



DHS DESIGN
SYSTEM

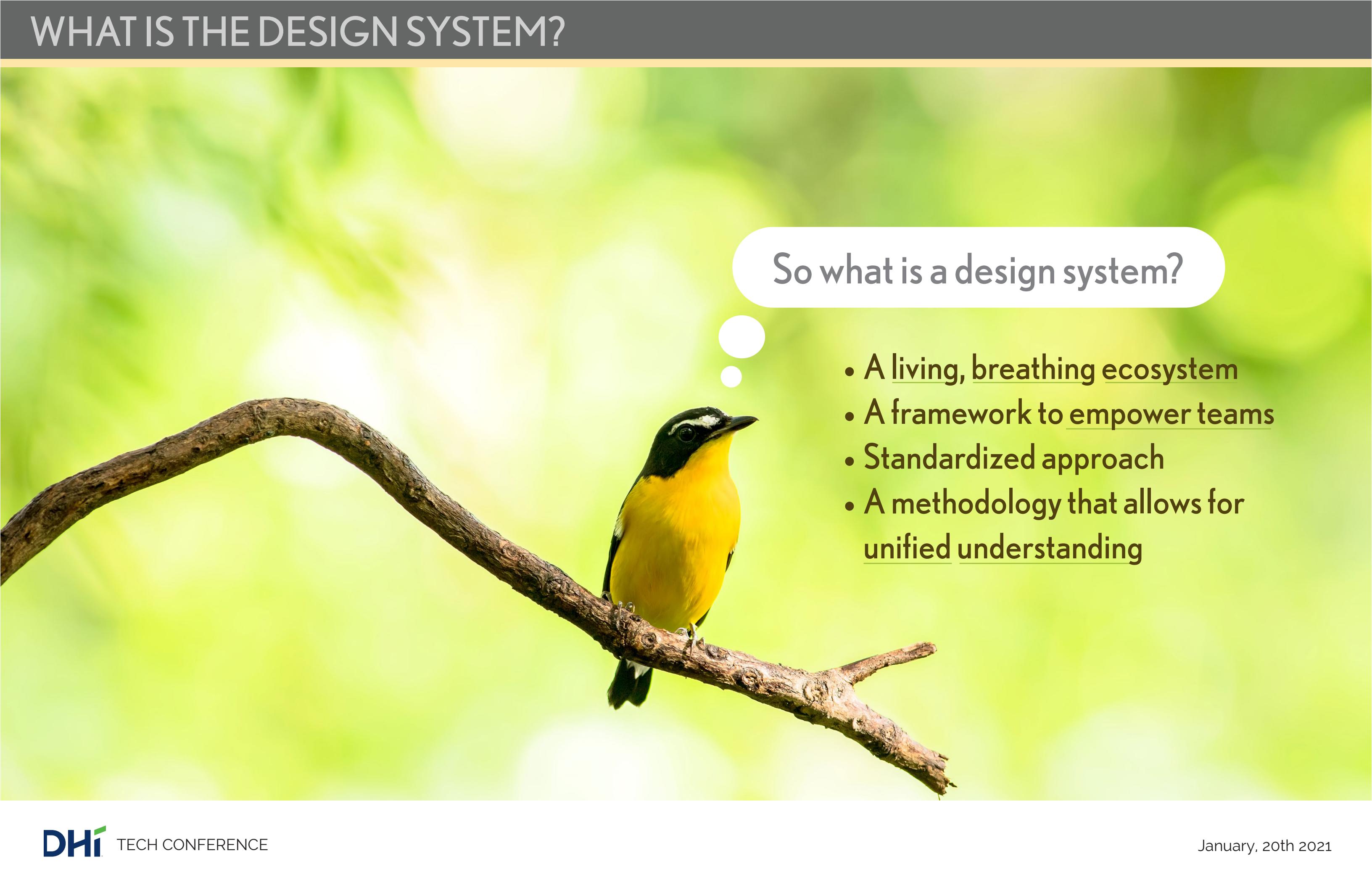
An overview of the new Design System for DHI

AGENDA

- 1 WHAT IS THE DESIGN SYSTEM?**
- 2 WHY IS A DESIGN SYSTEM IMPORTANT?**
- 3 HOW DO WE DO IT?**

| WHAT IS THE DESIGN SYSTEM? |

WHAT IS THE DESIGN SYSTEM?



So what is a design system?

- A living, breathing ecosystem
- A framework to empower teams
- Standardized approach
- A methodology that allows for unified understanding

WHAT IS THE DESIGN SYSTEM?

Visual Elements

- Logos
- Color
- Typography
- Illustration
- Graphic Elements

Content Style

- Product Design
- Resources

Visual Elements

Good design should undergird everything we do at Help Scout. It gives the brand life, and helps us share our message in a way that's inspirational and memorable. If we don't have time to create something beautiful and consistent with who we are as a brand, we won't spend time on it at all.

