



NEW ADDITIONS FOR SLACK MOBILE

New features aimed at adult student users

MAKI HIROSE



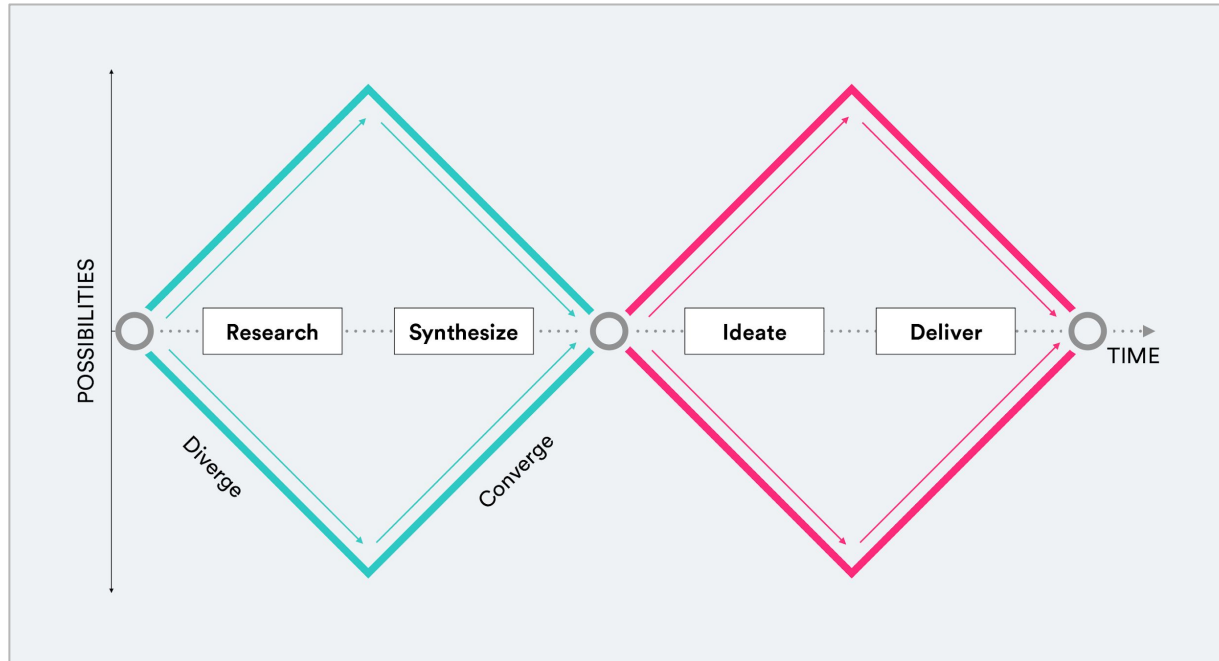
THE MISSION

- The product team at Slack is looking to get into the adult education space.
- 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

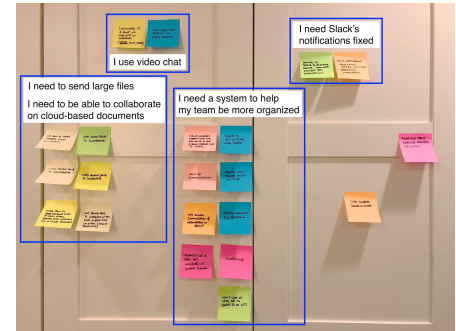


Reorganize insights into thematic groupings using affinity mapping method

Insights:



Affinity mapping:



SUMMARY OF INSIGHTS

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

SOLUTIONS

Feasible solutions:

- Incorporate [video chat capability](#). This is currently not available on Slack's mobile app.
- Incorporate a [task manager](#) to help teams stay organized. The task manager is a cloud based solution.
- Incorporate a [notifications button](#) 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 likely a bandwidth limitation on the server to implement sharing of large files.

USER PERSONA 1



Zachary

30 year old male.

Lives in New York City.

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

33 year old female.

Lives in London.

A former Journalist 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:

