



# slack

KEEPING TRACK OF ASSETS AND TEAMS

## USER PROFILES

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**Joanna**  
Designer



**Nathan**  
Workspace Admin

Today, we're going to focus on Joanna & Nathan, two **avid Slack users** whose primary pain points revolve around **keeping track of files and channels**.

## USER PROFILE

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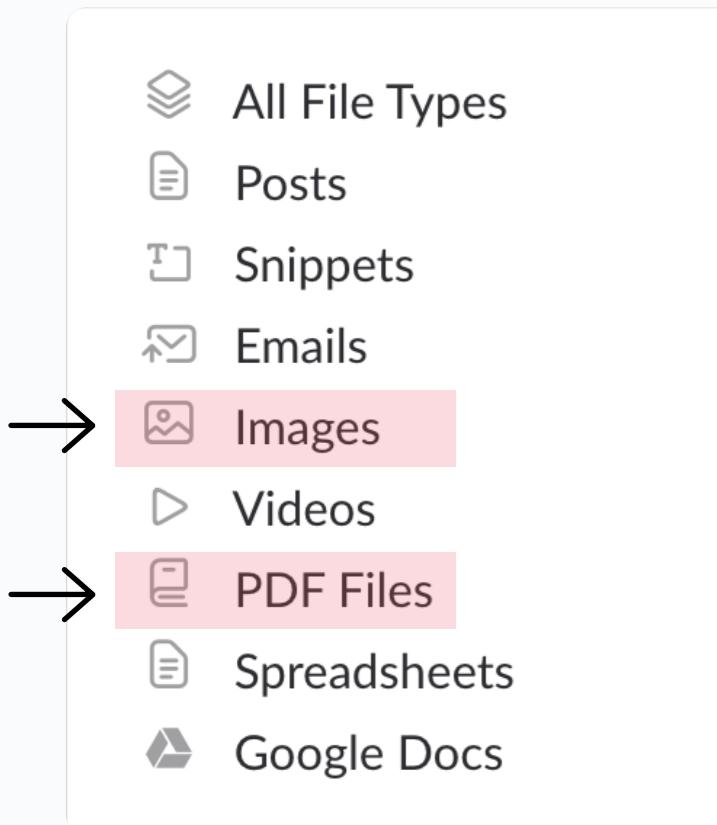


**Joanna**  
Designer

As the designer on her team, **Joanna likes to actively share assets with her team for feedback**. Unfortunately, the inherent nature of Slack as a messaging app means it is **difficult to keep track of assets** as they get moved farther back with ongoing communication.

## PROBLEM: THE FILE INFO PANEL

Searching for files is not specific enough, requiring the user to either **remember the exact file title** or have the foresight to **pin it to the channel** upon upload (even then, searching for pinned items across channels is difficult). Outlined on the following slides are three problems with file search.



### 1 Limited file types

Assets, from flyers to brand books to logos are lumped together as PDF files or images.

### 2 Mixed search

Searching for a specific event logo will turn up assets that aren't relevant to the search

Search for "founders logo" →

Search Results  
Include: only channels I have joined, no bots or int... ▾

All Messages Files

11 Files All File Types ▾

- Founders - Logo - Maybe - 09.png pratima Sep 13th, 2017 at 5:32 PM 1 ↗
- Founders.8 martin Aug 5th, 2017 at 9:06 AM ↗
- power-up-flyer.pdf jenny Dec 12th, 2017 at 10:26 AM 3 ↗
- founders branding wip pratima Jun 29th, 2017 at 3:34 PM 2 ↗
- prototype one beeze Nov 10th, 2017 at 2:19 PM 8 ↗
- power-up-flyer.pdf jenny Dec 12th, 2017 at 10:26 AM ↗

Maybe founders logo? →

File seems unrelated →

? →

? →

? →

## PROBLEM (CONTINUED)

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A screenshot of a Slack search results page for the query "power up logo". The search bar at the top shows the query. Below it, the "Search Results" section indicates "Include: only channels I have joined, no bots or int...". The "Files" tab is selected, showing 16 files found. The files listed are:

