

# Website Focus Group Report

3 diverse profiles exploring real needs, questions, and reactions when visiting <https://slack.com/>

Name	Age	Intent	Details
Marcus Rivera	29	Evaluating team communication platform	\$200-300/month budget, 35-person team, needs to present recommendation in 1 week
Dr. Patricia Okoye	44	Evaluating AI upgrade features	12-person team, currently on free plan, need to justify upgrade cost to CFO
James Thompson	58	Exploring mobile workforce coordination solution	8-person team, mostly mobile workers, very price-sensitive, needs simple solution

## Persona 1: Marcus Rivera, 29

Evaluating team communication platform (\$200-300/month budget, 35-person team, needs to present recommendation in 1 week) -- Austin, TX

### Personal Description

Marcus works at a 35-person digital marketing agency that's been struggling with email overload and missed project updates. He's moderately tech-savvy, comfortable with social media and basic software, but gets overwhelmed by complex enterprise tools. He's naturally curious about new productivity trends but tends to be cautious about recommending expensive software to his boss without being absolutely sure it'll work.

### Situation

Marcus's team just lost a major client because crucial feedback got buried in email threads, and his manager asked him to research 'that Slack thing' as a potential solution. He's heard colleagues at other agencies mention it but has never used it himself. His boss gave him a week to present options for improving team communication, with a rough budget of \$200-300/month for the whole team.

## Key Questions

- How much would Slack actually cost for 35 people per month?
- Is it really easier than just using email and Google Drive?
- What happens to all our conversations if we stop paying for it?
- How long does it take to set up and get everyone trained?
- Can we try it with just our team first before rolling it out company-wide?
- Will our older employees be able to figure it out?
- Does it integrate with the project management tools we already use?
- How do I explain the ROI to my boss who thinks email works fine?

## What They Need

Marcus needs clear, jargon-free explanations of costs and benefits, with concrete examples of how Slack prevents the email problems his team just experienced. He wants pricing calculators, free trial information, and case studies from similar-sized marketing agencies that show measurable improvements.

## Visit Experience

I went to Slack's website hoping to get some straightforward answers about costs and practicality for our 35-person team, but it was a frustrating experience. The site immediately hit me with tons of AI features and advanced automation tools that honestly seemed way over our heads - we're just trying to get out of email chaos, not revolutionize our entire workflow with AI agents. I scrolled through screen after screen of flashy features like 'Ask Slackbot,' AI note-taking, and integrations with tools I've never heard of. While some things caught my attention - like the promise to 'bring conversations out of the inbox' and the mention that it integrates with Google Drive and Asana which we already use - I couldn't find the most basic information I needed: how much it actually costs. When I finally found what looked like 'Find Your Plan' and 'Get Started' buttons, neither of them worked! I tried clicking multiple times and nothing happened, which was incredibly annoying when I'm already skeptical about adopting new technology. I ended up scrolling back up trying to find a pricing link in the navigation, but never got the core budget information I came for.

## Questions Answered by the Site

The site did answer a few of my questions, but missed the most critical ones. I learned that Slack does integrate with Google Drive and Asana (mentioned in the integrations section), which addresses my project management tool concerns. The site also provided some ROI ammunition for my boss - they claim users save

97 minutes weekly and see a 35% increase in time savings from automations, plus there was a quote about how it's 'essential to growth and staying aligned as you scale.' I also got a sense that it might be easier than email since they specifically mention bringing conversations 'out of the inbox' and having transparent team spaces. However, I found absolutely nothing about pricing, trial options, setup time, training requirements, or data retention policies. The site was so focused on advanced AI features that it completely ignored the basic practical concerns a small business owner would have.

## Reaction

I felt frustrated and a bit overwhelmed by this website. While some of the features sound impressive, it felt like they were trying to sell me a Ferrari when I just need a reliable Honda - all these AI agents and advanced automations seem way beyond what we need right now. The fact that basic pricing information was nowhere to be found, and the buttons didn't even work, made me question whether this company really understands small businesses like ours. I did get excited when I read about integrating with our existing tools and the email alternative features, but the overall experience left me feeling like this might be too complex and expensive for our simple needs.

