



Foundations of System Design

By: Ahmad



1



Architecture Flow

www.cognixia.com

2

Architectural Workflow



Role / Concept	Primary Focus	Key Output / Constraint
Business Strategy / Needs	What is the overarching business goal ?	High-Level Requirements and Budget
Solution Architect (SA)	Solving the Business Problem. Choosing the high-level technology and external integration points.	Solution Blueprint (Technology Selection (Vendors, Platforms), Project ROI/Cost Analysis.)
System Architect (SyA)	Defining the Execution Environment. Infrastructure, scaling, security, and integration across the ecosystem.	System Design (System Architecture Diagram, Infrastructure Plan, Network Topology, Security Model).
Software Architect (SWA)	Designing the Internal Structure. Structuring the custom application to meet System Design constraints and NFRs.	Software Architecture (Software Architecture Pattern, Component Diagrams, Coding Standards).
Software Designer / Developer	Implementation Details. Writing the specific code, adhering to the architecture.	Working Code that adheres to the established architecture and standards.
DevOps / Infrastructure Engineer	Implementing the System Design & Deployment Pipelines. Building the environments to host the application.	Deployment Pipelines, Infrastructure-as-Code (IaC).
Operations / SRE	Sustaining Production & Evolution. Monitoring, patching, scaling, and managing deployments in a live environment.	Operational Feedback and System Stability.

www.cognixia.com

3

Architectural Workflow | Skills



Role / Concept	Required Skills	Specific Example Action
Business Strategy / Needs	Business Acumen, Financial Analysis, Stakeholder Management.	Action: Define the need to handle 1 million transactions with 200ms latency and set the Q4 launch date.
Solution Architect (SA)	Domain Modeling, Cloud Strategy, Vendor Evaluation, Cost Management.	Action: Decide to custom build on On-premises or cloud and integrate with the Stripe payment gateway and an external KYC service.
System Architect (SyA)	High-Availability Design, Data Flow Design. Synthesis of: Networking, Security, Platform, Data Management principles from specialists.	Action: Mandate the use of a cross-region Kubernetes cluster and the Cassandra database (for high-speed writes) to meet the availability and throughput NFRs.
Software Architect (SWA)	Design Patterns, Modularity, API Design, Trade-off Analysis, Technical Governance.	Action: Define the application as an Event-Driven Microservices Architecture , ensuring all core services (Payment Processor, Fraud Detection) are stateless and communicate via a message queue.
Software Designer / Developer	Programming Language Proficiency, Unit/Integration Testing, Data Structures & Algorithms, Clean Code Principles.	Action: Write the core <code>processTransaction()</code> code, ensuring it strictly uses the architect-defined message broker interface for outputs and avoids using local server memory for data storage.
DevOps / Infrastructure Engineer	Cloud Computing (GCP), Kubernetes/Docker, Terraform/Ansible, CI/CD Tools.	Action: Use Terraform to provision the cross-region Kubernetes cluster and configure the automated CI/CD pipeline to deploy the microservices into the cluster upon code approval.
Operations / SRE	Observability Tools (Prometheus/Grafana), Incident Response, Automation Scripting, SLO/SLA Definition.	Action: Configure Prometheus to monitor the critical 200ms latency SLO.


4



System Design

www.cognixia.com

5



What is System Design

- **System Design** is the **process** of defining the **architecture, components, modules, interfaces, data flow**, and behaviors of a system to **meet specific business or technical requirements**.
- It is the **bridge between requirements** (*what the product should do*) and **implementation** (*how the code actually works*).
- It **focuses** on **how to build a system that is**:
 - Scalable
 - Reliable
 - Secure
 - Maintainable
 - Efficient
- It **involves translating business needs** into a **technical blueprint** that guides developers, architects, and engineers.
- **System Design answers the question** → “How do we build a system that can **handle millions of users**, stay **available 99.99%** of the time, **respond in <200ms**, and **scale** when **traffic 10x overnight**?”

