

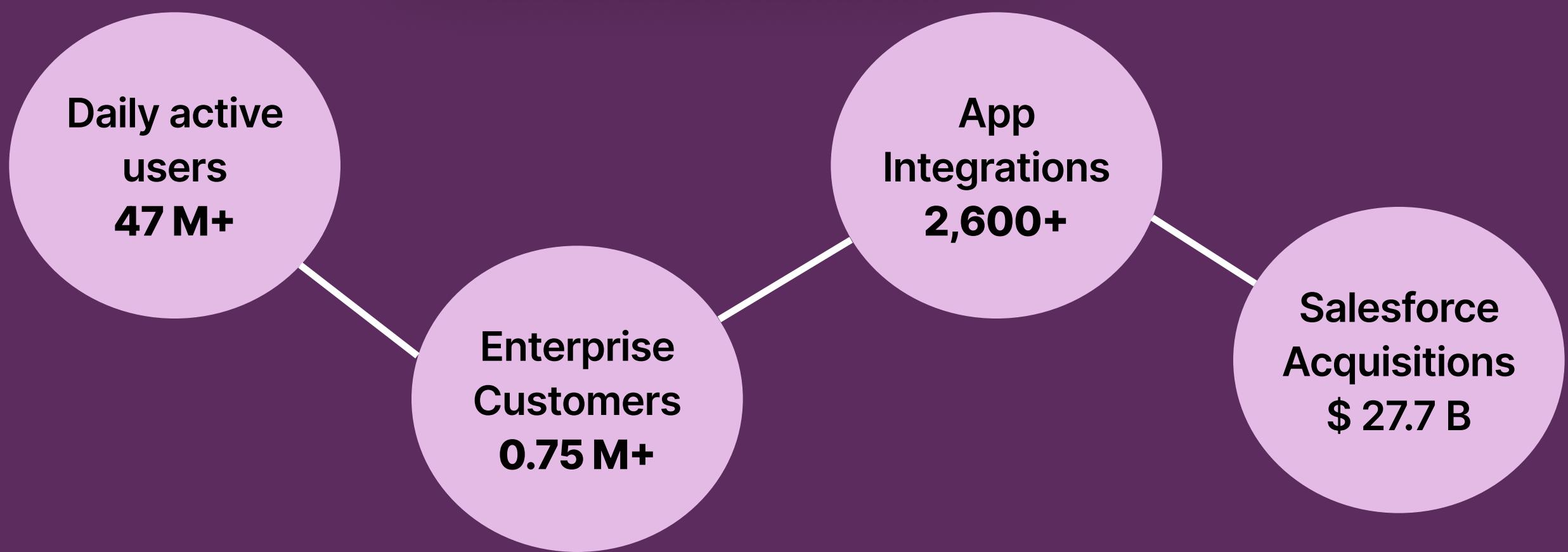


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What is Slack?

Launched in 2014, Slack is a business communication platform developed by Slack Technologies (now part of Salesforce). It centralizes messaging, file sharing, and third-party integrations into organized workspaces and channels. Slack is widely used by teams to increase productivity, reduce email usage, and enable real-time collaboration.

FY 24 Key Metrics



Competitors



Microsoft
Teams



Discord



zoom



Google Chat

Target Users & Personas

Remote/Hybrid Teams

- Stay connected across time zones.
- Build Team culture Virtually.
- Replace in-office conversations with async tools.
- Build transparency across departments and roles.

Freelancers

- Staying in touch with multiple clients in one place.
- Professional presence without using personal messaging apps.
- Quick communication for updates, clarifications, and deliverables.

Enterprise Teams

- Secure communication with admin and compliance controls.
- Minimized email overload through real-time messaging.
- Integration with enterprise tools like Salesforce, Outlook, Jira, etc.
- Improved onboarding with dedicated channels for new hires.

Startup Teams

- Fast and lightweight communication without bureaucracy.
- Real-time updates for product changes, bugs, or launches.
- Simple file and doc sharing within chat context.
- Searchable history for tracking decisions and references.
- Reliable mobile experience for on-the-go communication.

Customer Pain points

- Slack's video conferencing capabilities are limited.
- Challenges maintaining information hygiene and relevance.
- Conversations get lost in cluttered threads or DMs.
- Integrations sometimes break or are too complex to configure.
- Slack lacks the robust security features.



Overview

User Persona

User Journey

UX

Key Metrics



Arjun Mehta

Age: 42

Location: Mumbai, India

Occupation: Product Manager at a - 10 - member early-stage startup

Goals

- Maintain real-time updates across the team
- Share feedback quickly without formal meetings
- Scale communication without losing context

Pain points

- Channels grow messy quickly
- Decisions get buried in threads
- Free plan limits message history

Needs

- Fast, searchable chat with integrations
- Async collaboration with easy access to files
- Lightweight onboarding for new hires



User Persona



Kavya Sinha

Age: 26

Location: Gurgaon, India

Occupation: Remote Software engineer working as a backend developer

Goals

- Stay synced with remote teammates
- Avoid Zoom fatigue
- Track decisions made in her absence

Pain points

- Async threads hard to follow
- Message overload across time zones
- Missed context when joining late

Needs

- Scheduled messages and reminders
- Compact, thread-first discussions
- Light-weight huddles & screen shares