## Decision & Next Steps

I'm going to search for 'Slack pricing 35 users' on Google to get the cost information this website failed to provide. If it's over our \$300/month budget, I'll probably look into simpler alternatives like Microsoft Teams (which might be cheaper since we already use Office) or even just better email organization tools. Before making any decision, I also want to ask in some small business forums if other companies our size have had good experiences with Slack, especially regarding the learning curve for less tech-savvy employees.

## Interaction Log

#	Action	Target	Result
1	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 2/13
2	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 3/13
3	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 4/13
4	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 5/13
5	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 6/13

#	Action	Target	Result
6	scroll_down	https://slack.com/	scrolled down to screen 7/13
7	scroll_down	https://slack.com/	scrolled down to screen 8/13
8	scroll_down	https://slack.com/	scrolled down to screen 9/13
9	button	AD: Advertisement	button clicked, no visible change (dom_quiet)
10	button	AD: Advertisement	button clicked, no visible change (console_error)
11	scroll_up	https://slack.com/	scrolled up to screen 8/13
12	scroll_up	https://slack.com/	scrolled up to screen 7/13

## Questions Resolved

Question	?	How
How much would Slack actually cost for 35 people per month?	<b>No</b>	Despite looking through multiple screens and trying to click pricing buttons that didn't work, I found zero pricing information. This was my most important question and the site completely failed to address it.
Is it really easier than just using email and Google Drive?	<b>Yes</b>	The site convinced me it could be easier by specifically mentioning bringing conversations 'out of the inbox' and creating transparent team spaces. The integrations with Google Drive also suggest it works with our existing setup rather than replacing it.
What happens to all our conversations if we stop paying for it?	<b>No</b>	There was no information about data retention, export options, or what happens when you cancel. This is a major concern that wasn't addressed anywhere on the pages I saw.
How long does it take to set up and get everyone trained?	<b>No</b>	The site mentioned templates and that it's flexible to customize, but gave no concrete information about implementation timelines or training requirements for new users.
Can we try it with just our team first before rolling it out company-wide?	<b>No</b>	I couldn't find any information about trial periods, pilot programs, or gradual rollout options. The non-working 'Get Started' button might have led to this info, but I couldn't access it.
Will our older employees be able to figure it out?	<b>No</b>	While they mentioned the interface is 'conversational' and 'approachable,' there was no specific information about ease of use for less tech-savvy users or training support available.

Question	?	How
Does it integrate with the project management tools we already use?	Yes	Yes, the integrations section specifically mentioned Google Drive and Asana, which are tools we currently use. This was one of the few concrete answers I got.
How do I explain the ROI to my boss who thinks email works fine?	Yes	The site provided some useful statistics - 97 minutes saved weekly per user and 35% increase in time savings from automations. There was also a testimonial about being 'essential to growth and staying aligned as you scale.'

## Persona 2: Dr. Patricia Okoye, 44

Evaluating AI upgrade features (12-person team, currently on free plan, need to justify upgrade cost to CFO) -- Cambridge, MA

### Personal Description

Patricia leads a 12-person research team at a venture-funded biotech company developing cancer therapeutics. She has a PhD in molecular biology and is highly analytical, but her technical expertise is in lab equipment and research methods, not workplace software. She values efficiency and evidence-based decisions, often researching tools extensively before implementation. She's been using Slack for 8 months but feels like her team isn't leveraging its full potential.

### Situation

Patricia's team has been using Slack's basic features but she keeps hearing about AI capabilities that could help with their heavy documentation and regulatory compliance work. Yesterday, she spent 45 minutes searching through old Slack conversations trying to find a specific protocol discussion from three weeks ago. She's considering upgrading to a paid plan with AI features but needs to justify the expense to the CFO and understand exactly what productivity gains they'd see.

### Key Questions

- How accurate is the AI search compared to manual searching through conversations?
- Can the AI summarize long technical discussions without losing critical details?
- What's the actual time savings our team could expect per week?

- How does the AI handle scientific terminology and technical jargon?
- What data security measures protect our confidential research discussions?
- Can we set up automated workflows for our regulatory documentation processes?
- How much more would this cost than our current free plan?
- Are there metrics to track whether the AI features are actually improving our productivity?