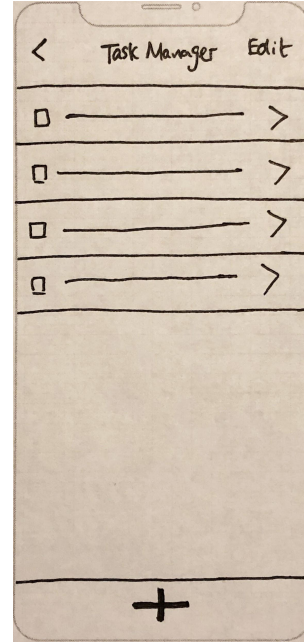
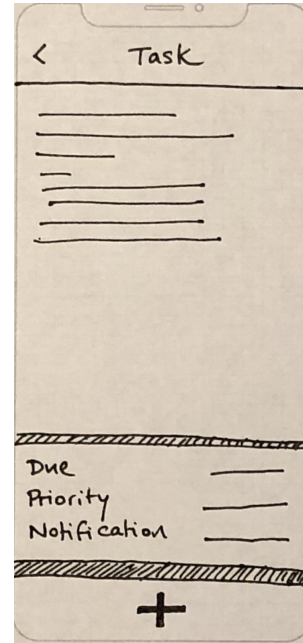
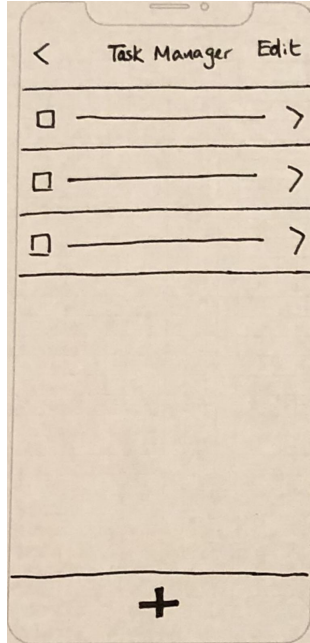
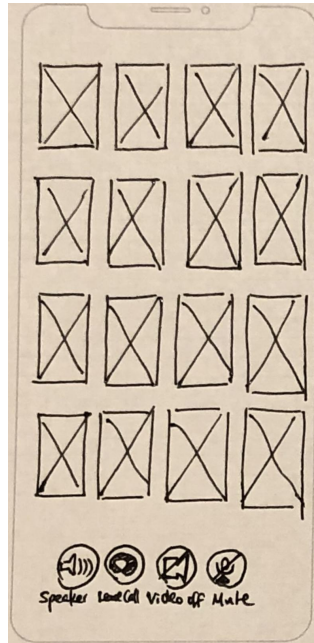
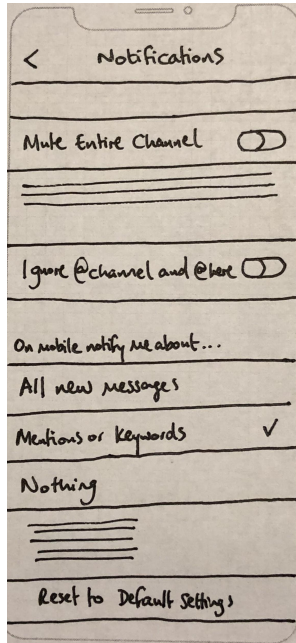
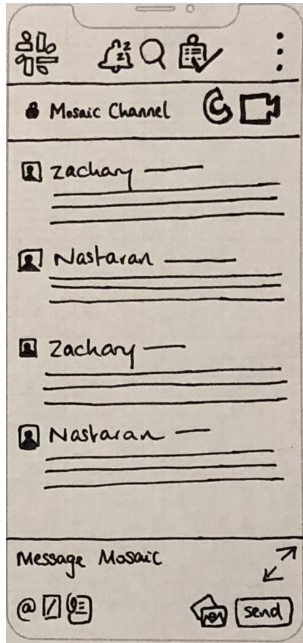
She finds Slack's default notification setting to be annoying. She needs a way to be able to quickly access the notification settings.



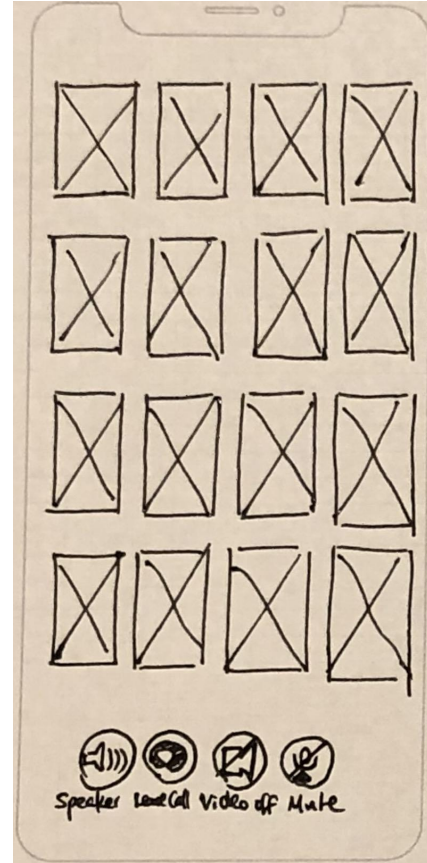
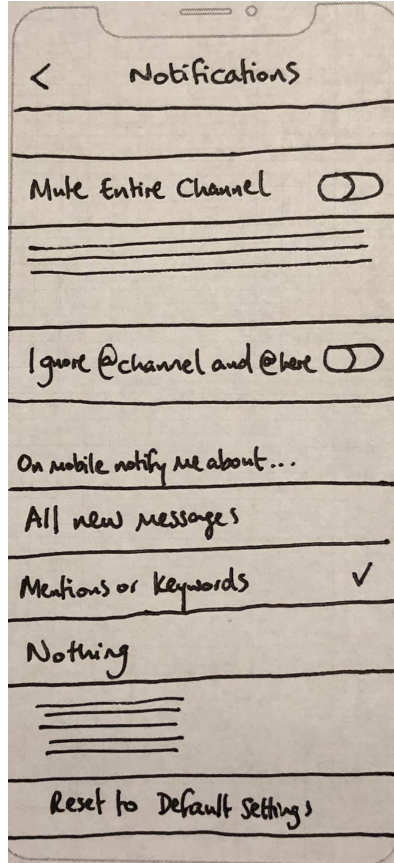
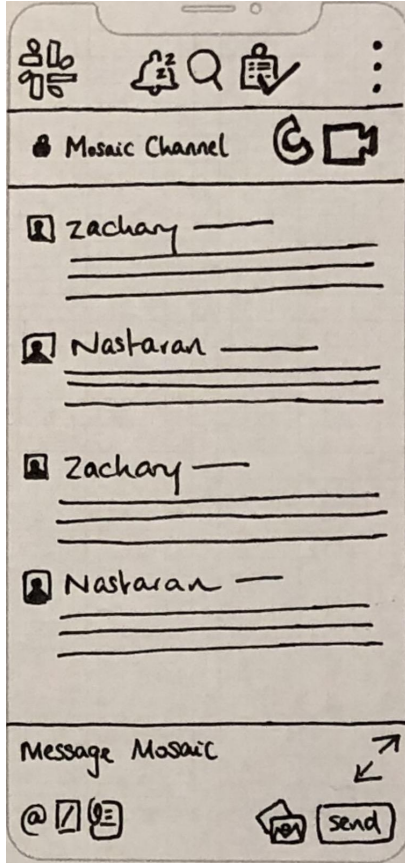
PROTOTYPING AND USABILITY TESTING



