

Push notifications

Slack Product teardown

# What is Slack

Slack is a platform that **simplifies communication** between team members, which before was divided between emails, numerous applications and meetings. It is designed **specifically for the office** and offers many features, including persistent chat rooms (channels) organized by topic, private groups, and direct messaging.

In addition, Slack also integrates with many other softwares. Content, including files, conversations, and people, is all searchable within Slack. Notifications are also **customisable** so teams can stay focused.



169k+  
Paid customers

65  
Fortune 500

150+  
Country presence

*'You can't have a good conversation over email – it's not quick enough. Coming together in Slack channels allows us to easily discuss day-to-day management topics. That's invaluable.'*

— Benjamin Sternsmith,  
Former Area Vice President of Sales, Lyft Business

Slack has been one of the fastest growing start-ups ever. Starting in **2014** **with 15.000 users**, today it counts with over **9 million weekly active users** and has been chosen by 50.000+ companies worldwide.

## Target User Segment

Slack offers **organisational transformation** targeted towards :



Free users



Teams



Companies

Overview

User Persona

Technology

UX

Key Metrics

Communication

Productivity

Integration

Alignment

Security



Aryan rawat

25 y/o FRM analyst  
Tier 1 city dweller  
He/Him - Male

Needs

All of his work related communication in **one place**.

Needs a **boundary maintained** between his professional and personal life.

Work **on the go**, seamlessly. Even while he's working remotely.

Pain points

Doesnt want **too many Applications** to do similar type of work

Always jumbles up files and folders and has a hard time **searching** for them.

Gets bombarded with **tonnes of notifications** even while on a holiday

Navya Jha

28 y/o tech entrepreneur  
Metro city dweller  
She/her - Female

Needs

Has to take care of a **lot of different stuff**, at short deadlines, all by herself.

Is managing several people together along with performing her own tasks. No chance of **missing any important work**.

Needs to **speed up communication** with clients, vendors and agencies.



Pain points

Gets **overwhelmed easily** while having lots of first priority tasks.

Always has a lot on her plate so needs someone/something to **streamline her thought process** and Keep all her workables in one place.

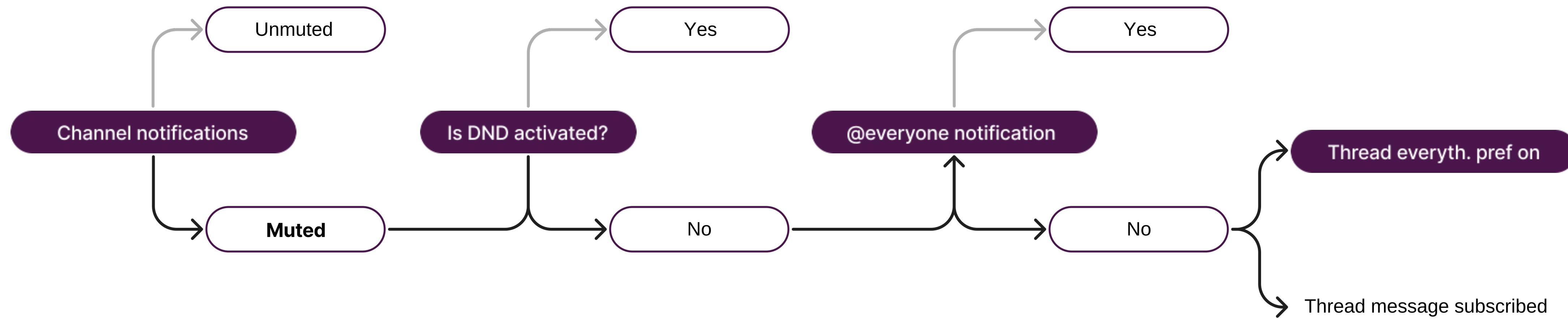
Gets bombarded with lots of **unimportant notifications** which wastes her time.

# Notifications - Slack's secret sauce?

As slack is primarily for simplifying team communication. A big part of the workflow improvements that slack offers is the **fine-grained control of notifications** you receive from them. You can also set a notification schedule and adjust intervals between getting the notification.

How does it sort out the **signal from the noise**? Effectively.

Flowchart explaining how Desktop notifications work.



