DESIGN SYSTEMS + AN AGILE FRAMEWORK

Mark Wolfe @thewolfe
Hi. I’m Mark

@thewolfe

@wolfedesign
GOALS // YOU’LL LEAVE WITH SOMETHING

Define a Design System (Quickly)
GOALS // YOU’LL LEAVE WITH SOMETHING

- Define a Design System (Quickly)
- Align product values to a design system
GOALS // YOU’LL LEAVE WITH SOMETHING

Define a Design System (Quickly)
Align product values to a design system
Sell the Design System within your org
Prioritize the features for your backlog

Define a Design System (Quickly)

Align product values to a design system

Sell the Design System within your org

Build the Design System and team

GOALS // YOU’LL LEAVE WITH SOMETHING
GOALS // YOU’LL LEAVE WITH SOMETHING

- Define a Design System (Quickly)
- Align product values to a design system
- Sell the Design System within your org
- Build the Design System and team
- Establish what goes on the backlog
“A design system is a collection of reusable components, guided by clear standards, that can be assembled together to build any number of applications.”

- Invision Blog
ATOMS → MOLECULES → ORGANISMS → TEMPLATES → PAGES

© Brad Frost - Atomic Design
DESIGN

“The interactions + style”
DESIGN

“The interactions + style”

DEVELOP

“The reusable code”
DESIGN  “The interactions + style”

DEVELOP  “The reusable code”

DISCUSS  “The words and voice”
DESIGN // HIGH LEVEL

- BRANDING
- ELEMENTS
- TEMPLATES
- VISUALS
DEVELOP

DESIGN TOKENS

CODE SNIPPETS

API REPO
DISCUSS

DESIGN PRINCIPLES

CONTENT STRATEGY

TONE, VOICE + WORDS
“Click” here...
“Tap” this...
“Alexa” help...
“Select?”
WHERE DO WE BEGIN?
<table>
<thead>
<tr>
<th>To Do</th>
<th>Doing</th>
<th>Done!</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Do</td>
<td>Doing</td>
<td>Done!</td>
</tr>
<tr>
<td>---------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>Evaluate the Need</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Do</td>
<td>Doing</td>
<td>Done!</td>
</tr>
<tr>
<td>----------------</td>
<td>------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Evaluate the Need</td>
<td>Build the Design System</td>
<td></td>
</tr>
<tr>
<td>To Do</td>
<td>Doing</td>
<td>Done!</td>
</tr>
<tr>
<td>--------------------</td>
<td>------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>Evaluate the Need</td>
<td>Build the Design System</td>
<td>Make Awesome Products</td>
</tr>
</tbody>
</table>
DESIGN SYSTEM PROCESS

EVALUATION:
- Audit
- Get Buy In

ESTABLISHMENT:
- Build
- Validate
- Document
- Scale the system
The average enterprise has deployed eight apps, has 2.6 in development and 6.2 planned for the next 12 months.

https://gtnr.it/2NQabs8
AUDIT // THE ECOSYSTEM

- Core Products
- Expense Reporting
- CRM
- Intranets
- Webmail
- HR
- Core Job Tools
- Knowledge Base
- Finance
- Project Planning
- Industry Tools
- Time Tracking
- Corporate Social
- Learning Management
- Product Manuals
Identify all of the products in your organization’s ecosystem.

<table>
<thead>
<tr>
<th>Name</th>
<th>Platform</th>
</tr>
</thead>
</table>

Inspired by Nathan Curtis
AUDIT // THE PATTERNS

https://www.designbetter.co/design-systems-handbook/introducing-design-systems
## AUDIT // THE PATTERNS

### CSS Stats

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rules</td>
<td>6,999</td>
</tr>
<tr>
<td>Selectors</td>
<td>16.1k</td>
</tr>
<tr>
<td>Declarations</td>
<td>18.2k</td>
</tr>
<tr>
<td>Properties</td>
<td>211</td>
</tr>
</tbody>
</table>

### Total Declarations

<table>
<thead>
<tr>
<th>Property</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font Size</td>
<td>1,778</td>
</tr>
<tr>
<td>Float</td>
<td>280</td>
</tr>
<tr>
<td>Width</td>
<td>1,043</td>
</tr>
<tr>
<td>Height</td>
<td>664</td>
</tr>
<tr>
<td>Color</td>
<td>995</td>
</tr>
<tr>
<td>Background Color</td>
<td>284</td>
</tr>
</tbody>
</table>

### 52 Unique Colors

- `Aa`: `inherit`
- `Aa`: `#000`
- `Aa`: `#262626`
- `Aa`: `#006598`
- `Aa`: `#fff`
- `Aa`: `#111`
- `Aa`: `#aaa`
- `Aa`: `#000`
- `Aa`: `#888`
- `Aa`: `#444`
- `Aa`: `#bbb`
- `Aa`: `#666`
- `Aa`: `#ddd`
- `Aa`: `#999`
1. What is the purpose of this product?
2. Who are the intended users of this product?
3. What motivates users to use this product?
4. What devices are accessing this product?
5. Where is this product physically being used?
6. How is “quality” defined for this product?
7. What is the biggest organizational challenge(s) facing this product?
8. What is the biggest market challenge(s) facing this product?
LET’S DISCUSS THE RESULTS

What devices are accessing this product?
LET’S DISCUSS THE RESULTS

4. What devices are accessing this product?

6. How is “quality” defined for this product?
Speed of production

“Quality”

Nah, we’re cool

Maybe

Yes!