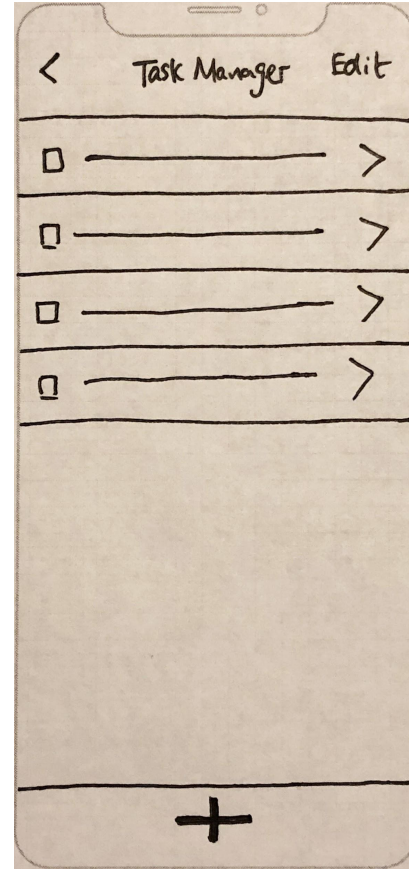
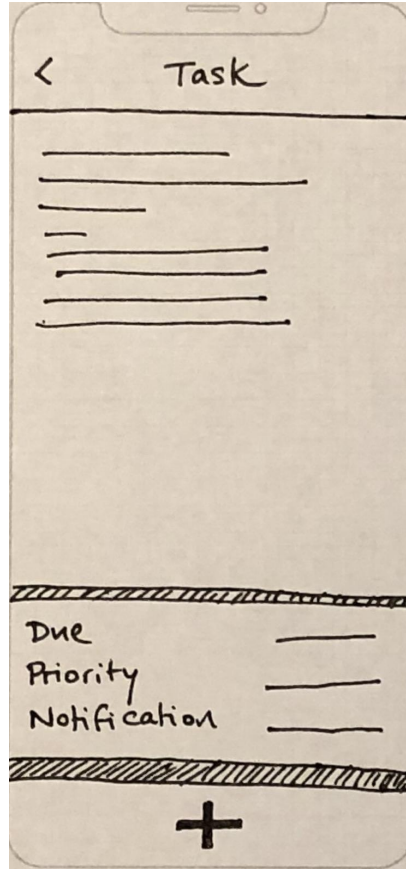
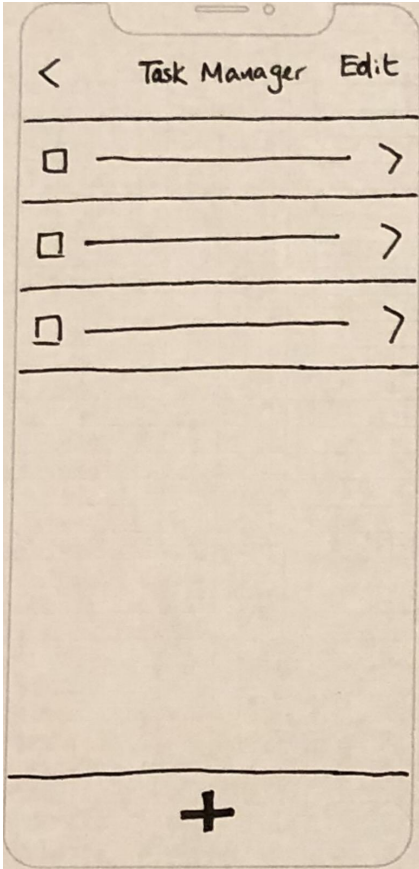
PAPER PROTOTYPE



PAPER PROTOTYPE (cont.)



PAPER PROTOTYPE (cont.)



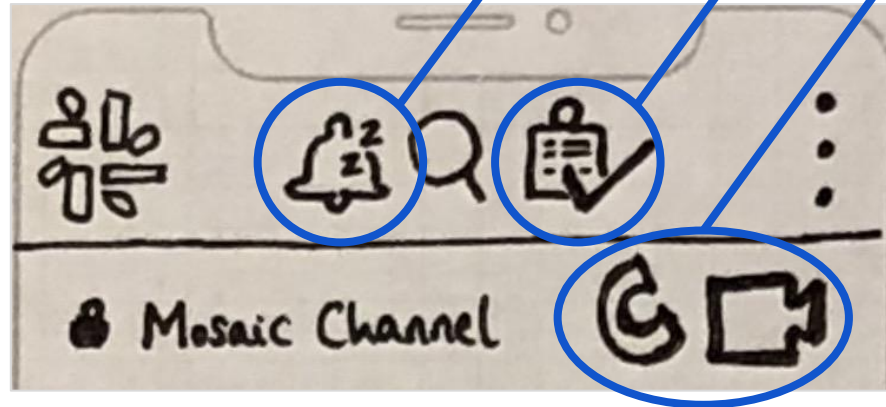
CHANGES TO MAIN TOP NAVIGATION

Current page-top navigation:



Proposed new page-top navigation:

Reorganized navigation, split over 2 lines.