- power-up-flyer.pdf** by jenny, Dec 12th, 2017 at 10:26 AM (3 messages)
- power-up-logo-iterations.ai** by jenny, Dec 15th, 2017 at 9:06 AM (1 message)
- power-up-shirt-logo.ai** by jenny, Dec 15th, 2017 at 9:05 AM (1 message)
- power-up-orgs-white-logos.zip** by mimi, Jan 7th at 2:10 PM (2 messages)
- Power Up Graphics** by yungstacy, Oct 17th, 2017 at 10:50 AM (1 message)
- power-up-flyer.pdf** by jenny, Dec 12th, 2017 at 10:20 AM (1 message)

On the right side of the list, there are several question marks with arrows pointing to specific files, indicating confusion about the files' purposes:

- An arrow points to the first file: "Can I find the final logo here?"
- An arrow points to the second file: "Is this the same as the standard logo?"
- An arrow points to the third file: "What does 'orgs' mean here?"
- An arrow points to the fifth file: "Are there even graphics in this file?"
- An arrow points to the sixth file: "Is this different from the first 'power-up-flyer.pdf' above?"

### 3 No external tags

It's difficult for other team members to differentiate between files, for example if an asset is final versus in progress.

## SOLUTION REQUIREMENTS

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1. Joanna needs a way to find relevant assets quickly, such as logos, flyers, and videos.

2. Joanna also needs a way to let other team members differentiate between in progress assets and final assets for company wide or external use.

# SOLUTION

File tags are a good way for Joanna to keep track of the file throughout its lifecycle in Slack: from upload, to feedback, to final asset for team use.

A screenshot of a Slack message from user 'joanna' at 3:04 PM. The message says: 'just finalized the logo! check it out.' Below the message is a file attachment icon (a unicorn emoji) with the number '3'. The file attachment shows a logo file named 'Power-Up-Logo.ai' (5 MB Illustrator File). The file has three tags attached: 'final ✕', 'logo ✕', and 'power up ✕'. A red box highlights these tags, and a red arrow points to them from the text below. To the right of the file are three buttons: a download icon, an ellipsis icon, and an 'Add Comment' button.

Tags act as descriptors and  
are attached to any file upload

## TAG EXAMPLES

Tags are colored at a team's discretion, here are some types of tags that could be used in a design context!

### Asset version:

final ✕   in progress ✕   sketch ✕

### Asset type:

logo ✕   flyer ✕   brandbook ✕

### Associated project:

power up ✕   event 23 ✕



# 1. UPLOAD

m

#2



#3



#4



#5



#6



## 2018-core

★ | 5 | 1 | core muscles



Search



Starred

**2018-core**

# baytrip-s18

# break-to-make

dualcore

finance-updates

# ideas-to-impact

benstanfield 😊

benstanfield, ankur, jen...

eumin 🤟

martin 🎉

suvir, martin

teresa 🌱

yungstacy

Channels

# 1000pitches2017

# 10x

# 501c3-task-force

# altmeetingnotes

# annx

# ask-core

# ask-irfan

# bay-fellowship

## Upload a file?



Title

Power-Up-Logo.ai

Titles are the easiest ways to search for files: it pays to be descriptive.

Add Tags

needs approval ✖ logo ✖ power u|

(optional)

Use tags to differentiate between types of files or projects. Separate tags with commas, and don't worry about their colors: you can change them later!

Share in

2018-core

Add Comment

(optional)

Cancel

Upload



angie 2:59 PM

had a great design review session with @joanna, just a few minor tweaks on her end and it should be good to go! we focused on making the design more usable for digital formats. @core can you comment a few times you're free to get together and approve the final logo for the upcoming marketing push?



Message 2018-core

@ 😊

## 2. SHARED

All Threads

Starred

**2018-core**

- # baytrip-s18
- # break-to-make
- 🔒 dualcore
- 🔒 finance-updates
- # ideas-to-impact
- benstanfield 😊
- 3 benstanfield, ankur, jen...
- eumin 🐥
- martin 🌟
- 2 suvir, martin
- teresa 🌱
- yungstacy

Channels

- # 1000pitches2017
- # 10x
- # 501c3-task-force
- # altmeetingnotes
- # annx
- # ask-core
- # ask-irfan
- # bay-fellowship

**2018-core**

★ | 8 5 | 1 | core muscles

Today

but that isn't really a conflict

**martin** 1:45 PM  
yeah we could take an hour there. [@danieldonchev?](#)

**angie** 2:59 PM  
had a great design review session with [@joanna](#), just a few minor tweaks on her end and it should be good to go! we focused on making the design more usable for digital formats. [@core](#) can you comment a few times you're free to get together and approve the final logo for the upcoming marketing push?

