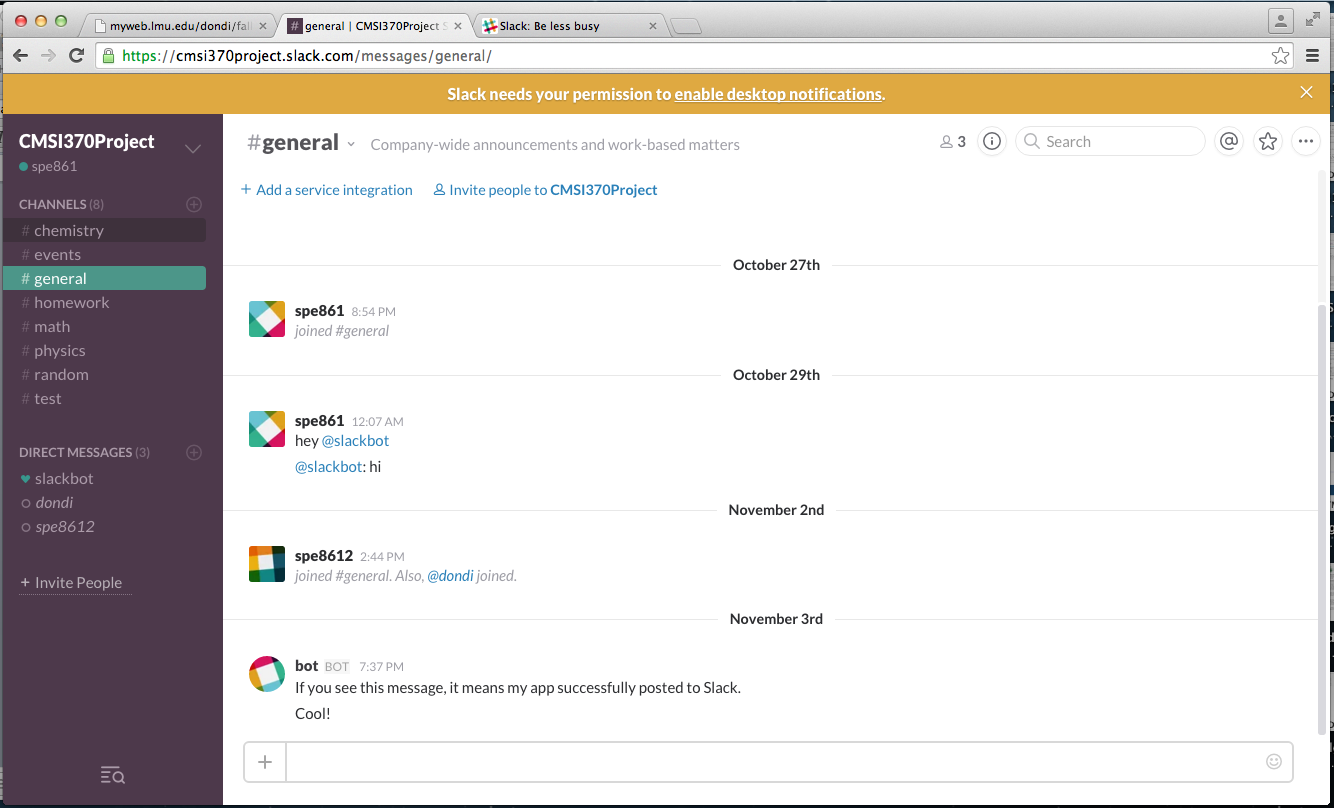
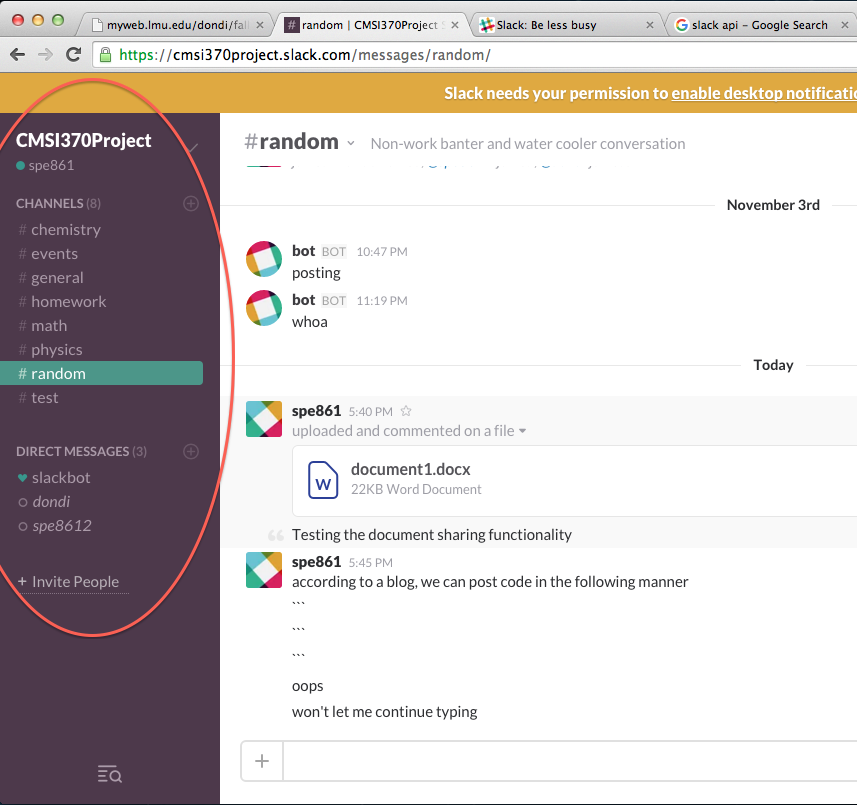
Slack Dream-Design



1. The system that will be implemented through this dream design is the Slack API, offered by the company Slack as an instant messaging interface (above). What is particularly unique about this service as opposed to Twitter, iMessaging, Gmail, and so on, stems from the Slack’s goal to reduce overall company-wide emails. Slack first organizes company-wide communication into “teams,” where each team can then have multiple channels based on a given topic.



Channels can be public and include everyone who is on the team. They can be direct chats with another user, or they can be private groups with invite only access. Yet, given that it performs the same functionality as email and other chat services with messaging, sharing documents, and posting videos, it seems as though Slack as a service was formed purely for interface design reasons.

Slack allows a company, which previously had lines of communication through many different applications on several different types of devices, to centralize communication through a single application that had all of the affordances of other services combined. This is partially accomplished by how Slack has a mobile app, and it is also accomplished by how it can integrate with other widely used services such as Google Drive, Dropbox, Box, and many more. Users can easily see what is being discussed in public channels to be aware of what is happening in other parts of the company, which of course is a huge bonus for transparency. At the same time, users can still have private conversations with other users just as an email stream would afford.