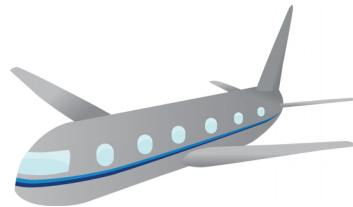
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Episodic Memory #1



- 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.

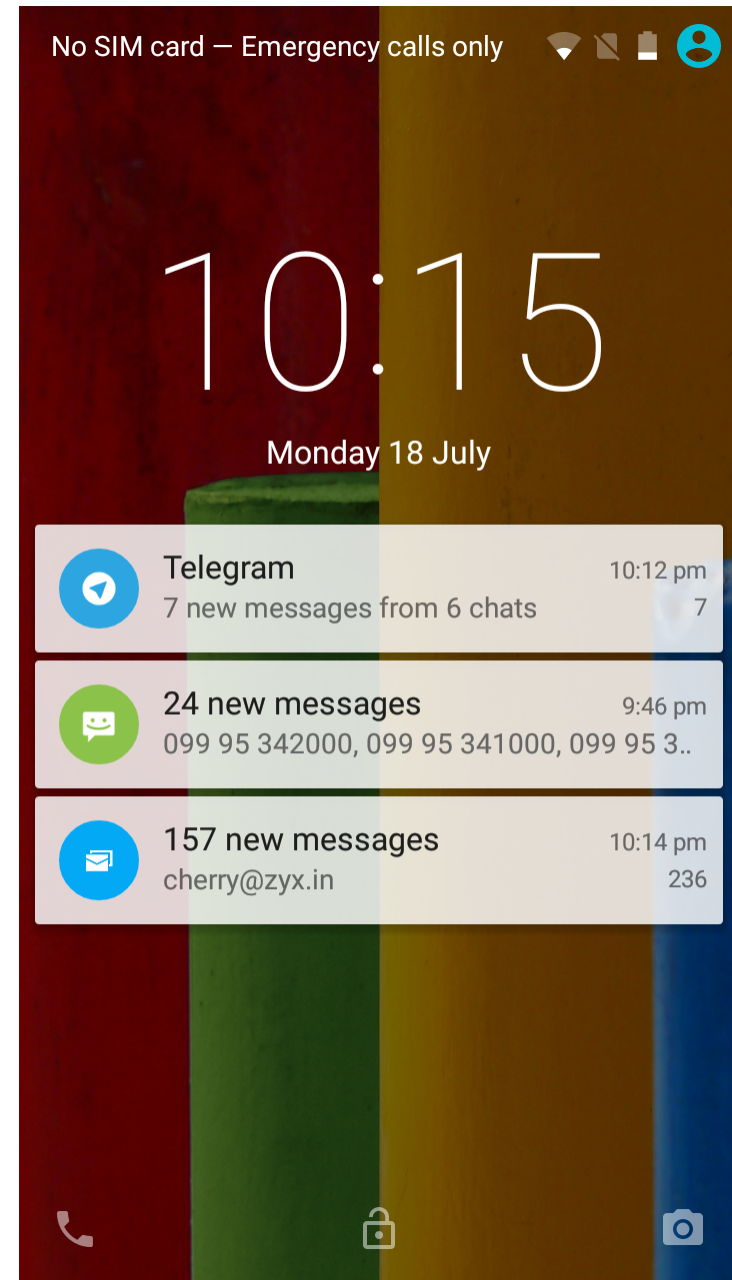


Episodic Memory #3

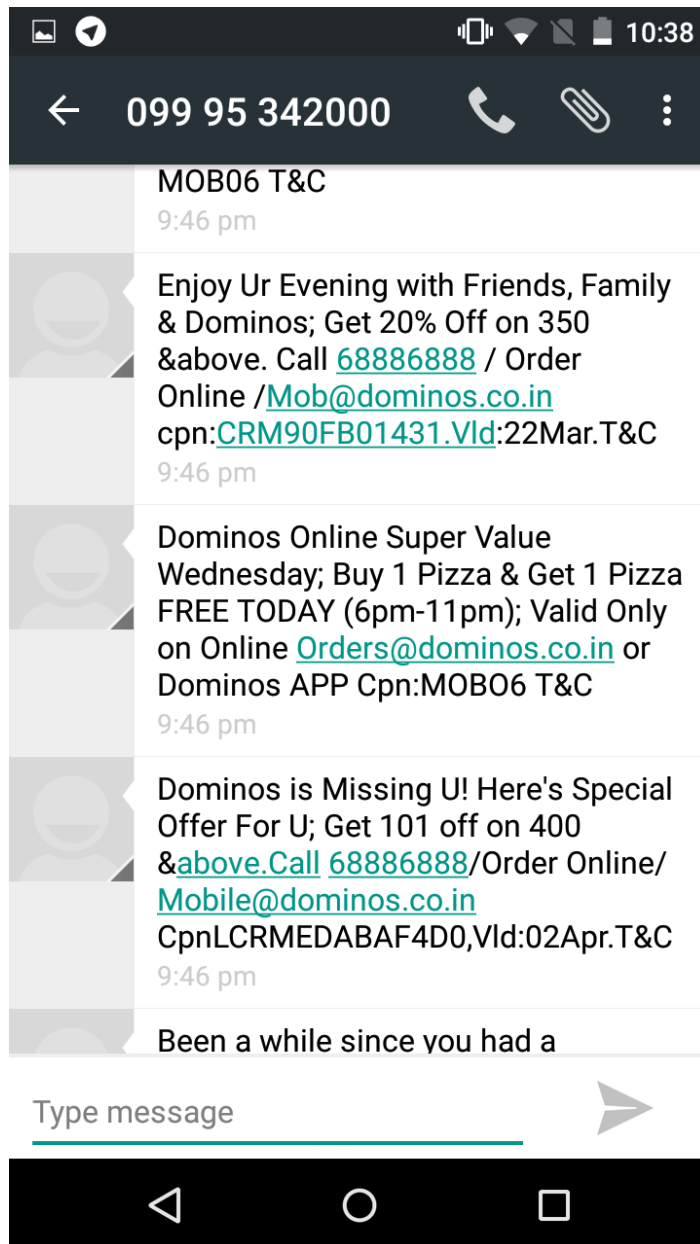
- What would you remember ?
 - Landmarks ?
 - Events ? (ate jilebi, met my friend, knocked a bike down...)
 - People ? (was with friends ? Met the CEO of HasGeek ?)
- What would you **NOT** remember ?