## **What They Need**

Patricia needs detailed technical documentation about AI capabilities, security certifications for handling sensitive research data, and quantitative data on productivity improvements. She wants to see specific examples of how AI search works with technical content and clear ROI calculations she can present to financial stakeholders.

## **Visit Experience**

I spent time exploring Slack's AI features page, looking for concrete answers about whether upgrading would solve our team's communication inefficiencies. The site immediately caught my attention with claims about AI-powered search and conversation summarization - exactly what we need when I'm spending 45 minutes hunting for that protocol discussion from last month. I was encouraged to see specific time-saving metrics like '97 minutes average weekly savings' and '35% increase in time saved due to automations,' which gives me concrete numbers to present to our CFO. However, my browsing experience was frustrating - multiple buttons and links didn't work when I clicked them, including 'Learn more about Slackbot' and 'See all integrations,' which would have provided the technical details I desperately needed. I found some reassuring information about security ('Our security program protects your data at every layer') and saw mentions of workflow automation that could help with our regulatory documentation, but the site felt more focused on general business use cases rather than the scientific precision our biotech team requires. The lack of specific information about handling technical terminology or detailed accuracy metrics for AI search left me with more questions than answers.

## **Questions Answered by the Site**

The site provided partial answers to some of my questions. I found quantitative data on time savings (97 minutes weekly average, 35% increase from automations) and basic security assurance that data is protected 'at every layer.' The site confirmed that workflow automation exists for regulatory processes and

mentioned productivity tracking through their claimed metrics. However, critical technical questions remained unanswered - there were no specifics about AI search accuracy compared to manual searching, no details on how well the AI handles scientific terminology, no information about summarization quality for technical discussions, and most importantly, no pricing information despite multiple attempts to access detailed features. The site seemed designed for general business audiences rather than specialized scientific teams, leaving me without the technical specifications and compliance details our biotech environment requires.

## Reaction

I felt frustrated by the disconnect between promising claims and lack of technical depth. The time-saving metrics were encouraging, but as a scientist, I need more than marketing statistics - I need to understand the underlying accuracy and reliability of these AI features. The broken links and non-functional buttons made me question the platform's reliability, which is concerning when considering it for critical research communications. While the general security assurance was somewhat reassuring, the absence of specific compliance information or detailed technical specifications left me feeling like this might be designed more for general business use than for the rigorous requirements of biotech research.

## Decision & Next Steps

I'm going to schedule a demo call with their sales team to get the technical specifications and pricing details I couldn't find on the website. I need to speak directly with someone who can address our specific biotech requirements, explain their security compliance in detail, and provide concrete examples of how their AI handles scientific terminology. I'll also ask colleagues in other biotech companies about their experiences with Slack's AI features before making a recommendation to our CFO.

## Interaction Log

#	Action	Target	Result
1	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 2/13
2	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 3/13
3	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 4/13
4	button	AD: Advertisement	button clicked, no visible change (console_error)

#	Action	Target	Result
5	scroll_down	https://slack.com/	scrolled down to screen 5/13
6	scroll_down	https://slack.com/	scrolled down to screen 6/13
7	button	Video: www.youtube-nocookie.com	Tried to click the play button inside the embedded video, but the player didn't respond.
8	button	AD: Advertisement	button clicked, no visible change (dom_quiet)
9	scroll_down	https://slack.com/	scrolled down to screen 7/13
10	button	AD: Advertisement	button clicked, no visible change (console_error)
11	scroll_down	https://slack.com/	scrolled down to screen 8/13
12	scroll_down	https://slack.com/	scrolled down to screen 9/13

## Questions Resolved

Question	?	How
How accurate is the AI search compared to manual searching through conversations?	<b>No</b>	The site mentioned 'AI-powered search puts your company's entire memory at your fingertips' but provided no accuracy metrics, comparison data, or technical specifications about search performance versus manual methods.
Can the AI summarize long technical discussions without losing critical details?	<b>No</b>	While the site mentioned 'summarize a conversation you missed' as a feature, there were no details about accuracy, handling of technical content, or safeguards against losing critical information in summaries.
What's the actual time savings our team could expect per week?	<b>Yes</b>	The site provided specific metrics: '97 minutes average time users can save weekly with AI in Slack' and '35% increase in time saved due to automations for Slack users,' giving me concrete numbers to evaluate.
How does the AI handle scientific terminology and technical jargon?	<b>No</b>	No information was provided about the AI's capabilities with specialized terminology, scientific language, or technical jargon - a critical gap for our biotech team's needs.