Logos

The Help Scout logo is the most immediate representation of our company, our culture, and our brand. These guidelines describe how to use it consistently in its proper, approved forms.

The logo

Use the full logo whenever possible.

2-color, light background White, dark background Large, white text

Avatar group

An avatar group displays a number of avatars grouped together in a stack or grid.

Examples Code Usage

Appearance

A group of avatars can be displayed together in a stack or a grid.

Stack

Stacked avatar groups can contain up to five avatars and should only be used with small or medium-sized avatars.

```
import React from 'react';
import { RANDOM_USERS } from '../../../../../examples-util/data';
import AvatarGroup from '@ataskit/avatar-group';

export default () => {
  const data = RANDOM_USERS.map(d => ({
    email: d.email,
    key: d.email,
    name: d.name,
    href: '#',
  }));
}

return <AvatarGroup appearance="stack" data={data} />;
}
```

SHOW LESS ^

Grid

Avatar groups displayed in a grid can contain up to 11 avatars spread across its rows.

```
import React from 'react';
import { RANDOM_USERS } from '../../../../../examples-util/data';
import AvatarGroup from '@ataskit/avatar-group';
```

ATLASSIAN Design System

Brand Foundations Content Components Patterns Resources

COMPONENTS

- Avatar
- Avatar group**
- Badge
- Banner
- Breadcrumbs
- Button
- Checkbox
- Code
- Dropdown menu
- Flag
- Inline dialog
- Inline message
- Logo
- Lozenge
- Modal dialog
- Pagination
- Progress indicator
- Progress tracker
- Radio
- Section message
- Select
- Spinner
- Tabs
- Tag
- Text field
- Toggle
- Tooltip

Color

The colors in our palette communicate the reliability of our product and the authenticity of our team's values. They enhance the user experience, from the way customers engage with our product to the connections we forge through our content.

Primary colors

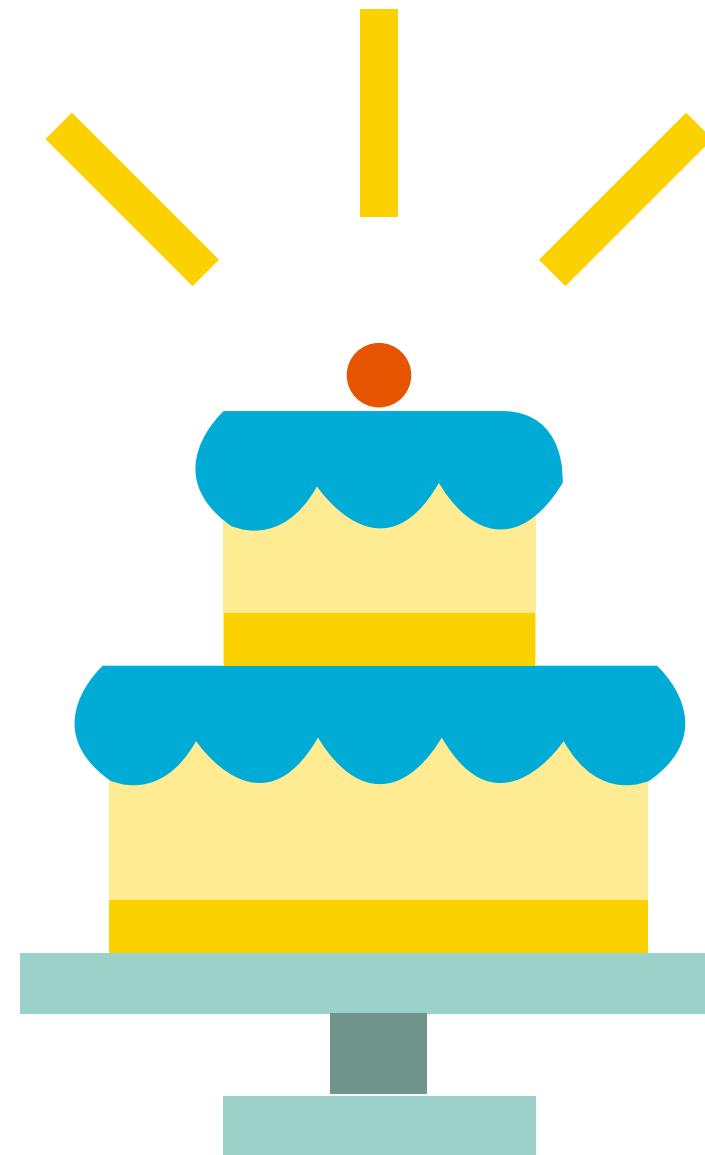
BLUE	CHARCOAL	ASH
500 #1292EE	500 #405261	500 #DSDCE1
100 #F3FBFF	200 #93A1B0	200 #F9FAFA
200 #D8EDFF	300 #748494	300 #F1F3F5
300 #A0D4FF	400 #556575	400 #E5E9EC
400 #5780FB	500 #405261	500 #DSDCE1
500 #1292EE	600 #314351	600 #C5CED6
600 #0977CC	700 #253642	700 #B7C2CC
700 #034077	800 #1d2b36	800 #A5B2BD
800 #002651		

