

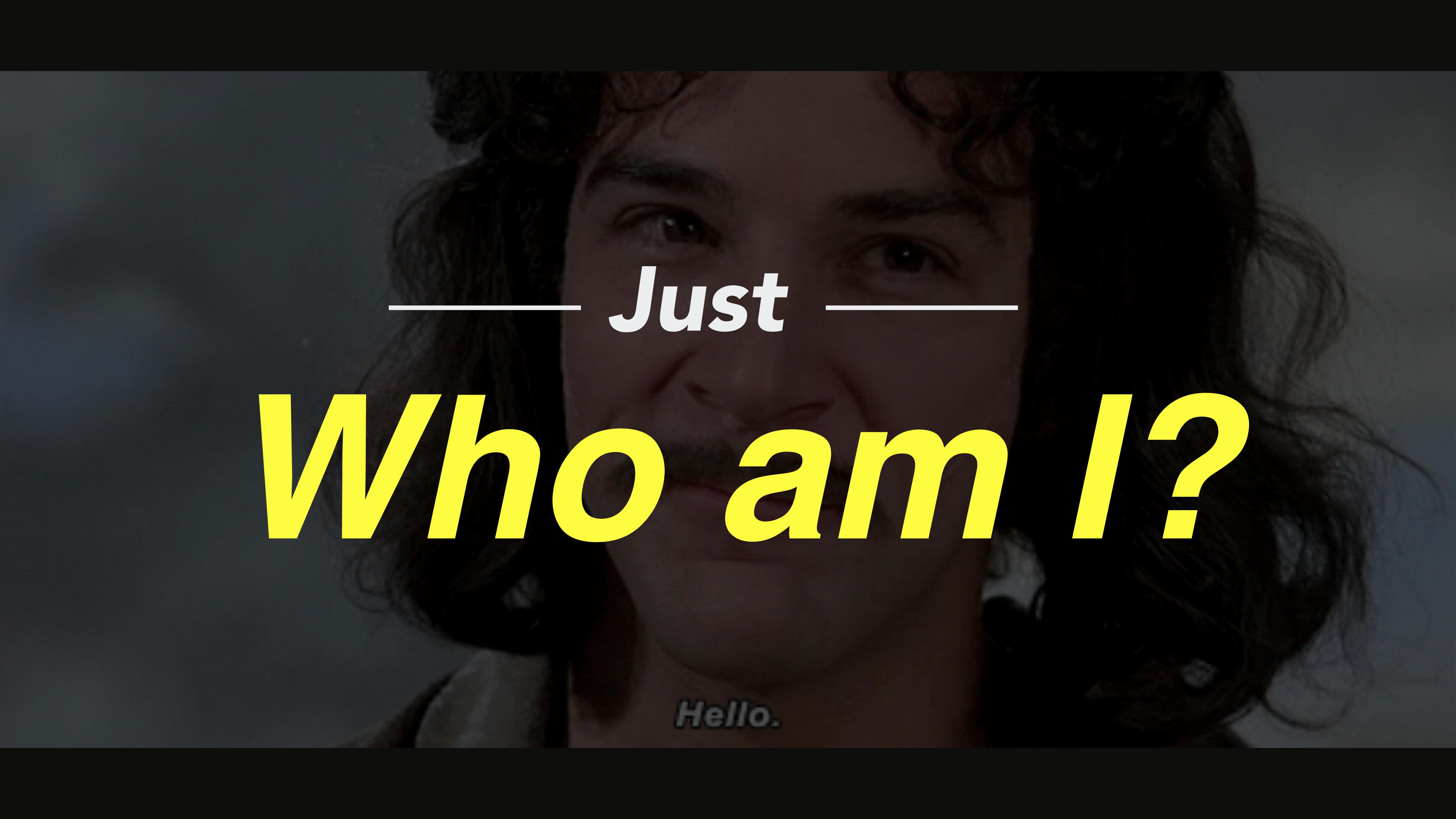
A subway station platform with a brick wall. A train is visible in the background. The text is overlaid on the image.

Delivering
Flexible
Cross Platform
Design Systems

A MASTERPIECE



Hello.



— Just —

Who am I?

Hello.

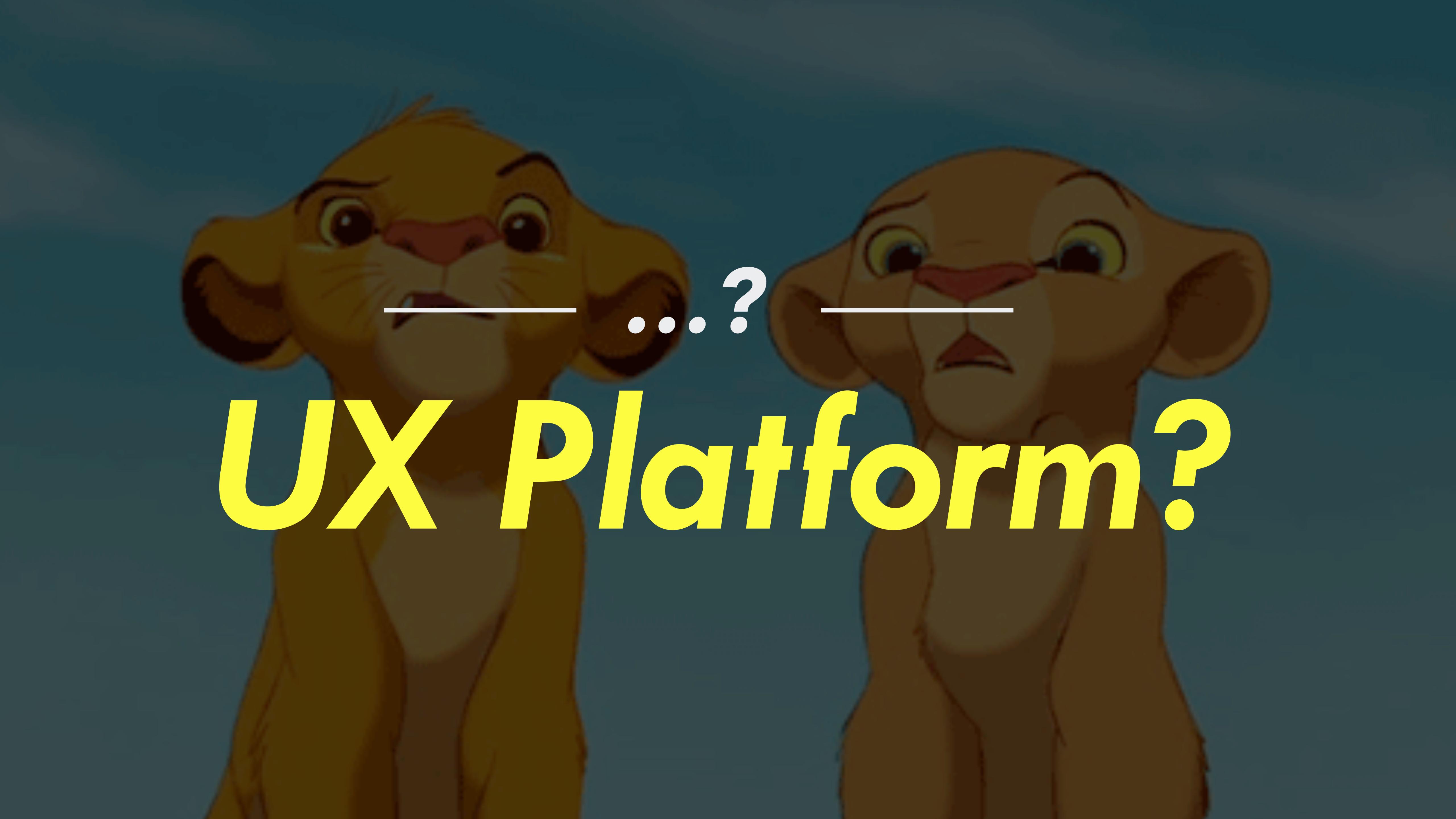


SENIOR DIR., UX PLATFORM

Godaddy

ON THE INTERNET THEY CALL ME @INDEXZERO



A dark, semi-transparent background image of Simba and Nala from The Lion King. Simba is on the left, looking slightly to the right with a confused expression. Nala is on the right, looking towards the center with a similar confused expression. They are both wearing blue collars. The background is a dark teal color.

— ... ? —

UX Platform?

