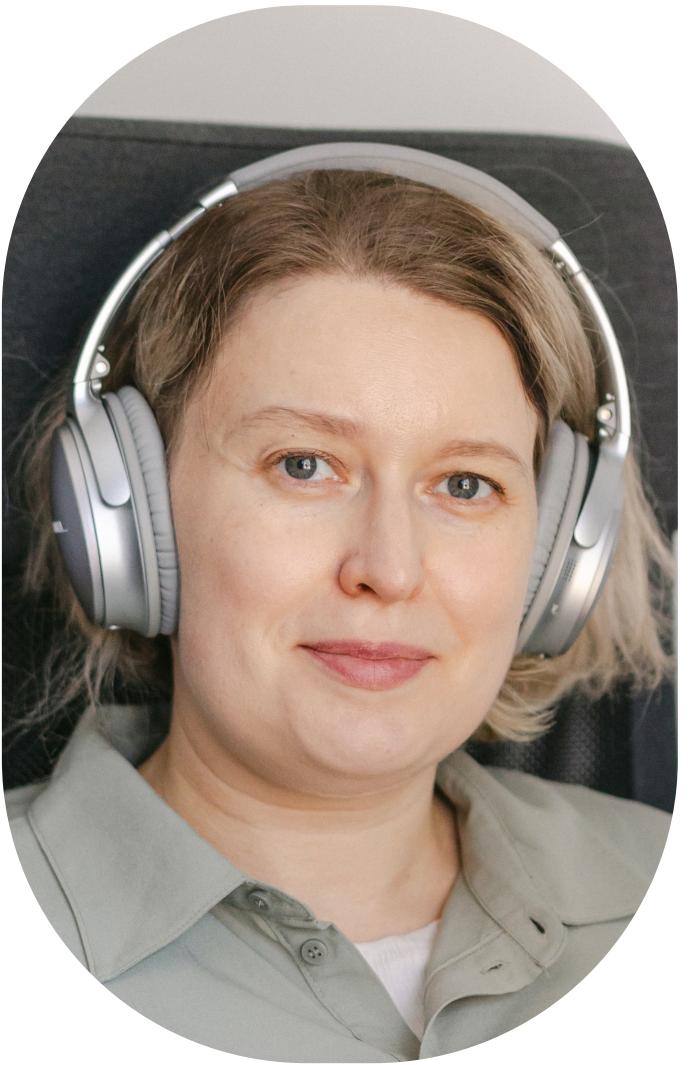


From Survival to Growth: Enhancing Design Systems via Seamless Collaboration

Hi first



Varya Stepanova
Design System Architect
@Bridge-the-Gap.dev



Irina Illstrova
Senior Design System Engineer
@Bridge-the-Gap.dev

Who are we?

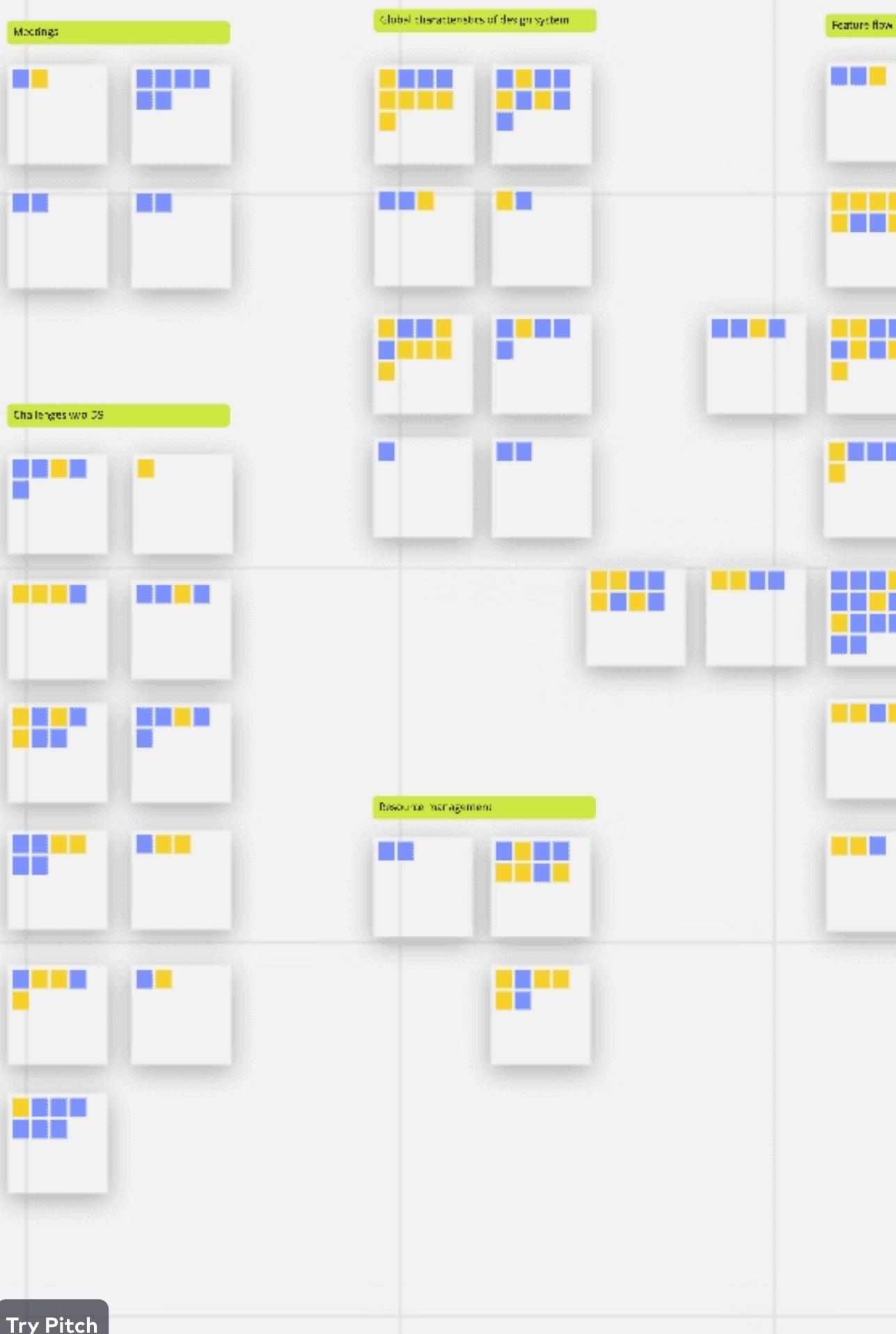


Bridge the gap



bridge-the-gap.dev

Bridging the Gap: Crafting Seamless Collaboration in Design Systems



Our research

- 30+ interviews with design systems people (designers/developers)
- 300+ stickies on miro board, categorised under 15 topics

Sample questions:

- How often do you communicate with people of another discipline?
- What problems do you face during your collaboration?
- How do you arrange handover?
- How you prioritize tasks?
- What helps you to ensure seamless communication?
-

Research results

Design

system is

not a product

Business doesn't understand the value

Lack of governance

Lack of resources

Designs are not implemented
No motivation to improve

Scalability

Non-qualified team

Lack of communication

No effective processes

No knowledge sharing

Tooling

DS is treated as UI kit

Misaligned designs and code

No time for maintenance

Lack of contributions

Team changes too often

Adoption challenges

Collaboration difficulties

No interest

Legacy code

Maintaining consistency

DS needs not communicated

Lack of participation

Overthinking

Overengineering

DS team work in silos

Inconsistent documentation

Chaotic handover
Lack of clear goals

What Should We Do?



A photograph of four business professionals in an office environment. A man in a dark suit and patterned tie is suspended by his tie from a ceiling fixture, looking up. A woman in a grey blazer and purple glasses is leaning over him, holding a pen and paper. Another woman in a white blouse is also leaning over the desk. A fourth person's head is visible at the bottom of the frame. The background shows office windows and blinds.

