I get mad at myself when I’m sitting there trying to write, and I want to recall a specific statement, a specific fact, a name, and it doesn’t come immediately. I hate to research something that ought to be right there at the press of a little button in my mental computer.

- Walter Cronkite
October 2003
A Whisper in Your Ear

How Productivity Devices and Apps are Changing the Way We Live and Remember

Sunil Vemuri
Co-Founder & Chief Product Officer
April 22, 2010
vemuri@requall.com
• Too much to remember, too little time
• Too much to remember, too little time

• Thing I want to remember are spread all over
• Too much to remember, too little time
• Thing I want to remember are spread all over
• Costly to forget and cope vs. remember and thrive
• Too much to remember, too little time

• Thing I want to remember are spread all over

• Costly to forget and cope vs. remember and thrive

• Computers got us into this mess, they can get us out
Buy eggs and milk

Doctor’s appointment Tuesday at 11

Meet Kathy at work

Water plants every Sunday

Ask Dominic to brief the press
Buy eggs and milk
Doctor’s appointment Tuesday at 11
Meet Kathy at work
Water plants every Sunday
Ask Dominic to brief the press
Buy eggs and milk

Meet Kathy at work

Ask Dominic to brief the press

Doctor’s appointment Tuesday at 11

Water plants every Sunday
Meet Kathy at work

Ask Dominic to brief the press

Doctor’s appointment Tuesday at 11

Water plants every Sunday

Buy eggs and milk
Buy eggs and milk

Water plants every Sunday

Meet Kathy at work

Doctor's appointment Tuesday at 11

Ask Dominic to brief the press
Buy eggs and milk

Water plants every Sunday

Doctor's appointment Tuesday at 11

Meet Kathy at work

Ask Dominic to brief the press
Near Home

Memory Jogger

Here and Now  Memory Boosts

Fix the network so we can print from Kayla’s desktop computer.

- To-Do
  - at Home

Look for the receipt for the new dishwasher.

Call Tim Satter to ask about the get-together for Holly’s birthday.

Tip: reQall Pro recognizes “at work” and “at home”. Use at the...
Here and Now
Memory Boosts

Fix the network so we can print from Kayla’s desktop computer.

Look for the receipt for the new dishwasher.

Call Tim Satter to ask about the get-together for Holly’s birthday.

Tip: reQall Pro recognizes "at work" and "at home". Use at the...
Fix the network so we can print from Kayla’s desktop computer.

To-Do 

at Home

Look for the receipt for the new dishwasher.

Call Tim Satter to ask about the get-together for Holly’s birthday.

Tip: reQall Pro recognizes “at work” and “at home”. Use at the...
Here and Now
(powered by reQall Memory Jogger™)

• Time and location-aware briefing of what’s important
• Looks ahead a little to prep you
• “Whisper in your ear”
Memory Boosts
(powered by reQall Memory Jogger™)

- “Anti-lock” for your memory
- Predicts what you forgot
- Keeps your memory strong
Initiating call request

Sending request to reQall Voice phone service to call Adrien Stich.

- Tell Stich that the main deliver...
- Ask Stich if he can take Ben for...
- Remind Stich to bring the titles...
- Tell Peter to complete the work...
Call Completed
Duration: 5.18

Add a note if you want to remember anything from the call with Adrien Stich.

- Tell Stich that the main delivery will...
- Ask Stich if he can take Ben for w...
What users say

- Buy more snack bars for office at Target
- Rent Everybody's fine from Netflix
- Buy The Increment by David Ignatius from Amazon.com
- Call Sandy about changing the car insurance
- Haircut tomorrow at 1:15 pm
- Add Mad Men to Tivo by August 14
- July 28th Susan’s Birthday
- Extra strength Tylenol
- Backup home computer
- July 23rd 11 am, Ann arrives, meet her at Dulles
- Buy Cheerios
- Book flight to NYC, make sure no blackout dates
- Change AT&T wireless plan
- Get feedback from Tom at 4 pm on Thu
- Fix bath tub diverter
- Put bible in car
- Pay Bank of America bill
- Tires for BMW
- Transfer funds to 529 account
- Buy tent
- Propose trip to Hawaii Oct 11 through Oct 14
What it tells us

What users plan to do, go, and buy
What it tells us

- Descriptive statements of intentions
  - What, When, Where, and Who
  - 7–8 keywords per item (web search: 2.3 words)
- Shopping List & Planned purchases
  - Explicit descriptions of near-term purchasing intent
- Locations
  - Current and frequently visited locations
  - Explicit intended locations & timeframe
- Schedule
  - Calendar, ToDos, Birthdays
- Photos, notes, and background info

What users plan to do, go, and buy
What’s next

- Location, Location, Location
- Android
- Major update next month
Worldwide Traffic

Billions/yr

- FB Photos
- Post-Its
- SMS
- IM
- Voicemails
- Emails