Addition of notifications button.

Addition of task manager button.

Addition of voice call and video chat buttons.

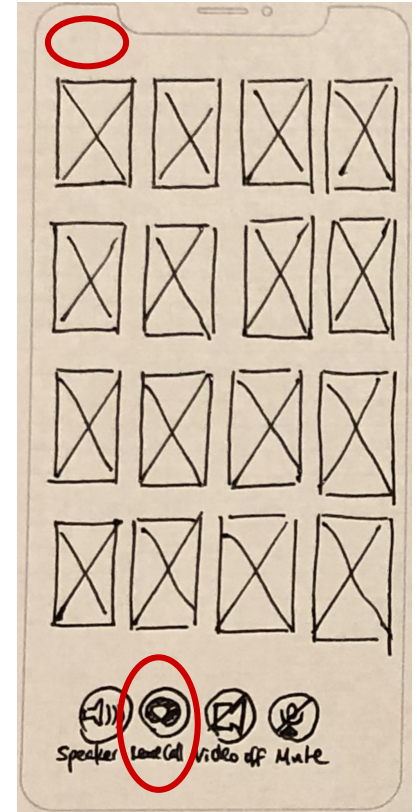
Currently, voice calling is only available for direct messages and not channels on Slack Mobile.

Video calling is neither available in direct messages nor channels on Slack Mobile.

USABILITY TESTING INSIGHTS

Video chat:

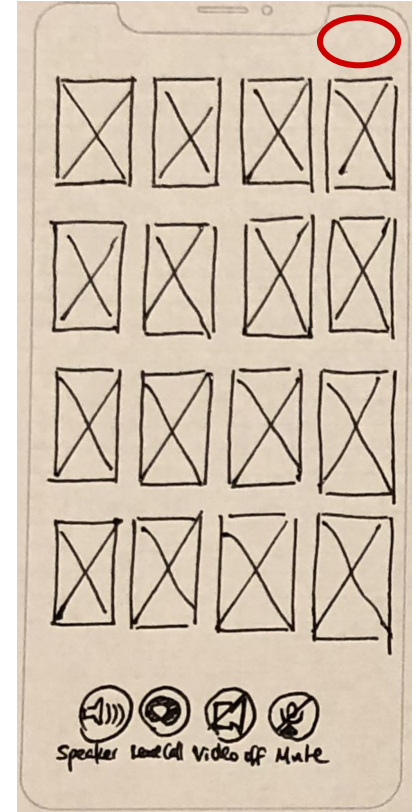
- The placement of the Leave Call button was strange and should be separated from the other 3 buttons which are for video and audio preferences.
- A back button to go back to the previous screen while still being on the video call should be incorporated.



USABILITY TESTING INSIGHTS (cont.)

Video chat (cont.):

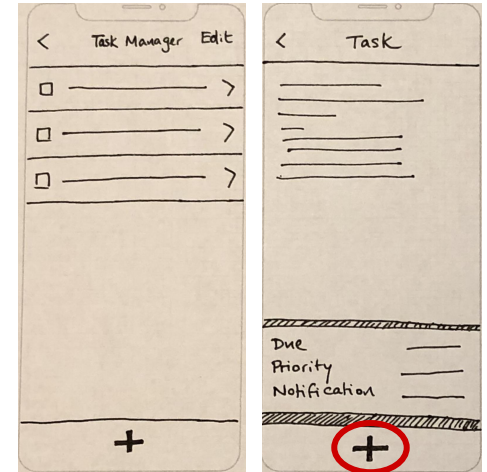
- Access to the task manager from the video call should be incorporated (icon on top right).



USABILITY TESTING INSIGHTS (cont.)

Task manager:

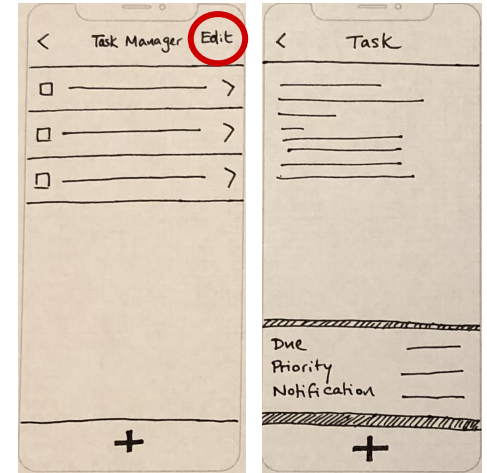
- The second + sign was confusing because it is the same as the first one, user didn't know whether pressing the second + button would create yet another additional task or if it would just save.
- Users think the second + button should be replaced by a text button that says either "Save", "Done", "Confirm" or "Add".



USABILITY TESTING INSIGHTS (cont.)