Design System is not recognized

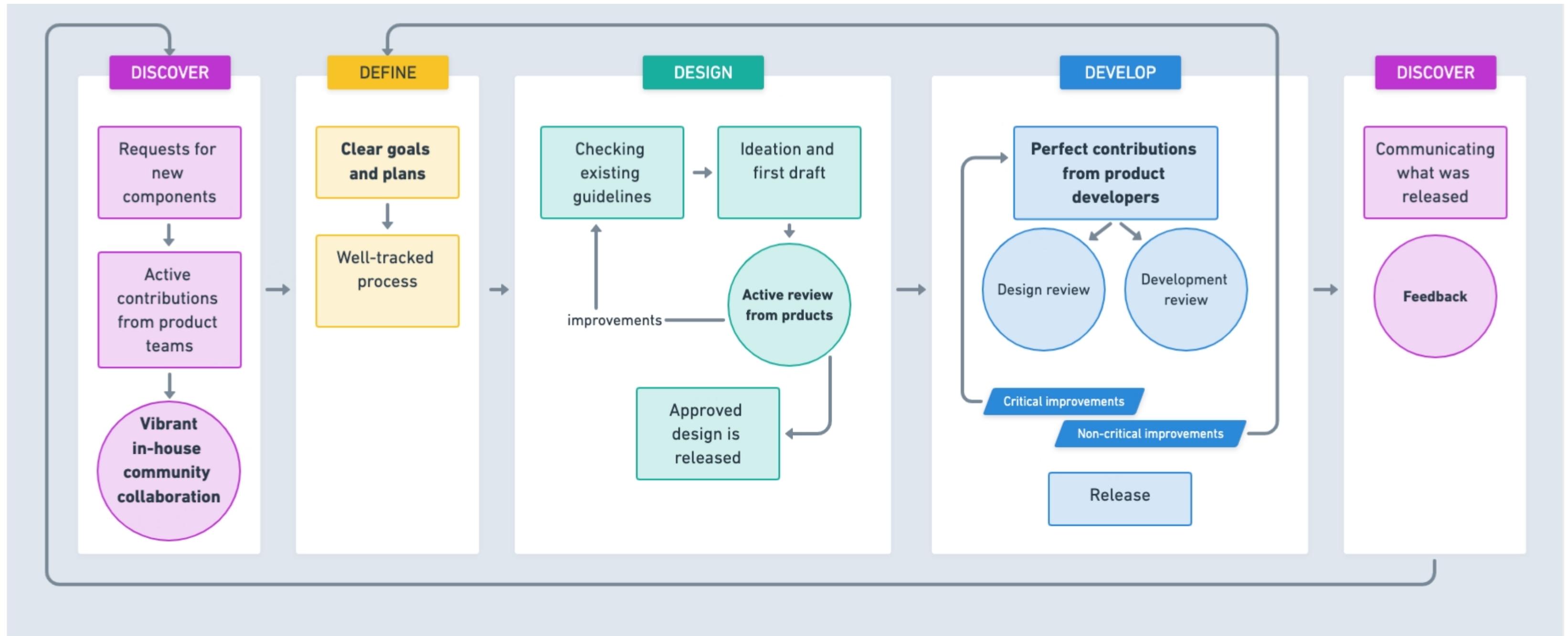
as a PRODUCT

because of

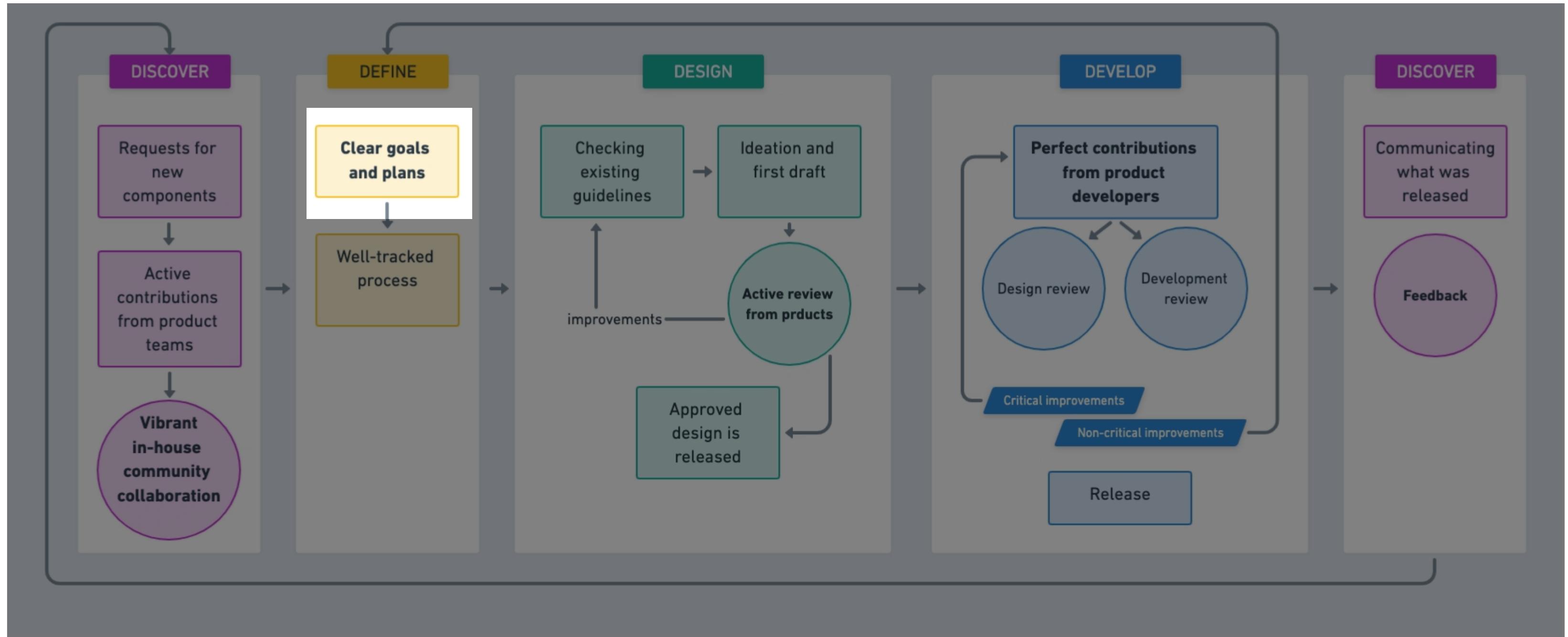
**COLLABORATION
BREAKDOWNS**

From Survival to Growth: Enhancing Design Systems via Seamless Collaboration

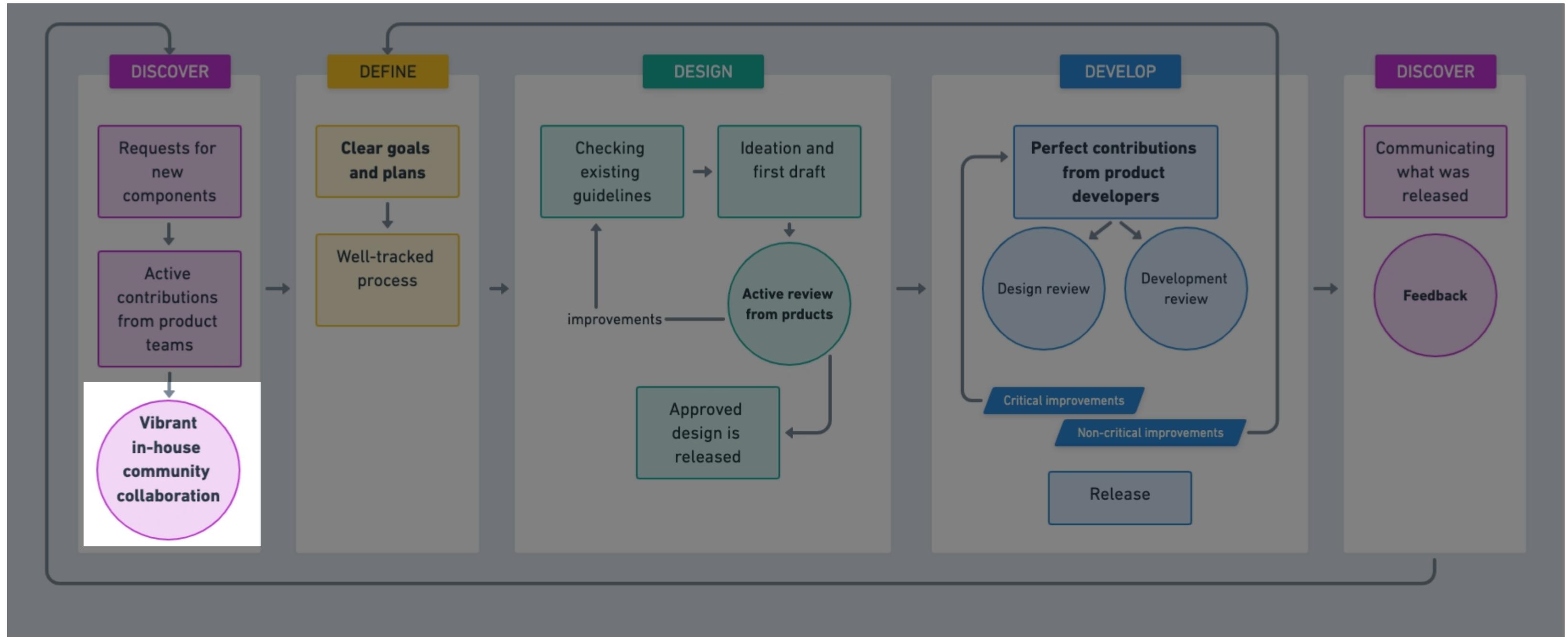
This is what we want



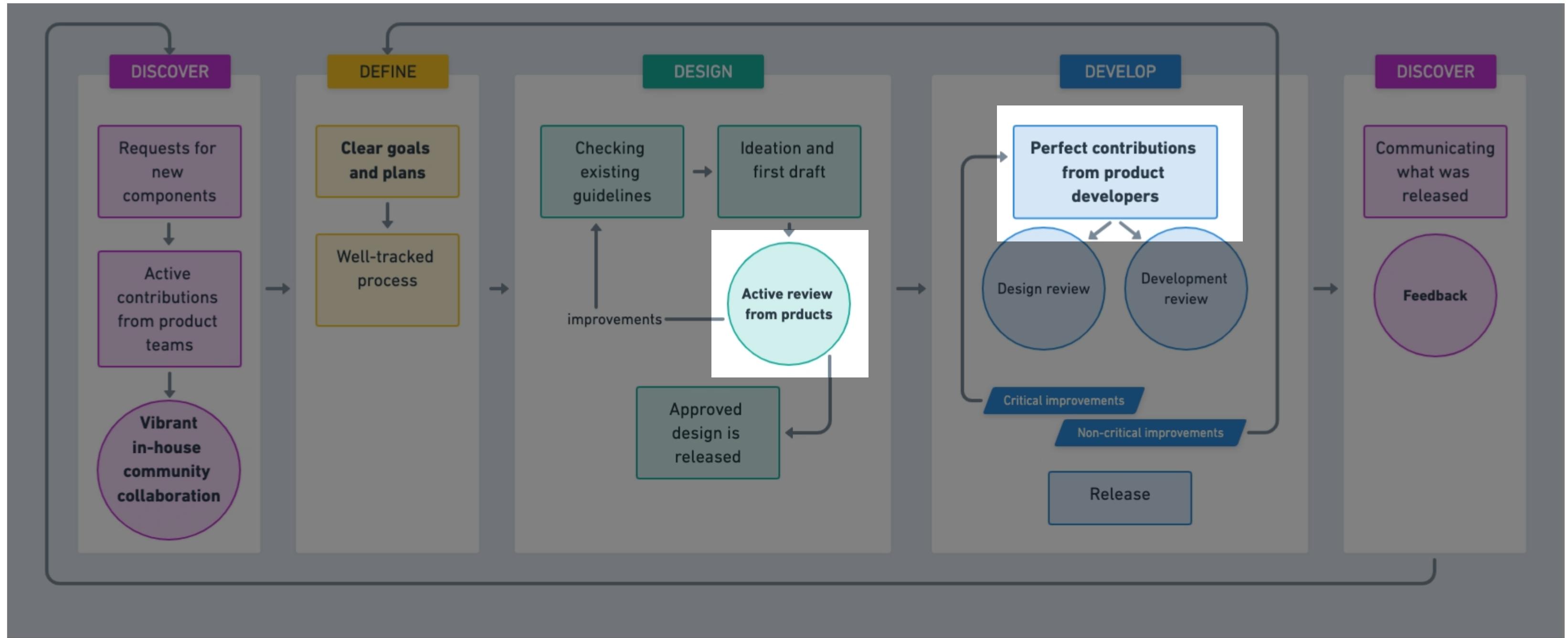
This is what we want



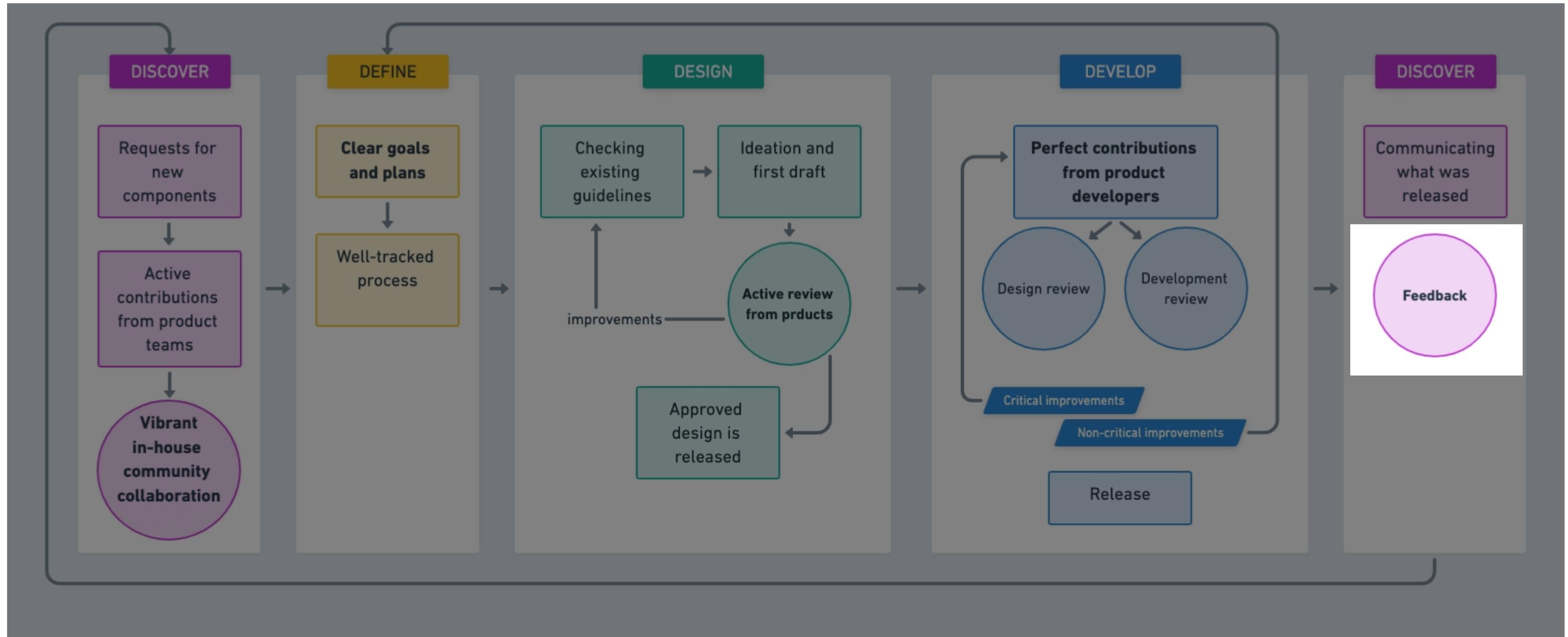
This is what we want



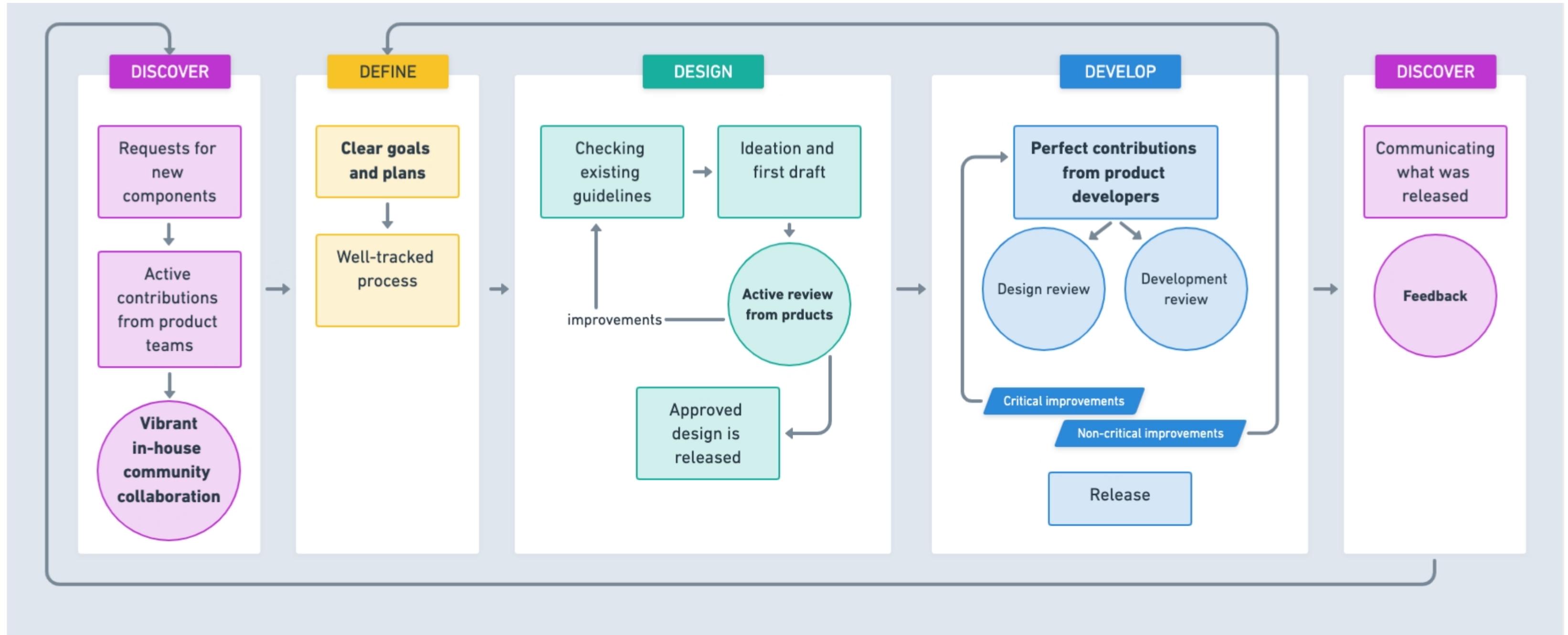
This is what we want



This is what we want

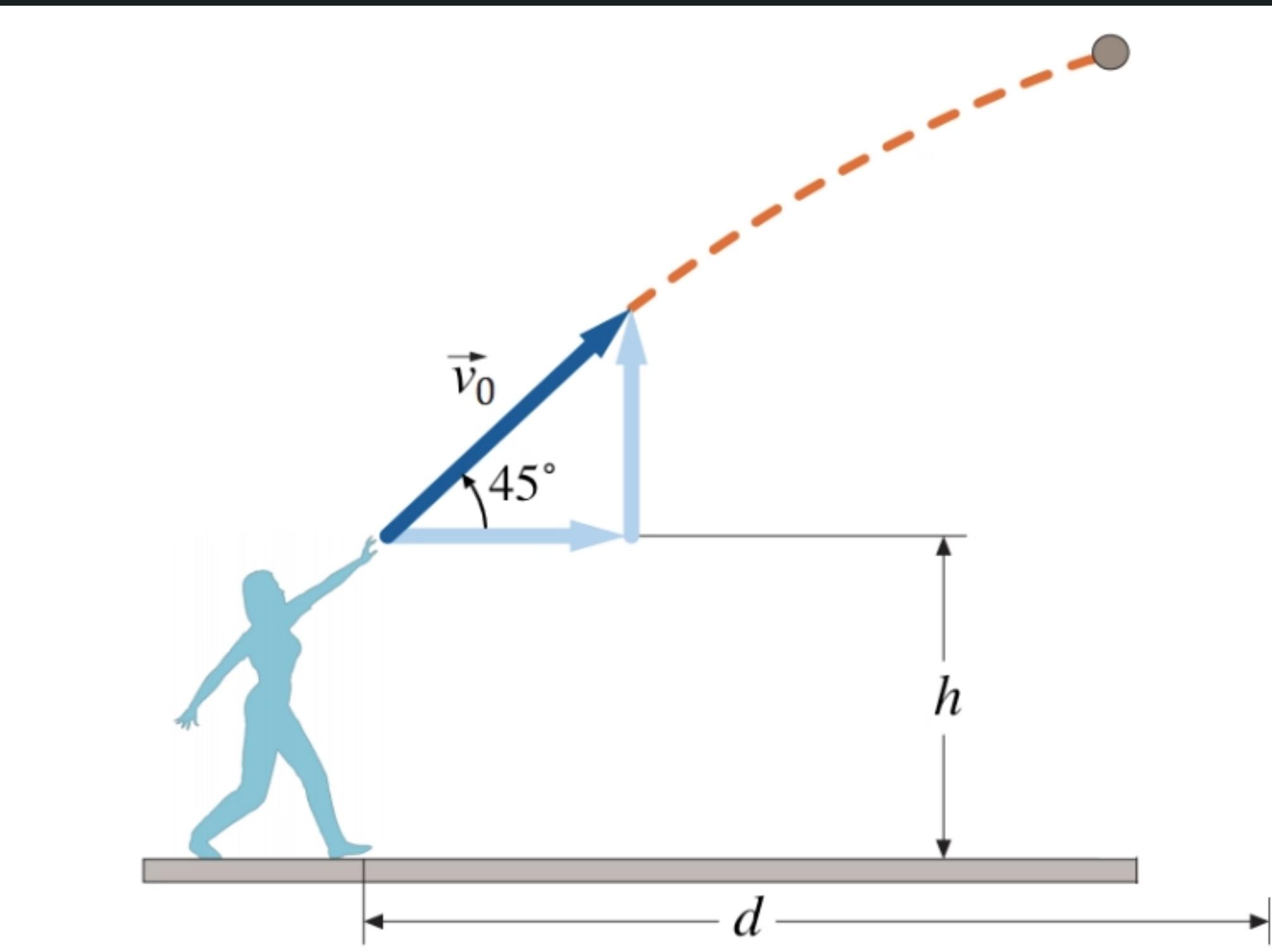


This is what we want





What Could We Do?



Collaborate vertically



Collaborate horizontally

Into Design Systems

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Collaborate vertically

Try Pitch



The Never-Ending Job of Selling Design Systems

