NEW ADDITIONS FOR SLACK MOBILE New features aimed at adult student users

MAKI HIROSE

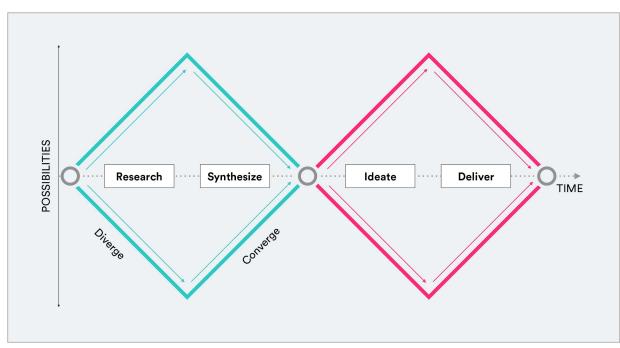
THE MISSION

- The product team at Slack is looking to get into the <u>adult education space</u>.
- While communication needs of students have parallels with those of corporate users, Slack believes there are likely many needs specific to adult students in particular.
- Slack is looking to have new features integrated into their existing mobile app, targeting adult students.

How might we provide adult students a tailored mobile app to help with their studies and collaborative group projects?

THE DOUBLE DIAMOND PROCESS

• This process was used to conduct the contextual inquiry and prototyping for this project.



CONTEXTUAL INQUIRY PROCESS

Conduct user interviews

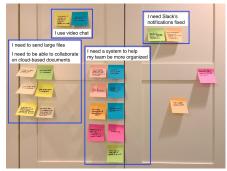
Note insights for each person

Reorganize insights into thematic groupings using affinity mapping method

Insights:



Affinity mapping:



SUMMARY OF INSIGHTS

- Adult students want to be able to <u>share large files</u>.
- Adult students like using <u>cloud based documents</u>.
- Adult students like using <u>video chat</u>.
- Adult students need a system to help their team <u>be organized</u>.
- Adult students <u>don't like the default notification settings</u> for channels. This needs to be addressed and fixed.

SOLUTIONS

Feasible solutions:

- Incorporate <u>video chat capability</u>. This is currently not available on Slack's mobile app.
- Incorporate a <u>task manager</u> to help teams stay organized. The task manager is a cloud based solution.
- Incorporate a <u>notifications button</u> on main chat page so that adult students can change notification settings quickly and easily.

SOLUTIONS (cont.)

Insights that are not feasible for the time being:

- Adult students want to be able to share large files.
 - There is <u>likely a bandwidth limitation</u> on the server to implement sharing of large files.

USER PERSONA 1



Zachary

<u>30 year old male</u>.

Lives in <u>New York City</u>.

A former Accountant who wants to take advantage of a changing market.

Scenario & Behaviors:

Zachary has just started a Full Stack Web Development course and is feeling overwhelmed. In addition to the heavy coursework, he needs to familiarize himself with new technology and apps. He has a wife and child.

Goals:

He wishes to become a Full Stack Web Developer.

Pain Points / Frustrations:

He finds it frustrating working on group projects at the course because no one on his team is organized.

Needs:

He needs a system within Slack to help his team stay organized with additional tools to make collaboration easier.

USER PERSONA 2



Nastaran

<u>33 year old female</u>.

Lives in London.

A <u>former Journalist</u> who wants to change careers and work in the tech industry.

Scenario:

Nastaran is half way through a UX Design course and is working on a group project with three other people. With everyone in her group having different schedules, the group must find a time that works for everyone to collaborate remotely.

Goals:

She wishes to become a UX Designer.