**joanna** 3:14 PM  
heads up, just finalized the logo! check it out.

**joanna** 3:15 PM  
uploaded this file:

**Power-Up-Logo.ai**  
5 MB Illustrator File  
final × logo × power up × +

**nathan** 3:15 PM  
looks great!  
🔥 2 🙌 1

**1 reply** Today at 5:01 PM

**Message 2018-core** @ 😊

**Search Results**  
Include: only channels, only relevant tags

All Messages Files

**16 Files** All File Types

power up × logo × F17 × ideation ×  
temporary × shirt × final × colored ×

**Power-Up-Logo.ai** joanna Jan 31st, 2018 at 5:41 PM  
final × logo × power up × +

**power-up-logo-iterations.ai** jenny Jan 28th, 2017 at 9:08 AM  
ideation × logo × power up × +  
2 Shared in #power-up-graphics

**power-up-shirt-logo.ai** jenny Jan 17th, 2018 at 3:07 PM  
final × logo × power up × colored ×  
shirt × F17 × +

**power-up-orgs-white-logos.zip** mimi Nov 12th, 2017 at 10:47 PM  
temporary × power up ×

**logos-drafts.zip**

**1 In search**  
Search by tags, removing tags to narrow results

**2 In channel**  
Add or remove tags as file status changes

### 3. BONUS: SLACKBOT



**Angie**  
Teammate

Angie is looking to recover the file that Joanna posted earlier. With **Slackbot's new "/find" feature & improved search with tags**, Angie can more easily locate Joanna's asset, and slackbot's chatbot capabilities have a new use case :^)

## 1 /find: adapting "/remind" to find files

"/find" adapts Slackbot's existing "/remind" feature to find files. Users can search files by title, adding tags and time frames to narrow the search.

The screenshot shows a Slack message from user "angie" at 2:59 PM: "slackbot, help me find a file". Slackbot responds at 10:26 PM with a power-up menu for the "/find" command. The menu includes instructions: "Commands matching '/find'", "tab or ↑ ↓ to navigate", "← to select", and "esc to dismiss". It lists "Slack" and provides the command syntax: "/find [title] [tags], separate by commas] [when]" and "Find a file". Below the menu, a message is shown: "+ /find power up logo tagged final, logo, posted january 2018" followed by an @ icon and a smiley face icon. At the bottom, there are rich text editing icons: \*bold\*, \_italics\_, ~strike~, `code`, ```preformatted``` >quote.

2

## Receive files from Slackbot

slackbot 2:59 PM  
angie, I've found two files that match your search request:



**Power-Up-Logo.ai**  
5 MB Illustrator File

final × logo × power up × +

Cloud download icon More options icon Add Comment



**power-up-shirt-logo.ai**  
699 KB Illustrator File

final × logo × power up × colored × shirt × F17 × +

Cloud download icon More options icon Add Comment

angie 3:08 PM  
thanks slackbot!

Change tag color  


**Tag Color**  
Option-click to change tag color

+ Message @slackbot @ 😊

## USER PROFILE

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**Nathan**  
Workspace Admin

Nathan is a workspace admin and a team lead on quite a few projects. Since **Nathan likes to actively participate in group discussions**, he's part of 60 channels, 10 of which he's starred. Unfortunately, **there's no good way to sort through all those channels**, even with stars & reminders.