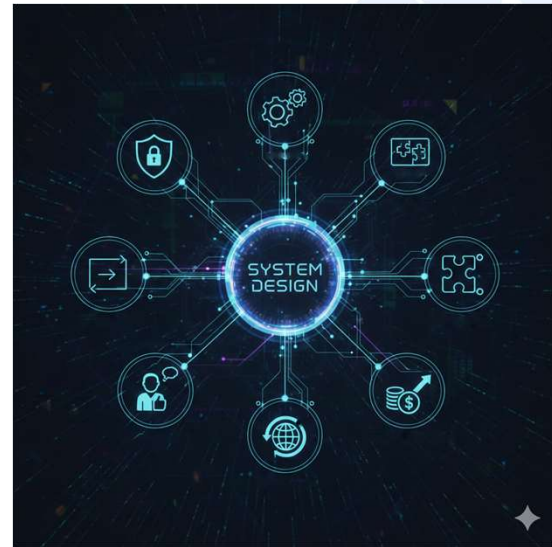
www.cognixia.com

6

System Design | Key Elements



- **Architecture**
 - The conceptual model that defines the **overall structure** (e.g., *monolithic, microservices, client-server*).
- **Components/Modules**
 - The **individual building blocks** (like *databases, servers, load balancers, caches, and message queues*) and their specific responsibilities.
- **Interfaces**
 - How **components communicate** with each other (e.g., *APIs, protocols*).
- **Data Flow**
 - How **data is stored**, managed, and **travels** through the system.



www.cognixia.com

7

Pillars of Design



www.cognixia.com

8

What is Pillars of Design



- **System design** is **built** upon **two distinct**, yet complementary, types of requirements:
 - **Functional Requirements (FRs)**
 - **Focus:** What the **system** should **do**
 - **Role:** Defines **core** features and **business** logic
 - **Non-Functional Requirements (NFRs)**
 - **Focus:** How the **system** should **perform**
 - **Role:** Defines **quality** attributes, **performance**, **behavior**, **scalability**, **reliability**, **security**
- **Together**, they **define** what a system must do and how well it must do it, **forming** the **complete** **specification** for the **architecture**.



www.cognixia.com

9

Functional Requirements (FR)



- These describe **what the system does** — specific actions, features, or behaviors the system must perform.
- They define **business logic**, **use cases**, and **user expectations**.
- **Examples:**
 - **Banking App:** **User** should be **able to transfer money** between accounts
 - **E-commerce:** System should **allow customers to add items** to a **cart**
 - **WhatsApp:** System should **deliver real-time messages**
 - **Netflix:** Should allow **users** to **search** and **stream movies**
 - **Immigration Portal:** **Users** should **upload documents** and track application status
- **Real-Life Analogy**
 - In a **restaurant:** **Taking orders**, **cooking food**, **billing** → These are **functional requirements** (core functions).

www.cognixia.com

10

Non-Functional Requirements (NFRs)



- Non-Functional Requirements **define** the **quality attributes, constraints, and operational characteristics** of the system.
- They **specify** the criteria used to judge the **operation of a system**, rather than specific behaviors.
 - **Focus:** How the **system should perform**.
 - **Nature:** Broad, often **involving trade-offs**, and critical to overall user satisfaction and business success.
 - **Goal:** To **satisfy** the **technical** and quality **needs** of the system owners and users.
- **Real-Life Analogy:**
 - In a **restaurant**:
 - How fast food is served
 - Cleanliness
 - Hygiene
 - Customer service quality
 - These **do not affect what** is done **but affect how well it is done**.