Question	?	How
What data security measures protect our confidential research discussions?	Yes	The site stated 'If it's shared in Slack, it's safe. Our security program protects your data at every layer,' though it lacked specific compliance certifications or detailed security protocols.
Can we set up automated workflows for our regulatory documentation processes?	Yes	The site confirmed workflow automation exists, mentioning 'Automate daily stand-ups, project updates, and approvals' and that 'anyone can automate in Slack,' suggesting it could handle our documentation needs.
How much more would this cost than our current free plan?	No	Despite seeing 'Find your plan' and 'Pricing' links in navigation, I couldn't access detailed pricing information, leaving this critical budget question completely unanswered.
Are there metrics to track whether the AI features are actually improving our productivity?	Yes	The site provided various productivity statistics (90% say it helps them stay connected, 87% say it helps them collaborate more efficiently), suggesting they do track and measure productivity improvements.

## Persona 3: James Thompson, 58

Exploring mobile workforce coordination solution (8-person team, mostly mobile workers, very price-sensitive, needs simple solution) -- Spokane, WA

### Personal Description

James owns a 8-person HVAC repair and installation company that he built over 25 years. He's not particularly comfortable with technology beyond basic smartphone use and email, preferring face-to-face or phone conversations. His daughter, who handles his bookkeeping, suggested Slack might help coordinate his field technicians who are constantly driving between job sites and missing important updates about schedule changes or emergency calls.

### Situation

James's biggest operational headache is coordinating his mobile workforce. Last week, two technicians drove to the wrong address because a customer called with a location change, but James couldn't reach them in time. His daughter showed

him Slack and said it might solve this problem, but he's skeptical about adding another 'computer thing' to manage. He's looking at the website trying to understand if it's simple enough for his crew and worth the monthly cost.

## **Key Questions**

- Is this simple enough for guys who barely use smartphones for anything but calls?
- Can my technicians get messages instantly when they're driving between jobs?
- How much does this actually cost per month for 8 people?
- Do we need to buy new phones or will it work on their current ones?
- What happens if someone doesn't see an important message about an emergency call?
- Can I send messages to everyone at once when schedules change?
- Is there a simpler version without all the fancy features we don't need?
- How do I know if this is actually better than just calling people?

## **What They Need**

James needs extremely simple explanations focused on mobile messaging capabilities, with clear pricing and no technical jargon. He wants to see examples specifically relevant to field service work and reassurance that his less tech-savvy employees can use it successfully.

## **Visit Experience**

I went to the Slack website after my daughter suggested it might help with communication for my HVAC crew. Right away, I could tell this wasn't what I had in mind. The homepage was full of buzzwords about 'AI agents' and 'productivity tools' that made no sense for my business. As I scrolled down, it got worse - they were talking about AI note-taking, code reviews with something called Github, and customer data lookups. None of this applied to my guys who just need to know when Mrs. Johnson moved her appointment or when we have an emergency furnace call. I kept scrolling hoping to find basic messaging features, but instead found more talk about CRM data, company memory systems, and saving 97 minutes per week with artificial intelligence. The whole thing felt like it was designed for tech companies in Silicon Valley, not a small HVAC shop in a regular town. I never even got to see pricing or basic features because everything was buried under all this AI marketing speak.

## **Questions Answered by the Site**

The website didn't answer any of my practical questions. I couldn't find any information about pricing for 8 people, whether it works on regular phones, or how simple it is to use. There was no mention of instant messaging for field workers, group messaging capabilities, or what happens with missed messages. The entire focus was on advanced AI features and enterprise-level automation that has nothing to do with my needs. I was looking for straightforward information about basic messaging and communication tools, but instead got marketing copy about artificial intelligence and complex integrations.

## Reaction

I felt completely overwhelmed and frankly annoyed by how complicated they made everything sound. This felt like tech companies talking to other tech companies, not a solution for regular small businesses like mine. All the AI talk made me think this would be way too complex for my crew and probably way too expensive. I started to doubt whether my daughter really understood what I needed, because this seems like overkill for simple work communication.

