



ADC Applaudo
Developers
Conference
2020



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Technologies



ProtoPie



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@leae10

Meet Pots!

Pots is one of the Marketing Designers at Applaudo



Where are the brand's logos?

Ask Pots

Which colors should we use?

Ask Pots

What fonts are we going to use?

Ask Pots

What do we do if Pots is not here?

...



The Problem?

We lacked a single source of truth



Feedback Form

El objetivo de este formulario es recopilar feedback de miembros del equipo de Applaudo que han trabajado en productos internos y conocer su experiencia en los mismos.

* Required

¿En qué producto de Applaudo trabajaste? *

Your answer

¿Cuál era tu rol en el proyecto? *

☐ UX / UI Designer

☐ Developer

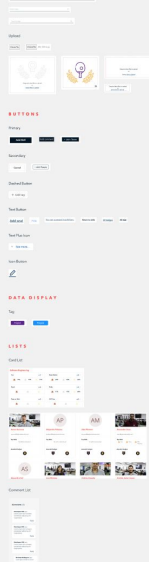
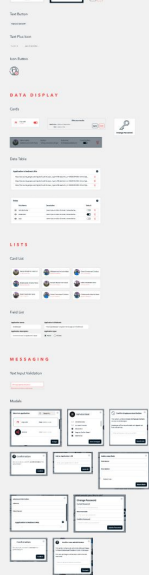
¿Con qué frecuencia tuviste dudas sobre los lineamientos de la marca o de un componente a utilizar? *

☐ Muy poco

☐ A veces

The problem

- Gather feedback




The problem

- Gather feedback
- UI audit

Text Input

Select Menu

 by Name ▾

All teams ▾
Project
Community
WomeninTech
SmachParty

Text Area

Hey! Tell us something about you.

Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tincidunt leo cursus est fringilla pharetra.