Task manager (cont.):

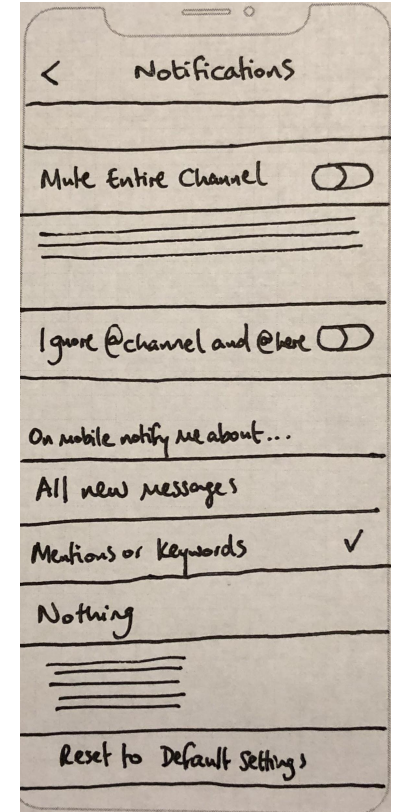
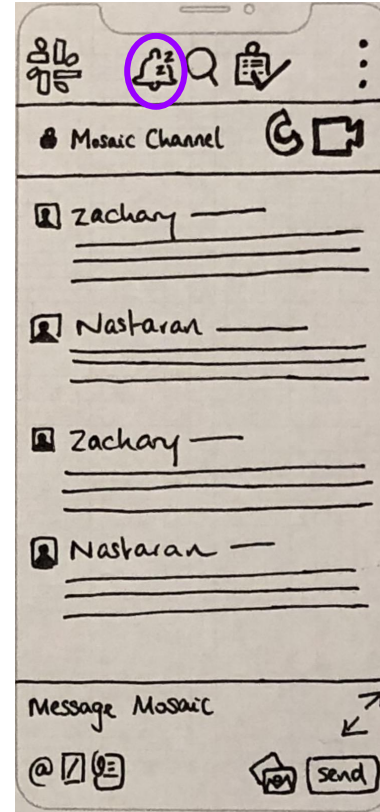
- Change wording of "Edit" button in Task Manager because it is confusing in terms of what it is referring to.



USABILITY TESTING INSIGHTS (cont.)

Notifications:

- No problems reported.



A/B TESTING

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

A.



71.4%

B.