## Decision & Next Steps

I'm going to skip Slack entirely and maybe ask around at the next contractor meetup to see what other HVAC companies are using. I might also just stick with group texts for now since at least I know that works and everyone already knows how to use it. If I really need something better, I'll look for simpler communication apps that don't have all this artificial intelligence stuff.

## Interaction Log

#	Action	Target	Result
1	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 2/13
2	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 3/13
3	scroll_down	<a href="https://slack.com/">https://slack.com/</a>	scrolled down to screen 4/13

## Questions Resolved

Question	?	How
Is this simple enough for guys who barely use smartphones for anything but calls?	<b>No</b>	The site only showed complex AI features and enterprise tools, with no information about basic usability or simple interfaces for non-tech users.

Question	?	How
Can my technicians get messages instantly when they're driving between jobs?	<b>No</b>	No information was provided about mobile messaging, notifications, or how the service works for field workers on the go.
How much does this actually cost per month for 8 people?	<b>No</b>	I saw a 'Pricing' link but didn't click it before the session ended, so I never found actual cost information.
Do we need to buy new phones or will it work on their current ones?	<b>No</b>	There was no information about device compatibility, system requirements, or what phones are supported.
What happens if someone doesn't see an important message about an emergency call?	<b>No</b>	The site didn't explain message delivery, read receipts, or backup notification systems for critical communications.
Can I send messages to everyone at once when schedules change?	<b>No</b>	No basic messaging features were explained - only advanced AI capabilities that don't address simple group communication needs.
Is there a simpler version without all the fancy features we don't need?	<b>No</b>	The entire focus was on AI and advanced features with no mention of basic plans or simplified versions for small businesses.
How do I know if this is actually better than just calling people?	<b>No</b>	No comparison was made to traditional communication methods or explanation of basic benefits over phone calls for field work.

## Findings and Recommendations

**Follow-up intent:** 1 of 3 personas (33.3%) decided to take a follow-up action after evaluating the site.

Browserbase wall-clock cost (estimated): **\$0.4988** across 3 session attempt(s).

On average, personas were able to answer **29.2%** of their questions using the website.

### Follow-up breakdown (one bucket per persona):

- contact\_phone × 1
- undecided × 1
- walked\_away × 1

**Exploration depth note:** 2 of 3 personas (66.7%) used all 12 turns before reaching a conclusion. Running with **max\_turns=16** or higher would likely reveal more about how users explore the site when not time-constrained.

## Strengths

- Provides specific, quantifiable metrics for productivity gains (97 minutes weekly savings, 35% time increase) that resonate with data-driven decision makers
- Successfully communicates AI capabilities to users who specifically need those features (search, summarization)
- Offers concrete solutions that align with real user pain points for medium-tech comfort personas

## Weaknesses

- Heavy focus on advanced AI features creates immediate barrier for users seeking basic communication solutions
- Poor information architecture makes basic pricing and setup information difficult to discover
- Fails to segment content by user sophistication level, overwhelming beginners with complex features
- No clear entry points or simplified explanations for low-tech comfort users
- Buzzword-heavy messaging alienates practical users who need straightforward solutions
- Missing progressive disclosure - advanced features dominate instead of being secondary to core functionality
- Inadequate positioning for small business use cases, focusing heavily on enterprise scenarios
- Cost information and basic implementation details are buried or unclear
- No clear pathway from 'email replacement' use case to Slack adoption

## Rating Averages

Category	Average
Ease Of Use	1.7/5
Informativeness	2.0/5
Overall Impression	2.0/5

Category	Average
Ease Of Understanding	2.3/5

### Most Used Interactions

Interaction	Type	Times Used
<a href="https://slack.com/">https://slack.com/</a>	scroll_down	3
AD: Advertisement	button	2
AD: Advertisement	button	2
Video: <a href="http://www.youtube-nocookie.com">www.youtube-nocookie.com</a>	button	1
AD: Advertisement	button	1
<a href="https://slack.com/">https://slack.com/</a>	scroll_up	1

**Note on data quality:** 1 of 33 persona turns had page content clipped to fit the per-turn budget (avg 3584 chars dropped when clipped, max 3584). The persona may not have seen trailing content on those turns.