www.cognixia.com

11

NFRs | Components



NFR Category	Description	Example	Components / Tools to Use
Performance	Speed & responsiveness	Response < 2 sec	Caching (Redis, Memcached), CDN (CloudFront, Akamai), Load Balancer
Scalability	Handle growth in traffic/users	Handle 1M users	Auto Scaling (AWS ASG, Kubernetes HPA), Microservices, Message Queue (Kafka, RabbitMQ), Database Sharding , Stateless Services, Containerization (Docker, K8s)
Availability	System uptime (fault tolerance)	99.99% uptime	Multi-Zone Deployment , Load Balancer (ALB, NLB), Health Checks, Failover, Replication, Auto-Healing, Backup & Recovery
Reliability	Works without failure	No message loss	Distributed Queues (Kafka, SQS), Replication, Acknowledgement Systems, Idempotency, Retry Policies , Circuit Breaker (Hystrix)
Security	Data protection and secure access	Encryption, MFA	IAM , OAuth2, JWT, WAF , Firewall , HTTPS/TLS, Data Encryption (KMS), Key Vault
Maintainability	Easy to modify, fix, or enhance	Modular microservices	Microservices Architecture, APIs , CI/CD , Containerization, Version Control (Git), Terraform / IaC, Clean Code Principles
Usability	Ease of use and UI experience	Smooth checkout	Responsive UI/UX, UI Frameworks (React, Flutter), Accessibility (WCAG), Consistent Design, A/B Testing , UX Research
Compliance	Follow legal and industry standards	GDPR, HIPAA	Audit Logs, Data Masking , Encryption , IAM, Compliance Certifications, Legal Mapping, Consent Management
Interoperability	Work with other systems	API integration	API Gateway , REST/gRPC, Webhooks, Enterprise Integration Patterns

12

NFRs | Example



Requirement	Solution	Components
Fast product pages	Use caching	Redis, CDN
Handle festival sale traffic (10x users)	Auto-scale services	Kubernetes, Load balancer
No downtime during order processing	Fault tolerance	Active-active clusters, replication
Secure payments	Encrypt, MFA	TLS, OAuth2, PCI-DSS
Multiple devices (mobile, web, tablet)	Interoperability	API Gateway, REST

www.cognixia.com

13



Technical Blueprint

www.cognixia.com

14

Business Vision to Technical Blueprint



- In system design and software architecture, one of the most crucial roles is **bridging the gap between business goals and technical implementation**.
- This process ensures that **what the business wants** becomes **what the engineering team builds** — accurately, efficiently, and strategically.
- **What Is Business Vision**
 - **Business vision defines:**
 - **What the company wants to achieve**
 - **Target customers**
 - **Value proposition** (*why users will use the product*)
 - **Business goals** (*increase revenue, reduce cost, improve efficiency, etc.*)
 - **Example:** *"We want to build a scalable e-commerce platform that supports millions of users and provides 24/7 availability."*

www.cognixia.com

15

Vision to Blueprint ... continue



- **What Is a Technical Blueprint**
 - Technical Blueprint is the **system design and architecture plan** that translates business expectations into a **technical structure**.
 - **It includes:**
 - **System architecture** (*Monolith, Microservices, Serverless, Event-driven*)
 - **Technology stack** (*Databases, Cloud services, APIs, CDN*)
 - **NFR mapping** (*Scalability, Security, Performance*)
 - **Data flow, integrations, components, deployment architecture**
 - **Governance and compliance** (*GDPR, HIPAA, PCI-DSS*)

www.cognixia.com

16

Online Grocery Delivery | Business Idea



Business Goal	Technical Translation (Blueprint)
Handle 1M daily users	Use CDN, Load Balancers, Auto-scaling, Microservices
Should be available 24/7	Use multi-region deployment, failover, 99.99% uptime
Should be secure	OAuth2, JWT, WAF, Encryption, MFA, API Gateway Security
Fast page load (<2 sec)	Use caching (Redis), compressed images, SSR, CDN
Support multiple payment methods	API integration with Razorpay, Stripe, PayPal
Business wants real-time order tracking	Use WebSockets, Kafka, GPS integration

www.cognixia.com

17

HLD vs LLD



www.cognixia.com

18

Design Approaches: HLD vs LLD



- System Design involves two major stages:
 - **High-Level Design (HLD)** — *Architectural blueprint*
 - **Low-Level Design (LLD)** — *Detailed technical implementation*
- Both are **essential** but **used at different stages** and by different roles (*architects, designers, developers*).
- **HLD and LLD are sequential and hierarchical:**
 - **HLD is performed first:**
 - It **creates** the **container** and the **boundary** for the **entire system**.
 - The **output** of the **HLD** (*the system architecture and component list*) **becomes** the **input** for the **LLD**.
 - **LLD is performed next:**
 - The **LLD** then **specifies** the **internal workings** of **each individual component** defined in the **HLD**.
- **Workflow:**
 - Requirements → HLD → LLD → Development → Testing → Deployment

