

# Digital product design process.



**Traditional Processes.**

**Dev Tasks**



**Implementation  
and revisions**



**Product Launch**

**Requirements  
docs**



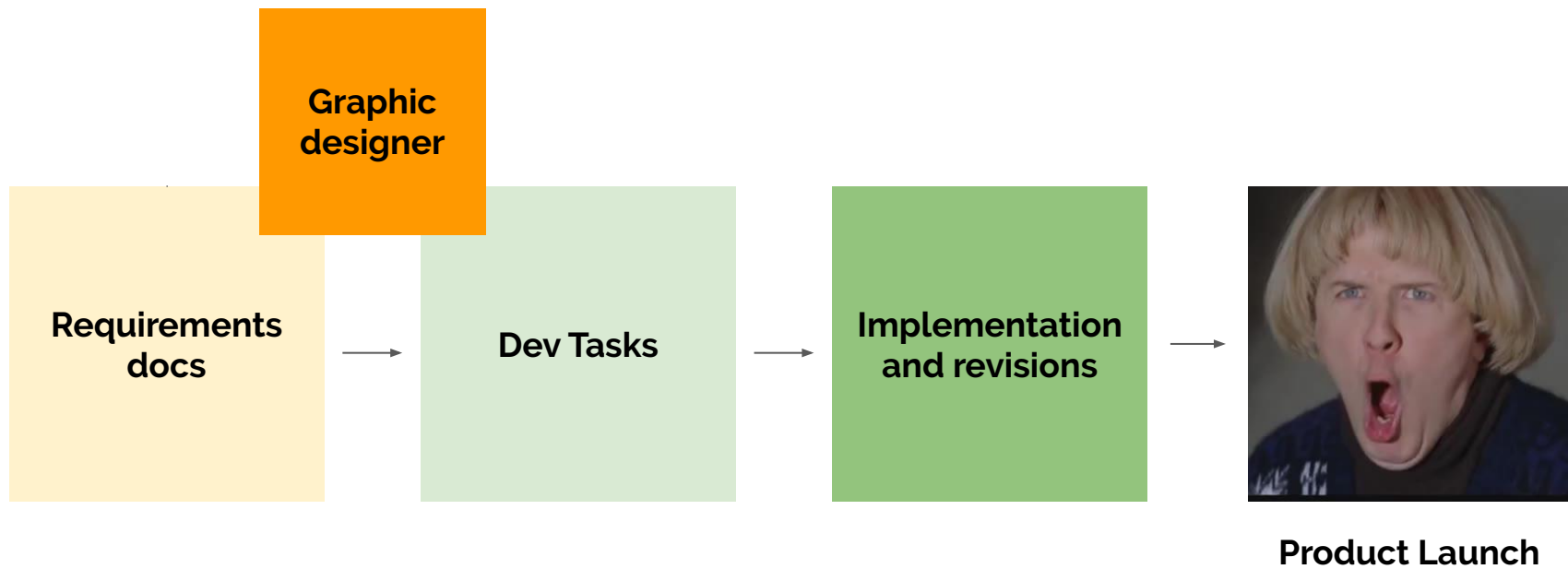
**Dev Tasks**



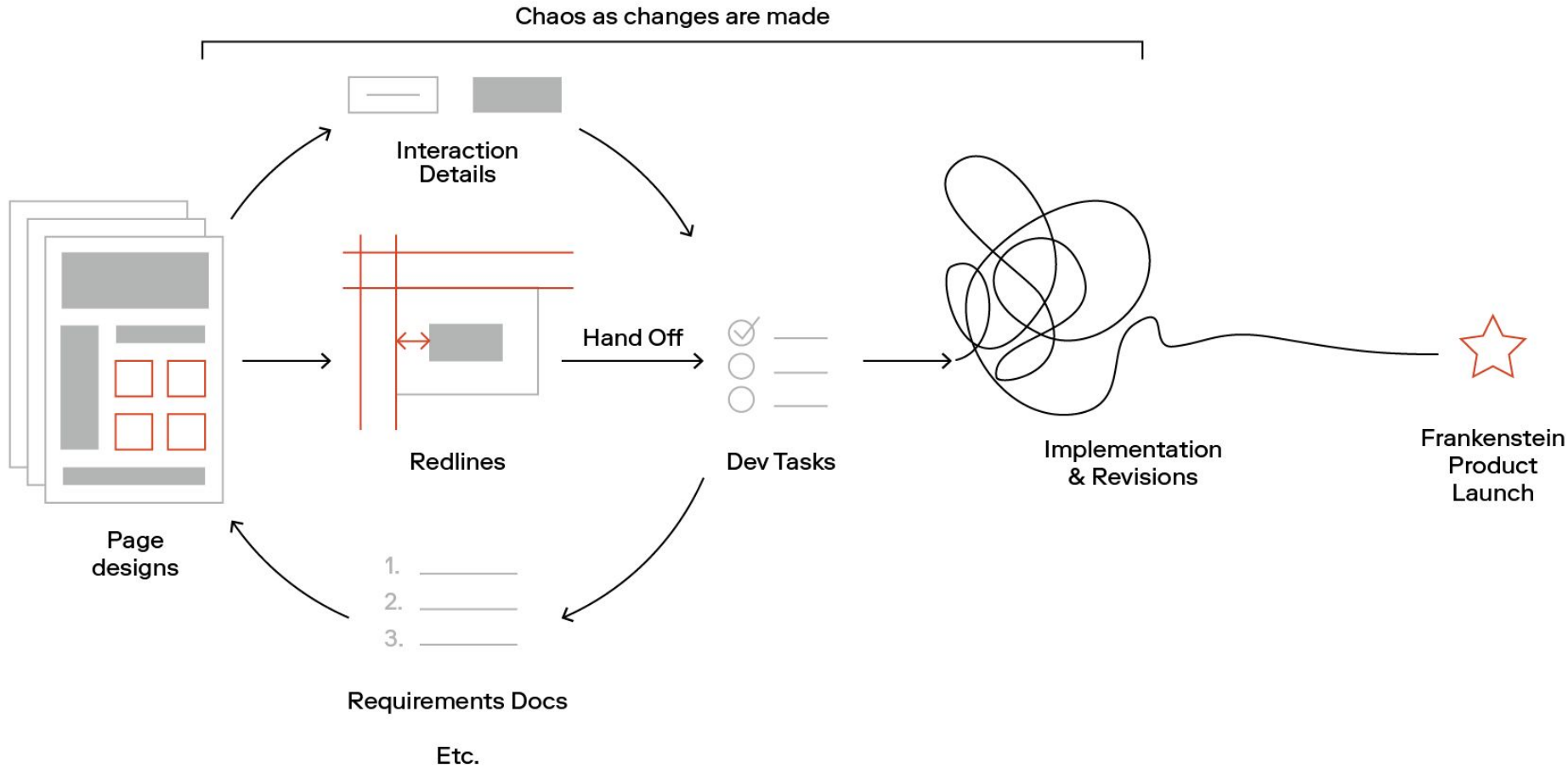
**Implementation  
and revisions**



**Product Launch**



**Actual problems.**



**App are highly dynamic.**



**Developers become blocked  
by designers.**