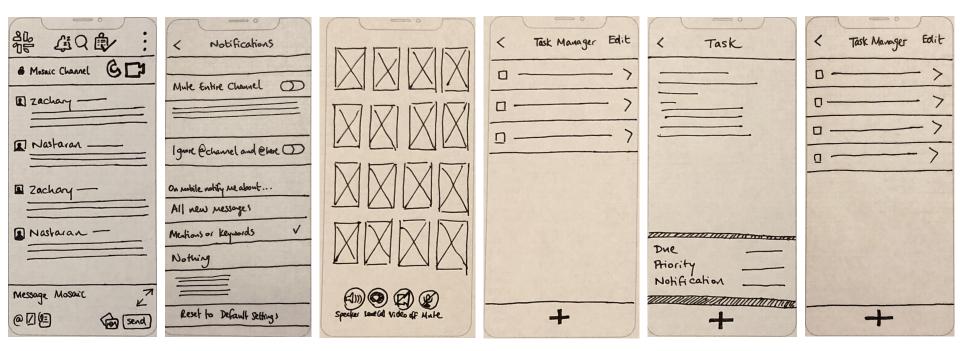
Pain Points & Needs:

She finds Slack's default notification setting to be annoying. She needs a way to be able to quickly access the notification settings.

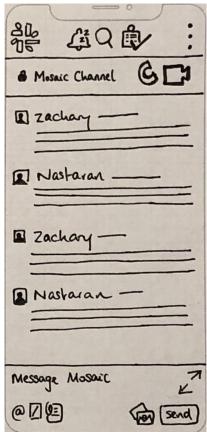
PROTOTYPING AND USABILITY TESTING



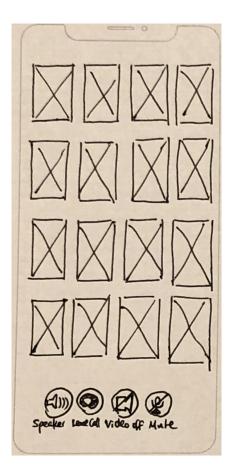
PAPER PROTOTYPE



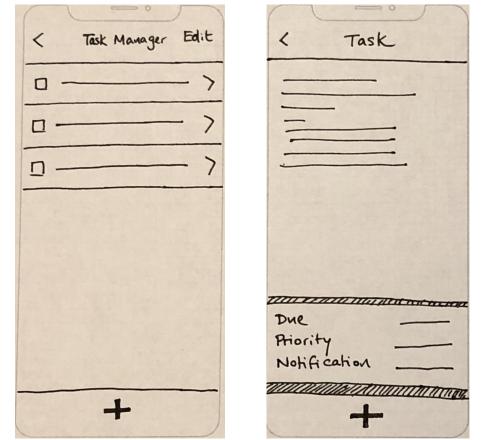
PAPER PROTOTYPE (cont.)

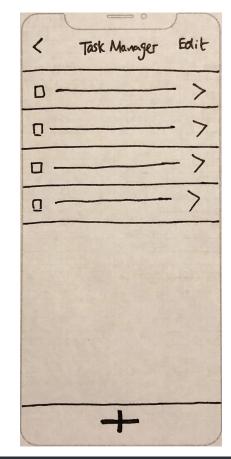


Notifications < Mute Entire Channel D Igure Echannel and Ebere D On mobile notify we about ... All new messages Mentions or keywords Nothing Reset to Default Settings

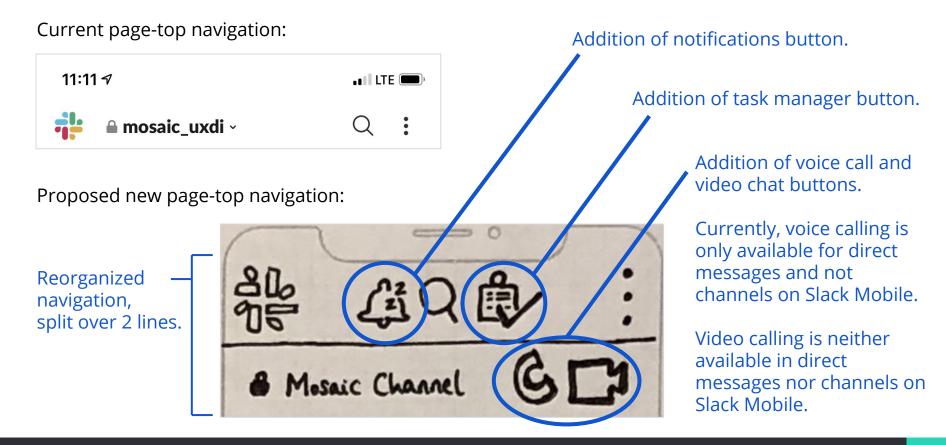


PAPER PROTOTYPE (cont.)