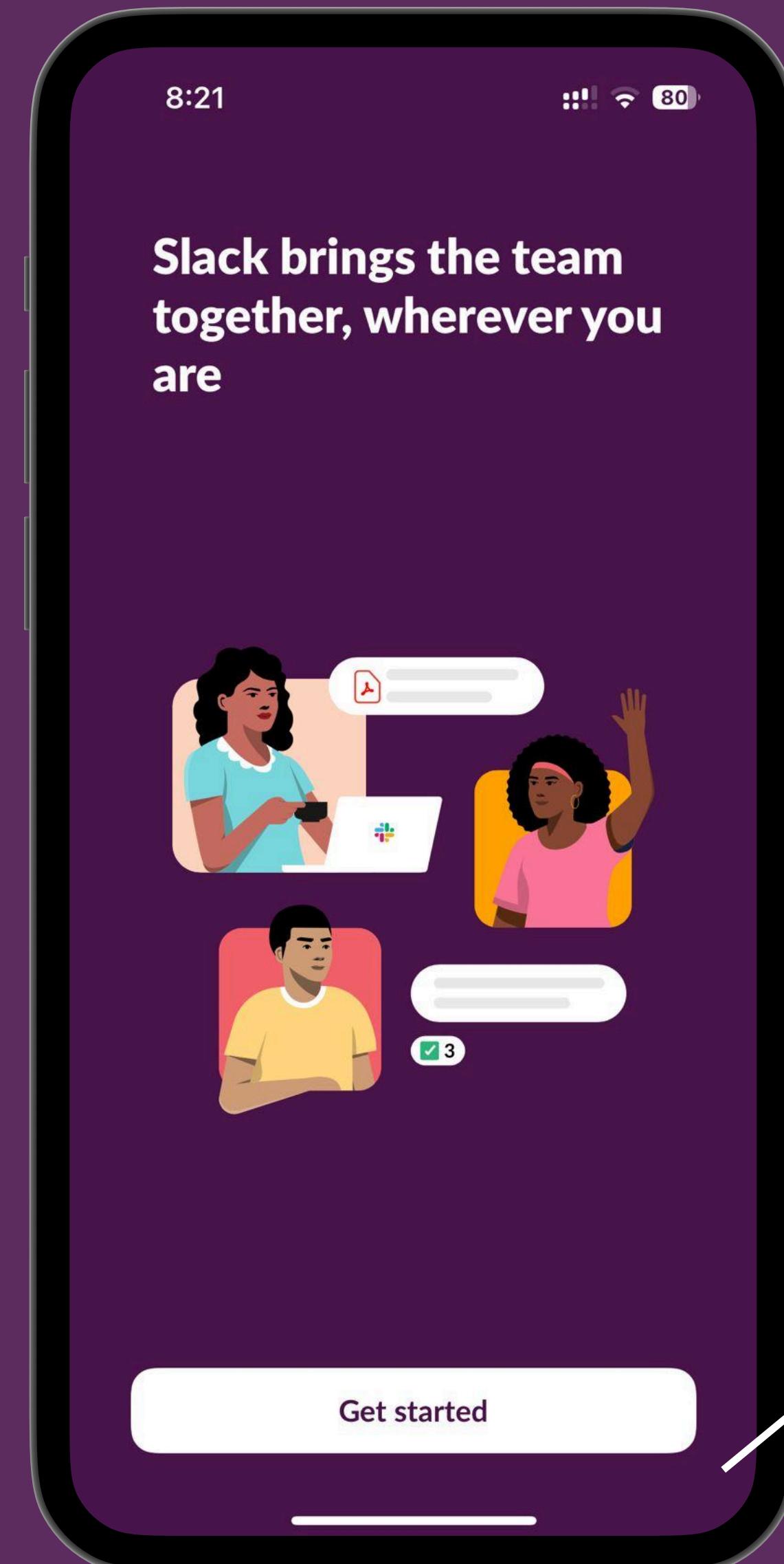
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User Persona