**The design becomes inconsistent.**

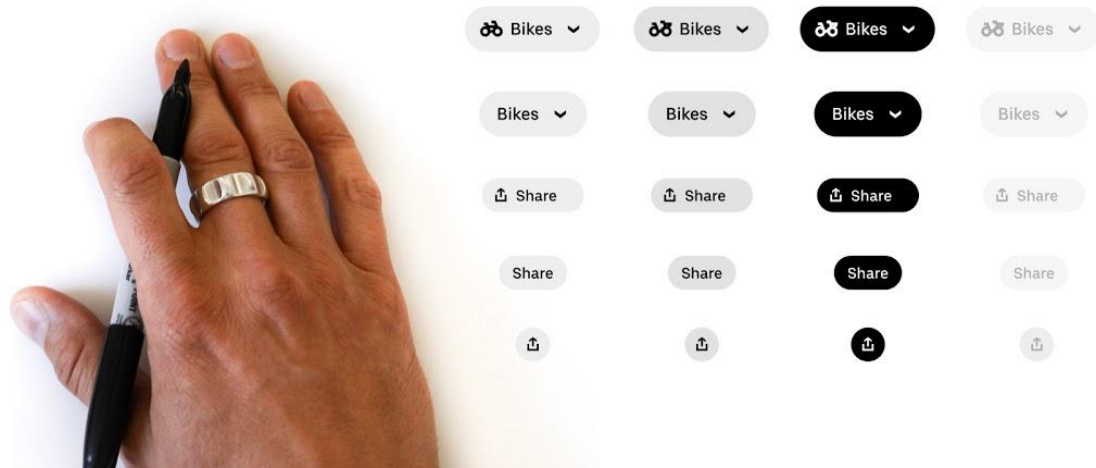
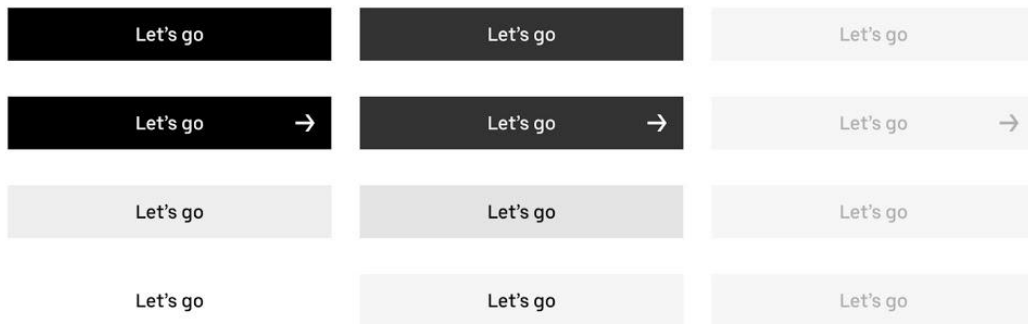
**What does this dropdown  
look like on hover?**

**Maintenance becomes a nightmare.**

# Design Systems.

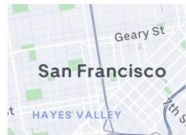
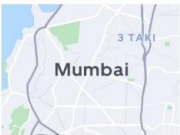












Label

Label

Label



Label



Let's go



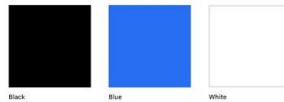
Label



# This is your Base

Spacing X-Small  
16  
Spacing Small  
24  
Spacing Default  
36  
Spacing Large  
48  
Spacing X-Large  
64

## Primary



Pick up

Edit



Drop off

Edit



Contact driver



Label

Font Weight - 500 Medium

## Display

Font Weight - 600 Medium

## Heading

Font Weight - 18/20 Medium

Label

Font Weight - 14/20 Regular

Paragraph

## Secondary



Red

Orange

Green



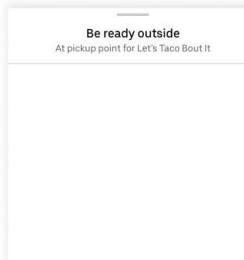
**Location and Time**  
See how our riders ride smarter using our new flow.