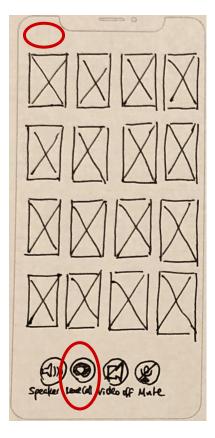
CHANGES TO MAIN TOP NAVIGATION



USABILITY TESTING INSIGHTS

Video chat:

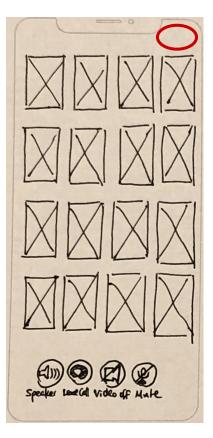
- The <u>placement of the Leave Call button</u> <u>was strange</u> and should be separated from the other 3 buttons which are for video and audio preferences.
- A <u>back button</u> to go back to the previous screen while still being on the video call <u>should be incorporated</u>.



USABILITY TESTING INSIGHTS (cont.)

Video chat (cont.):

 Access to the task manager from the video call should be incorporated (icon on top right).

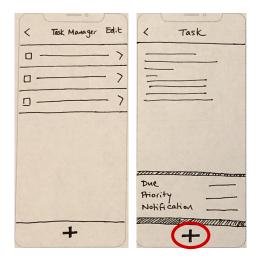


Task manager:

 The second + sign was confusing because it is the same as the first one, user didn't know whether pressing the second + button would create yet another additional task or if it would just save.

USABILITY TESTING INSIGHTS (cont.)

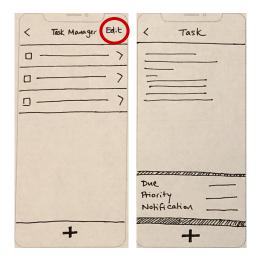
 Users think the second + button should be replaced by a text button that says either "Save", "Done", "Confirm" or "Add".



USABILITY TESTING INSIGHTS (cont.)

Task manager (cont.):

 <u>Change wording of "Edit" button in</u> <u>Task Manager</u> because it is confusing in terms of what it is referring to.



USABILITY TESTING INSIGHTS (cont.)

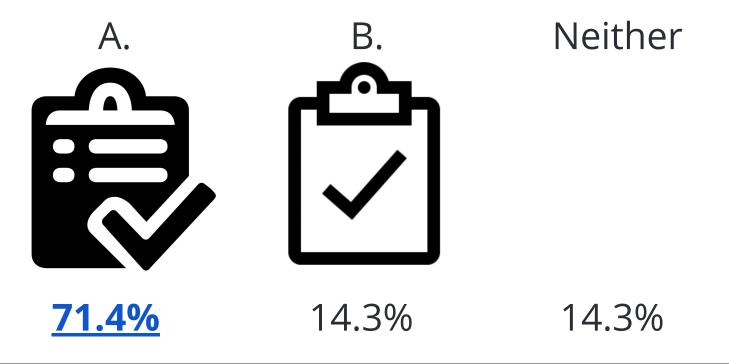
Notifications:

• No problems reported.

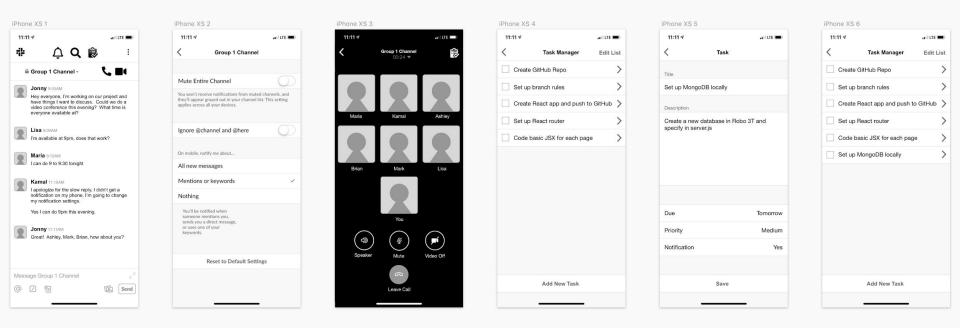
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| | Nothing |
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A/B TESTING

• User was asked which icon more clearly conveys the message of "Task manager":



MID FIDELITY PROTOTYPE



• Based on the insights gained from the paper prototype usability testing, a mid fidelity prototype was created.