GoDaddy Experience System v X +

GoDaddy Experience System

BETA

Enter a keyword here

I'm a Designer



Let's Design Stuff

HELPFUL ARTICLES & RESOURCES

Sketch Design Library quickstart

I'm an Engineer



Let's Build Stuff

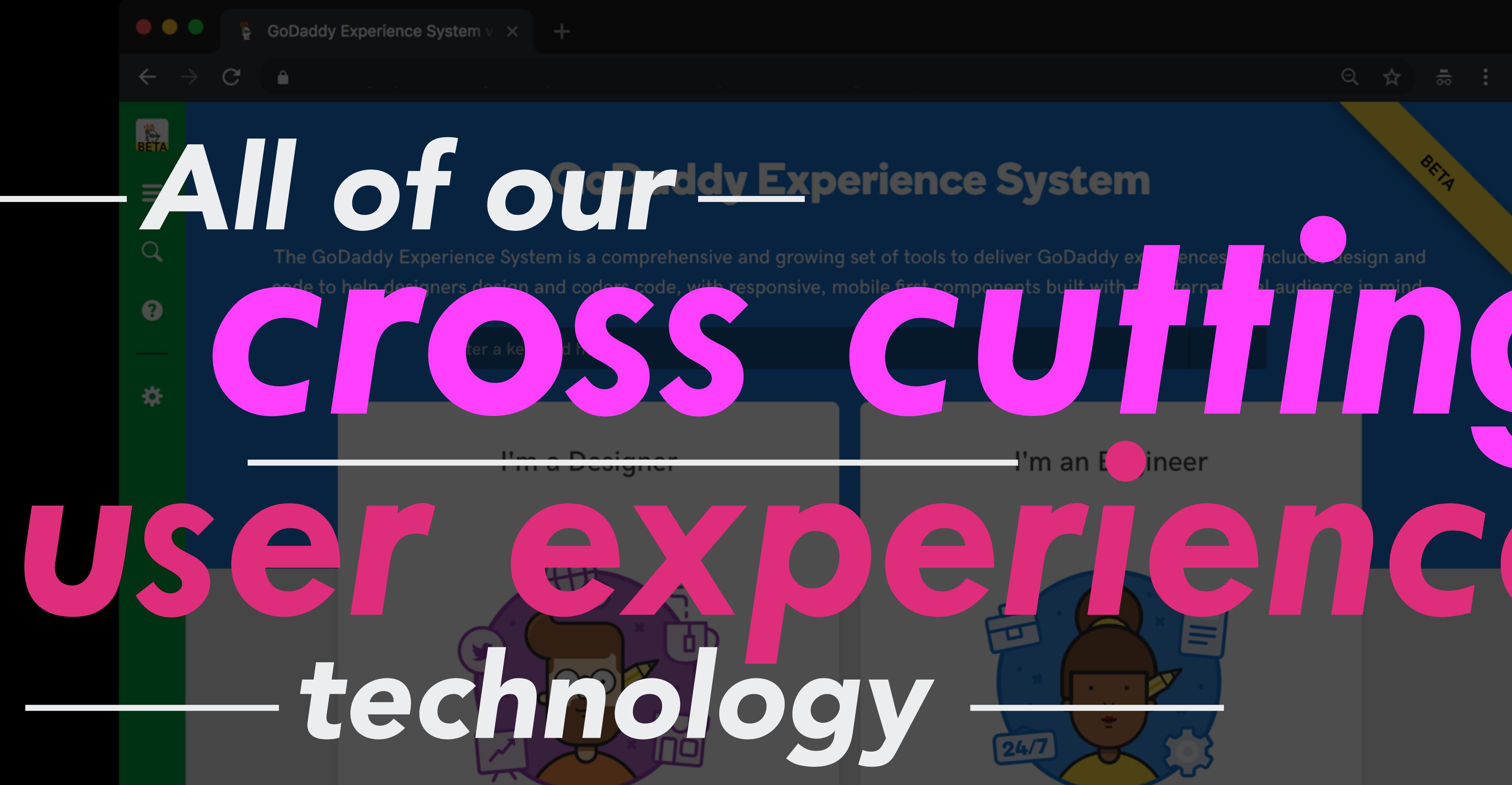
HELPFUL ARTICLES & RESOURCES

Contribute to the UX Platform

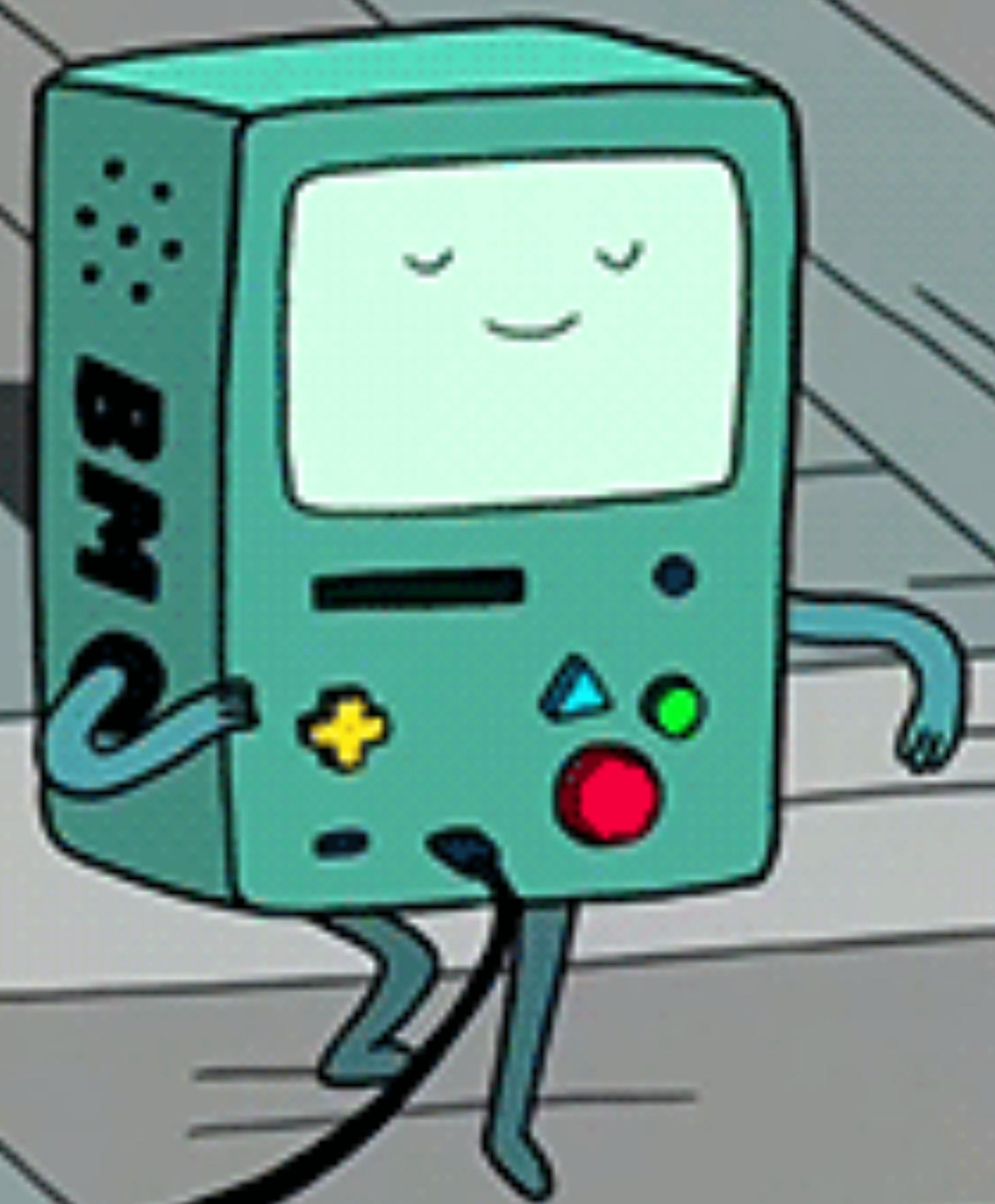
≡

?