Comments

*Optional

Checkbox

☒ Comment on the team

Search Input

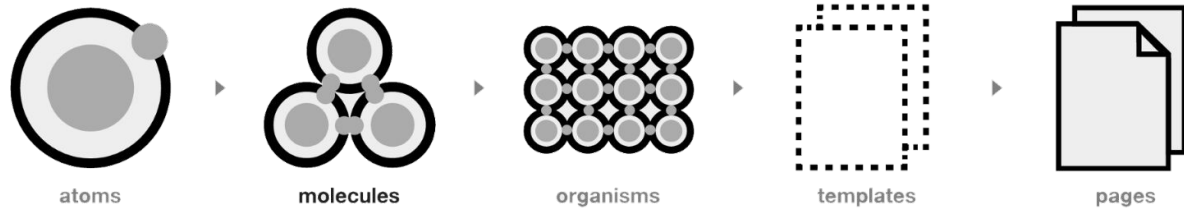
The problem

- Gather feedback
- UI audit

- Gather feedback
- UI audit
- Picking parts exercise

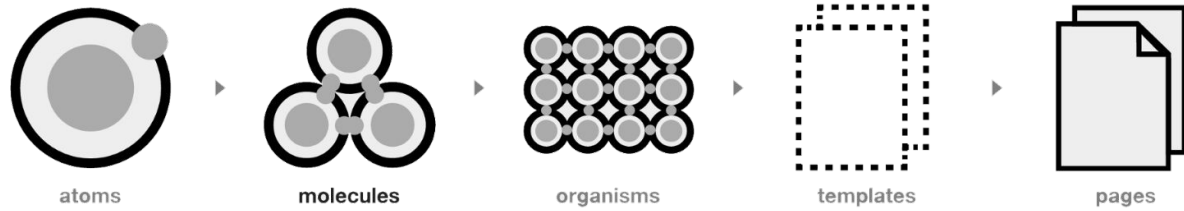


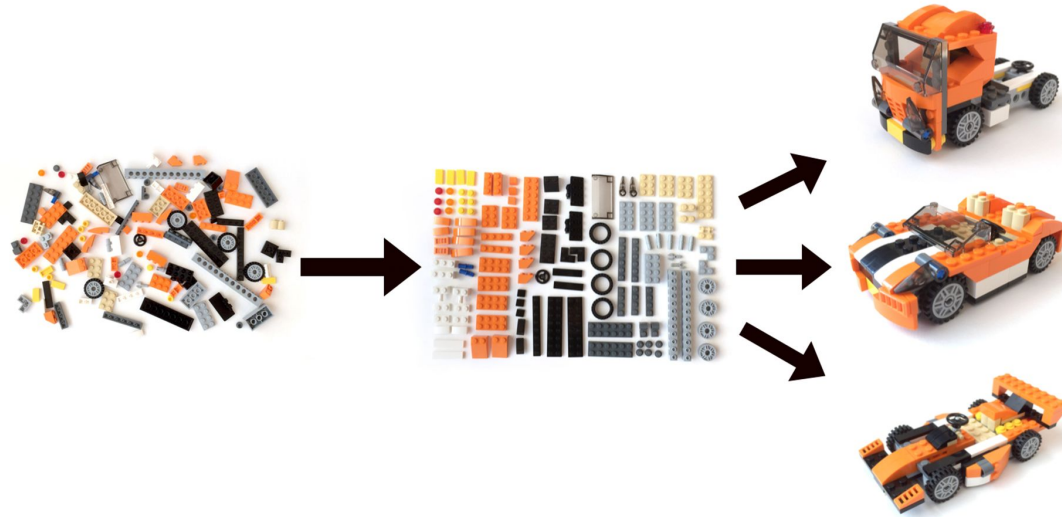
Atomic Design Methodology















Our building bricks



UI colors

UI colors

Layout colors



Denotative colors



Additional colors



Interactive colors



Neutral colors

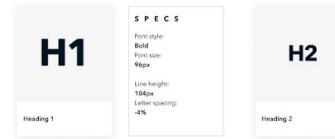


Typography

Typography

Web products

Aa
Avenir Next



QUOTES



1. Atoms

(Foundation)

Color, typography, spacing, elevation, icons.

Modal

Modal

Master

DEFAULT

Modal title x

Modal message goes here.

Secondary Primary

List

TAG

User Name x User Name x Rick Sorkin x Rick Sorkin x

User Name x User Name x Rick Sorkin x Rick Sorkin x

Rick Sorkin x User Name x Rick Sorkin x Rick Sorkin x

CARD

User Name
user@mail.com

User Name

Modals

CHECKBOX LIST

Modal title x

Modal message goes here.

☒ Item 1
☐ Item 2
☒ Item 3
☐ Item 4
☐ Item 5

Secondary Primary

THREE INPUTS

Modal title x

Modal message goes here.

Label

Label

Label

Secondary Primary

AVATAR LIST

Modal title x

Avatar grid (12 items)