MID FIDELITY PROTOTYPE (cont.)

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| | Group 1 Channel - | |
| 2 | Jonny 9:00AM Hey everyone, I'm working on have things I want to discuss. video conference this evening everyone available at? | Could we do a |
| 2 | Lisa 9:00AM I'm available at 9pm, does tha | t work? |
| 2 | Maria 9:12AM I can do 9 to 9:30 tonight | |
| 2 | Kamal 11:10AM I apologize for the slow reply, notification on my phone, I'm g my notification settings. Yes I can do 9pm this evening | going to change |
| 2 | Jonny 11:11AM Great! Ashley, Mark, Brian, ho | ow about you? |
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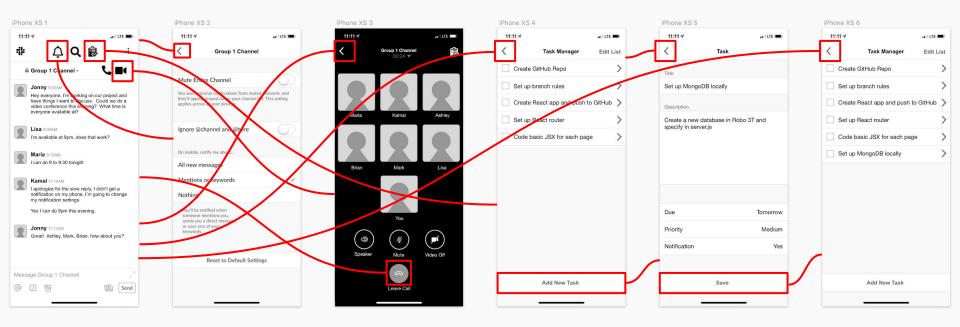
MID FIDELITY PROTOTYPE (cont.)

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| | Set up branch rules | > |
| | Create React app and push to GitHub | > |
| | Set up React router | > |
| | Code basic JSX for each page | > |
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| | Add New Task | |
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| Title | | |
| Set up Mongo | DB locally | |
| Description | | |
| Create a new o specify in serve | latabase in Rob er.js | oo 3T and |
| Due | | Tomorrow |
| Priority | | Medium |
| Notification | | Yes |
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| | Save | |
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| | Set up branch rules | > |
| | Create React app and push to Gitl | Hub > |
| | Set up React router | > |
| | Code basic JSX for each page | > |
| | Set up MongoDB locally | > |
| | | |
| | Add New Task | |
| | Auu New Task | |
| | | |

WIREFLOW



USABILITY TESTING TASK SUMMARY

| Tasks | User 1 Jaabel | User 2 Jordan | User 3 Bilal | User 4 Matt | User 5 Desiree | Avg. time on task | Avg. easiness rating (5: easy) | Success rate |
|---|------------------|------------------|--------------------|----------------|-------------------|----------------------|---|-------------------|
| 1) Start video chat, temporarily leave video chat screen, leave video chat. | | | | | | 2 secs | 5 | 100% 5/5 users |
| 2) Add new task using task manager. | | | | | | 5.6 secs | 3.8 | 60% 3/5 users |
| 3) Change notification settings for channel. | | | | | | 4.6 secs | 4.2 | 60% 3/5 users |
| | Direct 10 | | ndirect pat 50% | | iled % | | | |

USABILITY TESTING INSIGHTS

- <u>Overall</u> users felt the new features were <u>easy to use</u>.
- However since the top navigation was a new layout, <u>users found</u> some icons unexpected and as a result did not necessarily recognize what they were without tapping them.
- <u>Once they tapped</u> the icon, then <u>they immediately understood</u> why a particular icon was chosen and used.