⚙



A BIT MORE THAN JUST OUR DESIGN SYSTEM



— Our design system —

UXCore2

ABOUT 50 COMPONENTS

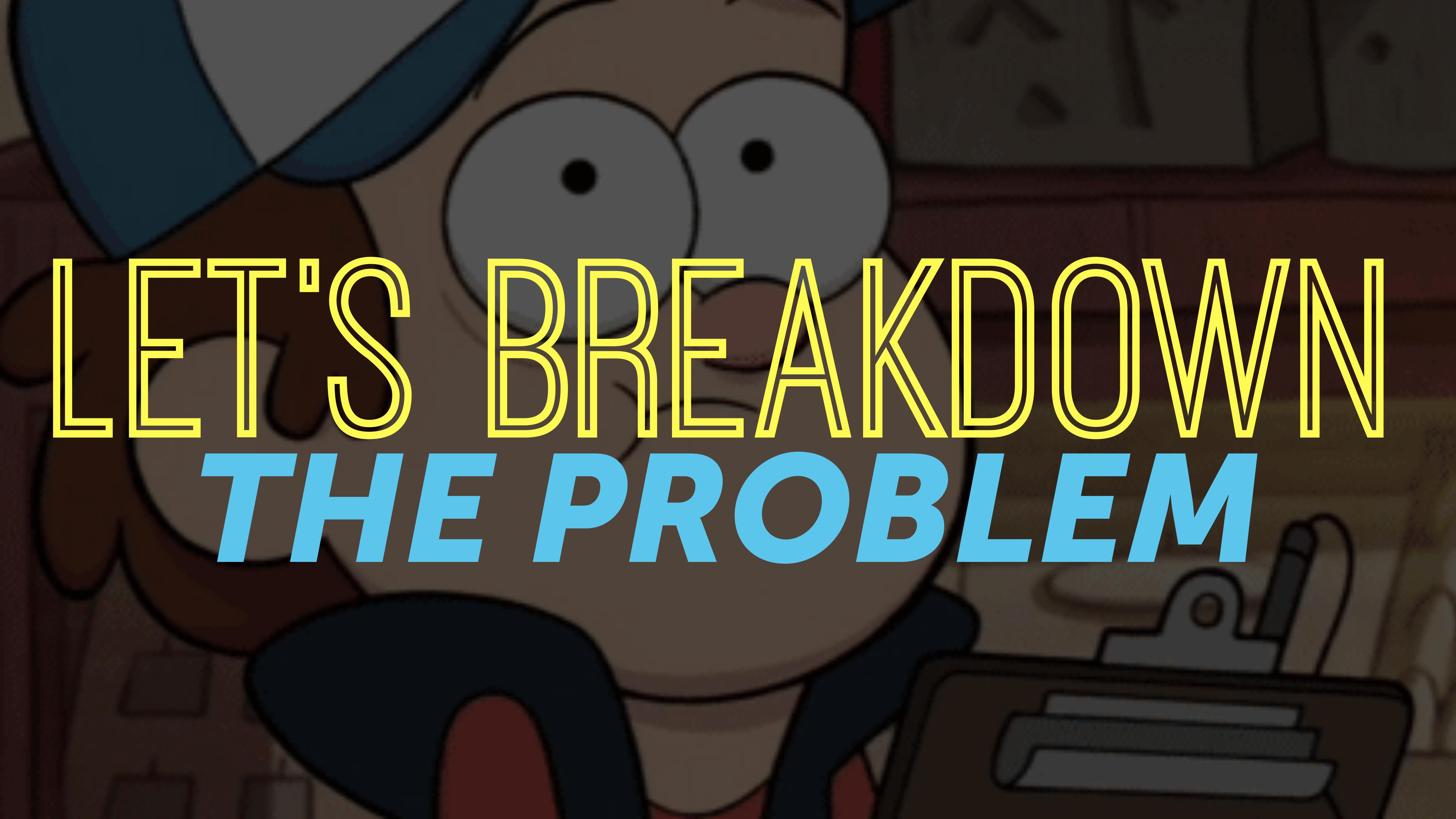
STARTED IN LATE 2015

REACT BASED

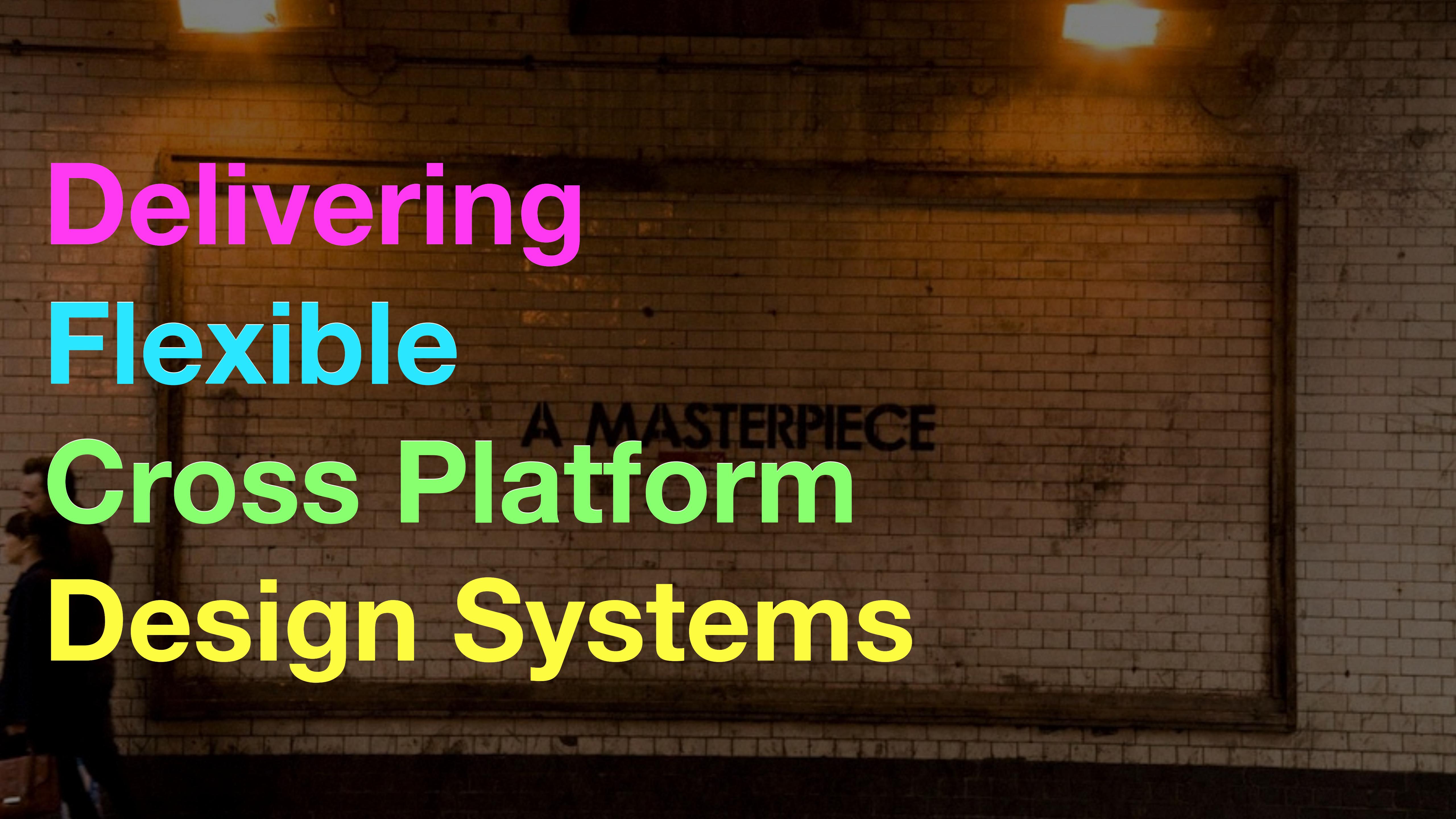
SUPPORTS REACT NATIVE

OVER 100 CONTRIBUTORS

~40% OF FRONT END ENGINEERS



LET'S BREAKDOWN
THE PROBLEM

A person is walking past a brick wall. On the wall, there is a framed poster with the words "A MASTERPIECE" written in a serif font. The main text of the slide is overlaid on the image.

Delivering
Flexible
Cross Platform
Design Systems

A person is walking past a subway station platform. In the background, a train is visible on the tracks. The platform floor is made of light-colored tiles. A dark rectangular sign is mounted on the wall, with the words "A MASTERPIECE" visible in white capital letters.