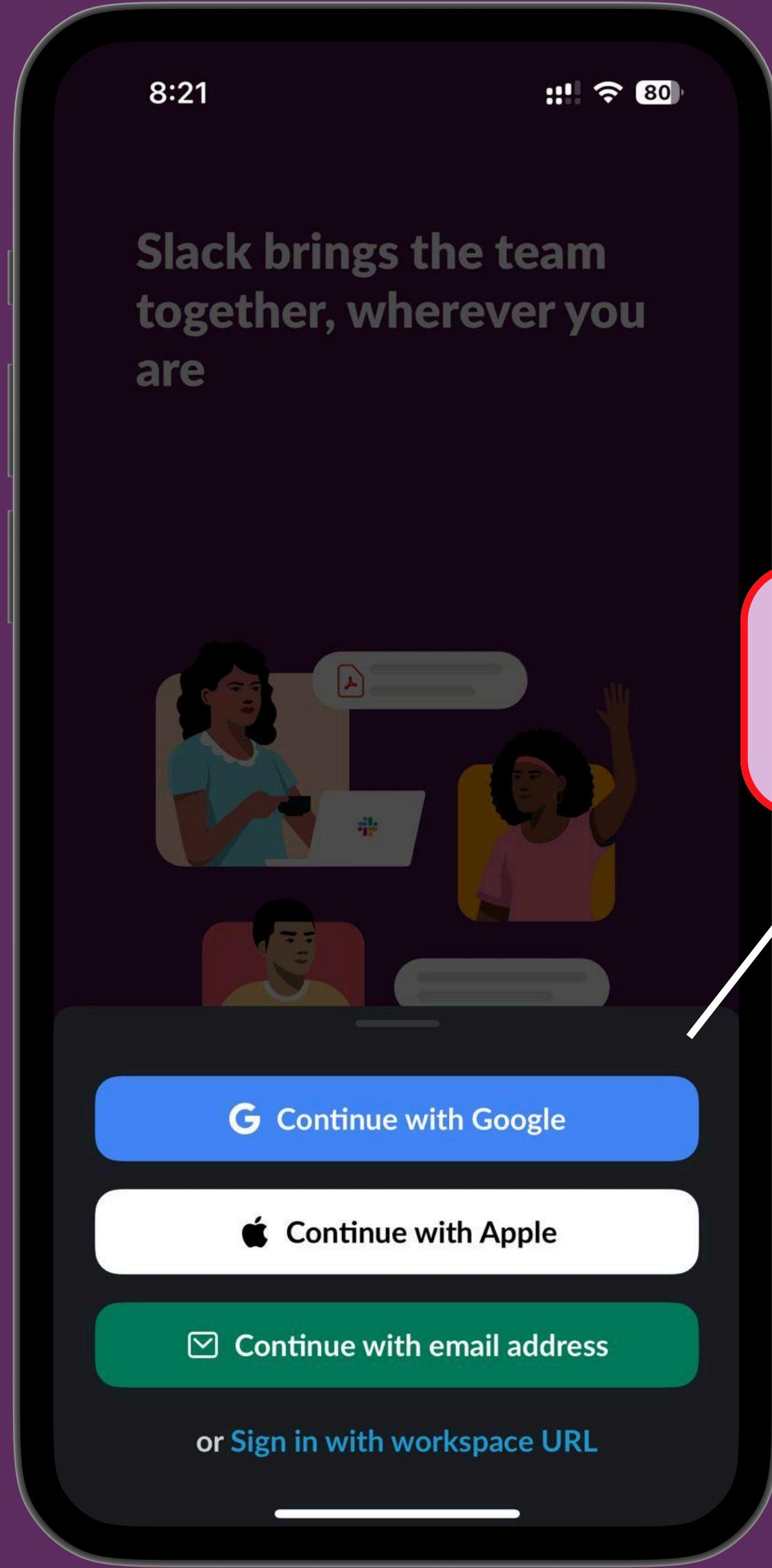
User Journey

UX

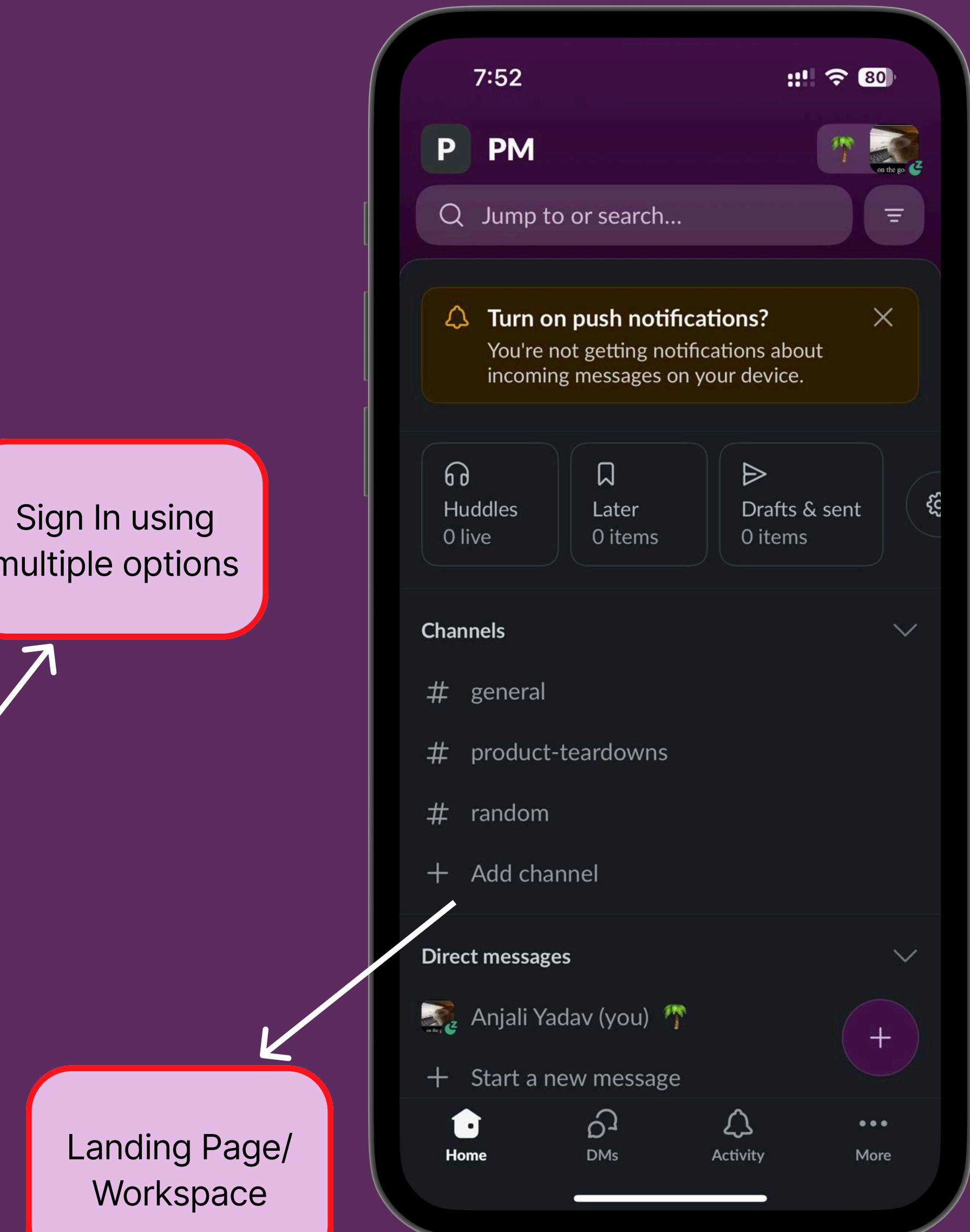
Key Metrics