**Safety**  
Innovations in Safety occur almost hourly. We take a look.



**Reward**  
How much do our riders love Rewards? We take a deep dive.



Label



Label





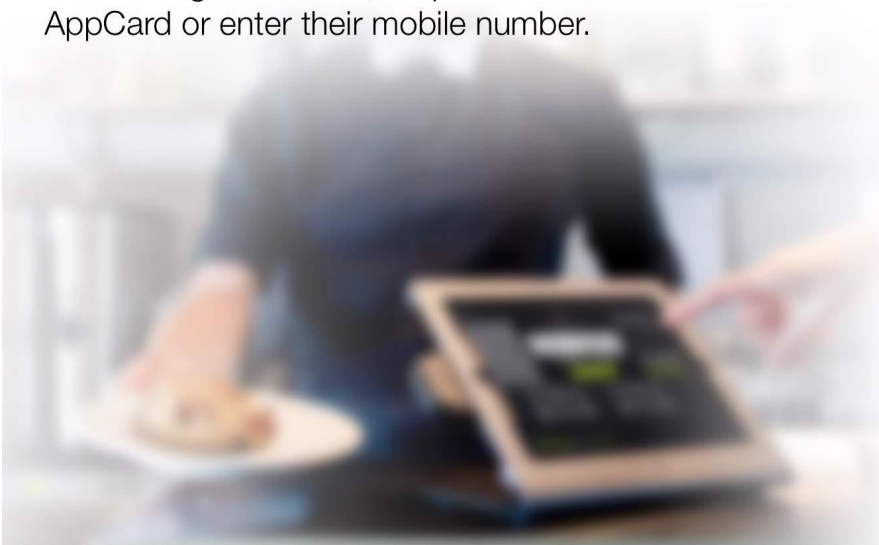
**Teams can iterate  
faster**

**UI for AppCard.**

## Rewards Program

To enroll a new customer, swipe a new AppCard or enter customer's mobile number.

For existing customers, swipe customer's AppCard or enter their mobile number.



Phone Entry

Card Entry

Enter Phone Num...

1

2

3

4

5

6

7

8

9

Clear

0

&lt;-

OK

Broken Coil  
Broken Coil

Settings

Customer Last Visited:

New

(512) 436-6546

member

Points:

0 

No email associated to this account!

Tap to add Email



## Active Offers - Select an offer below to view more details




Buy 9 30 ML juices, get 1 90% off!  
Total Punches Needed: 9   
Remaining Punches: 9



Buy 9 20 ML juices, get 1 90% off!  
Total Punches Needed: 9   
Remaining Punches: 9



Buy 9 50 ML juices, get 90% off!  
Total Punches Needed: 9   
Remaining Punches: 9

Buy 9 100 ML juices, get 1 90% off! (excludes premium juices)

See associate for details.