by Ben Callahan @ A List Apart on February 11, 2021

<https://alistapart.com/article/selling-design-systems/>



data!

1. Collect design system adoption data

- + Ready-made solution
- + Custom-made solution

2. Process and interpret

- + Business-specific metrics
- + Reliable calculations





Bridge the Gap

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- ROI (= return of investments)

3 components with and without design system

Component	Production (h)	Lifetime (y)	Support (y)	Integration (h)	Projects	w DS	w/o DS	Saved
Button	10	3	20	2	5	80	350	
Input	20	3	40	2	4	148	560	
Hero	30	1	60	10	2	110	180	
Total						338	1090	752

COST SAVINGS: 752 HOURS = 18.8 WEEKS = 4 MONTHS

LEARN MORE: <https://www.youtube.com/watch?v=OaqBxIp15hg>

€ 3 000 000



Bridge the Gap

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Speak numbers with business

- ROI (= return of investments)
- Adoption rate
- Adoption dynamics
- Component usage over time
- Migration maturity

Flowers need
time to bloom.
So do you ❤

Quando comincio
il piano

Climb Higher,
Communicate Smarter!

MUITA PRESSA, LEMBRAR
O tempo é curto



Into Design Systems

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Collaborate horizontally

Designers/Developers Collaboration challenges

The design is shared only after it is done and approved, but often technical feasibility is not taken into account

Developers are pressured to get features done, and don't have time to implement components right

Designs are not implemented as intended, and there is no process to validate them before it's published on production



