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Adam lands a new job in Seattle

Adam is a creative professional who, along with his family (son Ethan and wife Julie) decided to relocate from Silicon Valley to Seattle for a new job.

Adam's job prospects in Silicon Valley were at a dead end and though his company was a good one, the only way he saw himself advancing was if his boss quit. Adam also started feeling that he no longer fit culturally within the company and longed for an environment where he could spread his wings creatively and bond with equally smart and passionate people. His location was a poor one as well with pressure building resulting from tensions growing between tech and the middle class.

Adam read in an article online that Seattle was a city full of strong talent and a place that was far more affordable to live in. His sight was set on the move after learning that there was a vibrant tech community there as well[1]. Though it was a factor for Julie to be farther away from family, she supported the move 100%. Plus, Seattle had more employers based on his research so he had had several opportunities to choose from.

Adam landed his dream job at Ivy Softworks, a company[2] that is very successful at building real partnerships among employees and clients; seeing the possibilities for greater quality of life inside and outside of the workplace; and establishing harmonious ways of working together. For Adam, the job fit like a glove. Both company and culture resonated on a deep level.

Getting to know Adam, the person

Adam is the type of person[3] most fulfilled by building solid relationships. Naturally appreciative, passionate, and committed, he enjoys creating consensus and motivating others to see and utilize their own special gifts. He is excited and challenged to enjoy the richness and fullness of life.

Adam is someone who needs to be careful about cliquishness, emotional intrigue and drama, as well as conflict avoidance. He forms close bonds; finds ways to make others feel special and ensures that relationships are harmonious and pleasurable. He brings together people and groups who are well suited for each other. Adam also appreciates and creates beauty and beautiful environments while living life with passion and enthusiasm.

As an outdoor enthusiast, Adam thrives on connecting intimately with nature and the new setting will truly feed his soul. He actively seeks out experiences that connect with him on an emotional level; whether it be the intense focus required when adhering to the rock face or joy he feels while effortlessly riding the killer wave. He appreciates experiences that reflect an understanding of him as

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[1] http://www.geekwire.com/2014/migrating-north-techstars-seattle-sees-huge-spike-applications-bay-area/

[2] http://www.herowithin.com/lover/ (organization)

[3] http://www.herowithin.com/lover/ (individual)

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an individual, responding to his changing needs, protecting his interests while making things easy for him in the moment. Not surprisingly, when Adam experiences a product, service or company that connects with him on a deeper level, he commits to the relationship. When an experience resonates, Adam quickly forms an intense emotional bond with both product and company.

Being somewhat tech savvy, Adam uses tools and technology in what he considers to be a logical manner. He doesn't like it when technology constraints or poor experiences get in the way of accomplishing goals efficiently. He struggles with remembering what information he has gathered via a myriad of activities performed at varying times in the past and his ability to return to a previous activity and the context surrounding it is not always easy for him. He often leverages internet browsing history, threaded email discussions, bookmarks and important documents and thoughts he's captured to help him get back to what he was doing and thinking in the past.

When researching, Adam is heavily reliant on his activities based on time. If his history of activities is organized by time and assuming he knows when he viewed something, he can get back to where he was. His search history is not archived in a way that provides for him any additional utility and he finds products like Google Web History or standard browser history functionality surface results based on timeline or keyword in the title or URL string so it's not possible for him to search within the context of pages he was looking at. He has struggled without an ability to easily access snapshots of websites he's visited in the past. He is also frustrated by the fact that browser history is not accessible across browsers (i.e. if a he is searching on both Chrome and Firefox).

Getting ready for the big move

In preparing for the move to Seattle, Adam and Julie learned that real estate areas nearby his work would likely be expensive so they decided that it would be more realistic to rent until they had a more firm understanding of the long term. Adam and Julie developed both a Master Move Plan and Schedule customized to fit their particular needs of the move. They diligently collected moving estimates and utilized them to make informed decisions that would protect their interests and avoid unnecessary pitfalls associated with moving. They arranged for charitable donations, auction, consignment, sale and disposal of items they no longer needed. They were prepared for this significant event in their lives.