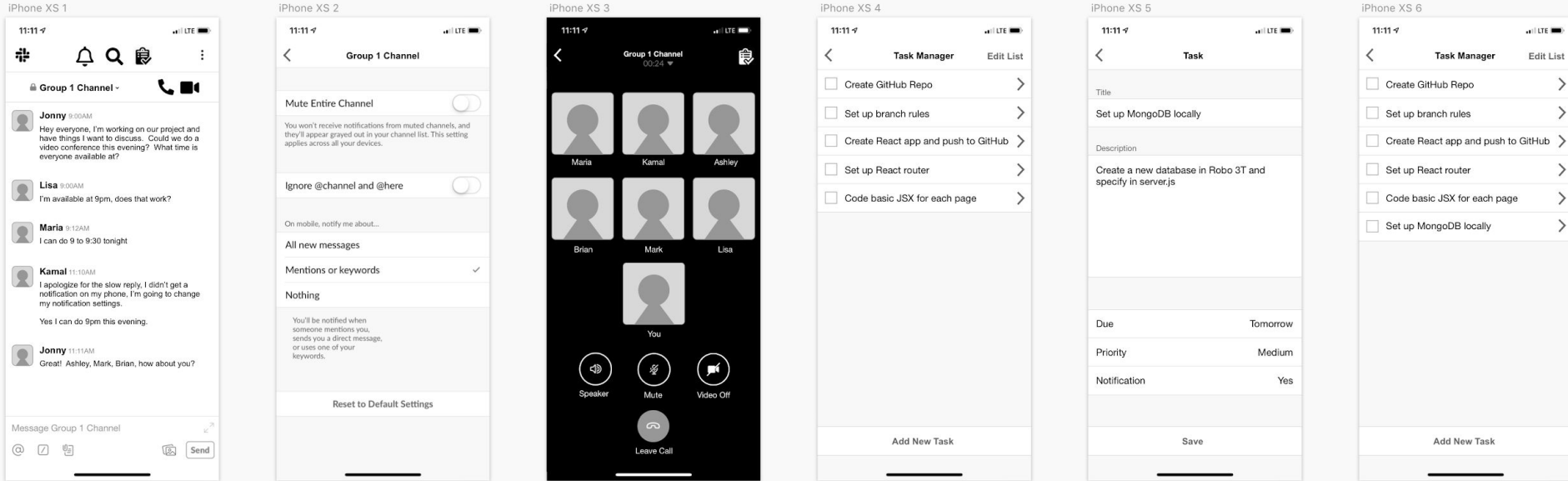


14.3%

Neither

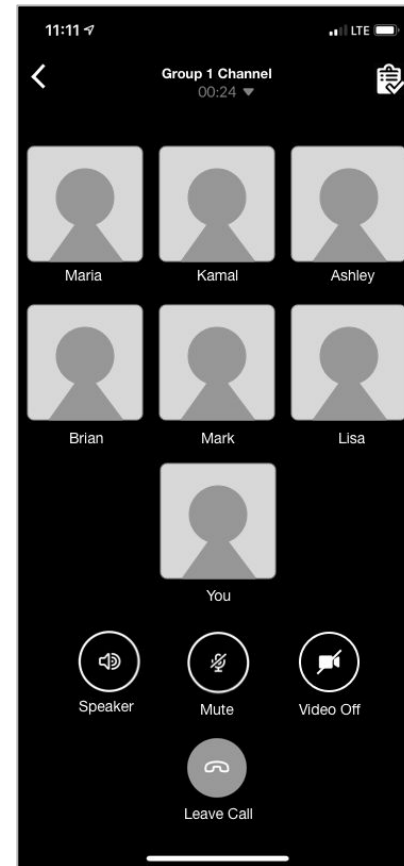
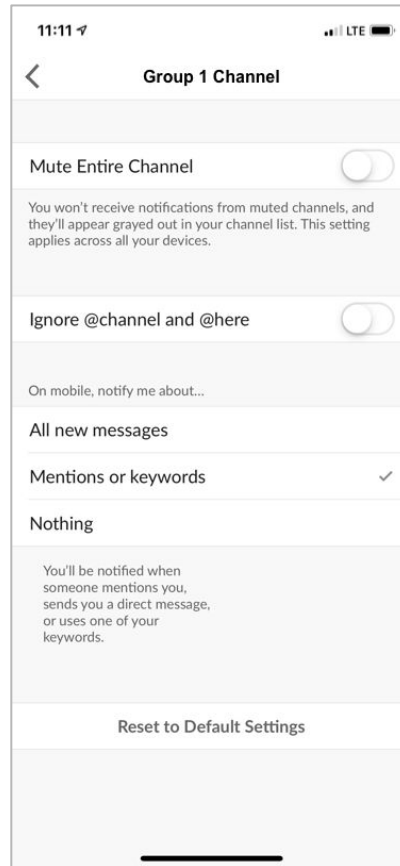
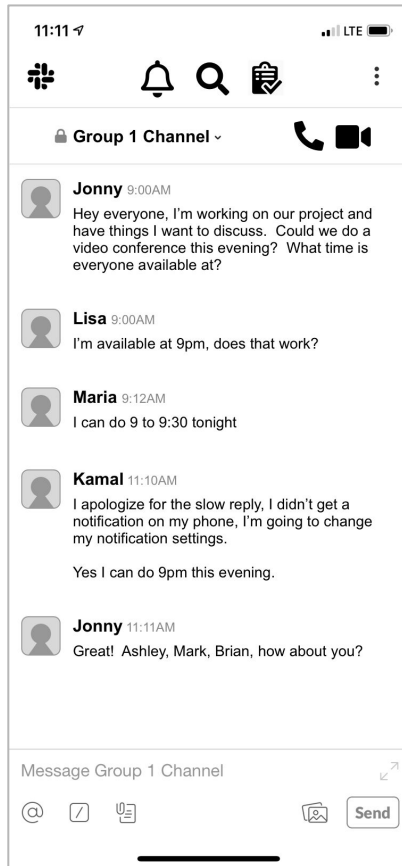
14.3%

MID FIDELITY PROTOTYPE

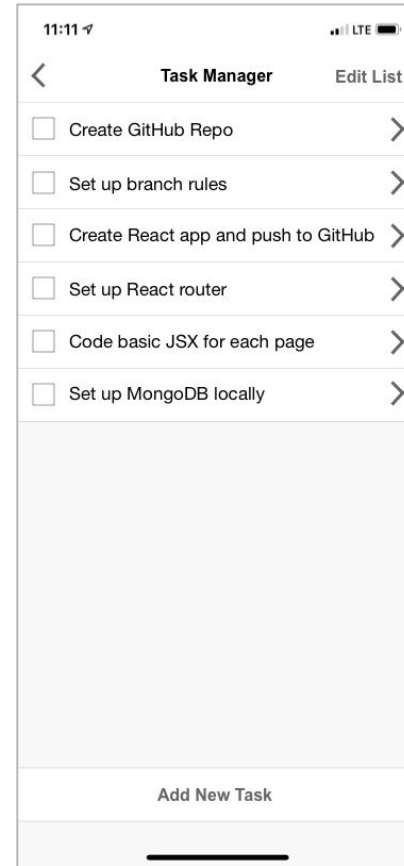
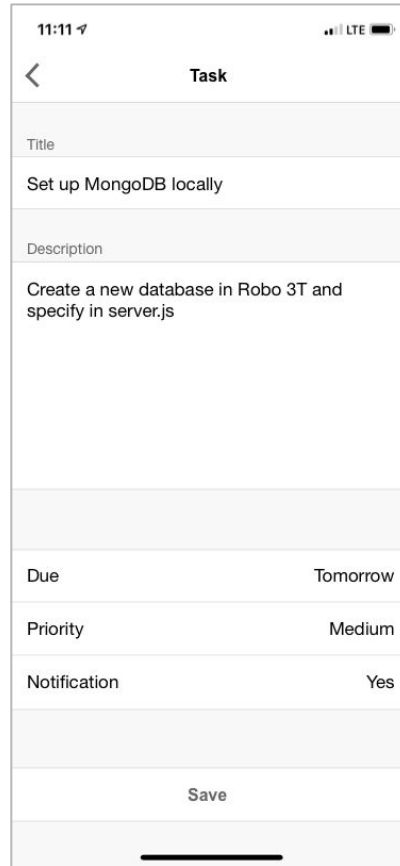
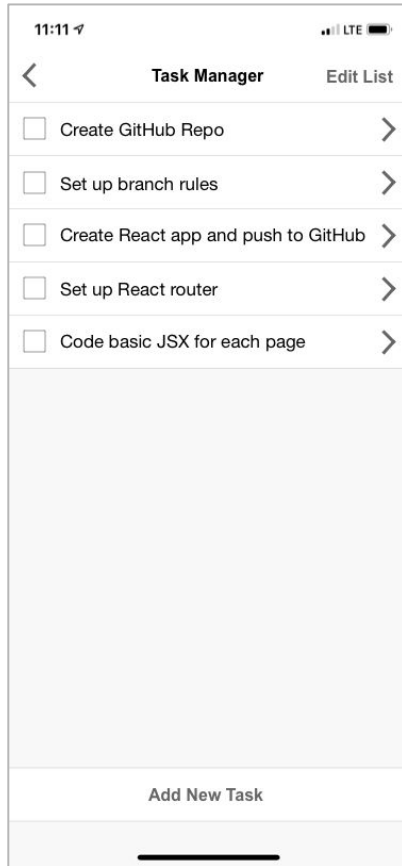


- Based on the insights gained from the paper prototype usability testing, a mid fidelity prototype was created.