Maybe

#@$&%
Speed of production vs. "Quality"

- Nah, we're cool
- Maybe
- Maybe
- #@$&%
Speed of production vs. "Quality"

- "Nah, we're cool"
- "Maybe"
- "@!&%"

Grawlix!
GETTING BUY IN // THE BENEFITS

1. Single source of truth
GETTING BUY IN // THE BENEFITS

1. Single source of truth
2. Consistency
GETTING BUY IN // THE BENEFITS

1. Single source of truth
2. Consistency
3. Keep code + design in sync
GETTING BUY IN // THE BENEFITS

1. Single source of truth
2. Consistency
3. Keep code + design in sync
4. Reduced redundancy
“Design systems also save time and money. Just by eliminating code redundancy, more than 20% of a developer’s time can be regained. For a team of 100 developers, this means around $2 million per year.”

- projekt202 Managing Architect Drew Loomer
Are developers spending **30 minutes**/day on any of these?

- Can you rebuild this, it doesn't match the design?
- What's the latest documentation?
- How do we build this pattern?
- Does this meet the code standards?
- Where's our components?

Via UXPin
$75 per hour. Team of 50 developers.

2.5h/week * 52 weeks * $75 * 50 devs = $487,500/year
GETTING BUY IN // SAVING MONEY

- Decreased development + design cost
- Faster time to market
- Better product quality
- Happier customers
Any successful Design System must be treated and supported as a product.
BUILD // THE TEAM

Core Team

UX

Visual Designers

Copy Editors

Frontend Devs
BUILD // THE TEAM

Overlord Model

https://medium.com/eightshapes-llc/team-models-for-scaling-a-design-system-2c19d03be6a0
Centralized Model

https://medium.com/eightshapes-llc/team-models-for-scaling-a-design-system-2cf9d03be6a0
BUILD // THE TEAM

Federated Model

https://medium.com/eightshapes-llc/team-models-for-scaling-a-design-system-2c19d03be6a0
Add the **key people** responsible for the products identified, and **roles** to make design changes.

Inspired by Nathan Curtis
DOCUMENT

STYLE RULES

NAMING CONVENTIONS

CONTENT

CODE SNIPPETS
SCALING + GROWING

- New Feature
- New Requirement
- New Touchpoint
- New Product

Design System
Circle the **10 most important** categories for your product’s success.

**EXERCISE // PIECES + PARTS**

**Parts**

<table>
<thead>
<tr>
<th>Visual Language</th>
<th>User Flow, journey, storyboards</th>
<th>Typography, hierarchy, weight, typefaces, baseline grid, alignment, motion principles, timing, transitions, photography</th>
</tr>
</thead>
<tbody>
<tr>
<td>UX Elements</td>
<td>Paragraph, layout, paragraph</td>
<td>Buttons, primary, secondary, slider, grouped, menu buttons, split buttons, radio, checkbox, select, form controls, layout, input, labels, floating labels, microcopy, required, validation, divider/span, switch, slider, trigger, bold, italic, full bleed, interview with positions</td>
</tr>
<tr>
<td>User Components</td>
<td>Active button, button, badge</td>
<td>Context, data tables, dropdown, section, filters, footer, header, hero, carousel, loading spinner, local navigation, map, menu, messaging, mobile, search, black, gray, blue, red, green, yellow, brown, navy, mint, teal, lime, purple, pink, orange, gold, silver</td>
</tr>
<tr>
<td>User Patterns</td>
<td>Authentication, create account</td>
<td>Permissions, purchase, checkout, settings, site/app structure, setup to refresh, search/results, contact us, participating, partners, dashboard, articles, productivity, prototyping, performance, scalability, design thinking</td>
</tr>
<tr>
<td>Branding</td>
<td>Identity, logo, theme</td>
<td>Research &amp; users, user needs, personas, research techniques, surveys, accessibility, accessibility, prototyping, performance, scalability, design thinking</td>
</tr>
<tr>
<td>Practices</td>
<td>Accessibility, prototyping</td>
<td>Coding standards, style, browsers &amp; devices, environments, prep enhancement, variable control</td>
</tr>
<tr>
<td>Downloads</td>
<td>Editorials, video &amp; sound</td>
<td>Downloads, getting involved, about the program, about the team, utilities, support, feedback, faqs, license, terms, privacy, credits</td>
</tr>
</tbody>
</table>

Inspired by Nathan Curtis
Circle the most important **25 parts** for your product’s success.

Inspired by Nathan Curtis
EXERCISE // LET'S DISCUSS

Who circled what (categories, parts)?
With your table discuss:

1. What is most important to the system?
2. What is the quickest win?
3. What is easiest to get on the backlog?
GETTING IT PRIORITIZED
HOPEFULLY, YOU’RE MORE PREPARED …

- A little more about Design Systems
- Aligning your product values to a Design System
- Sell + promote your Design System within your organization
- Building your team
- Getting started with your backlog
LET’S GET CONNECTED.

@thewolfe
@wolfedesign
@markswolfe