Step 1



Step 2



Step 3

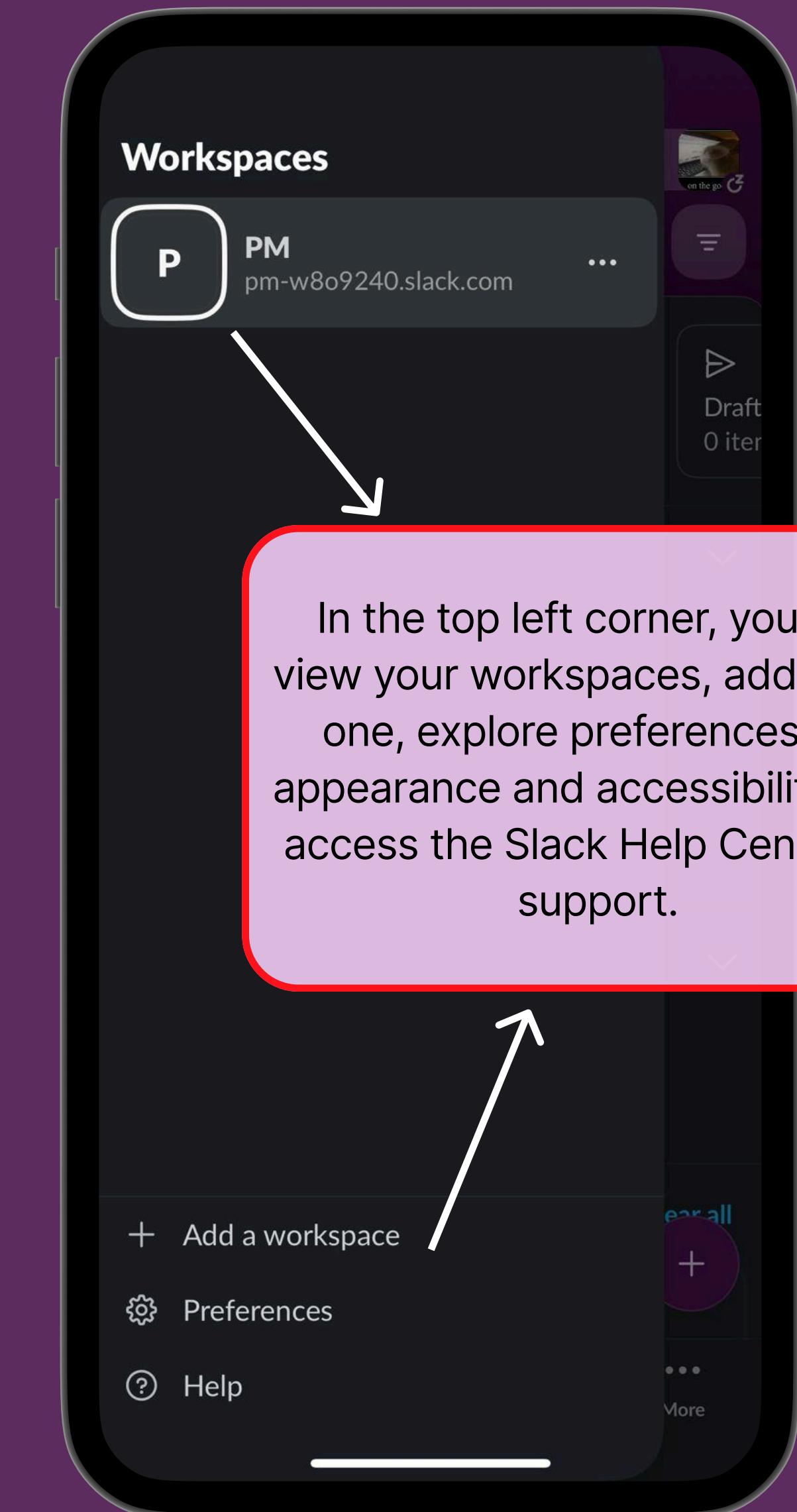
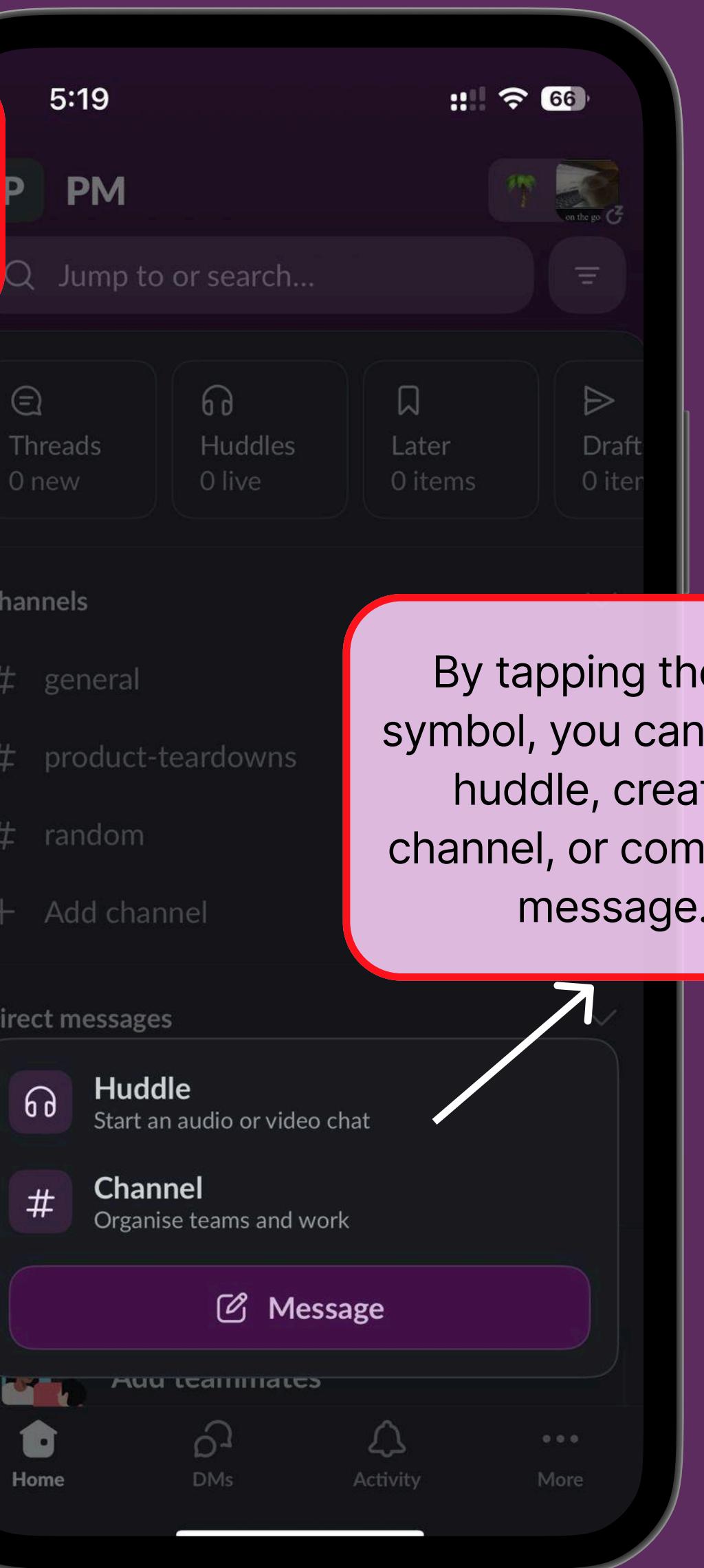