Adam and Julie identified items to be moved, measured them to ensure they fit and prepared detailed space plans to show placement of furniture in the new home. They coordinated with necessary third party service providers to prepare special articles like artwork or electronics for safe transport and arranged for both short and long term storage needs. They also setup on-site move management to ensure belongings were handled with care and placed according to plan in new home; unpacking and setting up of bedrooms, bath and kitchen. They also setup settle-in and arrival services; hanging of artwork, set up of electronics, organizing storage areas and removal of packing debris as well as redesign services to feel right at home the moment they walked in the door. Finally, they prepared

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their bay area home for closure by making arrangements for minor repairs, home staging and cleaning services making sure that the home was broom clean and ready for their real estate agent.

Adam and Julie spent considerable time researching and planning various aspects of the move but their highest priority was focusing on the best neighborhoods in which to live in the Seattle area.

Gaining insight with a trusted partner at my side

Adam began his research activities for his move with the goal of locating information on the best Seattle neighborhoods for families. Additionally, he needed to collect information about transportation routes to and from the office as well as schools nearby locations of interest. Though Adam knew a few people in Seattle, he relied heavily on what he could find on the internet as well as other external resources to guide him in gaining insight about the new area.

Adam and Julie will continue to gather insights in various forms and from multiple sources during their research. As such, it will be important to be able to return to meaningful moments in the past in order to get back to what they were doing and thinking at that point in time, reflecting on what they learned while in the present moment.

Thankfully for Adam, as a new employee of Ivy Softworks, he was able to experience a new product currently in development designed to support their exploration in a manner ideally suited for their needs as they change over time. The new product, Atlas Recall, was so finely crafted that it felt as if at every turn, it knew exactly what to provide.

Uncovering new insights

Adam has been doing a lot of research on houses in Seattle for his upcoming move. He installs Recall to help him keep track of all his browsing history. He chooses not to import all his past browsing history since most of it is irrelevant to him. As he's searching Zillow the next day, Recall prompts him to see if he wants to import all items from this domain from past browsing, since it was one of the top sites that he had been browsing over the last month. Adam clicks yes, and all past Zillow data is imported into Recall.

While learning about Seattle on the web, Adam locates an article written by Seattle magazine and is guided within the article to Ballard as a neighborhood which might be of relevance to him. He investigates further and is pleased to see additional details specifically for him that help him gain insight about Ballard quickly and easily.

Adam begins to read the article and remembers that he read another article on the Ballard housing market from the same source sometime in the past. He is pleasantly surprised by the fact that he was suggested the exact same article.

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In the article, Adam notices Fremont mentioned in a favorable way. Remembering that he read something about Fremont in the past but not exactly when or where, Adam indicates that he would like to recall the information on Fremont he read previously.

Adam is looking for a house he saw in Ballard. He searches for Ballard houses, and is returned a list of results of houses he's seen. He clicks on the first item he sees. In the item view, several related items are surfaced to Adam. One of them is house in Queen Anne that shares similar features to the house he's currently looking at. He clicks on the Queen Anne house item. He then is surfaced a new set of related items that are all houses in Queen Anne (not Ballard as he was originally searching for). He then wants to get back to the initial search on Ballard houses.

Several other website suggestions (tips for moving to Seattle, apartments in Ballard, apartments in neighborhoods near Ballard etc.) are provided as well. Adam then notices some messages relevant to what he is currently doing. He switches context, and sees an email notification from Kaj, a colleague at Ivy, mentioning Ballard as one of the neighborhoods that is within reasonable proximity to the office.

Adam wants to explore more of the relocation suggestions that Kaj sent him previously, so he views Kaj's details. On view shown, Kaj and Adam had a number of exchanges regarding offers and relocation. In a view of related items, there is a collection that is comprised of all the location suggestions that have been provided to Adam by Kaj.