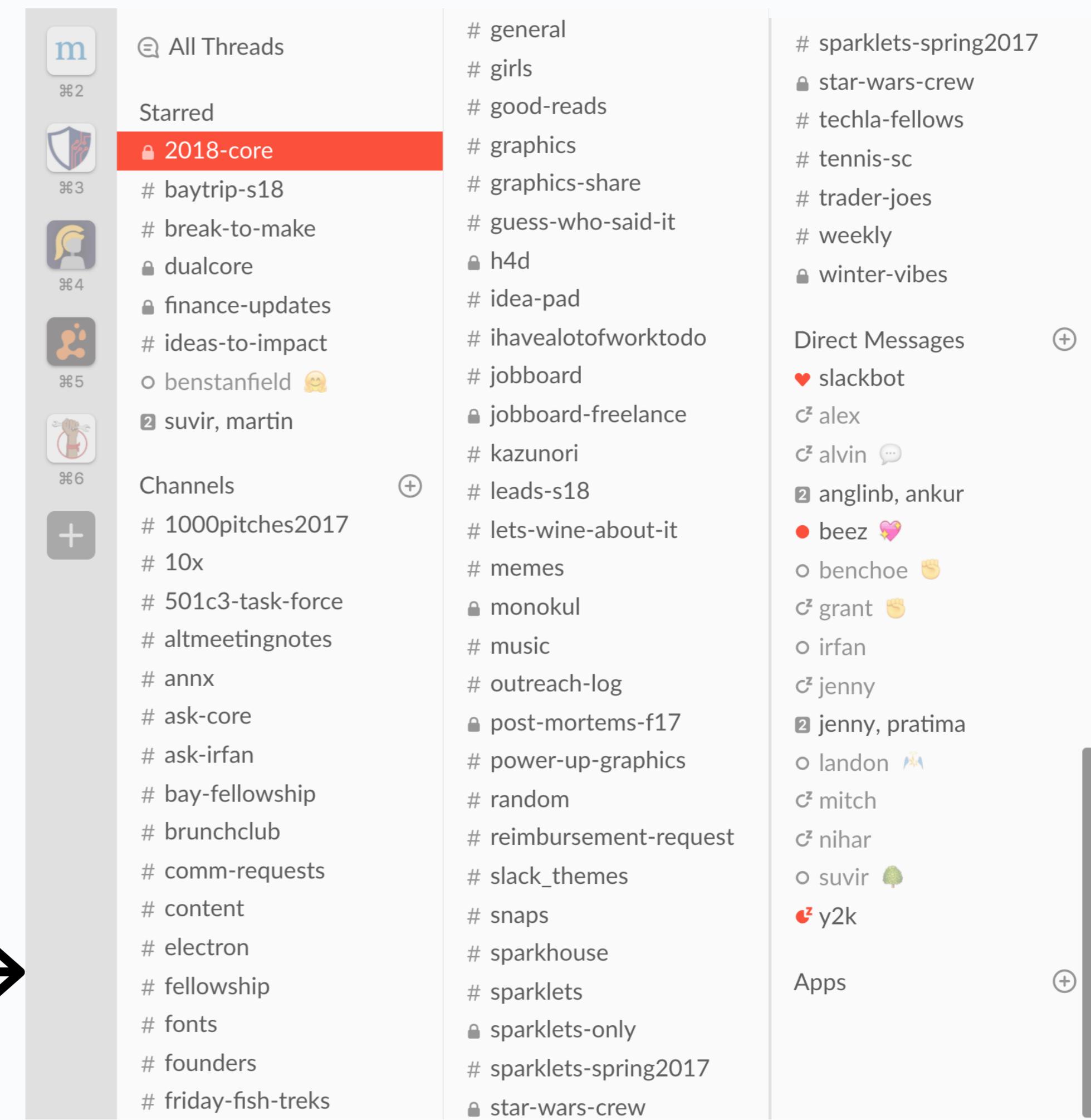
# PROBLEM: CHANNELS

The sidebar becomes difficult to navigate once a user participates in more than ~30 public channels and DMs. It's hard to view notifications in one place, and no way to sort channels outside of starring them. Quick Search (Cmd-K) is only helpful when Nathan can remember the specific channel name.