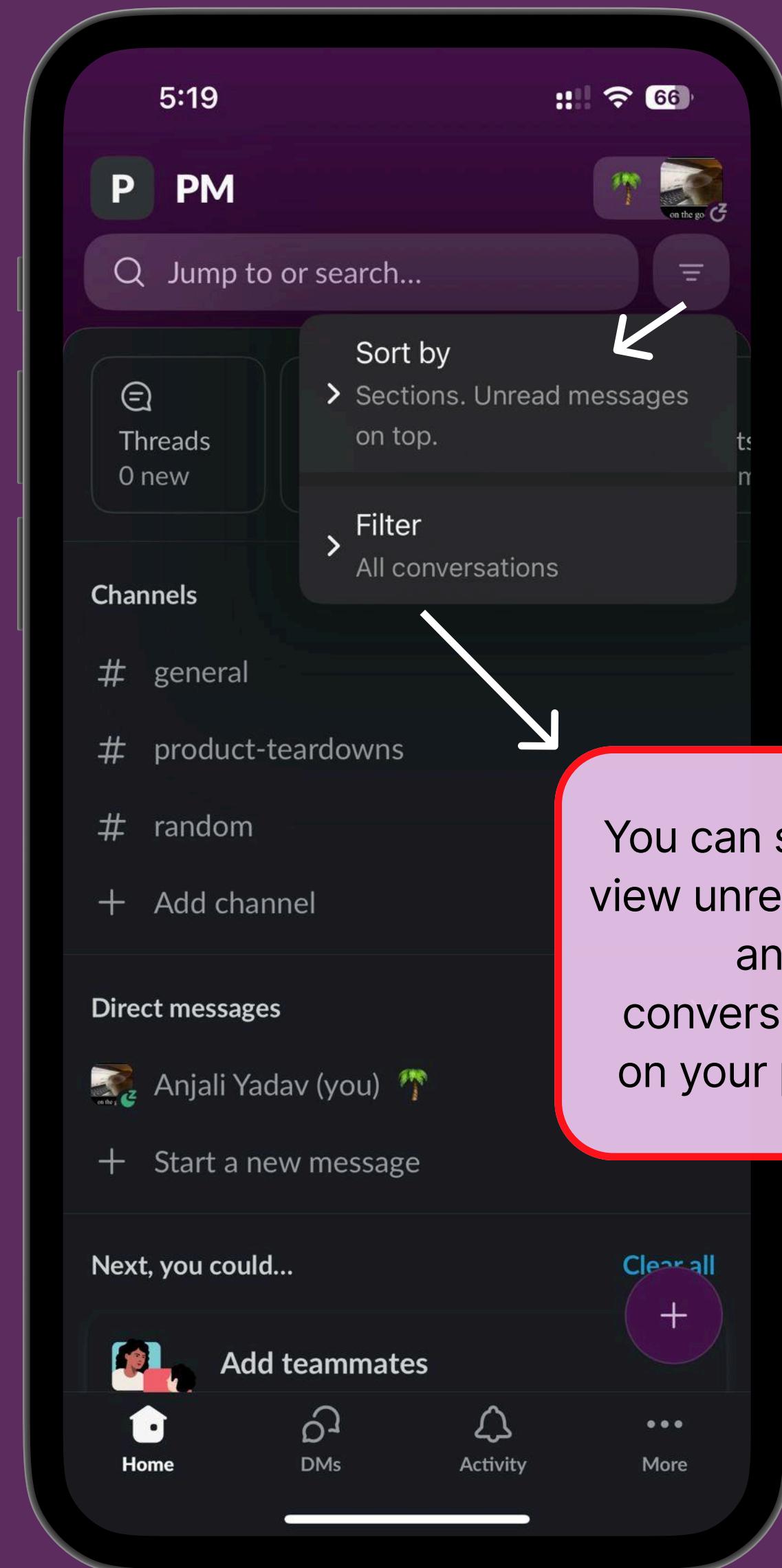
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Step 4