# When does the bell ring

- ✓ You get a **direct message** from someone.
- ✓ Someone mentions you **(@)**.
- ✓ You get a **reply** on a thread you're **following**.
- ✓ You receive a message from Slackbot.

Or you can customise it using **advanced notification** options. Or pick a time frame in which you'll receive notifications.

# The look and feel via design

Notifications can appear as banners, sidebar badges (bolded channels), highlighted messages, mobile app badges and taskbar badges. This **segmentation** is done so as to allow user to **visually and aurally decide** which is more **important and only focus** on that notification first.

## Badge notifications

Slack notification “badges” are displayed as :

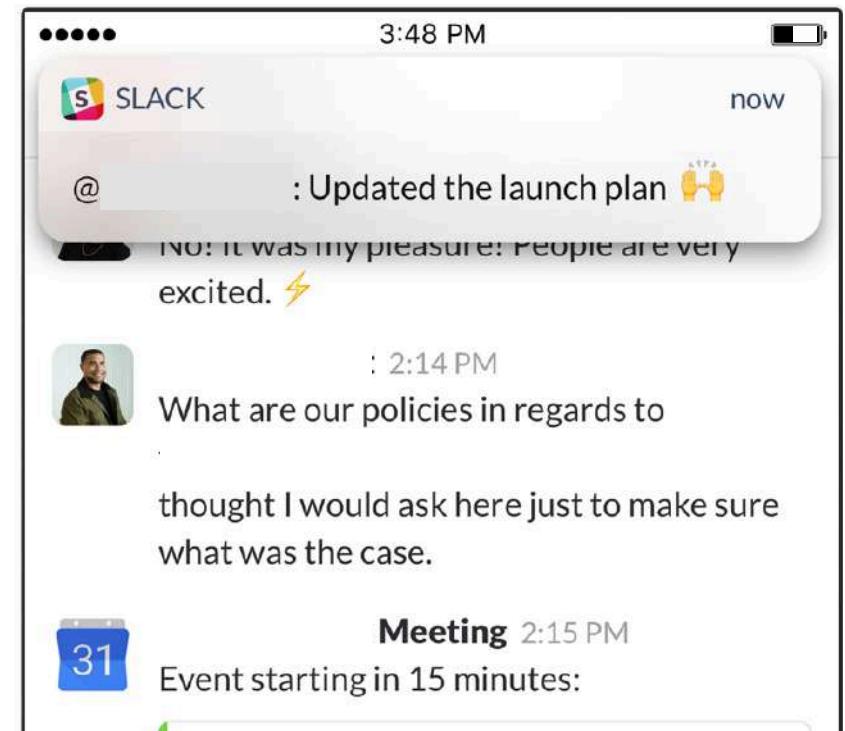
- White badges = **Unread** or unseen activity
- ④ **Number** of mentions = A user has **received a DM**, an @mention, or keyword trigger.

Smartly using **color and number** to catch attention.