Secondary colors

GOLD	GREEN	PINK
500 #FFC555	500 #56C288	500 #FFB3C3
100 #FFF9EF	100 #FFFFF9	100 #FF99FB
200 #FFF2D7	200 #E3F8EE	200 #FFFFFF
300 #FFE7B8	300 #C2F0D7	300 #FEFEF1
400 #FDD69E	400 #87DBAE	400 #F0F0D7
500 #FFC555	500 #56C288	500 #FFB3C3
600 #FAB347	600 #39AC6E	600 #FD9AAE
700 #EB9E35	700 #28B255	700 #FF810A
800 #CE7129	800 #106236	800 #F05070
900 #B24319	900 #003C1C	900 #F23459

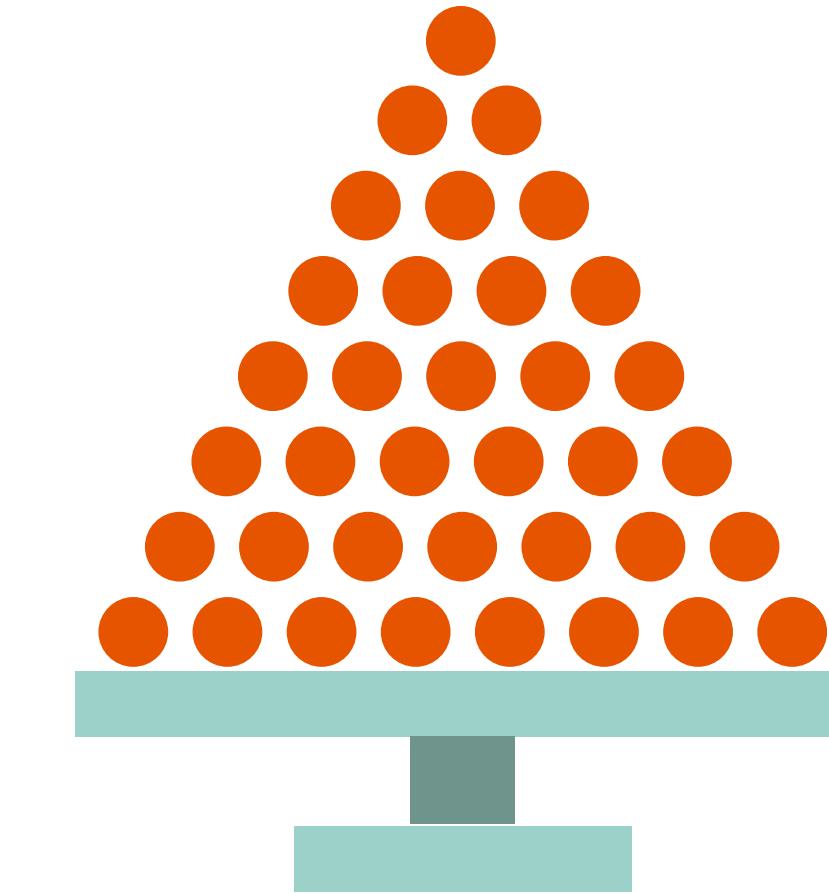
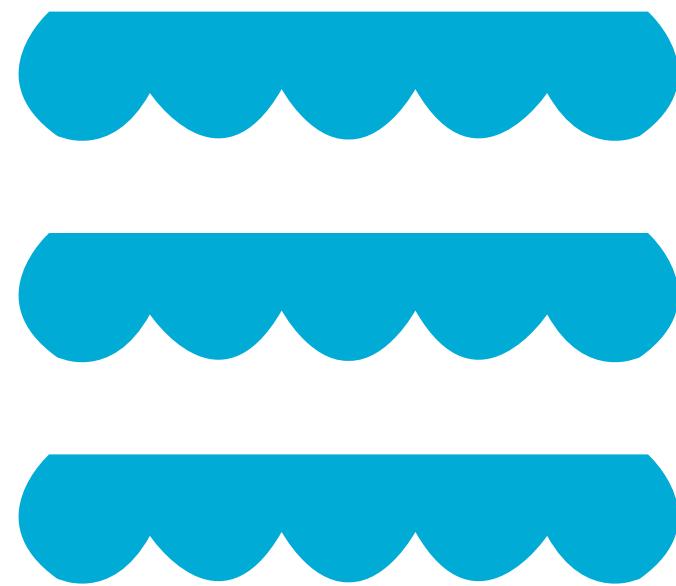
LAVENDER	INDIGO	WHALE TAIL
500 #F0F6FF	500 #527CEB	500 #6AABF1
100 #F0F9FF	100 #F2F6FF	100 #F3F7FF
200 #EBECFF	200 #DFE7FF	200 #E5EDFE
300 #D9DCFD	300 #B2C8FB	300 #DODDEF
400 #EB9E35	400 #70A1F8	400 #AFCE79
500 #F9F6FF	500 #527CEB	500 #6AABF1

WHAT IS THE DESIGN SYSTEM?