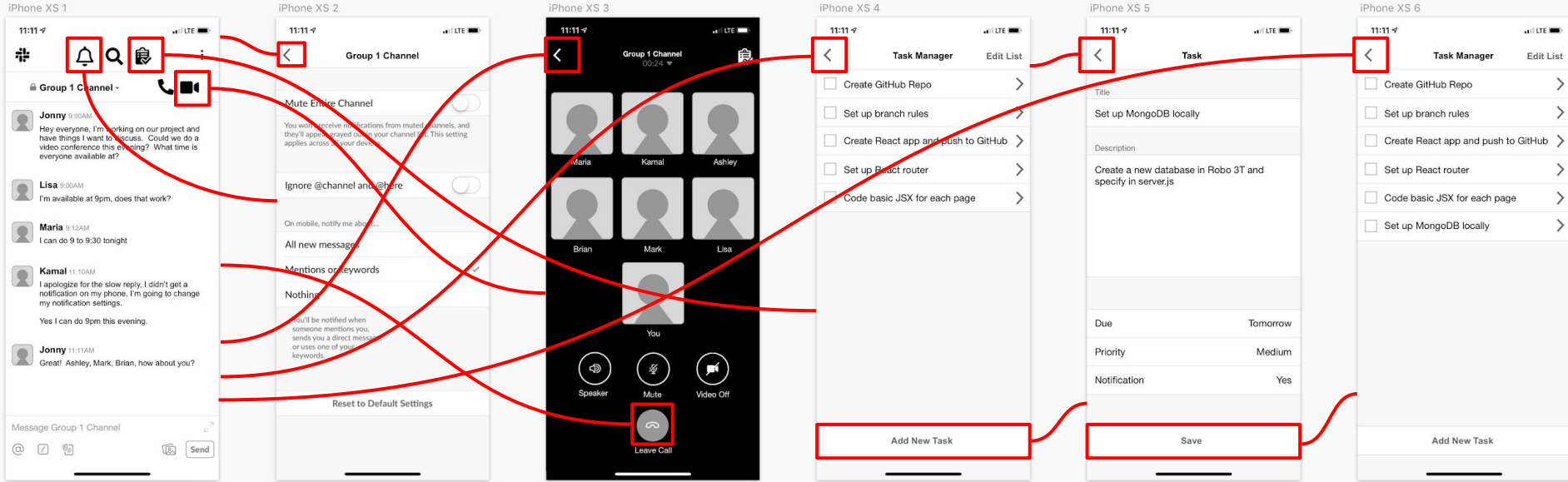
MID FIDELITY PROTOTYPE (cont.)


















MID FIDELITY PROTOTYPE (cont.)



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

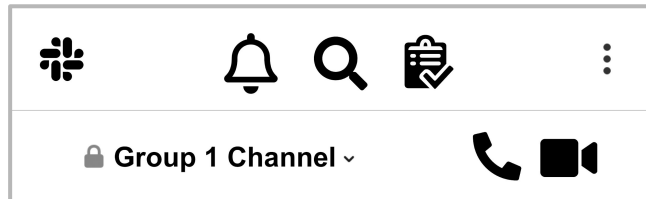

Direct path
100%


Indirect path
50%


Failed
0%

USABILITY TESTING INSIGHTS

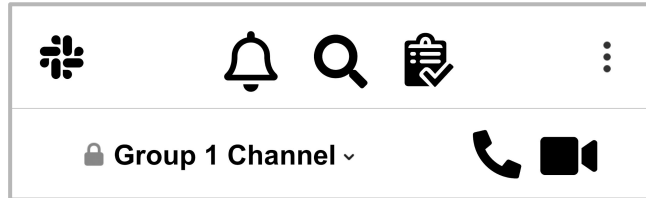
- Overall users felt the new features were easy to use.
- However since the top navigation was a new layout, users found some icons unexpected and as a result did not necessarily recognize what they were without tapping them.
- Once they tapped the icon, then they immediately understood why a particular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



USABILITY TESTING INSIGHTS (cont.)

Recommendation:

- [Label top navigation icons](#)
(text under each icon defining what it is).