Redeem Gifts



Redeem Points



Offers

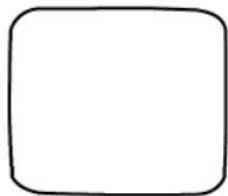


Loyalty Rules

iPod



11:11 AM



Welcome to appcard for  
shopkeep

Need Help? 1(800) 388 - 8433

Appcard is the preferred marketing and  
rewards program for Shopkeep POS

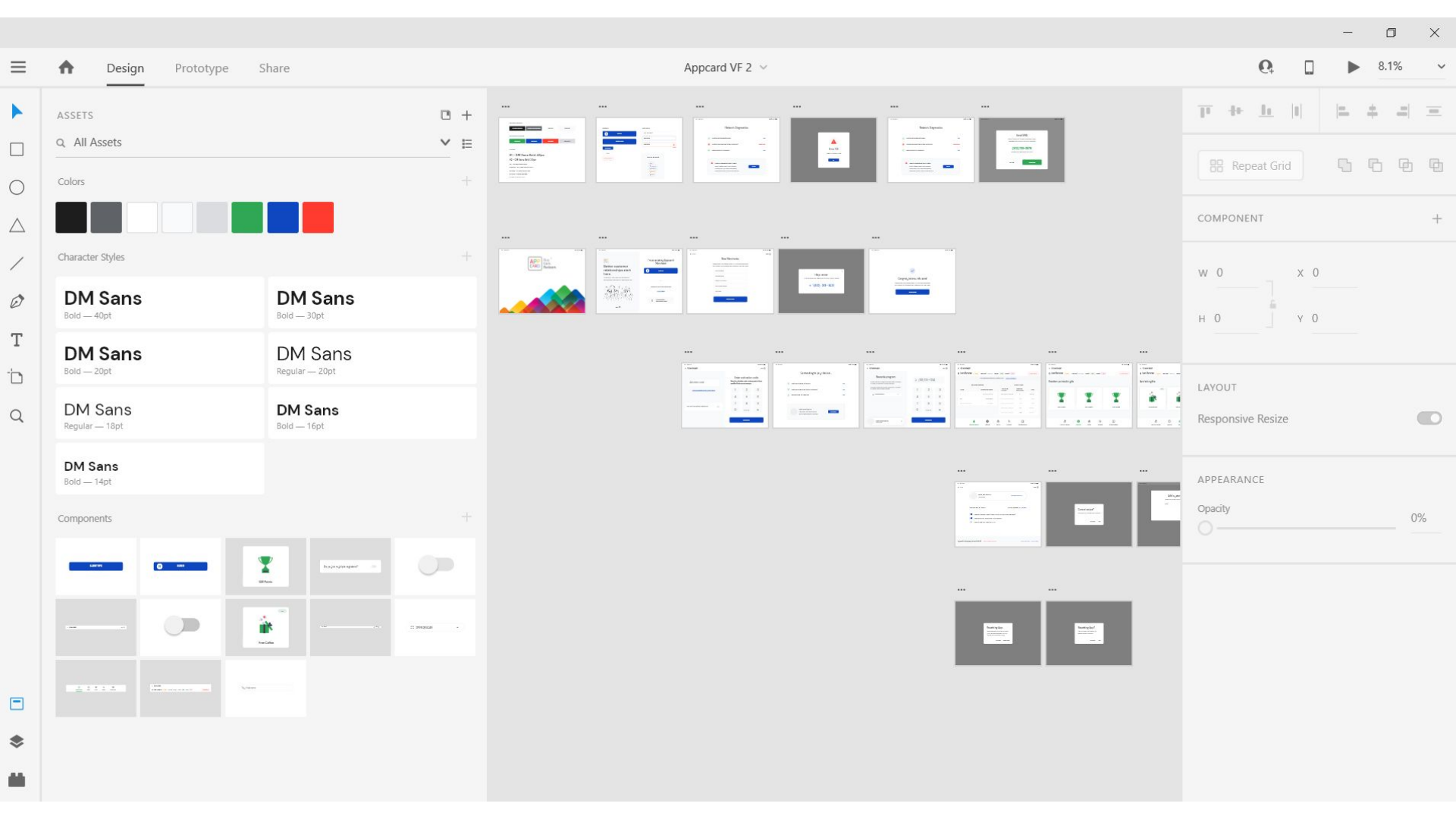


Im an existing AppCard  
Merchant

Learn more about AppCard for my  
business



Are you an AppCard user?  
Download our app!







## Better customer relationships start here.

Appcard is the preferred marketing and rewards program for Shopkeep POS.



Help 

## I'm an existing Appcard Merchant



SIGN IN

Or

## Appcard for your business?

[LEARN MORE](#)



AppCard user?  
Download our app!



👤 Iván Ramírez

🏆 GOLD

Last visit: 7 days ago

Points: 121k

Credit: 0

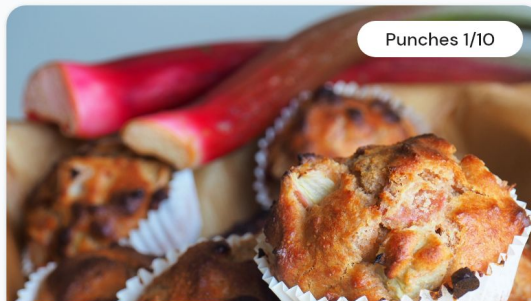
CANCEL SWIPE

## Active offers



Punches 1/10

Earn 200 extra points



Punches 1/10

Free Muffin with your purchase



Free b



LOYALTY RULES



POINTS



GIFTS



OFFERS



STORE CREDIT

**diey.io**

**hello@diey.io**