Desired Product

WHAT IS THE DESIGN SYSTEM?



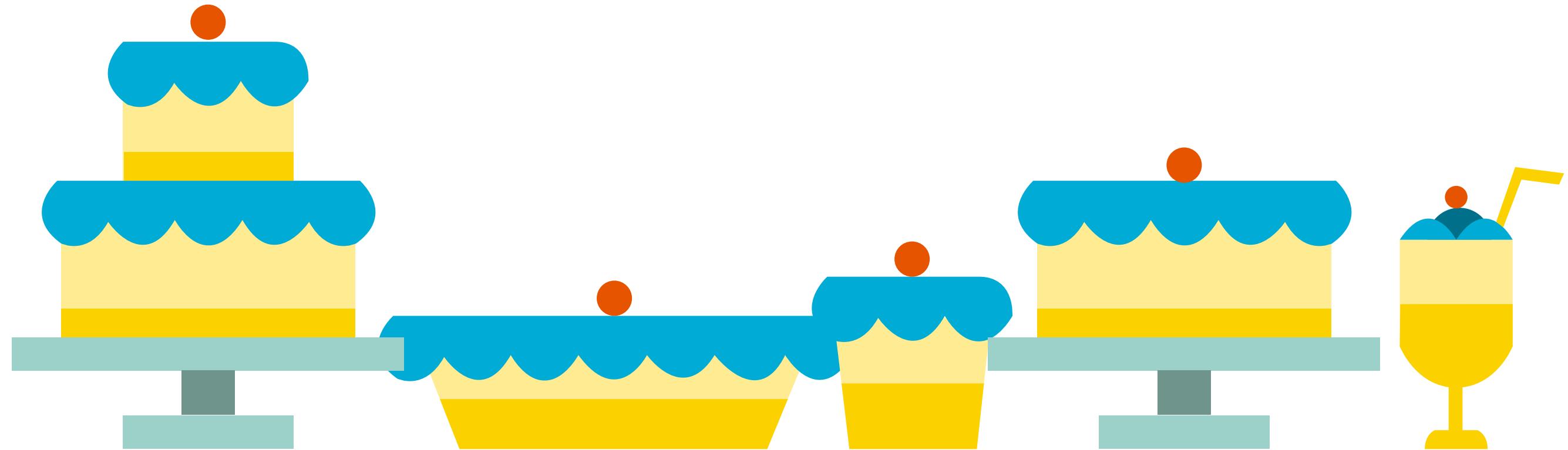
Ingredients

WHAT IS THE DESIGN SYSTEM?



Consistent, faster, better

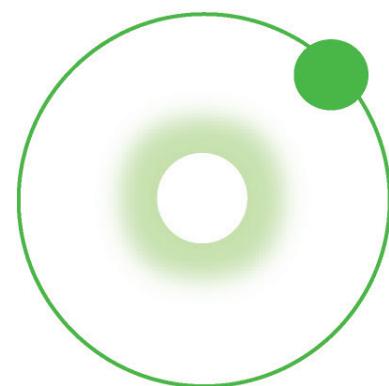
WHAT IS THE DESIGN SYSTEM?



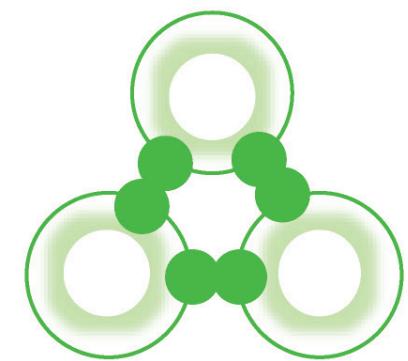
Different products from the same place

WHAT IS THE DESIGN SYSTEM?

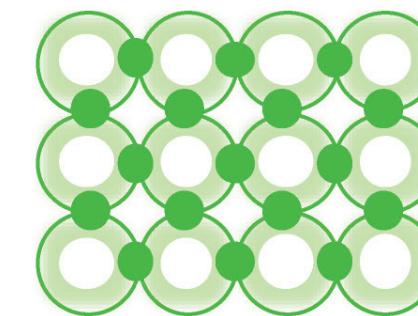
Atomic design is a system that concurrently utilizes atoms, molecules, organisms, templates, and screens to create effective interface design systems. It is not a linear process, but rather a mental model to help us think of our user interfaces as both a whole and a collection of parts at the same time.