Step 5

Step 6

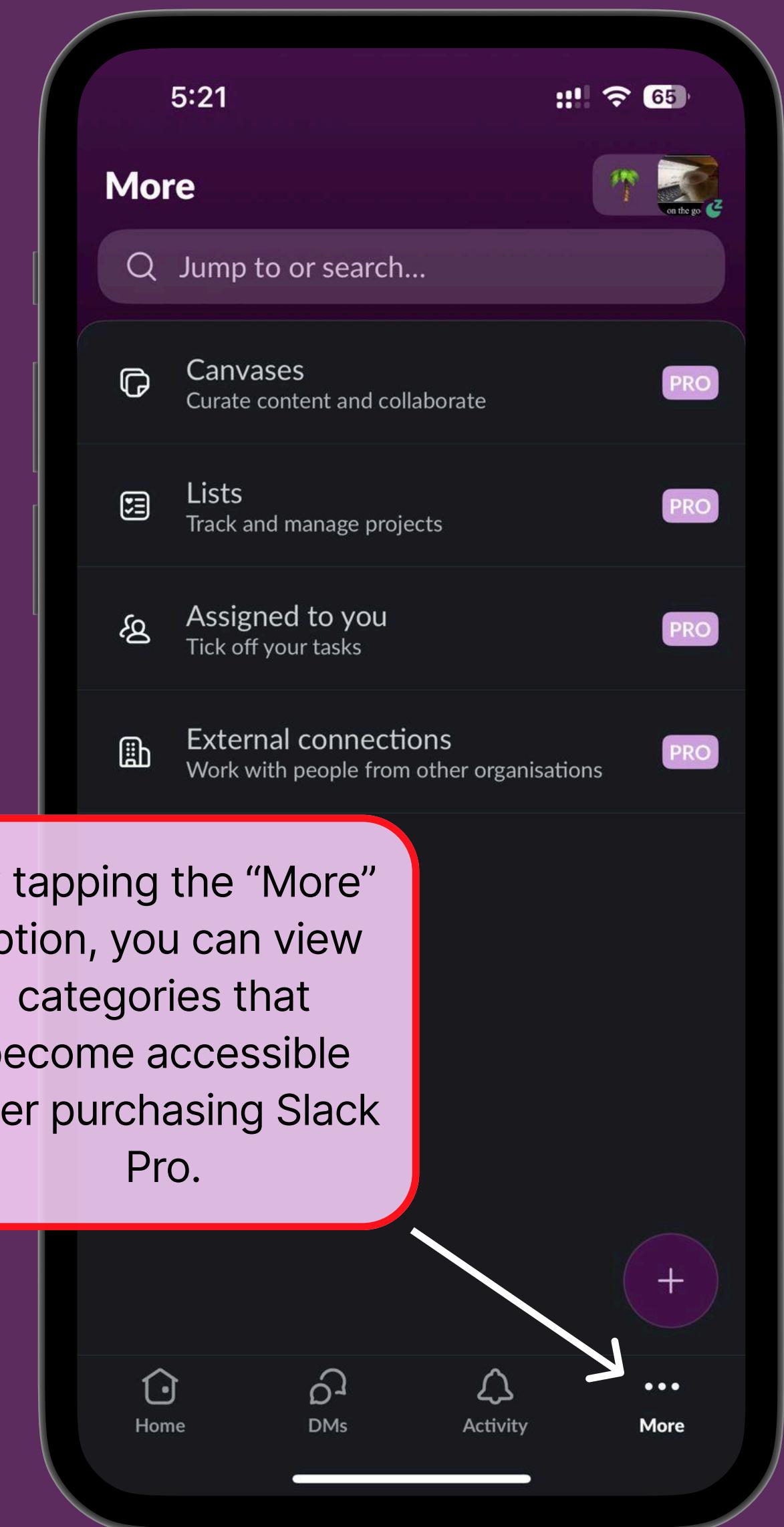
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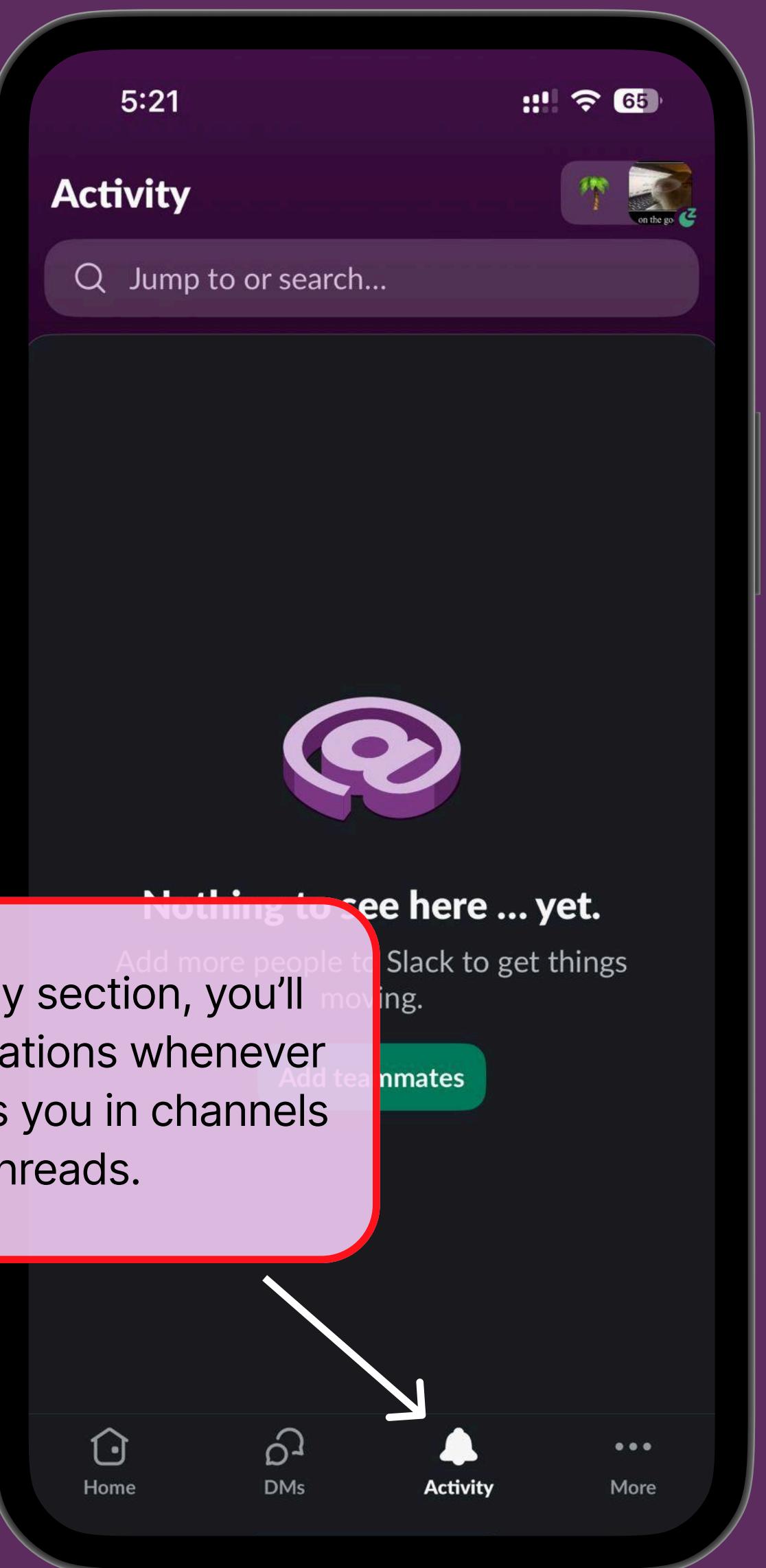
User Journey