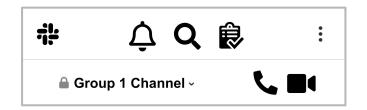


USABILITY TESTING INSIGHTS (cont.)

Recommendation:

• Label top navigation icons

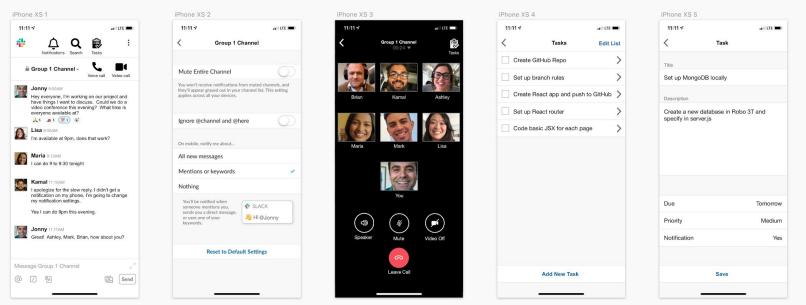
(text under each icon defining what it is).





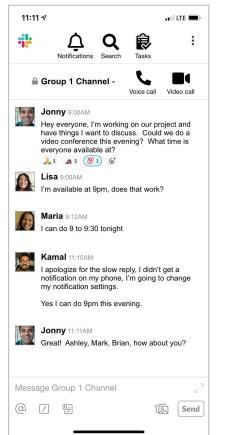


HIGH FIDELITY PROTOTYPE

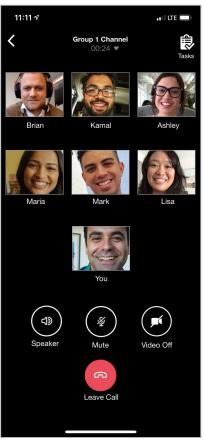


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| | Create React app and push to GitHub | > |
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HIGH FIDELITY PROTOTYPE (cont.)



| Group 1 Channel Mute Entire Channel You won't receive notifications from muted channels, and they'll appear grayed out in your channel list. This setting applies across all your devices. Ignore @channel and @here On mobile, notify me about All new messages Mentions or keywords Nothing You'll be notified when, sends you a direct messages You'll be notified when, sends you a direct messages You'll be notified when, sends you a direct messages You'll be notified when, sends you a direct message You'll be notified when, sends you a direct message You'll be notified when, sends you a direct message You'll be notified when, sends you a direct message You'll be notified when, sends you a direct message You'll be notified when, sends you a direct message You'll be notified when, sends you a direct message You'll be notified when, sends you a direct message You'll be notified when, sends you a direct message You'll be notified when, sends you a direct message You'll be notified when you you you you'll be notified when you you you you'll be notified when you you you you you'll be notified when you you you you you'll be notified when you you you you you'll be notified when you you you you'll be notified when you you you you'll be notified when you you you you you'll be notified when you you you you'll be notified when you you you you you'll be notified when you you you you'll be notified when you you you you you'll be notified when you you you you'll be notified when you you you you you you | 11:11 🕫 | •••• II LTE () |
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| You won't receive notifications from muted channels, and they'll appear graved out in your channel list. This setting applies across all your devices. Ignore @channel and @here On mobile, notify me about All new messages Mentions or keywords Nothing You'll be notified when someone mentions you, sends you a direct message, or uses one of your keywords. | K Group 1 | Channel |
| You won't receive notifications from muted channels, and they'll appear graved out in your channel list. This setting applies across all your devices. Ignore @channel and @here On mobile, notify me about All new messages Mentions or keywords Nothing You'll be notified when someone mentions you, sends you a direct message, or uses one of your keywords. | | |
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| Nothing You'll be notified when someone mentions you, sends you a direct message, or uses one of your keywords. | All new messages | |
| You'll be notified when someone mentions you, sends you a direct message, or uses one of your keywords. | Mentions or keywords | ~ |
| someone mentions you, sends you a direct message, or uses one of your keywords. | Nothing | |
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HIGH FIDELITY PROTOTYPE (cont.)

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| Create a new specify in serv | database in Rob rer.js | o 3T and |
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| Notification | | Yes |
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