www.cognixia.com

19

HLD vs LLD | Comparison



Feature	High-Level Design (HLD)	Low-Level Design (LLD)
Purpose	System overview & architecture	Detailed internal design
Focus	What the system will do	How it will be implemented
Scope	Entire system / components	Individual modules & classes
Audience	Architects , stakeholders, tech leads	Developers , testers
Abstract	Conceptual , abstract	Detailed , technical
Output	Architecture diagrams , tech stack, data flow	Class diagrams , APIs, DB schema , pseudocode
Includes	Microservices, load balancing, caching, databases, messaging	Class design, functions, data structures, logic
Flexibility	Open for discussion	Mostly final & implementable
Example	Use API Gateway, Redis caching	Define API endpoints, DB tables, class methods

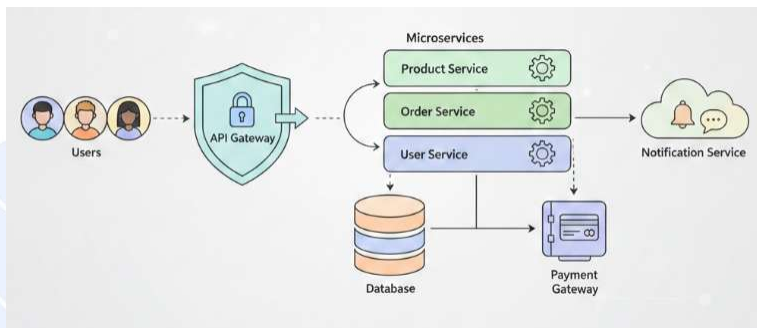
www.cognixia.com

20

High-Level Design (HLD) | Architect's View



- **Objective:** Provide the **big-picture architecture** of the system.
- **HLD Example Diagram (E-commerce)**
 - Users → API Gateway → Microservices → Database → Payment Gateway → Notification Service



www.cognixia.com

21

Low-Level Design (LLD) | Engineer's View



- **Objective:** Convert HLD into **detailed implementation plans**.
- **LLD Example:**
 - **Login API Schema** (*HTTP POST request to an API endpoint used for user login*)

```
POST /api/login
{
  "email": "user@example.com",
  "password": "123456"
}
```

- **Database User Table** (*Table stores information about users in a system*)

Field	Type	Description
user_id	int	Primary key
email	varchar	Unique email
password_hash	varchar	Encrypted password
last_login	datetime	Last login timestamp

www.cognixia.com

22

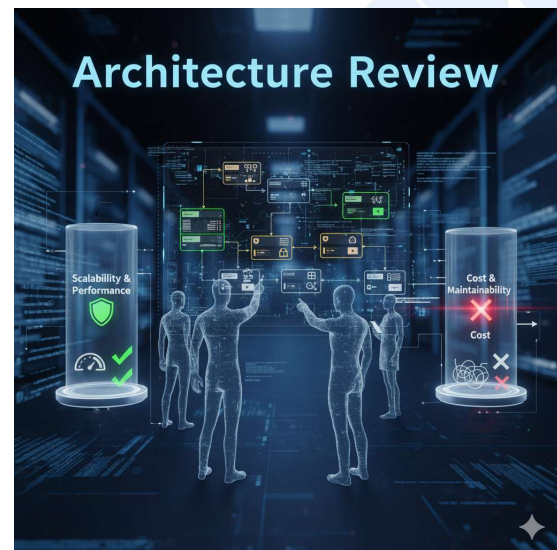
Architecture Reviews

www.cognixia.com

23

Architecture Reviews

- An architecture review is a **systematic evaluation** of a **software system's architecture** to ensure it **meets functional and non-functional requirements**, adheres to best practices, and aligns with business goals.
- An effective review ensures that the **proposed architecture** is **fit for purpose**, feasible, and robust **before** significant **development** effort is invested.
- **Purpose**
 - **Identify risks**, gaps, and potential problems early.
 - Ensure the **architecture supports scalability, maintainability, performance, security, and cost-effectiveness**.
 - Promote knowledge sharing and **consensus among stakeholders**.