UX

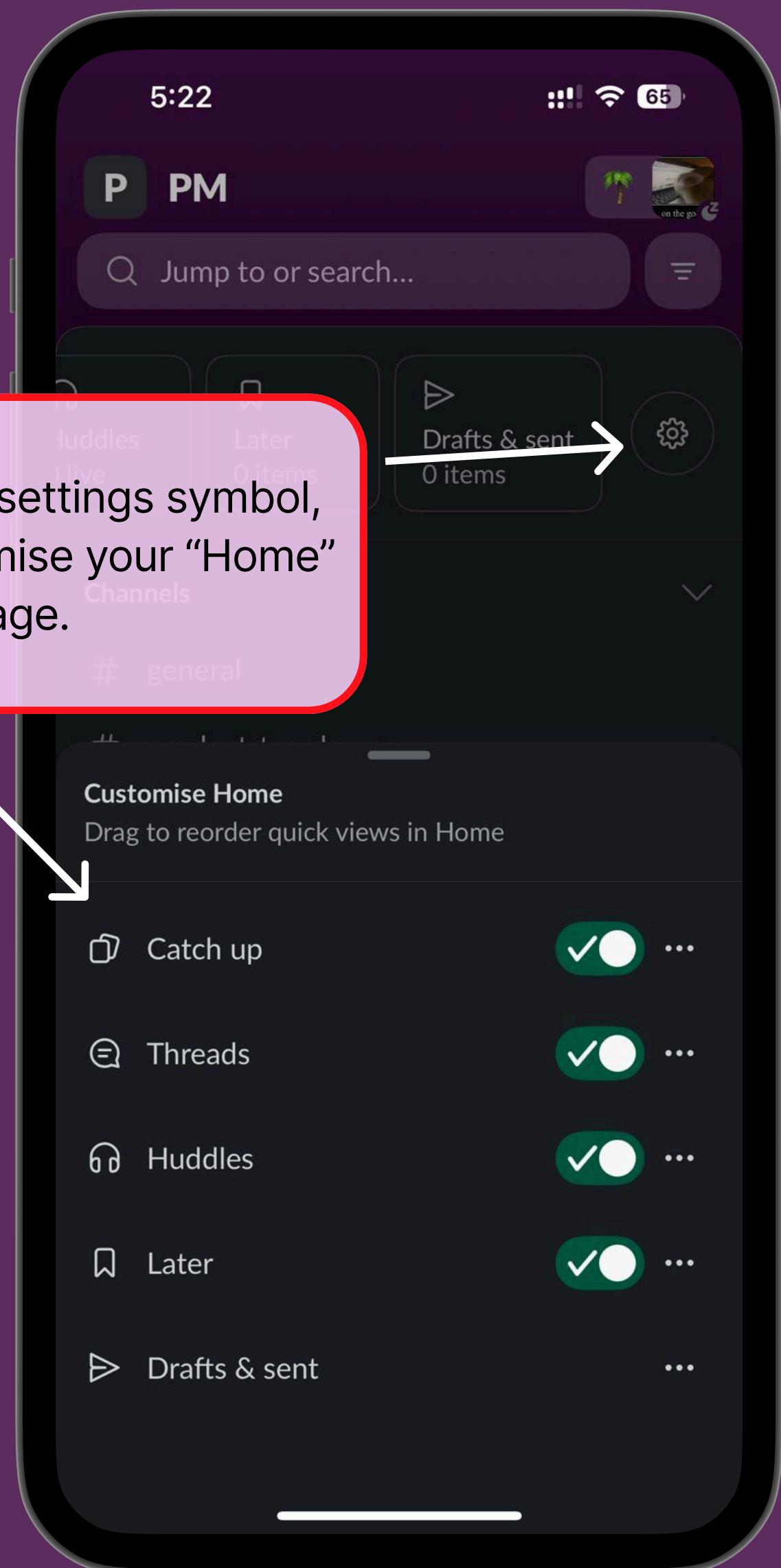
Key Metrics



Step 7



Step 8



Step 9

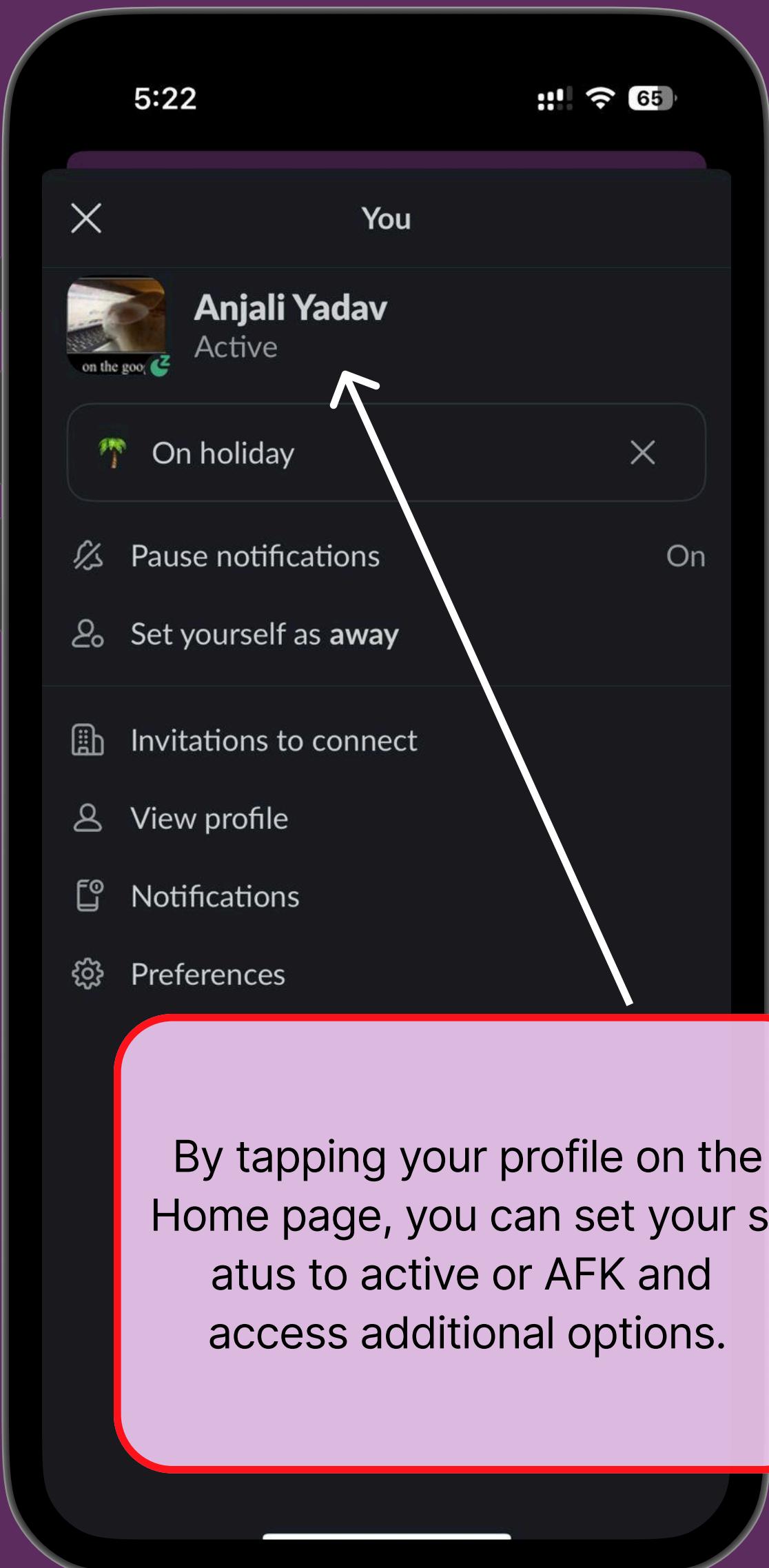
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Breakdown of Slack's core features

Feature	Purpose
• Channels	Topic-based organization for communication
• Threads	Keep conversations structured
• Slackbot	Onboarding assistant and Q&A helper
• App Directory	Integrate with tools like Google Drive, Jira, Notion
• Huddles & Clips	Audio/video quick calls and async updates
• Search & Filters	Find files, messages, and mentions efficiently

View detailed User Onboarding Chart through the link below

https://lucid.app/lucidspark/47d28926-12f8-4903-906d-e797d8fc24f4/edit?viewport_loc=-368%2C-333%2C4245%2C2144%2C0_0&invitationId=inv_e0611d0ea0dc-49ab-9f37-52d972700035

Step 10

Ux Challenges

- **Notification Overload**
Many users feel overwhelmed by constant alerts across channels.

- **Thread Discoverability**
Users often forget threads exist, causing scattered conversations.

- **Workspace Navigation**
Switching between multiple workspaces can be tedious.

Benefits

- Slack is often praised for its ease of use and real-time communication features.
- It is a popular choice among startups and remote teams due to its intuitive interface.
- Users appreciate its smooth, integrated features built specifically around team chat.
- The platform offers a frictionless onboarding experience, making it easy for new users to get started quickly.

The Good

- The Slack mobile interface is clean and minimal, making it easy for users to navigate and interact.
- The onboarding is quick, with sign-in options via Apple ID, email, and social accounts, allowing users to get started effortlessly.
- The presence of categorized sections (like DMs, Mentions, Channels) helps in maintaining structured communication.

Smooth experience everyday

★★★★★ Wed · GokulaWolf

Good experience with every feature

Highly recommended!

★★★★★ 27 Nov · Ameendarwish