Reflecting on past insights

While conducting his search for a new home in Seattle, Adam decides to show his realtor examples of aesthetics and designs he's interested in. When he was looking for homes in the Bay Area, there was a particular house he really loved. He remembers that he viewed the home on Zillow, but couldn't remember the neighborhood. Adam opens Recall and searches for Zillow listings. The results that return include his most recent research over the last few weeks and his research from 3 years ago. In between those times, Adam has viewed a couple of news articles related to Zillow.

Later on, Adam is reading an article about Ballard in the Seattle Times. Through his neighborhood research, he has seen several home properties and articles about Ballard over the last three weeks. Adam wants to reflect on a related article he had seen about Ballard a few weeks ago, and launches Recall to go find it.

He navigates back to three weeks ago, finds a grouping of articles and opens it. The items are shown grouped by time, and Adam scrolls until he finds the page he's looking for.

Adam then looks for a house listing in Ballard he saw on Redfin. He searches for Ballard Redfin in Recall and receives back a mix of related groups and items. He opens one item that he think may be it. It's not, but he keeps moving through the results to find the one that he was actually looking for.

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Adam is looking for the event calendar for his son's school. He saw it a few weeks ago, but can't exactly remember when it was. He knows that he's seen it in a Recall collection though. He goes into Recall and searches for "school". He sees all the results for the schools that he researched for his son. He scrolls through the search results until he finds the "Ballard Elementary" collection he was looking for.

Giving insights meaning

Adam creates a "Ballard Houses" collection within Recall, and moves a number of items into that collection. After reviewing the collection of houses he's curated with his wife, he decided that that they don't want to move forward with any of them, so he deletes the contents of the collection. As a result the collection disappears.

Adam is searching Recall for Ballard. When he searches, the visual collection filter (Google Images style) "Houses" appears. He clicks on the "Houses" filter, and Recall produces results for Ballard houses. In searching through a collection, he realizes the link to a Ballard house his friend sent him wasn't in the collection. He finds the other link in Recall, and wants to add it to the Recall Ballard Houses collection.

Adam is researching schools for Ethan. Recall has created a schools collection based on Adam's search history. Adam opens the collection, and sees Ballard Elementary's website, and he and his wife have already decided against sending Ethan there. He removes the item from the collection.

Adam clicks on a location suggestion map and is taken into a map view plotting the neighborhoods and proximity to the office. He then overlays median rental data, transportation, points of interest (restaurants, schools, etc.), crime data and craigslist listings onto the map.

Controlling what I want to recall

Adam is searching for work related items on his computer. He leaves for a moment, and his son Ethan starts playing a game on his computer. Adam wants to make sure his Recall items are private from his son and vice versa.

Adam is on a friend's computer, and wants to make sure his browsing activities aren't tracked on his friends Recall or browsing history. He opens a private browsing session, but then sees a few articles he thinks his friend will like and turns browser session recording on.

Ethan is using Adam's computer without logging out of Adam's OS user account. Recall starts tracking all of Ethan's browsing activities. Adam realizes that Recall now has scattered Ethan related items throughout his history. He is able to stop following most commonly visited domains, but still sees Ethan's things pop up from time to time.

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While browsing online through private financial documents, Adam realizes that they are all being followed in Recall. He'd prefer that his private items not be followed in Recall. He opens Recall and finds one of the financial document items and wants to no longer recall all items that share that domain already in Recall. Additionally, he wants to stop following that domain all together.

Later on Adam is browsing through Recall and sees a website that he doesn't want in there. He stops following the item but doesn't stop following the domain. Two weeks later Adam goes to that same URL, and sees Recall is not following the page. He wants to record this instance of his visit, so he indicates to do so while in the browser.

Adam is browsing through his bank statements online. He had previously requested that Recall stop following the bank domain, but he comes across a series of pages he wants recorded. He activates Recall for that session, and the pages get added as he visits them. Two days later when Adam goes back to the bank website, he's browsing through the same articles.