www.cognixia.com

24

Architecture Review | Steps



Step	Method	Description / Actions	Tips / Examples
1	Define Objectives and Scope	<ul style="list-style-type: none"> Identify why the review is needed (<i>early design check, pre-release evaluation, post-implementation audit</i>). Define which parts of the architecture will be reviewed (<i>components, interfaces, data flows, scalability, security, etc.</i>). 	Example: Reviewing a new microservices system before production deployment.
2	Prepare Documentation	<ul style="list-style-type: none"> Collect all relevant artifacts: architecture diagrams (<i>component, deployment, data flow</i>), design documents, functional & non-functional requirements, technology stack and decisions. 	Well-prepared documents make the review efficient and focused .
3	Assemble the Review Team	<ul style="list-style-type: none"> Include diverse stakeholders: software architects, developers/tech leads, QA/testing engineers, operations/DevOps, business representatives (<i>if needed</i>). 	Goal: Ensure all perspectives are considered (technical, operational, business).
4	Conduct the Review	<ul style="list-style-type: none"> Walkthrough the architecture step by step. Ask critical questions: scalability, performance, maintainability, security, cost, risk. Use techniques like checklists, scenario-based analysis, or questionnaires. 	Consider alternative approaches to compare pros and cons.
5	Document Findings and Recommendations	<ul style="list-style-type: none"> Record strengths, weaknesses/risks, and suggested improvements or design changes. 	Prioritize issues based on impact and urgency.
6	Follow-Up	<ul style="list-style-type: none"> Assign action items to responsible teams. Track progress and ensure recommended changes are implemented. Schedule re-review if needed. 	Especially important for critical systems.

25

Architecture Decision Records

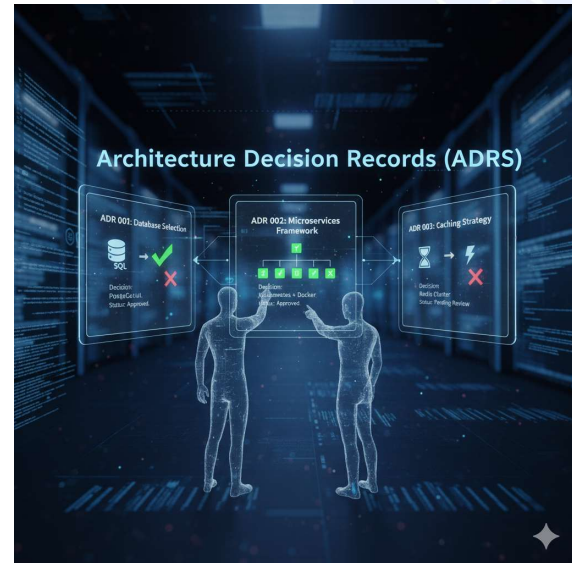

www.cognixia.com

26

Architecture Decision Records (ADRs)



- An Architecture Decision Record (ADR) is a **written document** that **captures important architectural decisions** made during a software project.
- It **records what decision was made, why it was made, what alternatives** were considered, and the consequences.
- **Purpose:**
 - Provides **historical context** for **architectural choices**.
 - Ensures **transparency** and **knowledge sharing** among **team members**.
 - Helps **new team members** understand **why the system is designed a certain way**.
 - Supports **future decision-making** and reduces repeated debates.



27

ADR | Components



- While **formats vary**, an effective ADR typically follows a consistent, **structured template** to ensure **all necessary context is captured**.

Component	Description	Purpose / Example
Title	A clear, concise name of the decision .	<ul style="list-style-type: none"> • Makes it easy to identify the decision quickly. • Example: <ul style="list-style-type: none"> • Choose Database for E-commerce System
Status	Current state of the decision: proposed, accepted, deprecated, or superseded.	<ul style="list-style-type: none"> • Helps track which decisions are active or outdated. • Example: <ul style="list-style-type: none"> • Accepted
Context	Background information and reasons why the decision is needed .	<ul style="list-style-type: none"> • Provides rationale and problem description. • Example: <ul style="list-style-type: none"> ○ The system needs to handle a high volume of transactions, maintain inventory consistency, and support reporting queries. ○ Team has experience with SQL and NoSQL databases.