Documentation

Documentation



User Research

Industry Research

Structure

Automation



Cross-team survey



Live workshops with design system users



Collect analytics of design system documentation



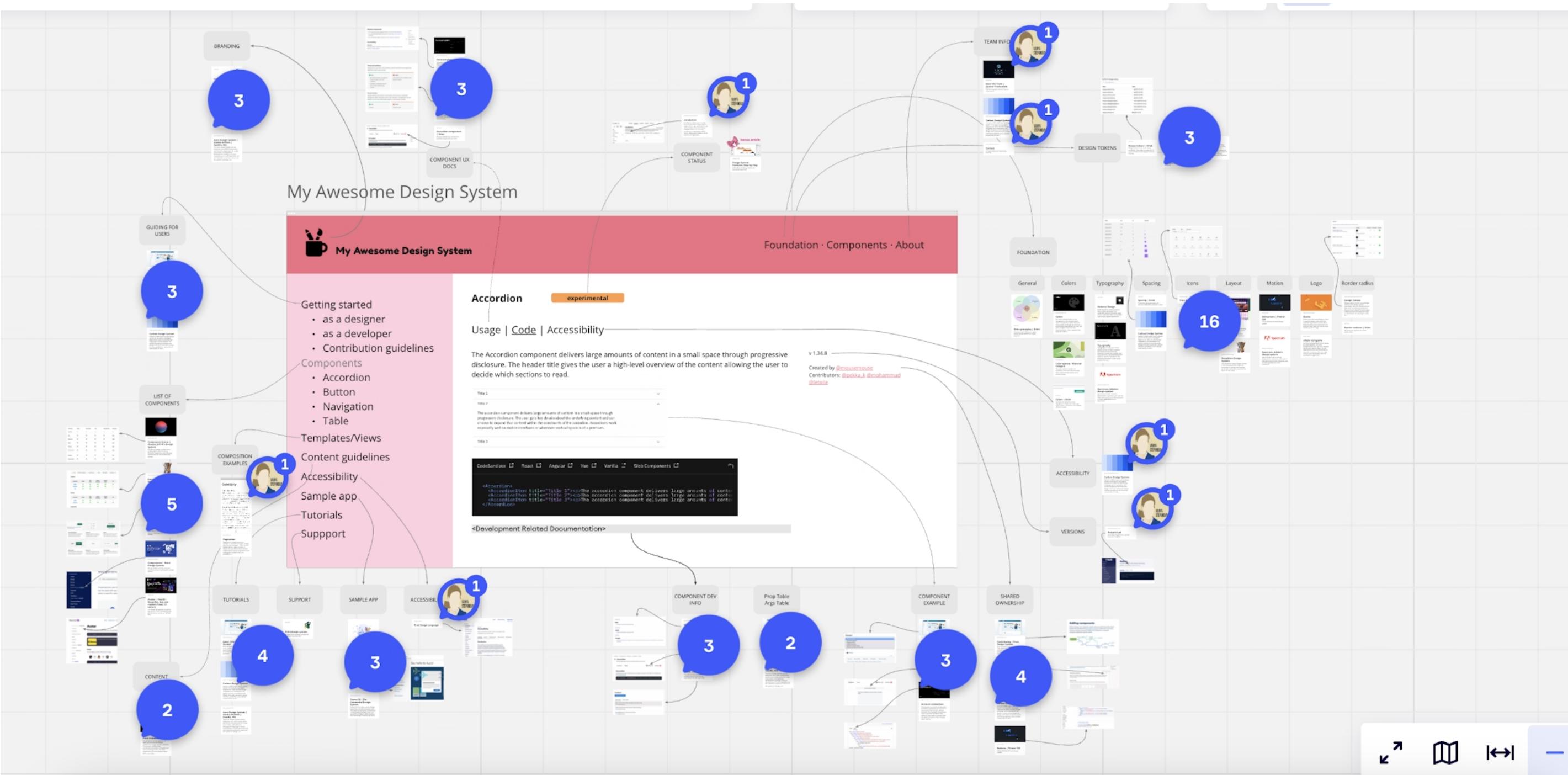
Tracking most common users questions

User Research

Industry Research

Structure

Automation



Link to Miro

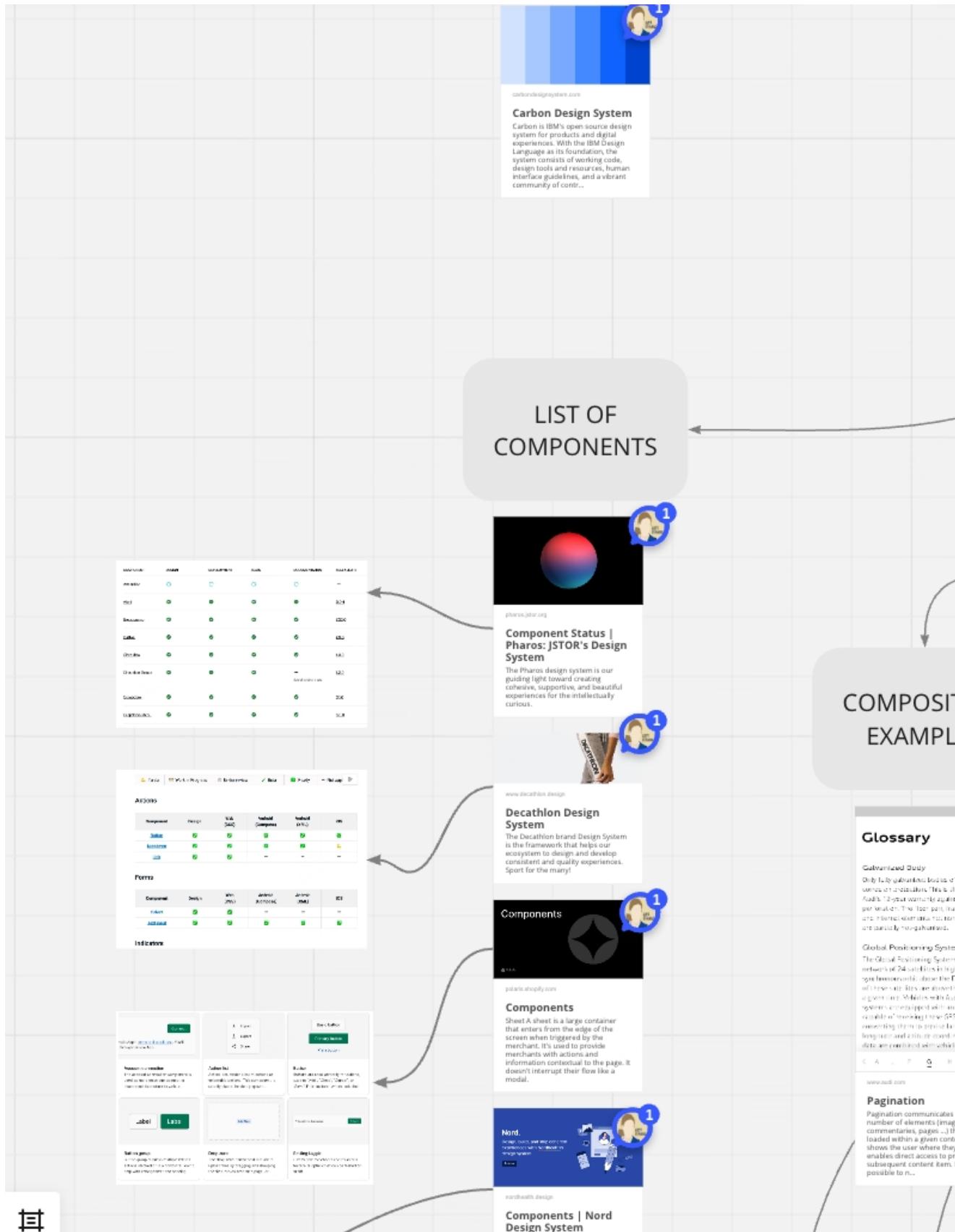
Try Pitch

User Research

Industry Research

Structure

Automation



- as a designer
- as a developer
- Contribution guidelines

Components

- Accordion
- Button
- Navigation
- Table

Templates/Views

Content guidelines

Accessibility

Sample app

Tutorials

Support

COMPONENTS

- Description
- Do's and don'ts
- Component API
- Examples/playground
- Patterns with component
- Links to code/design resources
- Changelog
- ...

FOUNDATIONS

- Design tokens
- Accessibility
- Localization
- Responsive design

RECIPES/PATTERNS

Reusable UI fragments composed of core components

GENERAL INFO

- Introduction
- Technical instructions
- Contributions
- What's new (Changelog)
- Roadmap
- ...

User Research

Industry Research

Structure

Automation

```
/** Component description, auto-generated from code comments */
export const ComponentName = (props) => {
  ...return <div>My awesome Component</div>
```

ComponentName

[Github](#) | [Figma Design](#) | [Guidelines](#)

Overview

Component description, aut-generated from code comments

```
import { ComponentName } from '@brand/package-mname';
```

Copy

Live Demo

Show code

Props

Name	Description	Default
propName	Prop description and type, autogenerated from code string	"default value"

Variants

Variant 1

Story description, generated from code comments

Table of Contents

Overview

Props

Variants



Storybook 7+

Try Pitch

User Research

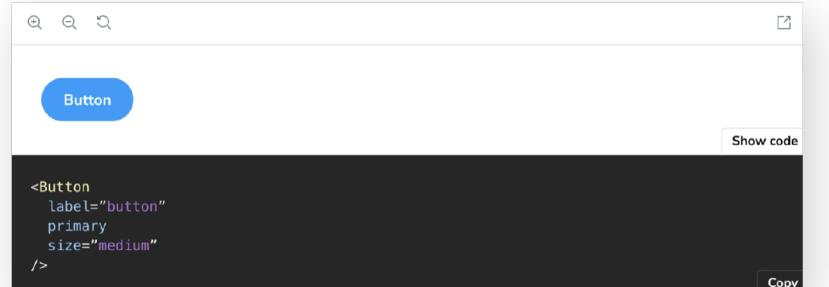
Industry Research

Structure

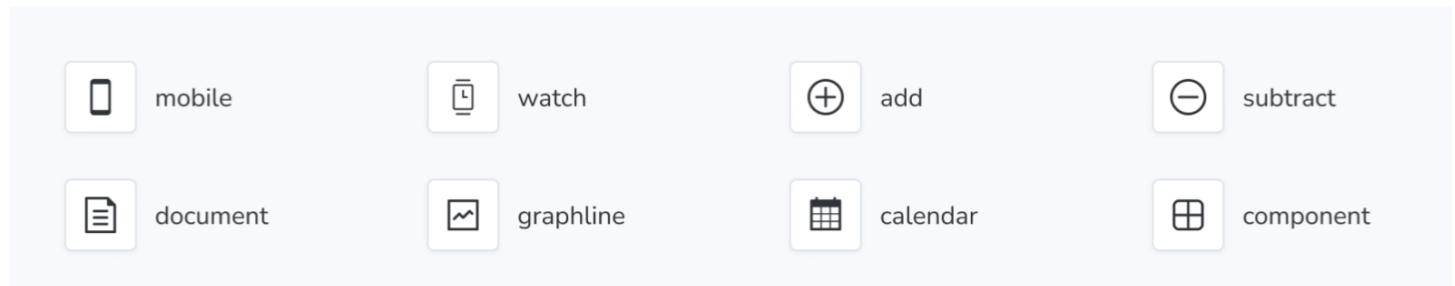
Automation



Name	Description	Default	Control
primary	Is this the principle call to action on this page?	false	<input type="radio"/> False <input checked="" type="radio"/> True
label*	The button label string	-	Button
backgroundColor	For custom buttons string	-	Choose color...
size	How large should the button be?	medium	<input type="radio"/> small <input checked="" type="radio"/> medium <input type="radio"/> large
onClick	Optional click handler	(() => void)	-



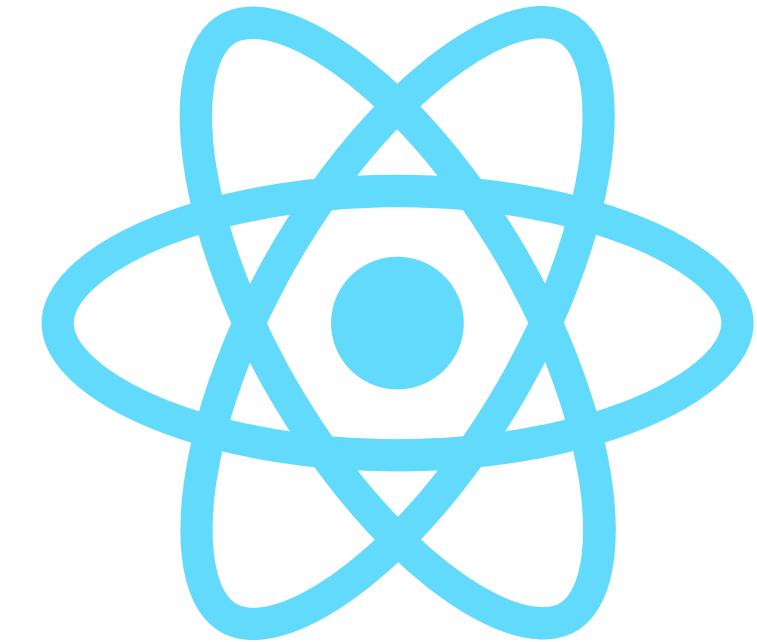
12px Was he a beast if music could move him so?
14px Was he a beast if music could move him so?
16px Was he a beast if music could move him so?
20px Was he a beast if music could move him so?
24px Was he a beast if music could move him so?
32px Was he a beast if music could move him...
40px Was he a beast if music could...
48px Was he a beast if music...



Doc Blocks

+

Custom Doc Components



A classroom setting with several students at their desks. In the foreground, a boy with light brown hair is resting his head on his hand. Behind him, another student is also resting their head on their desk. The desks are made of wood, and there are books and papers on them. The background shows more students and a window.

Engaging In-House Community

-  Onboarding
-  Demos
-  Updates on channels
-  Feedback and Research
-  ...

DIRECTOR'S CUT!

Design System Cafe

Hey Design and Engineering Crew!

Just a quick heads-up, this Friday we're rolling out the red carpet for our Design System Cafe session. It's a chill, open-door event for everyone who gets a kick out of UI development or design. Think of it as an easygoing place for snappy presentations, thought-provoking discussions, and invaluable feedback sessions – all around the amazing XXX design system and UIs at large.

This week, we're excited to present [...].

So, come on down! We're stoked to share our latest work and even more eager to hear your insights. See you there!