I really like this app! My company relies on it for the work we do, and it has significantly improved our efficiency. Its user friendly, and now we can work faster and more effectively.

Exceptional product

★★★★★ 12 Jan · Sridhardnesh

I wonder how a product like this is possible. It would take immense dedication and coordination and love towards the customers to build a product like this. I love it. I have hardly found more than 2 bugs.

User Experience

Ratings & Reviews

4.2

out of 5



2.5K Ratings

Listed PROs

- Sign-up and sign-in using multiple methods, including email, Apple ID, and Google
- Seamless device compatibility—fully functional on both desktop and mobile apps.
- Sort and filter conversations easily by unread, DMs, mentions, and threads.
- Activity tab consolidates all mentions and tags, reducing context-switching.

The Poor

- Most reviews are positive, however there are multiple common patterns where difficulty in going through the design platform can be seen.
- Apart from the application design, technical issues for the mobile application is also common with difficulties in signing-in and frequent lags.
- Common concerns include lag, application crashing, delayed notifications, not able to copy texts and limited workspace switching.

Notification issue.

★ ★ ★ ★ ★ 21 Jul · Bug404i

Even after given every possible access, still didn't receive a single real time notification.

Bug

★ ★ ★ ★ ★ 18 Jun · Arun07Attri

App is crashing when user is enter any message while doing DM and trying to add a photo while accessing the "take a photo" option

Actual result- App is crashing

Can't copy message Every version upgrade making it worse

★ ★ ★ ★ ★ 24 Jul · Hdsatija

Why can't I copy the message? It was such a useful functionality that it was removed



The Recommendations

- Add an option to log-in using phone numbers and OTP.
- Show real time feedback on message delivery (sent/seen).
- Ask what the user is here for (team communication, client work, etc.) and tailor shortcuts accordingly.

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