

Team 5: NoSlacking!

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Customers & User Persona

All Customers and Users

Organizations



Employees



Students



Worldwide



Personal



Target Customer

- Users that use Slack within a university setting
- Age group = 18-30
- Tech savvy / Looking for a career in the tech industry
- Relies on collaboration heavily

Why Mary?

We chose our user persona, Mary, because she is attempting to break into the technical industry, which is the predominant industry using Slack, and has the same needs and pain points that our interviewees described. Her interest in photography also gives her a reason to use the file sharing feature in different use cases outside her group projects.

About

Mary is a graduate student pursuing her degree in Information Management. She wants to break into the tech industry post-graduation. With all of the different communication tools that Mary uses on a daily basis, she feels confused and irritated with the lack of cohesiveness and direction when using her main tool, Slack. In her free time, she loves to take and edit photos and hopes to find a balance between work and life where she is able to continue her passion.

Name: Mary

Age: 24

Location: Seattle, WA

Occupation: Graduate student, Part-time
Job in IT support (remote role)

Hobbies: Photography

Needs

- Needs to communicate and collaborate with colleagues and peers
- An easy way to be able to maintain a work-life balance
- Build career opportunities after graduation

Pain Points

- Lack of direction/resources on how to navigate product
- Unable to use the application as a one stop shop for all kinds of communication
- Currently spending too much time in communication/ collaboration and less on studies and work

Tool usage: Teams, Zoom, Discord, Email, Outlook

Current Feelings: Busy, Overwhelmed, Confused, Excited

Personality: Studious, Hard-working, Organized, Motivated