Knowledge sharing

- invite your peers
- share screen
- do real task

Designer ↔ Developer

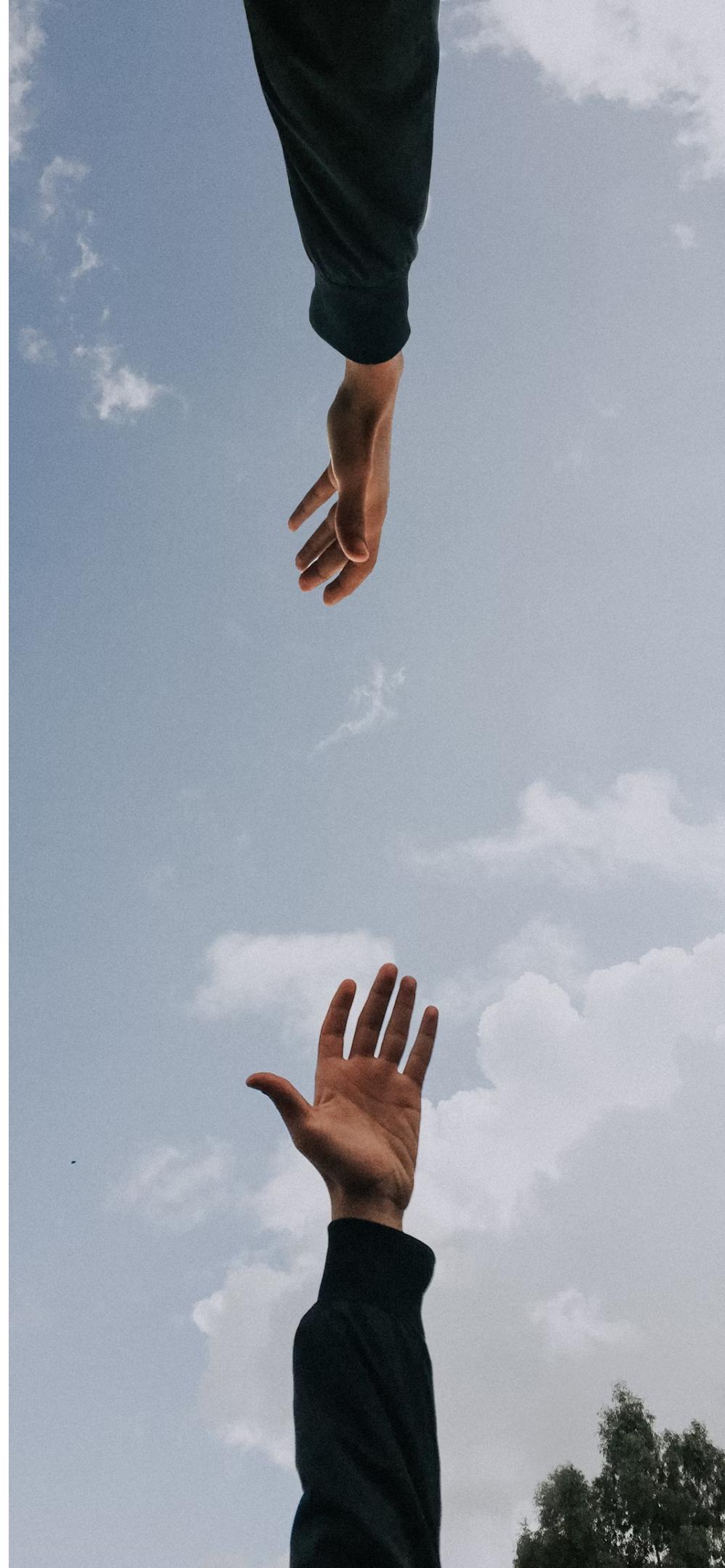


Design System Ambassador

DS team → Product team

Product team → DS team

Design System Associate



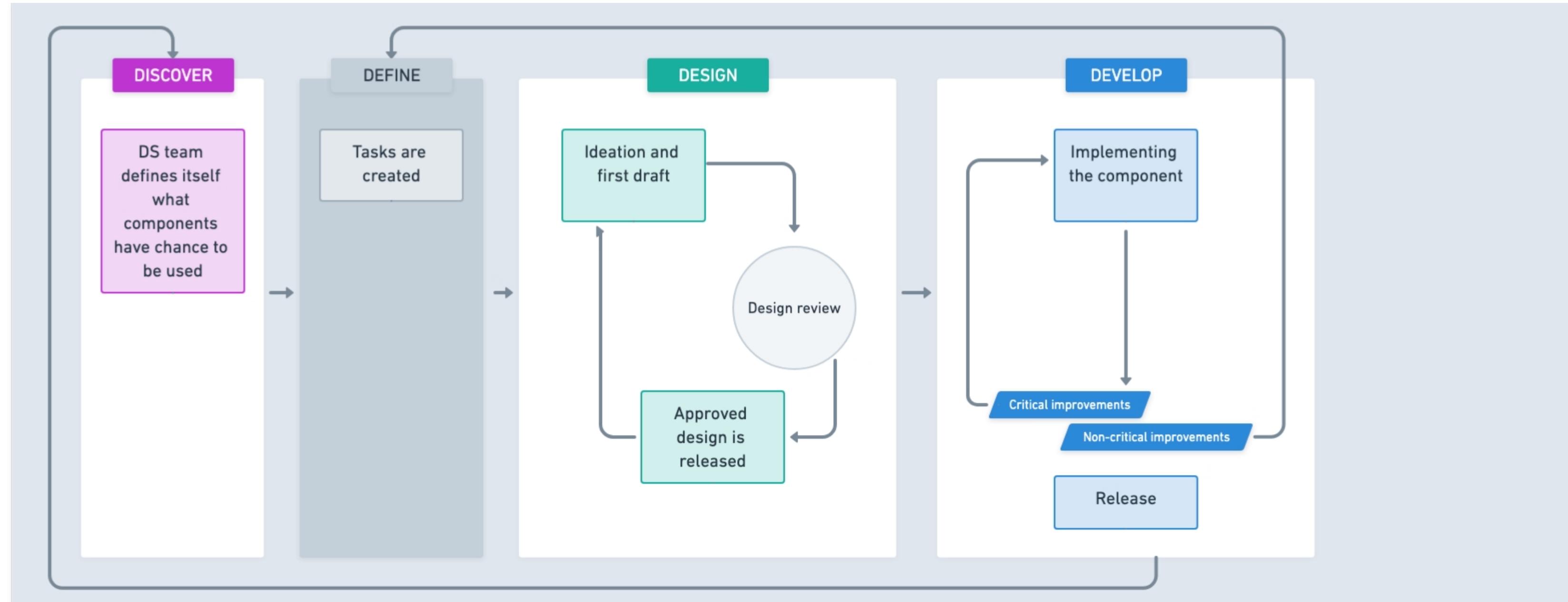


anything
else?