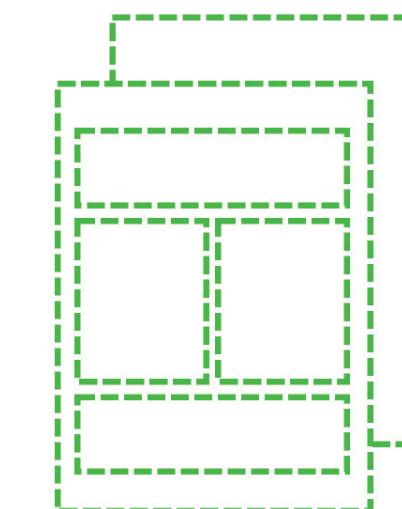
Atoms



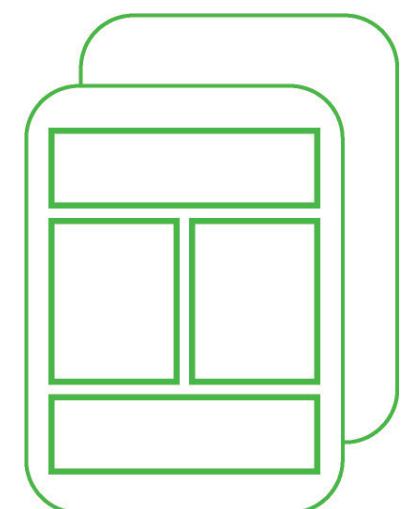
Molecules



Organisms



Templates



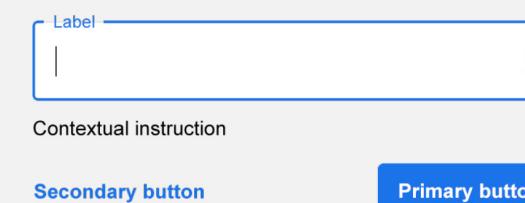
Pages

WHAT IS THE DESIGN SYSTEM?