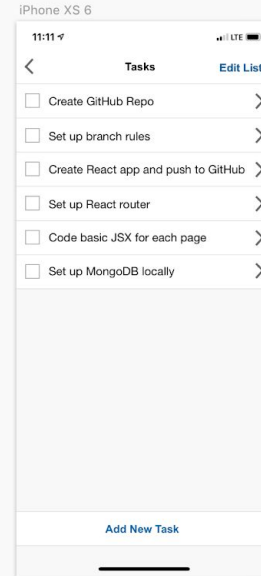
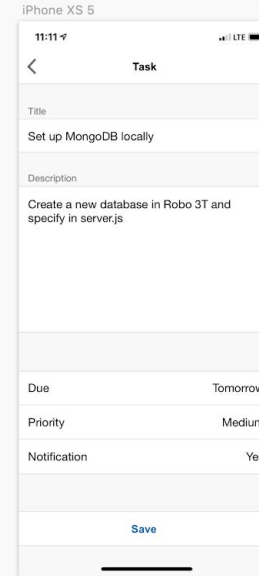
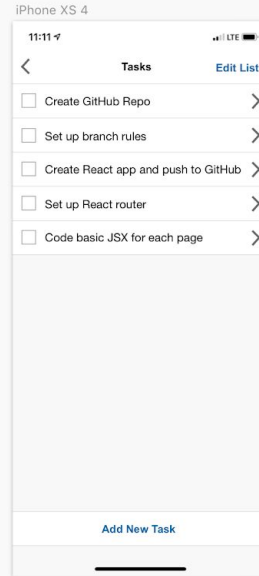
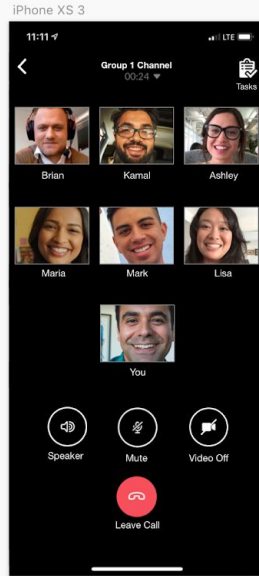
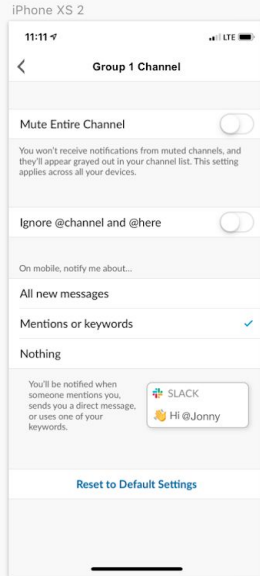
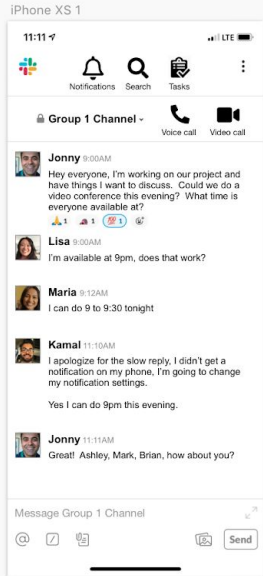




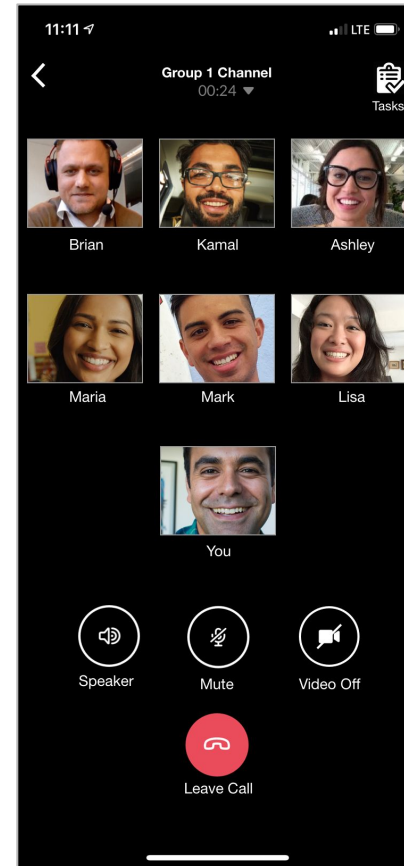
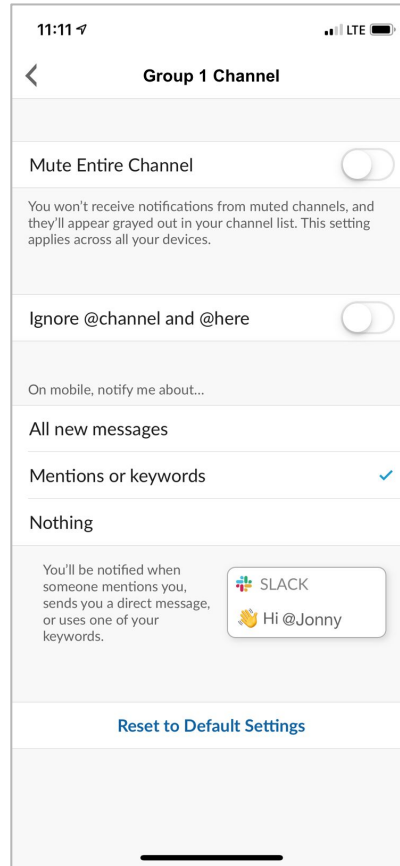
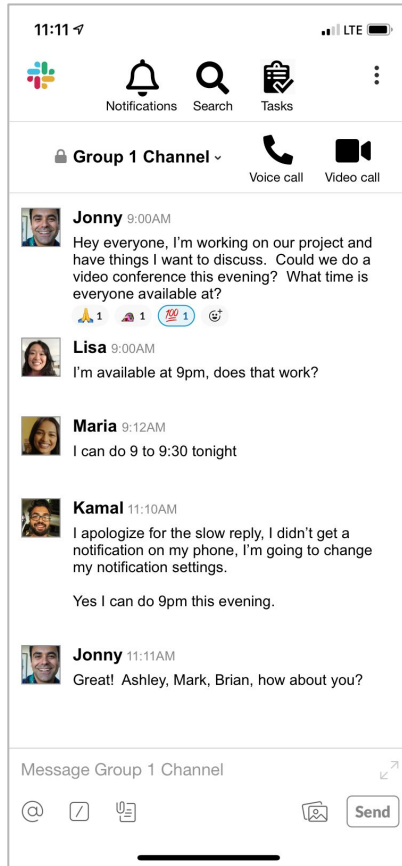
HIGH FIDELITY PROTOTYPE



HIGH FIDELITY PROTOTYPE



HIGH FIDELITY PROTOTYPE (cont.)



HIGH FIDELITY PROTOTYPE (cont.)