Delivering
Flexible
Cross Platform
Design Systems

ELEMENTS

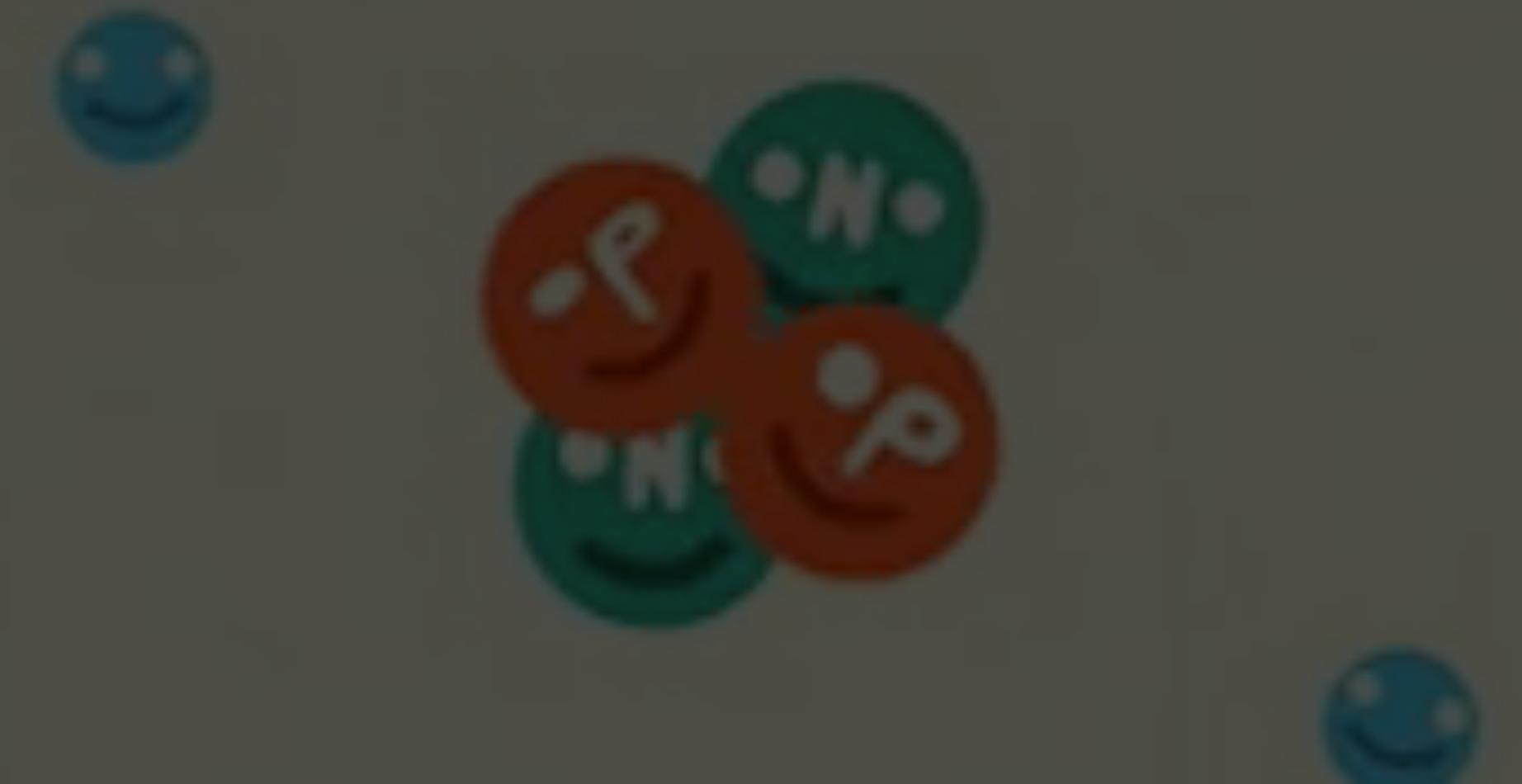


DESIGN SYSTEM

Atom

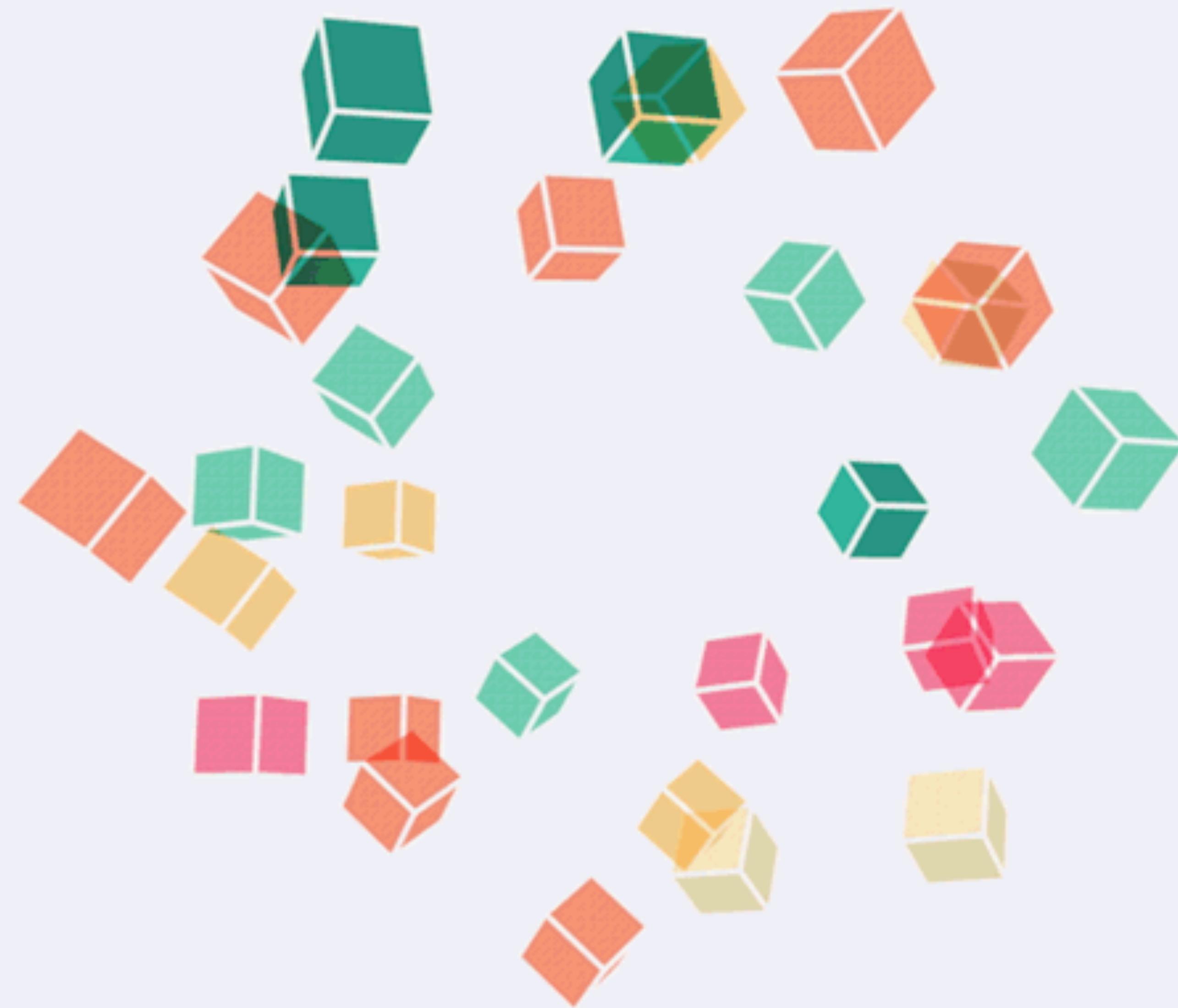


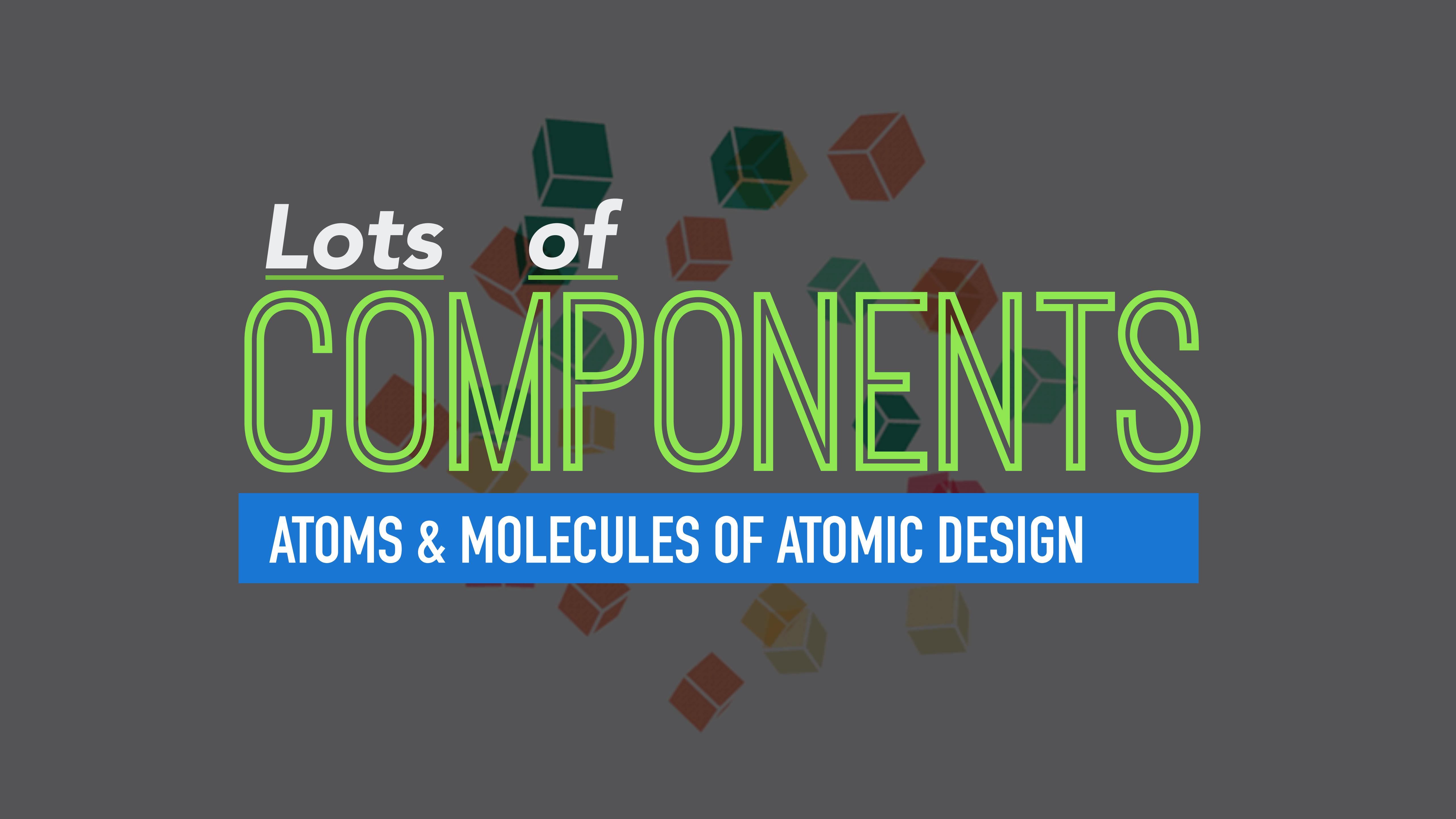
*First off the
sub-atomic*



*First off the
'sub-atomic'
— of —
atomic design*

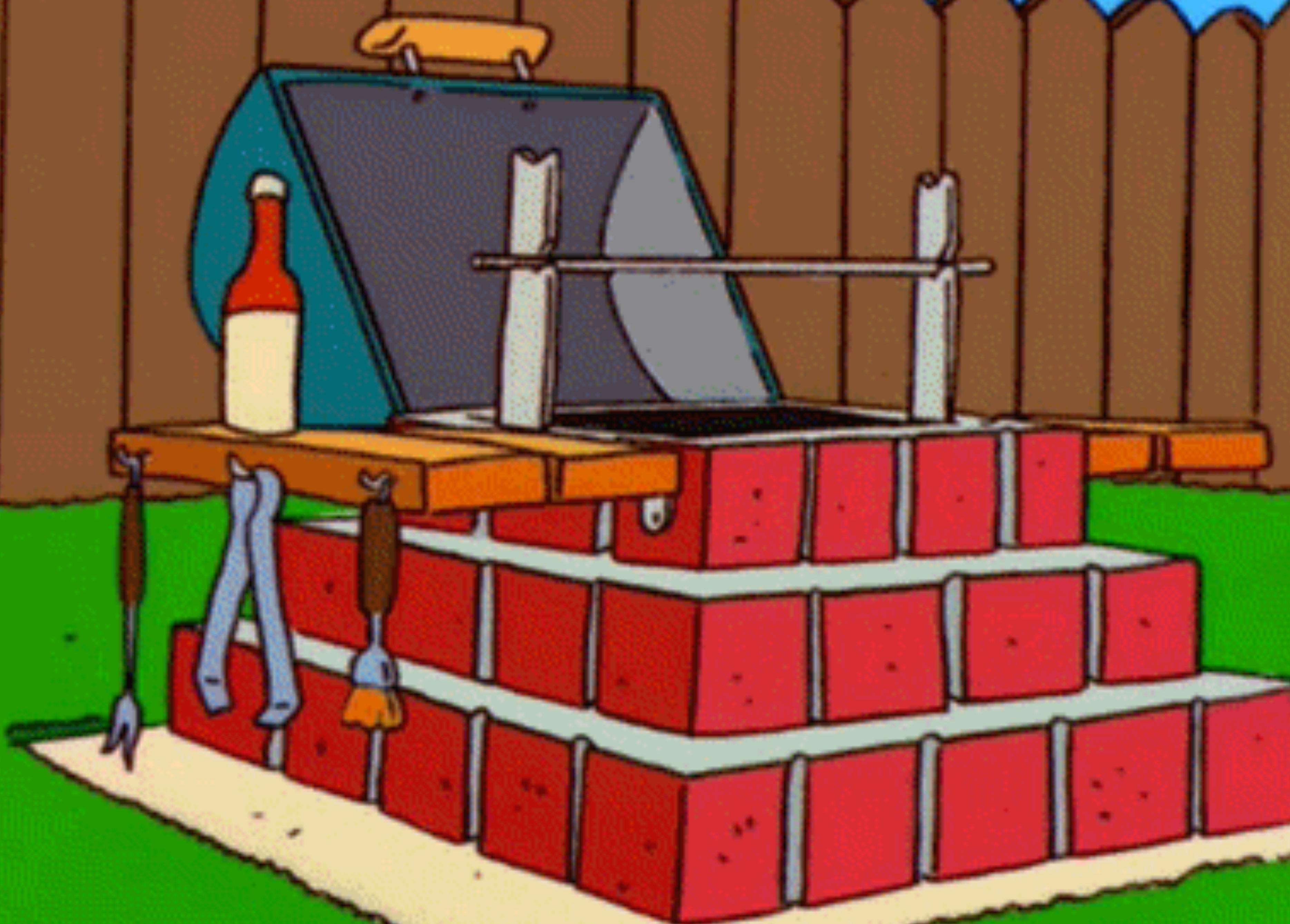
COLOR PALETTE, TYPOGRAPHY, SPACING, “VOICE”

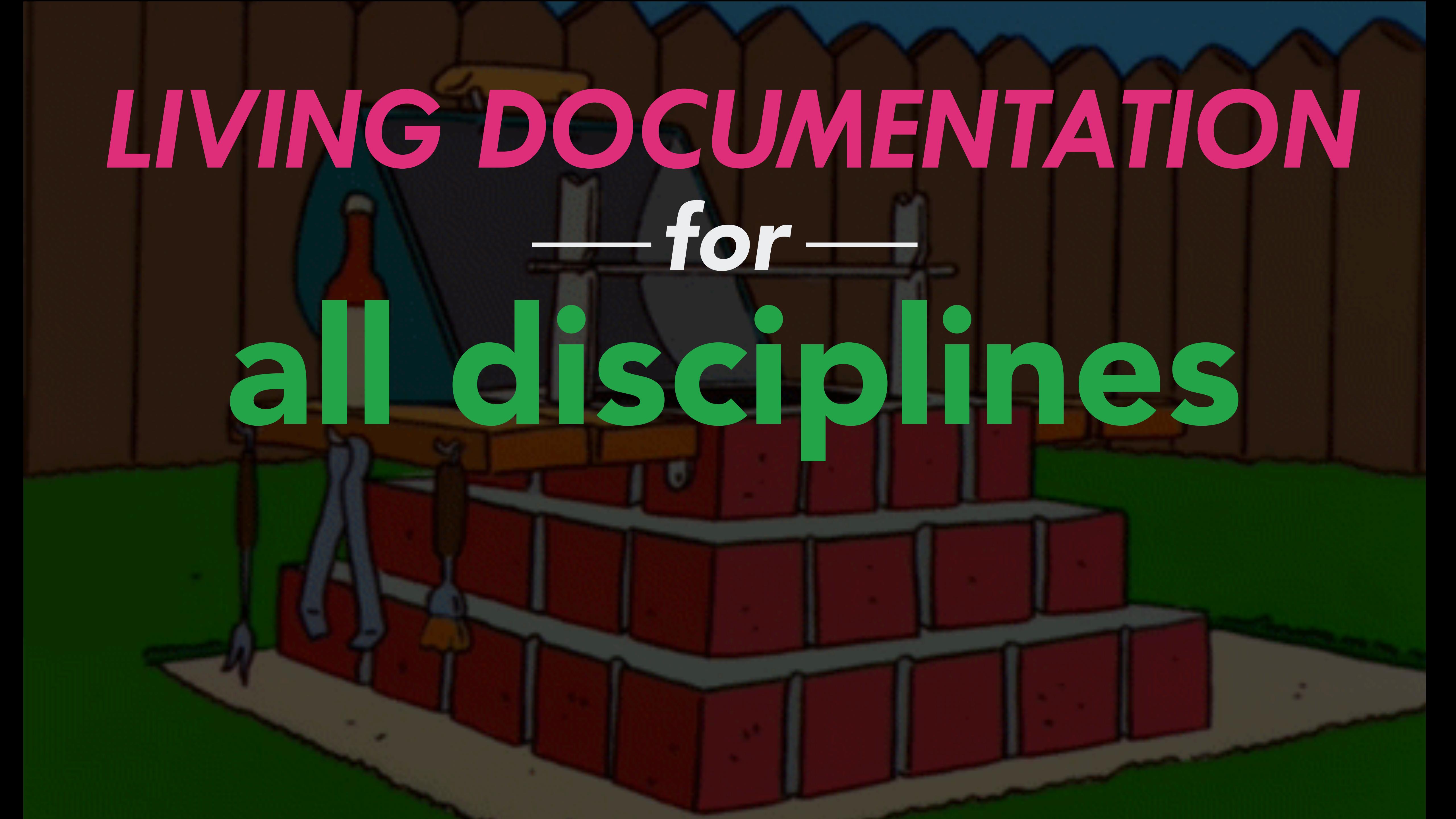




Lots of **COMPONENTS**

ATOMS & MOLECULES OF ATOMIC DESIGN





LIVING DOCUMENTATION

— for —

all disciplines



LIVING DOCUMENTATION

— for —

all disciplines

ENGINEERS

DESIGNERS

TECHNICAL WRITERS

CONTRIBUTORS

CONSIDER EVEN A SIMPLE BUTTON COMPONENT

The screenshot shows the GoDaddy Experience System homepage. The top navigation bar is black with a yellow header containing the title. The main content area has a blue header with the text "GoDaddy Experience System" and a "BETA" badge. A green sidebar on the left contains icons for a menu, search, help, and settings. The main content area features two large cards: one for "I'm a Designer" with a purple icon and a "Let's Design Stuff" button, and one for "I'm an Engineer" with a blue icon and a "Let's Build Stuff" button. Both cards have "HELPFUL ARTICLES & RESOURCES" and "Sketch Design Library quickstart" and "Contribute to the UX Platform" links at the bottom.

The GoDaddy Experience System is a comprehensive and growing set of tools to deliver GoDaddy experiences. It includes design and code to help designers design and coders code, with responsive, mobile first components built with an international audience in mind.