Primary button

Secondary button

Primary button



header

Title



footer

Home | Products | Services

Sign in



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Atoms

Molecules

Organisms

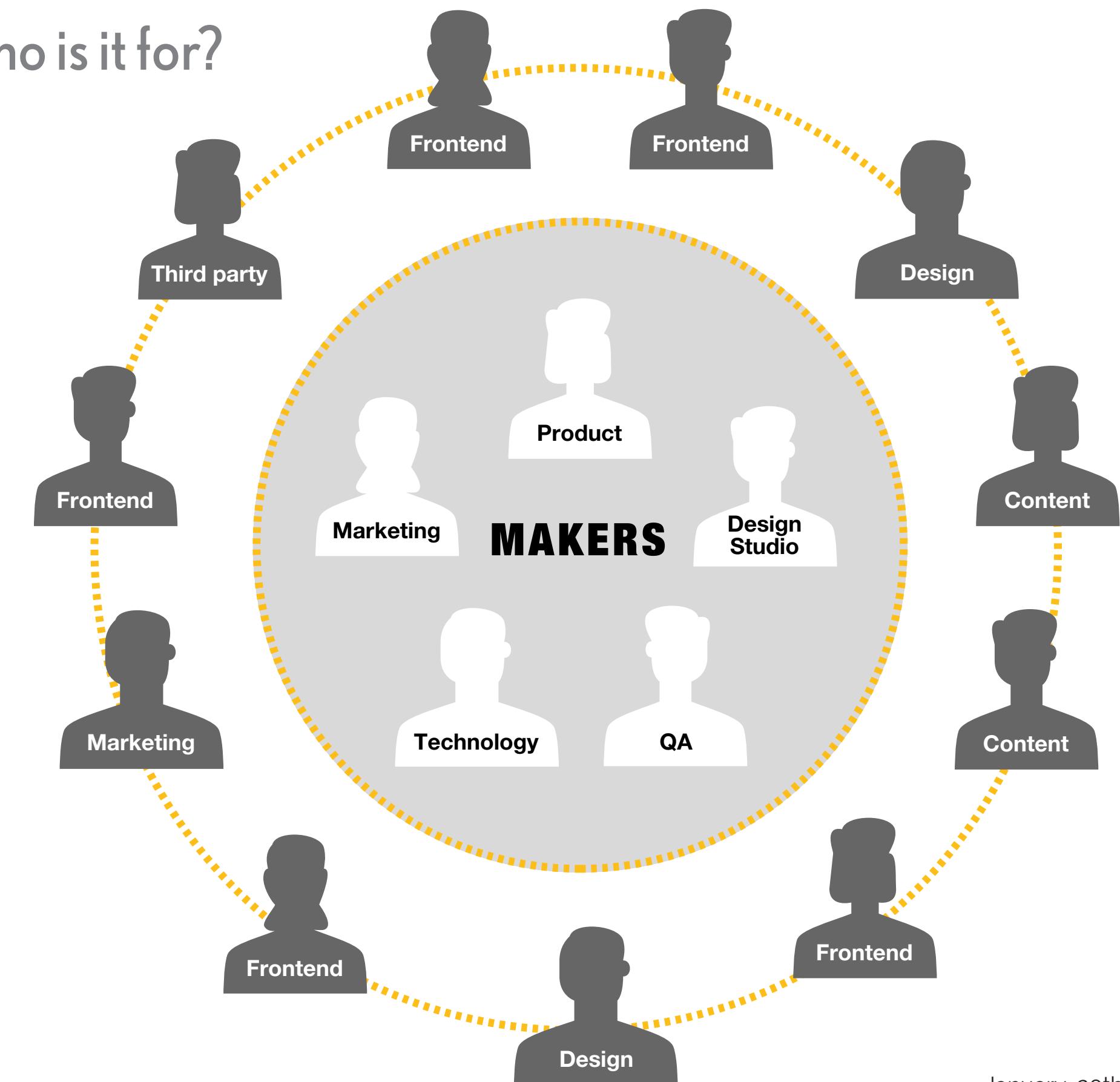
Templates

Pages

WHAT IS THE DESIGN SYSTEM?

Who uses the design system; who is it for?

- Designers and Developers
- Content creators and marketers
- Third parties and external vendors
- Leadership



“A design system is a set of rules, and rules and creativity aren’t mutually exclusive. Rules can be broken.”

- Mina Markham (*Tech & front-end developer, designer, and speaker*)

WHAT IS THE DESIGN SYSTEM?

What isn't a design system?

- It is not a prescribed way of doing things
- It is not a static document
- It is not unbreakable (and shouldn't be!)

| WHY DO WE NEED A DESIGN SYSTEM? |

WHY WE NEED A DESIGN SYSTEM



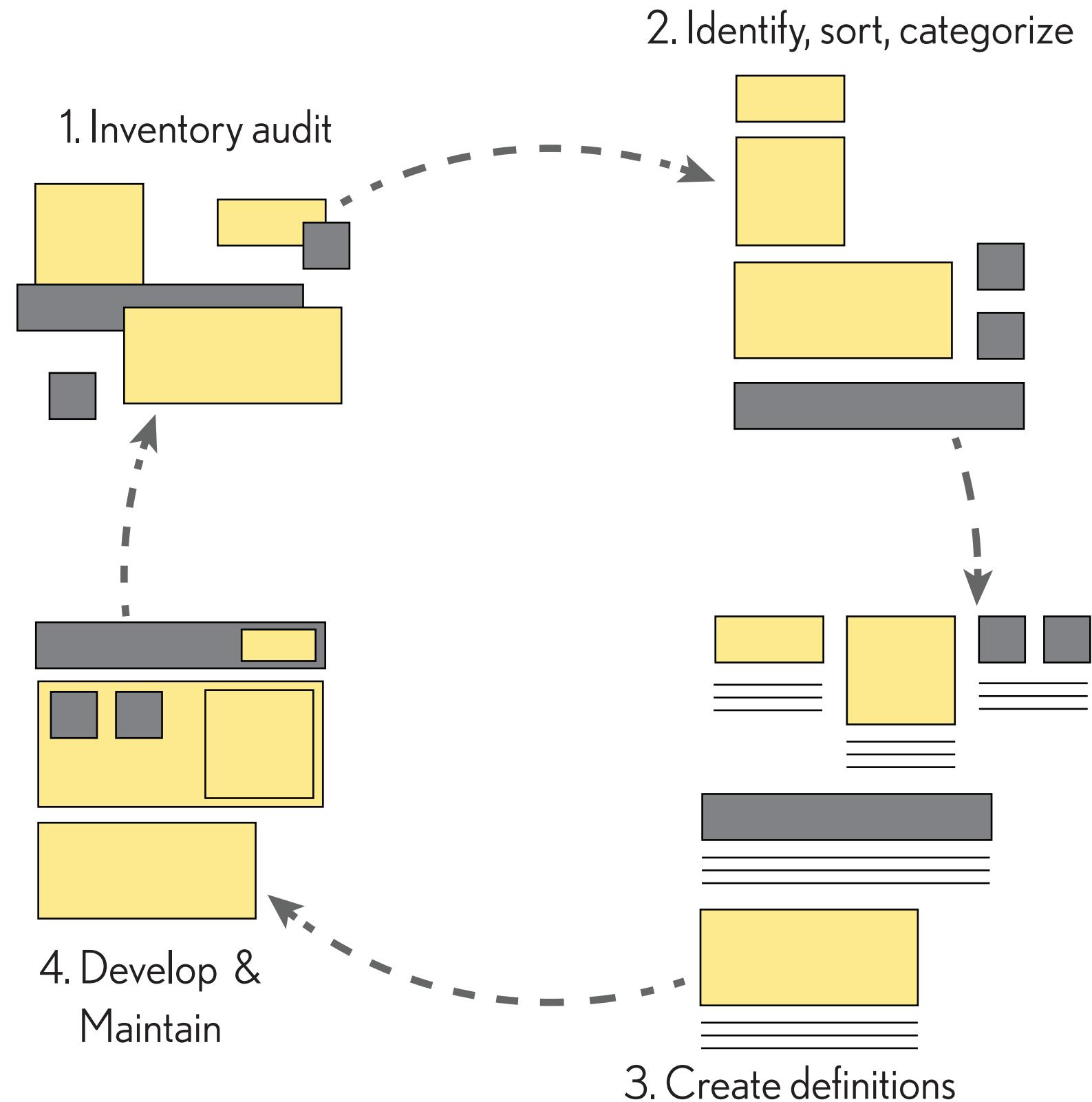
What happens without it?