 - Date ?
 - Names of all the shops ?
 - Number plates of all the cars ?
 - Number of times you've been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

Your mobile phone #1

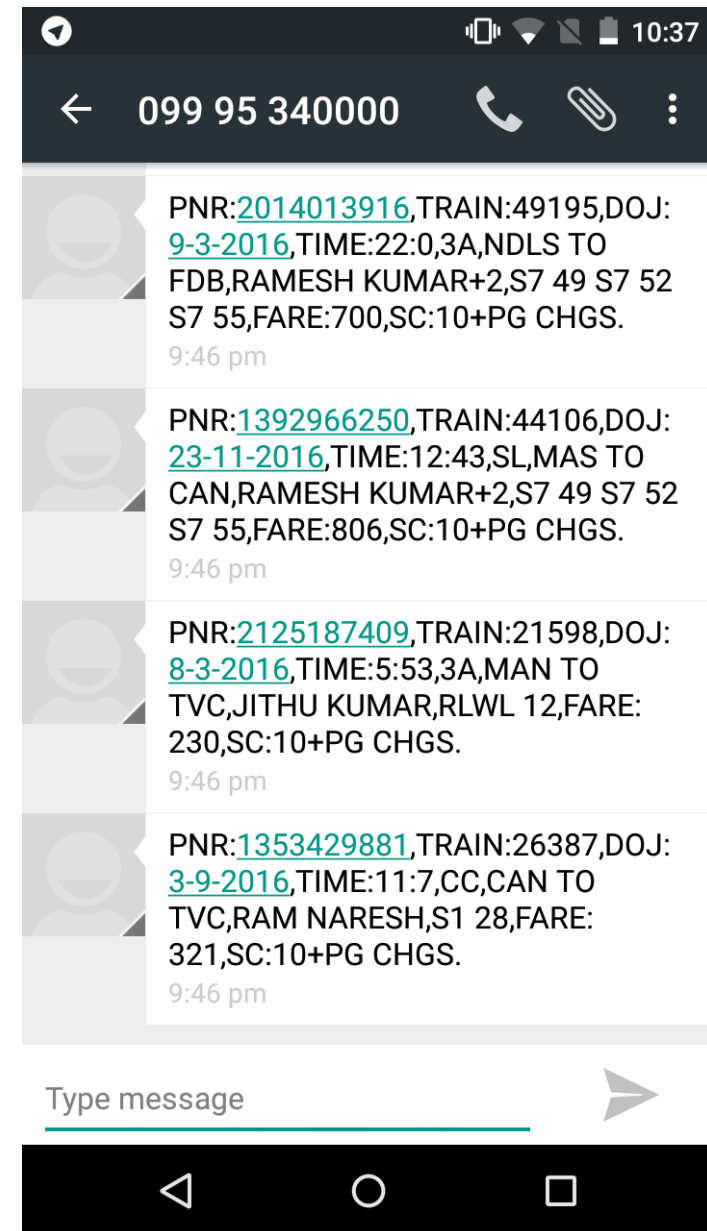
- The high street of your modern mobile phone is **CROWDED**
- Cognitive load is higher:
 - Compressed timeline
 - Need to keep mental state
 - Multi-media, not just visuals – eg: reading headlines.
 - Interactive – needs a response – sometimes deferred.