Enter a keyword here

BETA

I'm a Designer

Let's Design Stuff

I'm an Engineer

Let's Build Stuff

HELPFUL ARTICLES & RESOURCES

Sketch Design Library quickstart

Contribute to the UX Platform

CONSIDER EVEN A SIMPLE BUTTON COMPONENT

Included in `@ux/uxcore2`

Button Yes

[Components](#) ≡ ▾

Accordion

Alert

Button

Button Set

Carousel

Charts >

Collapsibles

Component

Datepicker

Dropdowns

File Upload

Filters

Forms >

Growl

Icon

Primary Action

Identifies primary actions on the page, such as a "submit."

EXAMPLE

Primary Primary Primary Primary

Purchase Purchase Purchase

Info Info Info

Warning Warning Warning

Danger Danger Danger

Feature Feature Feature

Success Success Success

Secondary Action (Defaults)

Identifies secondary actions, such as a 'cancel'.

[Git Repo](#) [Designer Docs](#)

JSX **HTML**

```
/* eslint-disable jsx-a11y/tabindex-no-positive */
import { Button } from '@ux/uxcore2';
import React from 'react';

export default class Example extends React.Component {
  render() {
    return (
      <div className='spaced-group'>
        <Button design='primary' type='submit' size='large' tabIndex={ 0 }>Primary</Button>
        <Button design='primary' type='submit' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' tabIndex={ 2 }>Primary</Button>
        <Button design='primary' type='submit' size='small' className='outline' tabIndex={ 3 }>Primary</Button>
      <br />
      <Button design='purchase' tabIndex={ 2 } size='large'>Purchase</Button>
      <Button design='purchase' tabIndex={ 2 }>Purchase</Button>
      <Button design='purchase' tabIndex={ 2 } size='small'>Purchase</Button>
      <br />
      <Button design='info' tabIndex={ 3 } size='large'>Info</Button>
      <...>
    );
  }
}
```

CONSIDER EVEN A SIMPLE BUTTON COMPONENT

 BETA

< | Components

Button

≡ ▾

Git Repo

</> Engineer Docs

Accordion

Alert

Button

Button Set

Carousel

Charts >

Collapsibles

Component

Datepicker

Dropdowns

File Upload

Filters

Forms >

Growl

Icon

Button Emphasis/Purpose

Colors have meaning and our buttons are no different. After you decided what your button intent is, you must now decided what the emphasis for that action is.

The only exception are links, which can only be our Standard Blue. See [Typography](#)

Which emphasis/purpose is right for my action?

Select your flavor

Brand Green ▾

Brand Green

Brand Green is used for “Brandable Moments” within the product. Examples include upgrade paths, or any purchase paths. Depending on the Brand Scale (Excite or Educate), the Product and Brand emphasis can be interchanged.

Primary Intent

Large

Standard

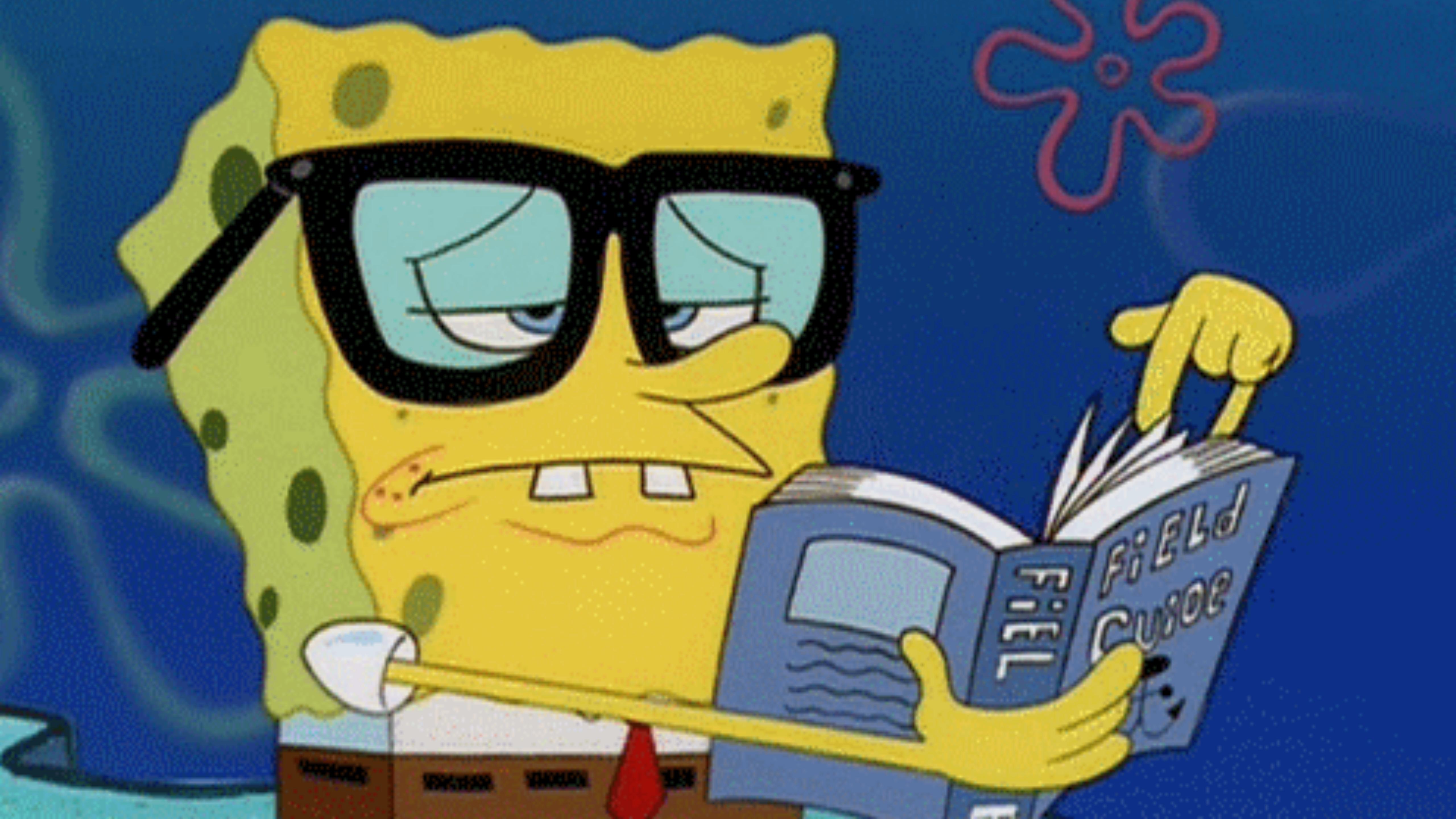
Small *

Tertiary

Secondary Intent

WORKFLOWS





FIELD
GUIDE



The governance of system extensibility

Delivering
Flexible
Cross Platform
Design Systems

A MASTERPIECE



BEHOLD . . .

THE GLORIOUS INTERTUBES!



WEB (OF COURSE)

MOBILE WEB

NATIVE MOBILE APPS

NOT TO MENTION PRINT & VIDEO

BEHOLD . . .

THE GLORIOUS INTERTUBES!



Assuming of course **RESPONSIVE**

DESIGN ... yeah? Not up for debate, right?





REACT
— *and* —
**REACT
NATIVE**



STYLES

STYLES

CSS? INLINE STYLES?

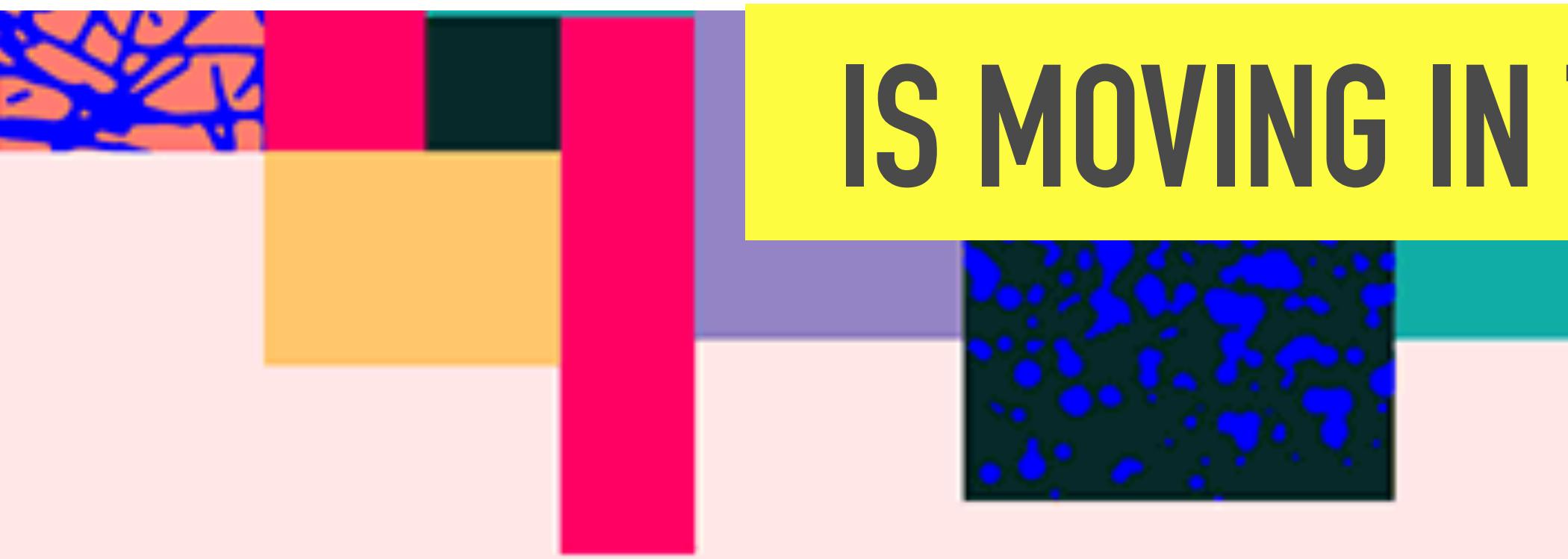
DO YOU NEED BOTH?