- Siloed decision making
- Consistency erodes over time
- Tech debt is incurred over time
- Lack of a source of truth creates confusion & inconsistency

WHY WE NEED A DESIGN SYSTEM

What are the benefits?

- A unified Design Language
- Consistency in our process and workflows
- Governance
- Flexibility and extensibility
- Accessibility
- Clearer vision of our intended outcomes



WHY WE NEED A DESIGN SYSTEM

Why is it an important investment into company growth?

- Ability to create at a faster pace
- Provide consistency across platforms (Web/Native)
- Ubiquitous language between designers and developers
- Less confusion means better communication and higher levels of efficiency
- Available to the organisation

Themes

Start small, and iterate

Single Source

Consistency & Efficiency

Autonomous & Adaptive

Adoption

Care & Feeding

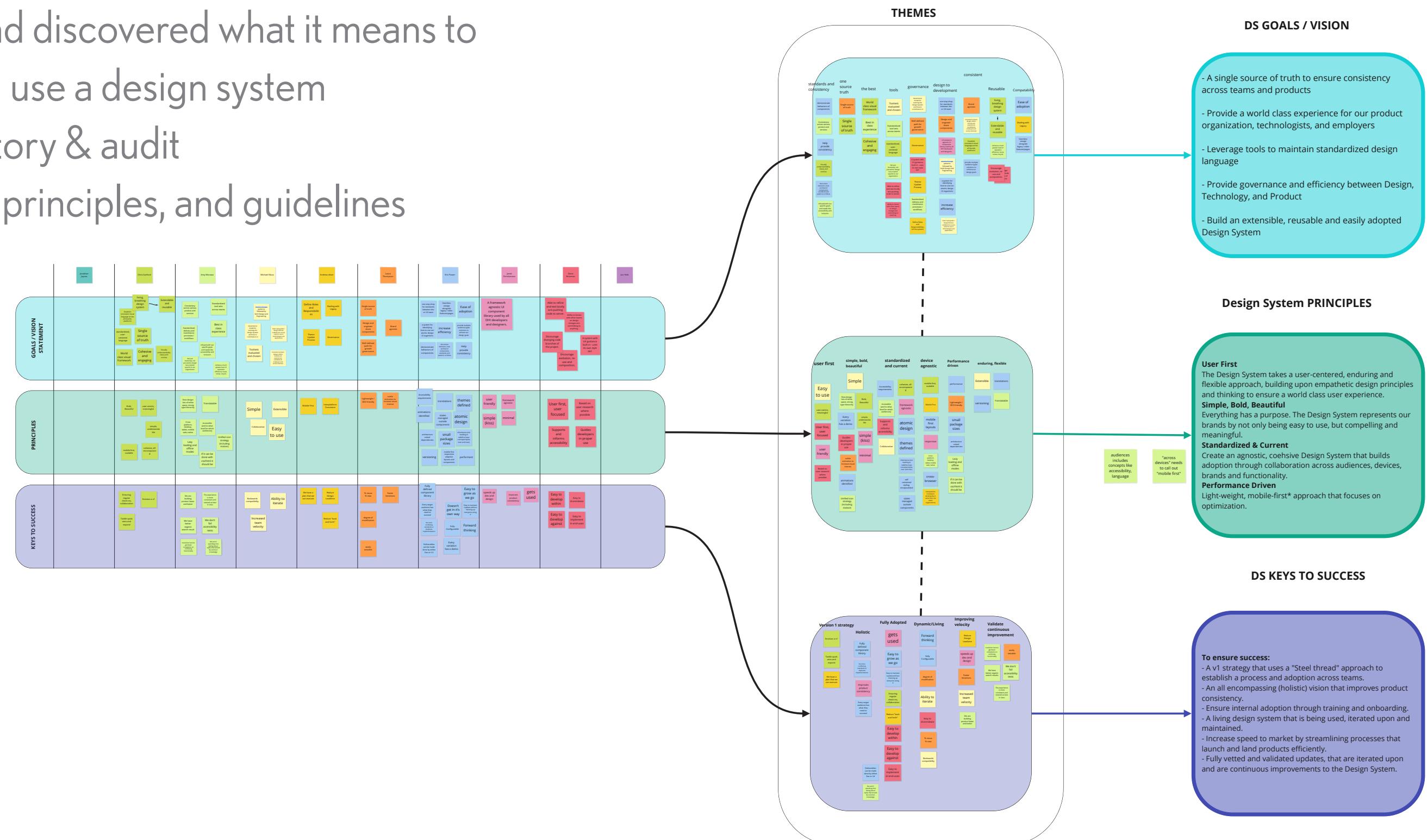
User first

| HOW DO WE DO IT? |

HOW DO WE DO IT?

What we've done

- Researched and discovered what it means to own, build, and use a design system
- Content inventory & audit
- Created rules, principles, and guidelines



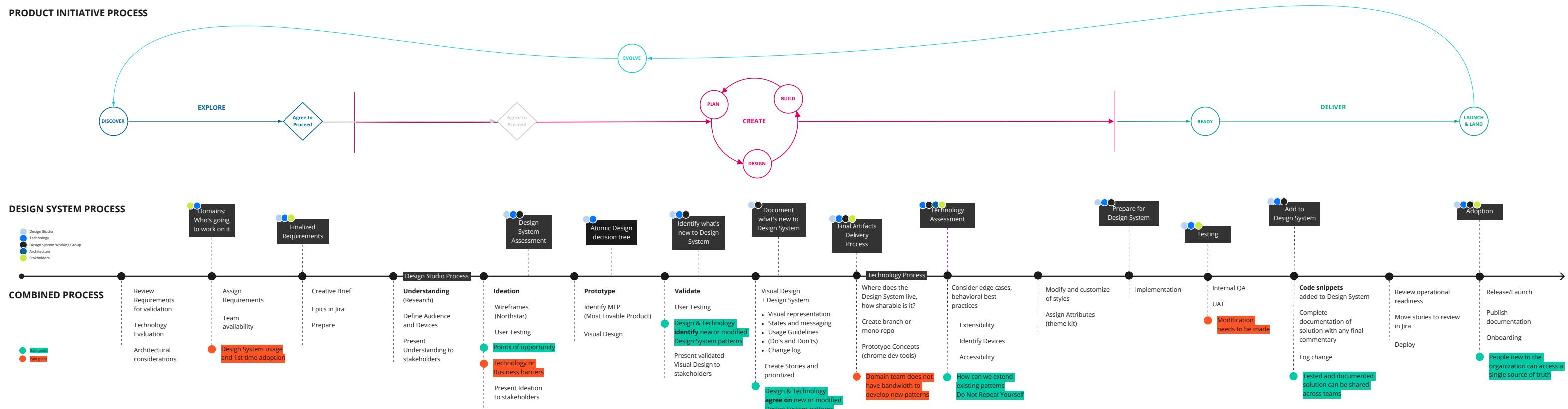
HOW DO WE DO IT?

Where we are now

- Ideating around our approach and first steps to creating a proof of concept
- Building out a simple atom that will serve as our prototype
- Designed a way to bring the design system into the fold of our current process

COMBINED PROCESS VIEW