1

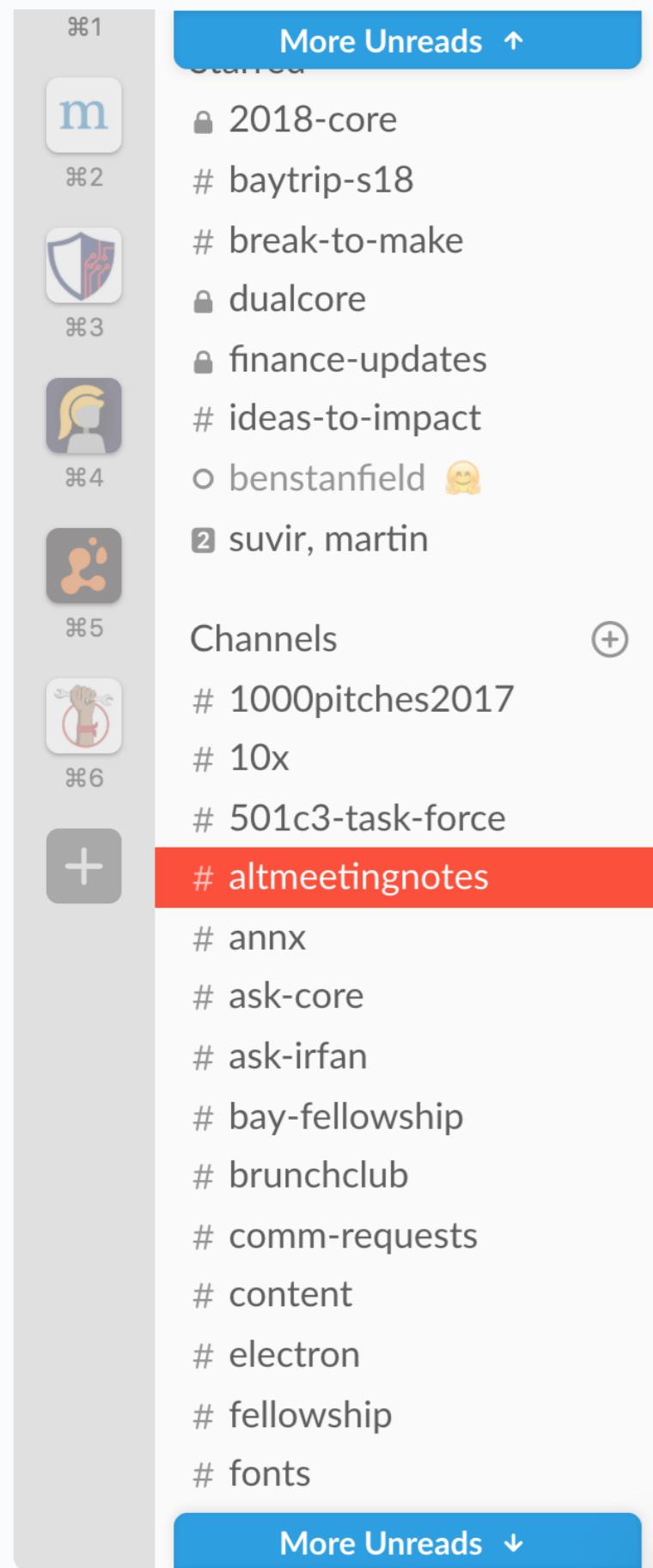
Hard to navigate

60+ channels looks pretty daunting.



## PROBLEM (CONTINUED)

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Hm, I guess I have  
an unread here!

2

### No hub for notifications

When new unreads crop up, the “more unreads” notice appears on both the top and bottom of the sidebar.



And another here!  
Why aren't unreads  
just in one place...

## SOLUTION REQUIREMENTS

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1. Nathan needs a way to organize channels by team or purpose

2. Nathan would also like to see his notifications in one place, perhaps at the top of the sidebar, like in the mobile version of Slack

# SOLUTION

## 1 Notifications at the top

"Unreads" section, like in the mobile Slack

The screenshot shows the Slack desktop application interface. On the left, there's a sidebar with a list of channels and users. At the top of this list is a red box highlighting the "Unreads" section, which contains icons for "All Threads" and "Unreads". Below this is a list of channels, with "# 1000pitches2017" and "Starred" sections. A large red arrow points from the "Unreads" section in the sidebar to the "Unreads" section in the main message list. On the right, the main message list shows a channel named "2018-core" with several messages. One message from "martin" is highlighted with a red background. A second red arrow points from the "+" icon in the sidebar to the "+" icon in the message list, which is used for adding new messages. The message list includes messages from "angie", "joanna", and "nathan", along with a file attachment from "joanna".

## 2 Add folders

Used to organize channels less frequently used, while most important channels can stay starred