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Product: Slack

Current pain points of users:

1. FOMO . Checking new messages as soon as it is notified, disrupts productivity.
(Once we are distracted, it takes about 25 minutes to take yourself back to the productive zone)
2. Adds too much noise if not managed properly for large organizations.
3. The search feature does not always return what we are looking for sometimes.
4. Voice and video calling quality is very poor.
(Sometimes, the voice of the other person sound distorted and break in between)
5. Can't merge the two channels or do something similar to preserve important content from both places.
6. Survey and feedback option is not present.
(People are using +1 emoji to vote for opinions which becomes lengthy unnecessarily)

Addressing pain points:

1. We need to improve notification rules in Slack, so as not to disrupt the person's workflow.
For example: When a person is expecting an immediate response of a message, the notification should be different than when the response of a message is not required immediately.
We can implement this by changing how the notification appears and sounds while messages of different importance are being received by a person.
Also, we should be notified after specific time when we have responded with phrases like "Talk to you later", "I will revert back to you with information soon" etc.
2. We need to add features to the channel so that we don't get drowned in a sea of messages.
For example: The channel should get deleted automatically, if it's marked not important and hasn't been used for a long period of time.

Same announcements in multiple channels should not reach the common members of the channels again.

3. The search functionality is good but needs to be more intuitive. We don't always remember exactly what we are looking for, so when we are searching it's not always with the same wording though the intent is the same.
The search should have features like using synonyms word in the search algorithm to show related results.
4. The video processing needs to be improved, they are not very clear. The voice calling feature is in dire need to be improved. The voice clarity is very bad at times.
We need to think of a solution for the functionality limitation so that the voice data doesn't get lost and distorted. Also the noise suppression algo needs to be looked upon.
5. Sometimes there are multiple channels serving redundant purposes. To keep only one such channel, we should add functionality to merge multiple channels such that content and messages that are not common should be automatically put in place according to date and time, so that no one questions the integrity of information from other similar channels.
6. There is not a proper survey, polling and feedback option built-in. We need a sleek way of surveying and taking feedback so that it doesn't take up the whole chat area.
For example, when the survey or feedback box is expanded we should see metrics like percentages of votes, positive and negative feedback, which points are most agreed upon or not, etc.

Product metrics I will track

1. The first and foremost metric I like to track is daily usage by the users.
I would like to track time spent on Slack, no of messages viewed and sent, time when the users are more active vs less active, no of voice and video calls sent, plugins used by users need to be monitored.
2. I would like to track whether genuine communication is happening across a workspace.
We can track average number of chat sent per user, no of new 1:1 communication between people, no of active workspaces
3. I would like to know whether the functionality is working as expected.
I will track the time taken to send or receive a file or messages, time taken for the App integration to work properly.
4. I would like to track the growth of the user base.
We can check new user added, existing user left and retention of existing user (percentage of users who have been using slack for greater than 30 days).
5. I would like to track the positive and negative feedback.
We need to track whether the users are more satisfied or less satisfied than average day, so that we can get to the bottom of the immediate issue or findings.
6. I would like to track whether users are addicted or fearful of missing out on messages.
I will track the time taken to reply to a message, frequency of using the app.
7. I would like to track paid users to get insight in revenue goals.
We can track the number of users who use premium accounts, percentage of users converted from free to paid account.