## Sidebar notifications

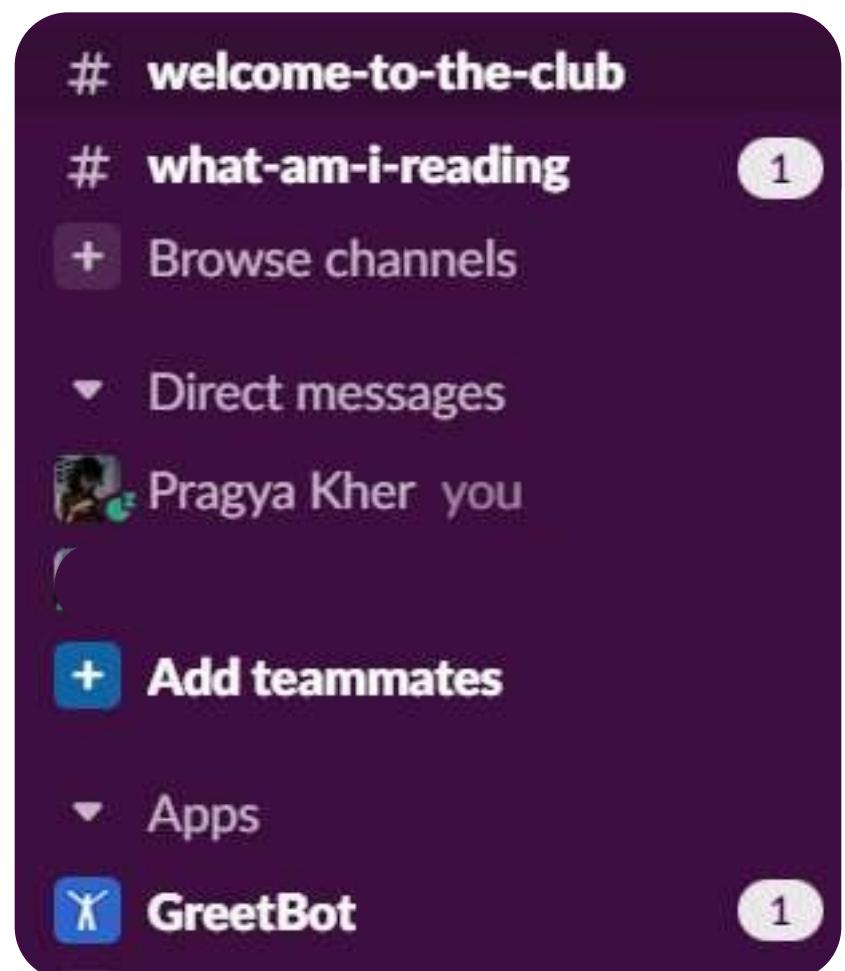
When there's **unread activity** in a conversation, the conversation/channel name will appear in **bold** in your sidebar.

- Being of 2nd priority, The channel is kept **non intrusive in white and bold**
- **Different sound** for separate channels.



## Banner notification

Informing the user about new activity visually.



## Sidebar notification

For unread threads or messages w/o any mention.

## Banner notifications

Alert you to **new activity**, including **who** sent a message and in **which** conversation. These are visible on the device screen.

## The tech-tonics.

A stack is an arrangement of “things” kept in order one over the other and so a technology stack is a set of technologies that are stacked together to build any application.

Technology stack determines the **type of applications you can build**, the level of customizations you can perform, and the resources you need to develop your application. It's main components are

Frontend

Backend

- User interface
- Programming languages
- Frameworks
- Servers
- Databases

## How to choose the one for you?

- 👉 What business purpose you are trying to solve?
- 👉 Does it cater to the design requirements of the UX team?
- 👉 Is it cost effective? Is it time effective??
- 👉 Can we scale it without compromising the quality?
- 👉 Is the security level intact?

If Yes, then **go for it!**

## What's behind this cool tool?

Quincy Larson's answer states that today's Slack is **descended** from a conventional **LAMP stack app**. LAMP is one of the most popular tech stacks.

- L : Linux
- A : Apache
- M: MySQL
- P : PHP..

But this is a little misleading because **initially everything is low-tech** when number of users is less; As it increases and the application grows, It requires more **backend creativity**. Slack has grown exponentially since its launch.

Node.js

A backend API language that can handle long term, low cost connections.

React Native

A frontend that is easy to use and responsive.

Elasticsearch

To track all messages and process it quickly, through a search engine.

MongoDB

A slower, sharded database used for holding group data.



# Key metrics

The Key metrics under which slack operates under are the **North star metric** and the L1 metric.

No of monthly paid subscribers

Monthly messages sent

## What slack got right! (Pretty much most of it!)

- 💡 Keep it **glance-able**. Focus on the simple, common tasks that make sense to complete inside Slack. Slack uses the overflow menu to de-emphasize the less important actions.
- 💡 Keeps text segments **bite-sized and conversational**, People don't read big blocks of text. They do read short ones.
- 💡 Uses interactivity to **reduce complexity**. Let interaction choices reveal further information or options when they're necessary, not before. Also choosing **sensible default options** saves people's work by minimizing their choices.
- 💡 Slack overwhelm affects **neurodivergent and autistic people** more acutely, It's difficult for them to shift contexts, and the incessant pace of notifications can **heighten anxiety**. More inclusivity is needed in this aspect
- 💡 What if, instead of standard stack of threads, channels and DMs, Slack presented you with **one urgent message** in order of importance? This is **very difficult to achieve**. Would require lots of AI. But, would be the best solution for all our notification woes.

All things considered, the current version of slack is pretty robust!