IS SEEKS THAT

{css blocks}



IS MOVING IN THE RIGHT DIRECTION



A person in a Native American headdress and vest holding a bow and arrow.

—mimic —
native mobile
— styles —
religiously?

NO



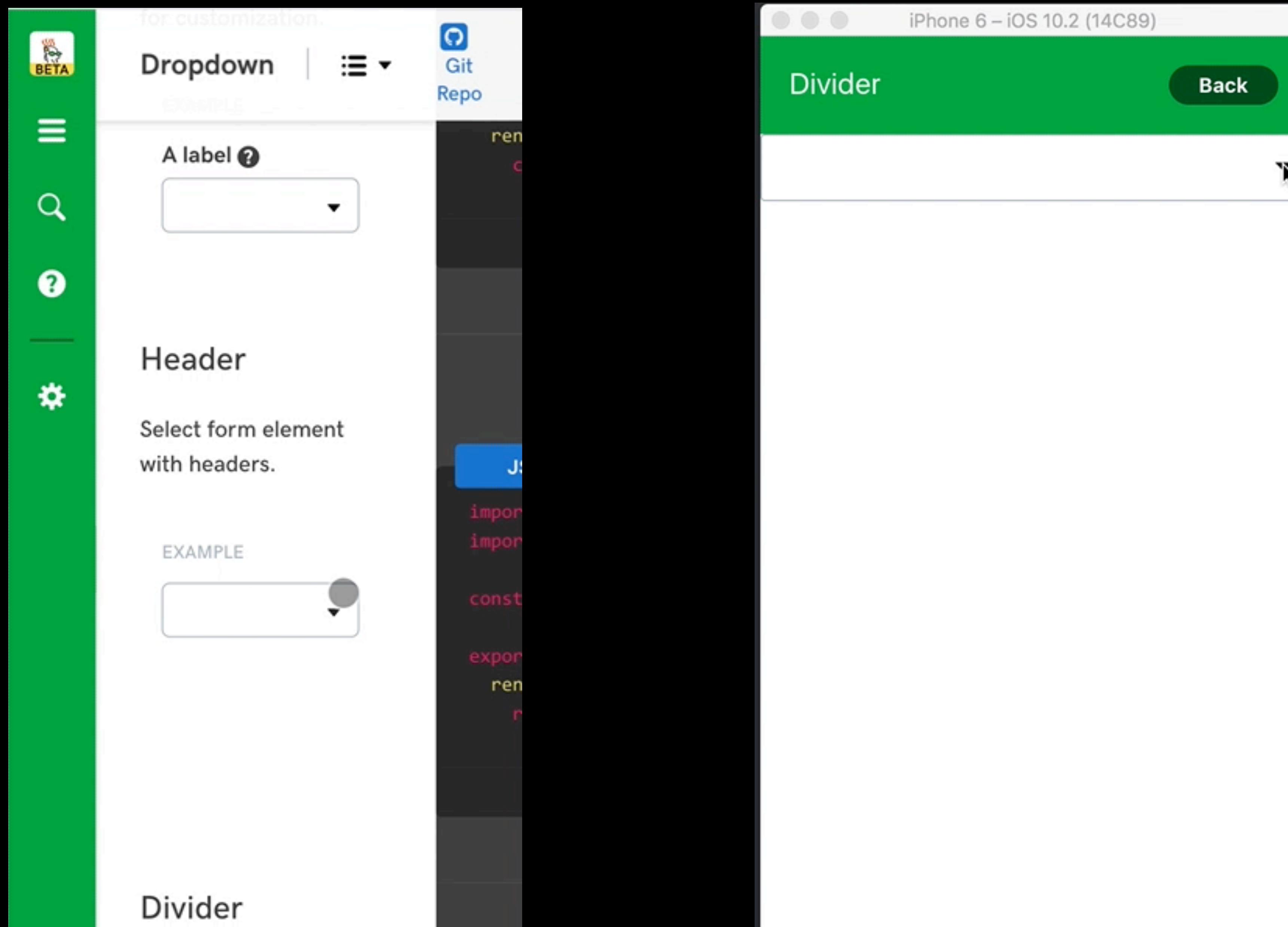
A woman with curly hair, wearing a striped shirt, looking slightly to the side with a thoughtful expression.

NO

Well
MAYBE

IT DEPENDS. YMMV.

CONSIDER A DROPODOWN ON WEB & MOBILE (REACT NATIVE)



'intuitive
equals
familiar'

Raskin, '94



Delivering
Flexible
Cross Platform
Design Systems

A MASTERPIECE

We already said
RESPONSIVE

DESIGN ... FLEX(BOX)IBLE





Header



Select form element with headers.

EXAMPLE



Divider



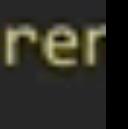
Select form element with dividers.



Non-Fullscreen

Select form element that is not fullscreen when on mobile

EXAMPLE



J

imp
imp

const

exp
ren

r

FEATURES

HOW MANY IS “TOO MANY”?

Header

Select form element
with headers.

EXAMPLE



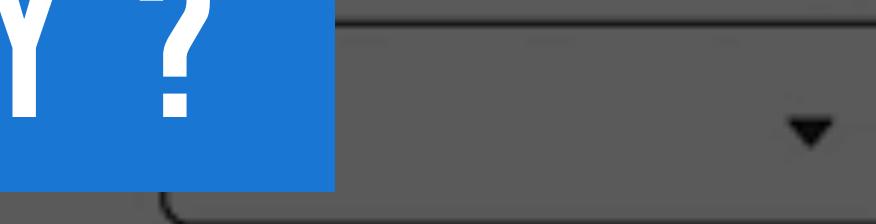
Select form element
with dividers.

Divider

Non-Fullscreen

Select form element
that is not fullscreen
when on mobile

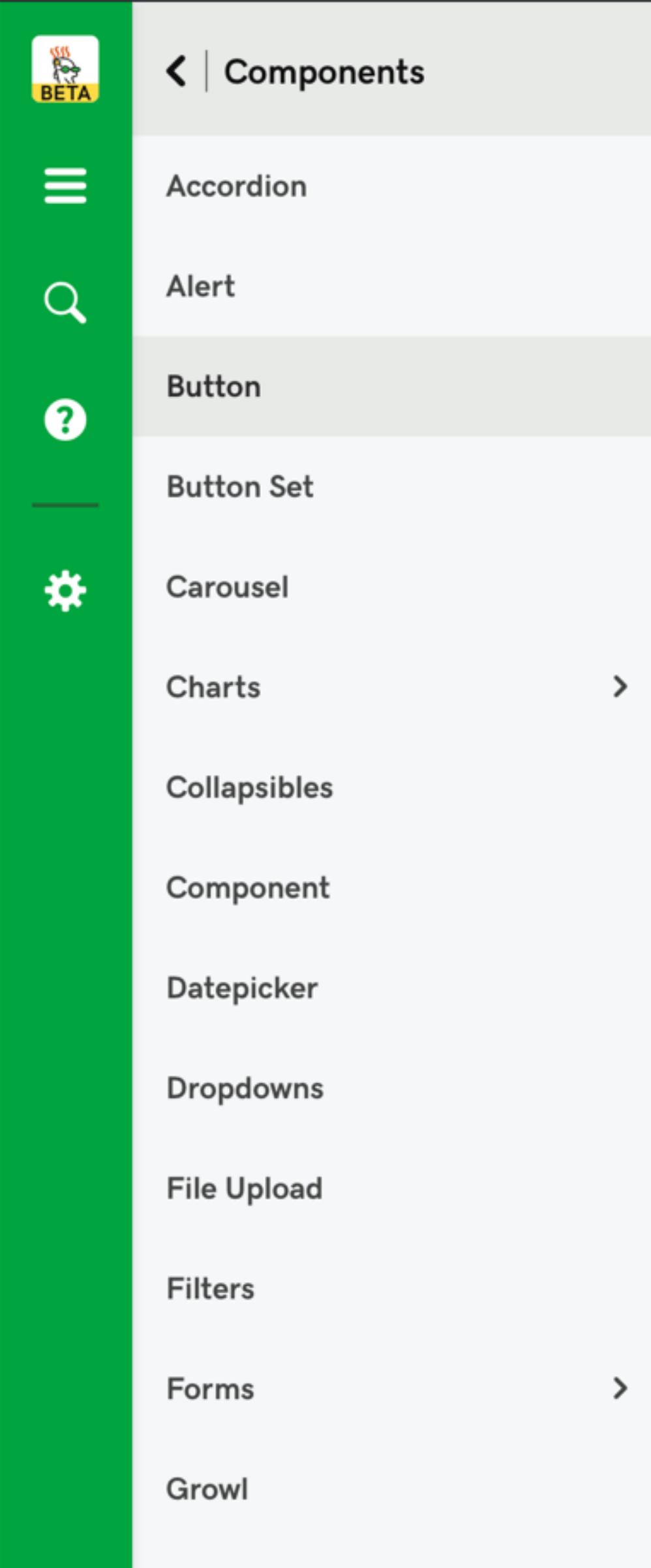
EXAMPLE



Button

Included in @ux/uxcore2

Button | Yes

 Components

Accordion

Alert

Button

Button Set

Carousel

Charts >

Collapsibles

Component

Datepicker

Dropdowns

File Upload

Filters >

Forms >

Growl

Primary Action

Identifies primary actions on the page, such as a "submit."