DESIGN SYSTEM IDEATION OCT-NOV 2020



HOW DO WE DO IT?

What we have planned

- Decisions to be made on tools/platforms (DSM, Zeplin, Other)
- Complete the POC and hold a retrospective, then iterate
- Work to bring the design system “live” and begin integrating it into our process
- Test and iterate

DS Buttons

Buttons allow users to take actions with a single tap and communicate actions that users can take. They are typically placed throughout your UI, in places like: Content, Dialogs, Modals, Forms, Cards, Toolbars.

DESIGN IMPLEMENTATION IMPLEMENTATION

Interactive demo

This demo lets you preview the button component, its variations and configuration options. Each tab displays a different type button.

CONTAINED	OUTLINED	TEXT	CONFIGURATION
			<ul style="list-style-type: none">☆ add icon— 100% width✓ glyph?
CONTAINED	OUTLINED		<ul style="list-style-type: none">☆ add icon— 100% width✓ glyph
CONTAINED	OUTLINED		<ul style="list-style-type: none">☆ add icon

TAB STATES FOR DEMO

font-family-sans-serif
font-family-monospace
font-weight: 400;

text-align: center;
vertical-align: middle;
padding: .75rem 1rem;
font-size: 1rem;
line-height: 1;
border-radius: 3px;

<button type="primary"
.primary {
background-color: #000;
border: none;
color: white;
padding: 15px 32px;
text-align: center;
text-decoration: none;
display: inline-block;
font-size: 16px;
border-radius: 3px;
}



THANK YOU

Questions: Chris Sanford, Amy Morawa, Michael Klaus