In 2011 when Slack Technologies were building their first product, a video game, they created an ad hoc system based on the Internet Relay Chat (IRC) platform that printed messages from external systems into their chat rooms to aggregate information THOMAS; HAMBURGER. In an increasingly "connected" world where both humans and computers demand significant amounts of our digital attention, they had stumbled upon the realization that having a centralized, searchable platform for those interactions was something that would be a huge advantage HAMBURGER.

2010 and 2011 saw a marked increase in social network activity for the average Internet user: Facebook released their "Like" button plugin for external websites, Pinterest launched PINTEREST, Google+ launched GOOGLE+, LinkedIn went public LINKEDIN, and finally GitHub, a popular site for hosting open source code projects and considered a social network for developers, doubled the number of projects it hosted GITHUB. Social networks often send users email notifications designed to keep you connected to your friends and followers and keep you engaged with the service, and email accounts and activity have seen a steady increase since 2011 as well HOANG; LEVENSTEIN. I believe Slack Technologies anticipated the drastic increase in communication noise and responded with a solution that targets businesses and teams.