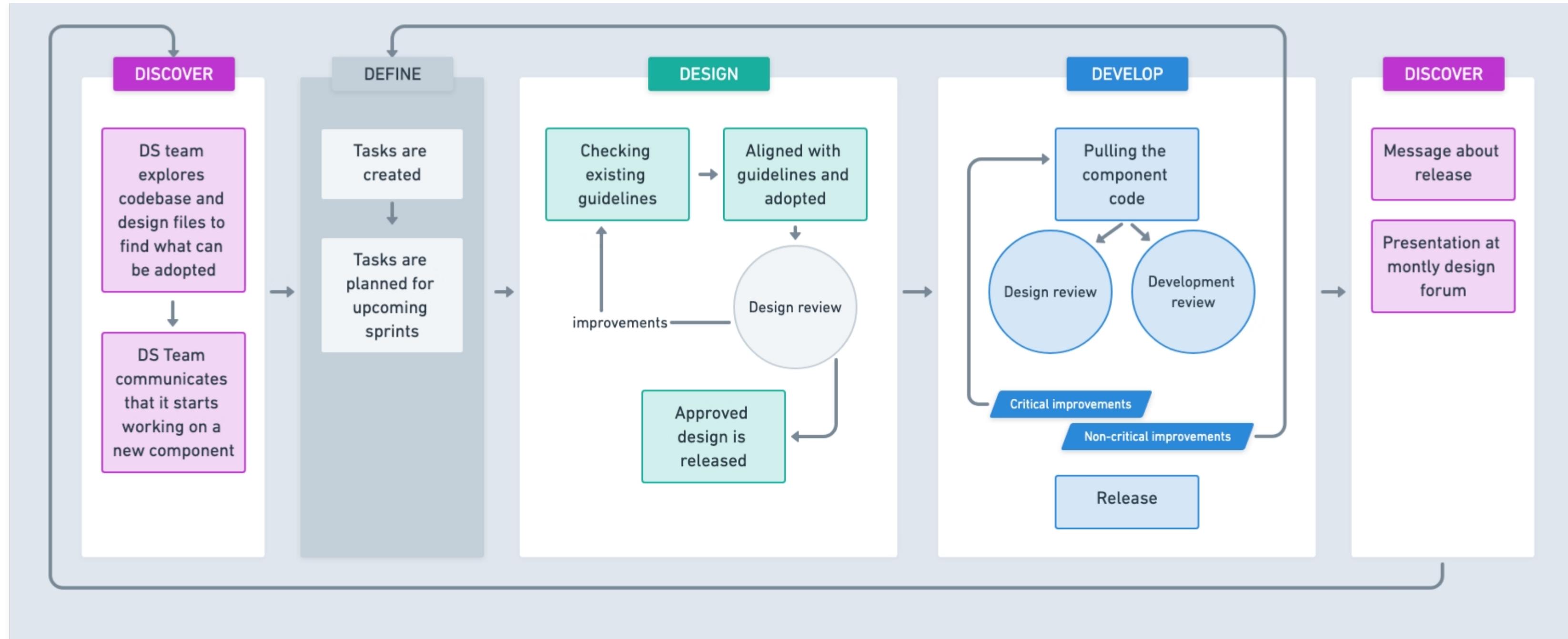


Design System Process Evolution

I do everything myself



Pulling out contributions



Getting first contributions



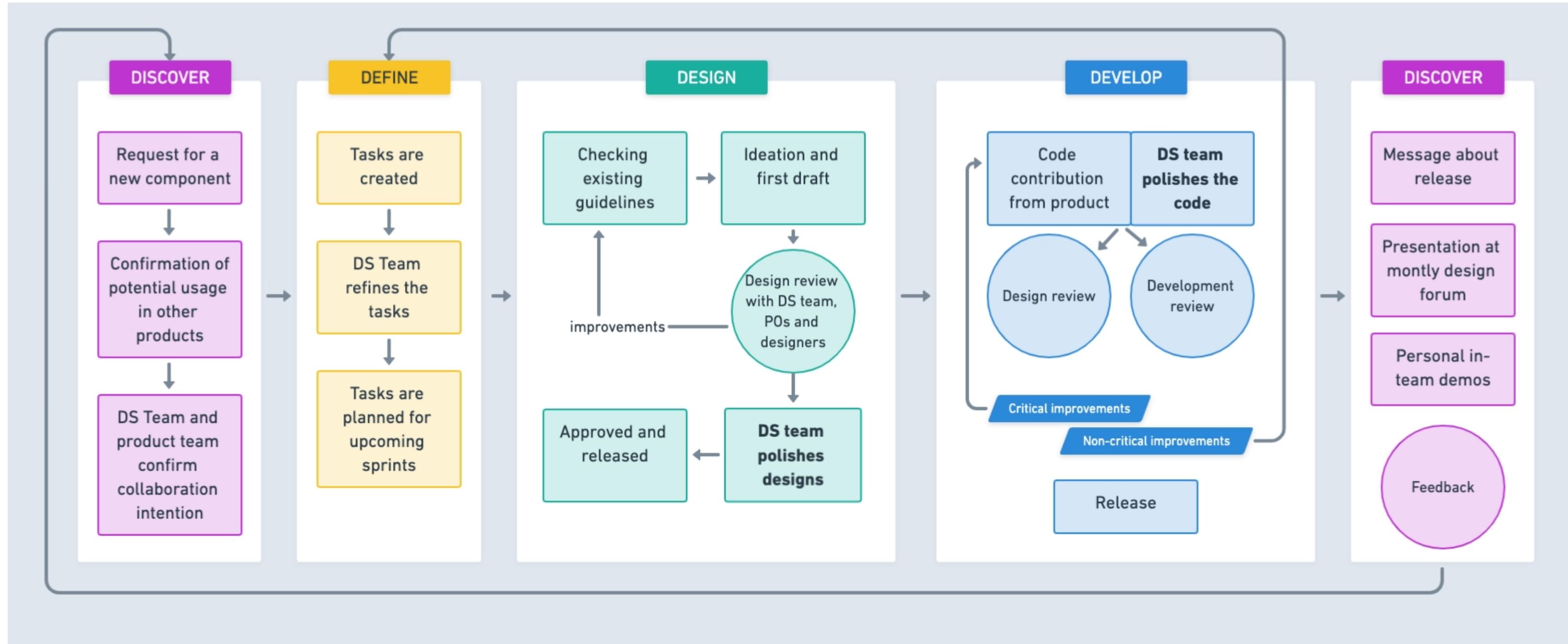




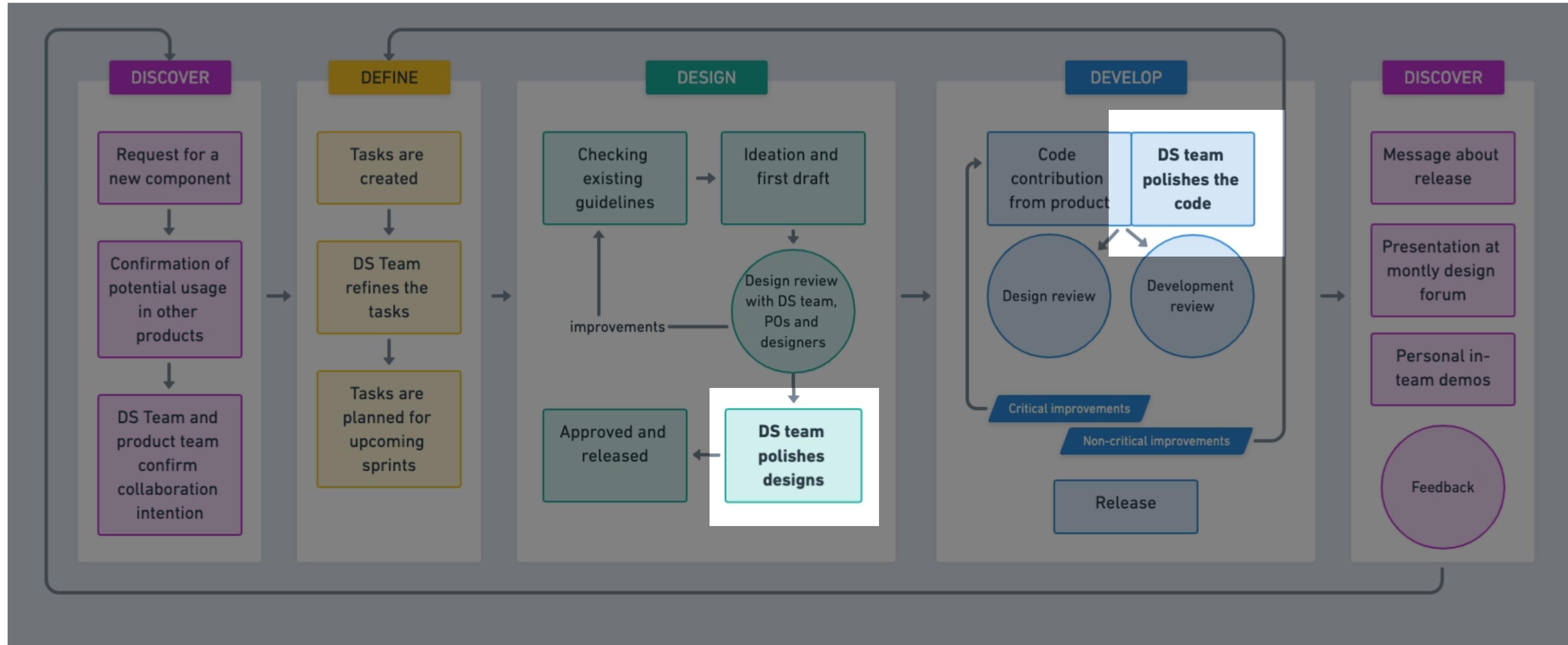
GATEKEEPER

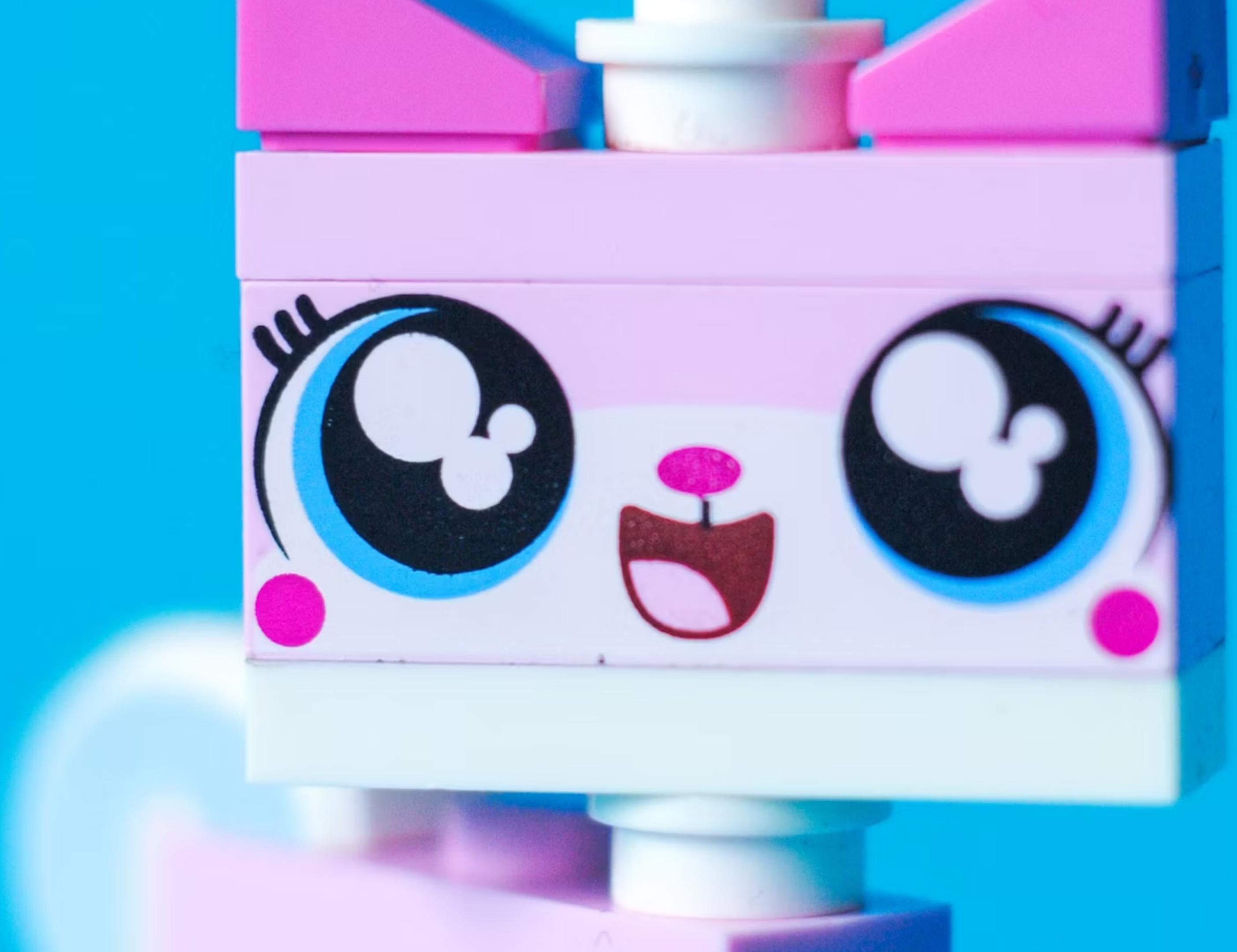
GUIDING GUARDIAN

Gatekeeper → Guiding Guardian

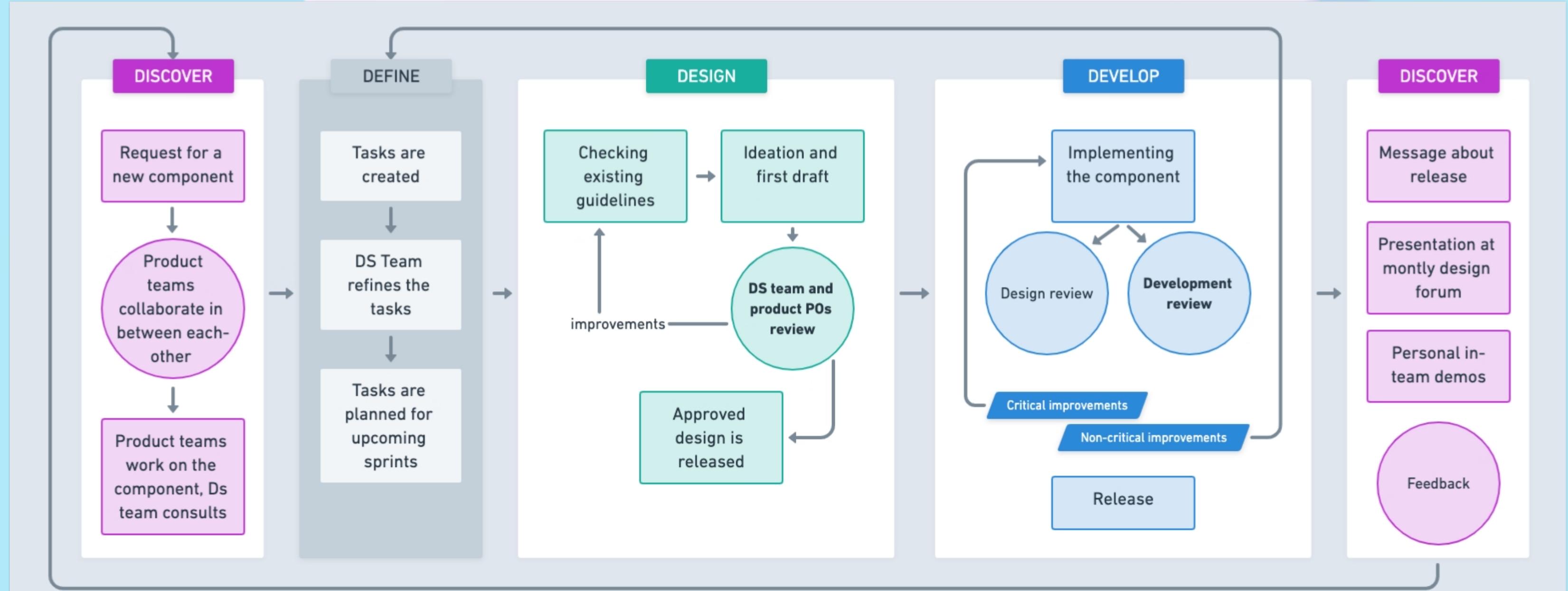


Gatekeeper → Guiding Guardian

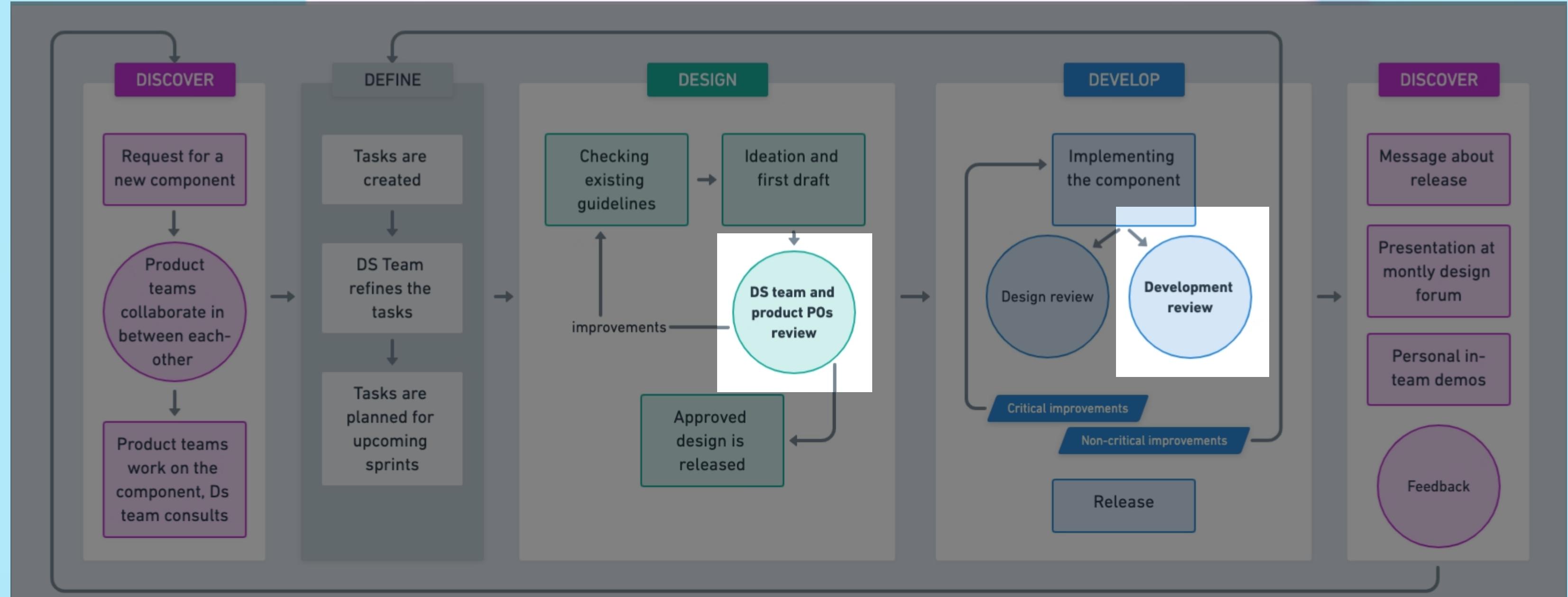




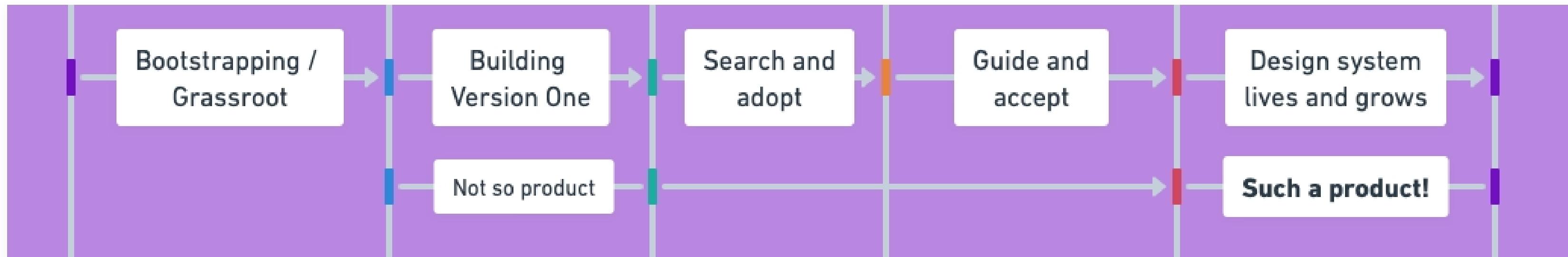
Perfect Contribution



Perfect Contribution



Maturity levels: jump, jump, jump





collaborate vertically



collaborate horizontally



develop the process

A big, big thank you to our research
participants!

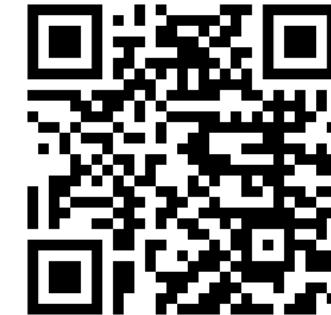
And our (ex-)colleagues, with whom we learned a lot
together

Recap & Questions? Let's keep talking.

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Varya



Irina



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