Your mobile phone #2



DATA TORRENT – COGNITIVE OVERLOAD!



Your mobile phone #3

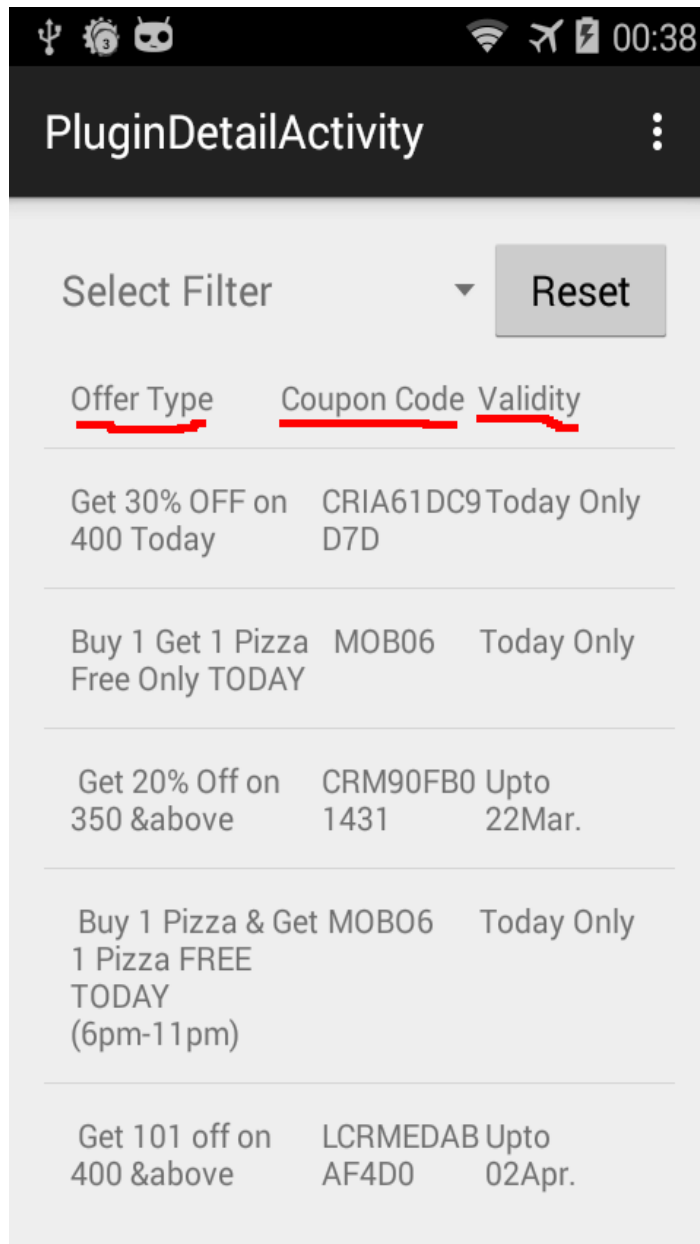
As a programmer,

- 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

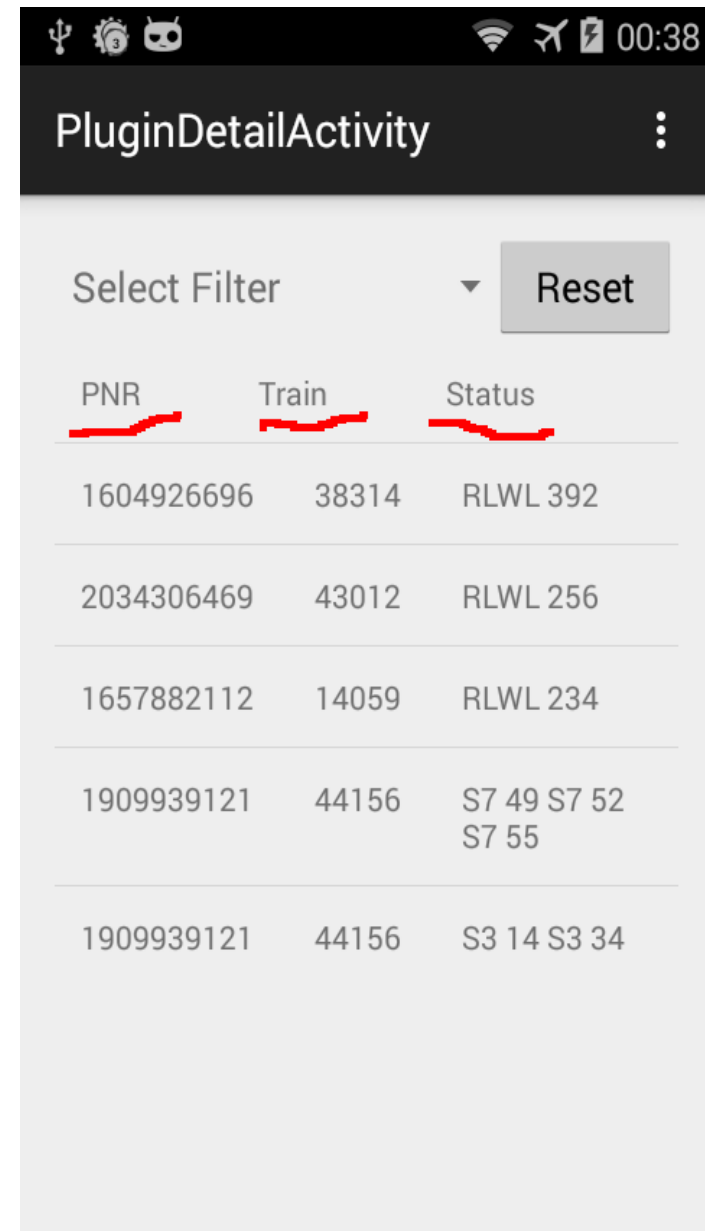


PluginDetailActivity

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

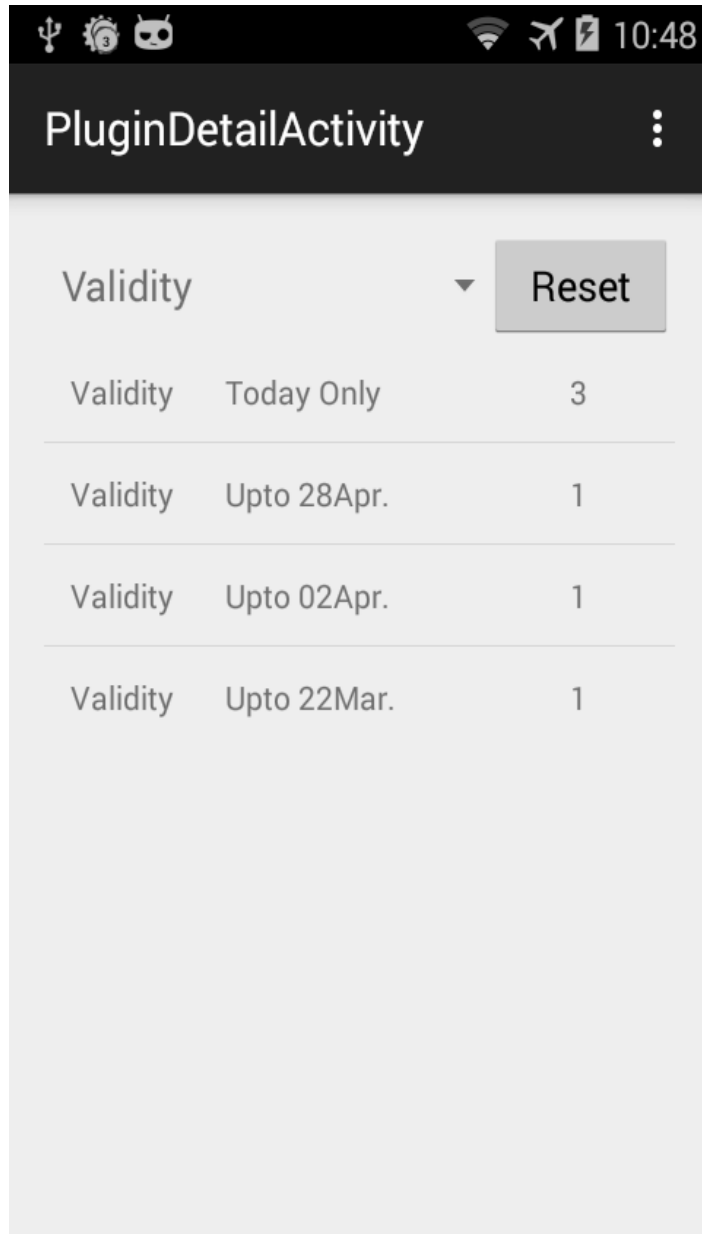
Select Filter ▼ Reset

<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 whart 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 ?

Pic src: CC by 2.0 : <https://flic.kr/p/6QbceF>

Distil it

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



Questions ?



Hackathon!

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