www.cognixia.com

28

ADR | Components ... continue



Component	Description	Purpose / Example
Decision	The actual choice made .	<ul style="list-style-type: none"> Clearly states what was decided. Example: <ul style="list-style-type: none"> Use PostgreSQL as the primary database for transactional data and Redis for caching frequently accessed data.
Alternatives Considered	Other options evaluated and why they were rejected.	<ul style="list-style-type: none"> Shows that multiple approaches were considered and why the chosen solution was selected. Example <ul style="list-style-type: none"> MySQL: Pros – widely used, mature; Cons – less advanced features for complex queries. MongoDB: Pros – flexible schema; Cons – eventual consistency issues for critical transactions. Cassandra: Pros – highly scalable; Cons – complex setup and operational overhead.

www.cognixia.com

29

ADR | Components ... continue



Component	Description	Purpose / Example
Consequences	Positive and negative outcomes of the decision , including impact on performance, cost, maintainability, and scalability.	<ul style="list-style-type: none"> Helps assess risks, trade-offs, and future impact. Example: <ul style="list-style-type: none"> Pros: Strong ACID compliance for transactions, familiar tooling, good community support. Cons: Vertical scaling may be needed as load increases; caching logic must be implemented for high read performance.
Date	When the decision was made.	<ul style="list-style-type: none"> Provides a timeline and helps in historical context. Example: <ul style="list-style-type: none"> 24-Nov-2025
Authors / Stakeholders	Who made or contributed to the decision.	<ul style="list-style-type: none"> Ahmad Majeed Zahoory (Architect) Tech Leads DBA Team

www.cognixia.com

30

ADR | Example



Architecture Decision Record (ADR 007)

- **Title:** Implement Load Balancer Health Checks and Failover for API Gateway HA
- **Status:** Accepted
- **Context:**
 - The **API Gateway** is a **single point of failure** and must **maintain high availability (HA)** to guarantee **service uptime**.
 - We need an HA solution that is **simple to implement, leverages standard cloud tooling**, and provides **near-instantaneous failover**. We are evaluating two options: a simple Load Balancer (LB) approach or a complex Active-Passive cluster.
- **Decision:**
 - We will **implement HA** for the **API Gateway** by **placing two identical instances** behind a **Load Balancer** configured **with health checks** and **automatic traffic routing (Failover)**.
- **Alternatives Considered:**
 - **Primary/Secondary Active-Passive Cluster**
 - **Ruled out** due to significantly **higher complexity** in **setup**, configuration, and monitoring, as well as custom failover logic.

www.cognixia.com

31

ADR | Example ... continue



- **Consequences:**
 - **Positive:**
 1. **Zero Downtime on Failure:** The **LB** **automatically detects** a **failed instance** and **routes traffic** to the healthy one immediately, providing fast recovery time.
 2. **Operational Simplicity:** This method uses native, **managed cloud services** (Load Balancer), **reducing operational overhead** and custom scripting.
 3. **Scalability Path:** This architecture **easily supports scaling up from 2 to N instances** (Active-Active) when traffic demands increase.
 - **Negative/Trade-offs:**
 1. **Resource Waste:** In a **2-server setup**, **one server** is **technically idle during normal operation**, running up unnecessary compute costs compared to an Active-Active setup.
 2. **Complexity for Stateful Services:** If the **API Gateway** were **stateful** (it is currently stateless), this approach would **require sticky sessions**, adding complexity (but for stateless it's fine).
- **Date:** 24-Nov-2025
- **Authors / Stakeholders:** Ahmad Zahoory, Database Architects, Tech Leads

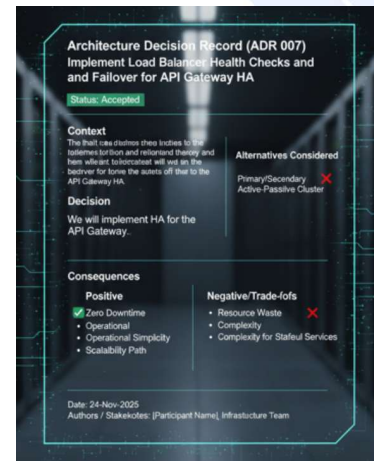
www.cognixia.com

32

ADR | Example ... continue

- **Sample**

- The image is designed to look like a **digital document** or a well-structured **meeting output**, emphasizing **clarity** and organization



www.cognixia.com

33



34