Secondary Primary

TAG LIST

Modal title x

Q Search

User Name x User Name x Rick Sorkin x Rick Sorkin x

Rick Sorkin x User Name x

Secondary Primary

BADGE LIST

Modal title x

Q Search

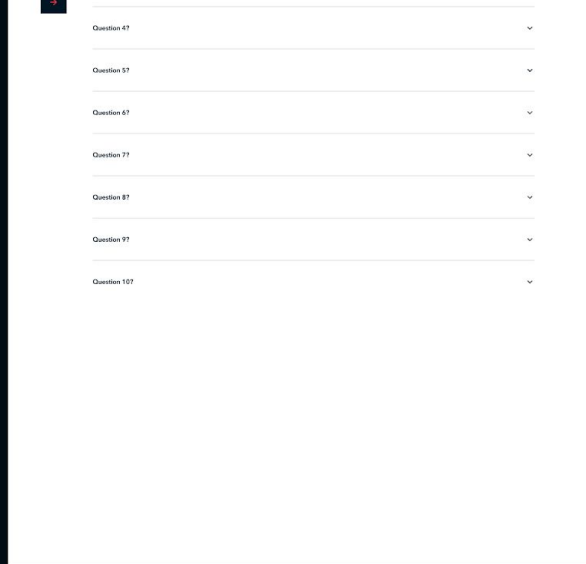
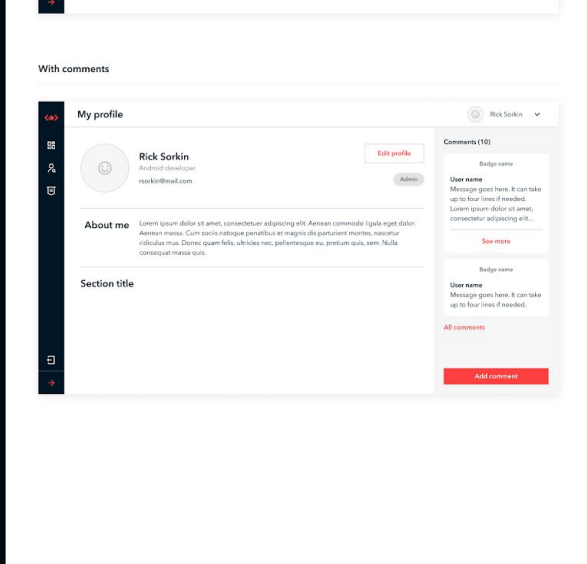
Badge grid (12 items)

1 of 10

Secondary

3. Organisms (Patterns)

Header, footer, toolbar, cards, sidebar menu, modal, etc.



Search Results

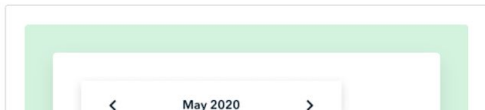
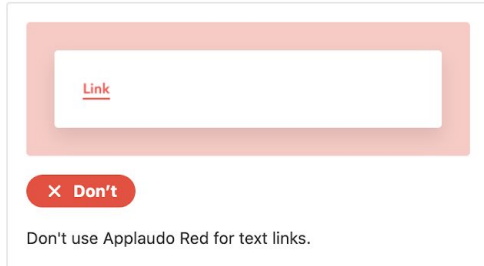
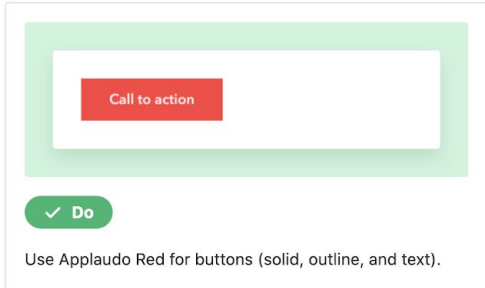
Search Results

4. Templates

Login, about, profile, FAQ, search results, etc.

Color usage

Applaudo Red



Guidelines

Color Should be Purposeful

Communication Through Color
Should be Clear

Contrast is Key

Color usage

Applaudo Red

White

Applaudo Navy Blue

Light Gray

Applaudo Red -1

Applaudo Red +1

Green

Yellow

Error Red

Mid Gray

Charcoal

5. Documentation (Manual)

Design principles, brand voice, do & don't, anatomy, usage, best practices, code, etc.

Resources

Atomic Design

<https://bradfrost.com/blog/post/atomic-web-design/>

By Brad Frost

Interface Inventory

<https://bradfrost.com/blog/post/conducting-an-interface-inventory/>

By Brad Frost

Picking Parts, Products & People

<https://medium.com/eightshapes-llc/picking-parts-products-people-a06721e81742>

By Nathan Curtis

Learnings

1. Understand the problem
2. Focus on creating an MVP
3. Understand the hierarchy of Atomic Design stages
4. Establish cohesion
5. Atomic Design allows us to create a solid foundation to work efficiently as a team

"Atomic design is not a linear process, but rather a mental model to help us think of our user interfaces as both a cohesive whole and a collection of parts at the same time."

– Brad Frost, author of Atomic Design

Next time you have a question...



...you don't have to ask Pots



Thank you!

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