EXAMPLE



Secondary Action (Defaults)

Identifies secondary actions, such as a 'cancel'.

JSX

```
/* eslint-disable jsx-a11y/tabindex-no-positive */
import { Button } from '@ux/uxcore2';
import React from 'react';

export default class Example extends React.Component {
  render() {
    return (
      <div className='spaced-group'>
        <Button design='primary' type='submit' size='large' tabIndex={ 0 }>Primary</Button>
        <Button design='primary' type='submit' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' tabIndex={ 2 }>Primary</Button>
        <Button design='primary' type='submit' size='small' tabIndex={ 3 }>Primary</Button>
        <br />
        <Button design='purchase' tabIndex={ 2 } size='large'>Purchase</Button>
        <Button design='purchase' tabIndex={ 2 }>Purchase</Button>
        <Button design='purchase' tabIndex={ 2 } size='small'>Purchase</Button>
        <br />
        <Button design='info' tabIndex={ 3 } size='large'>Info</Button>
        <Button design='info' tabIndex={ 3 }>Info</Button>
        <Button design='info' tabIndex={ 3 } size='small'>Info</Button>
        <br />
        <Button design='warning' tabIndex={ 4 } size='large'>Warning</Button>
        <Button design='warning' tabIndex={ 4 }>Warning</Button>
        <Button design='warning' tabIndex={ 4 } size='small'>Warning</Button>
        <br />
        <Button design='danger' type='button' tabIndex={ 5 } size='large'>Danger</Button>
        <Button design='danger' type='button' tabIndex={ 5 }>Danger</Button>
        <Button design='danger' type='button' tabIndex={ 5 } size='small'>Danger</Button>
        <br />
        <Button design='feature' type='button' tabIndex={ 6 } size='large'>Feature</Button>
        <Button design='feature' type='button' tabIndex={ 6 }>Feature</Button>
        <Button design='feature' type='button' tabIndex={ 6 } size='small'>Feature</Button>
        <br />
        <Button design='success' type='button' tabIndex={ 7 } size='large'>Success</Button>
        <Button design='success' type='button' tabIndex={ 7 }>Success</Button>
        <Button design='success' type='button' tabIndex={ 7 } size='small'>Success</Button>
      </div>
    );
  }
}
```

HTML

```
<div class="spaced-group">
  <button design="primary" type="submit" size="large" tabIndex="0">Primary</button>
  <button design="primary" type="submit" tabIndex="1">Primary</button>
  <button design="primary" type="submit" size="small" tabIndex="2">Primary</button>
  <button design="primary" type="submit" size="small" tabIndex="3">Primary</button>
  <br />
  <button design="purchase" tabIndex="2" size="large">Purchase</button>
  <button design="purchase" tabIndex="2">Purchase</button>
  <button design="purchase" tabIndex="2" size="small">Purchase</button>
  <br />
  <button design="info" tabIndex="3" size="large">Info</button>
  <button design="info" tabIndex="3">Info</button>
  <button design="info" tabIndex="3" size="small">Info</button>
  <br />
  <button design="warning" tabIndex="4" size="large">Warning</button>
  <button design="warning" tabIndex="4">Warning</button>
  <button design="warning" tabIndex="4" size="small">Warning</button>
  <br />
  <button design="danger" type="button" tabIndex="5" size="large">Danger</button>
  <button design="danger" type="button" tabIndex="5">Danger</button>
  <button design="danger" type="button" tabIndex="5" size="small">Danger</button>
  <br />
  <button design="feature" type="button" tabIndex="6" size="large">Feature</button>
  <button design="feature" type="button" tabIndex="6">Feature</button>
  <button design="feature" type="button" tabIndex="6" size="small">Feature</button>
  <br />
  <button design="success" type="button" tabIndex="7" size="large">Success</button>
  <button design="success" type="button" tabIndex="7">Success</button>
  <button design="success" type="button" tabIndex="7" size="small">Success</button>
</div>
```

Button

Unlicensed

Yes

Git Repo Designer Docs

Primary Action

Identifies primary actions on the page, such as a "submit."

EXAMPLE

Primary Primary Primary Primary

Purchase Purchase Purchase

Info Info Info

Warning Warning Warning

Danger Danger Danger

Feature Feature Feature

Success Success Success

JSX

HTML

```
/* eslint-disable jsx-a11y/tabindex-no-positive */
import { Button } from '@ux/uxcore2';
import React from 'react';

export default class Example extends React.Component {
  render() {
    return (
      <div className='spaced-group'>
        <Button design='primary' type='submit' size='large' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' className='btn-filled'>Primary<br />
      </div>
    )
  }
}

<Button design='purchase' tabIndex={ 2 } size='large'>Purchase</Button>
<Button design='purchase' tabIndex={ 2 }>Purchase</Button>
<Button design='purchase' tabIndex={ 2 } size='small'>Purchase</Button>
<br />

<Button design='info' tabIndex={ 3 } size='large'>Info</Button>
<Button design='info' tabIndex={ 3 }>Info</Button>
<Button design='info' tabIndex={ 3 } size='small'>Info</Button>
<br />

<Button design='warning' tabIndex={ 4 } size='large'>Warning</Button>
<Button design='warning' tabIndex={ 4 }>Warning</Button>
```

Button

Unlicensed

Included in @lux/uxcore2 bundle? Yes

Primary Action

Identifies primary actions on the page, such as a "submit."

EXAMPLE

JSX

HTML

```
/* eslint-disable jsx-a11y/tabindex-no-positive */
import { Button } from '@lux/uxcore2';
import React from 'react';

export default class Example extends React.Component {
  render() {
    return (
      <div className='spaced-group'>
        <Button design='primary' type='submit' size='large' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' className='btn-filled' tabIndex={ 1 }>Primary</Button>
        <br />
        <Button design='purchase' tabIndex={ 2 } size='large'>Purchase</Button>
        <Button design='purchase' tabIndex={ 2 }>Purchase</Button>
        <Button design='purchase' tabIndex={ 2 } size='small'>Purchase</Button>
        <br />
        <Button design='info' tabIndex={ 3 } size='large'>Info</Button>
        <Button design='info' tabIndex={ 3 }>Info</Button>
        <Button design='info' tabIndex={ 3 } size='small'>Info</Button>
        <br />
        <Button design='warning' tabIndex={ 4 } size='large'>Warning</Button>
    );
  }
}
```

Button

Unlicensed

Included in @ux/uxcore2 bundle? Yes

Primary Action

Identifies primary actions on the page, such as a "submit."

EXAMPLE



JSX

HTML

```
/* eslint-disable jsx-a11y/tabindex-no-positive */
import { Button } from '@ux/uxcore2';
import React from 'react';

export default class Example extends React.Component {
  render() {
    return (
      <div className='spaced-group'>
        <Button design='primary' type='submit' size='large' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' className='btn-filled' tabIndex={ 1 }>Primary</Button>
        <br />
        <Button design='purchase' tabIndex={ 2 } size='large'>Purchase</Button>
        <Button design='purchase' tabIndex={ 2 }>Purchase</Button>
        <Button design='purchase' tabIndex={ 2 } size='small'>Purchase</Button>
        <br />
        <Button design='info' tabIndex={ 3 } size='large'>Info</Button>
        <Button design='info' tabIndex={ 3 }>Info</Button>
        <Button design='info' tabIndex={ 3 } size='small'>Info</Button>
        <br />
        <Button design='warning' tabIndex={ 4 } size='large'>Warning</Button>
    );
  }
}
```

Button

Customize Your Experience

THEME SWITCHER

Palette

Font

Code Snippets

BETA

Danger

Feature

Success

GoDaddy (default)

Domain Factory

Earth

Eggplant

Go Dark

GoDaddy (default)

Jetlag

Jewels

`dex={ 2 } size='large'>Purchase</Button>`

`dex={ 2 }>Purchase</Button>`

`dex={ 2 } size='small'>Purchase</Button>`

`{ 3 } size='large'>Info</Button>`

`{ 3 }>Info</Button>`

`{ 3 } size='small'>Info</Button>`

`ex={ 4 } size='large'>Warning</Button>`

`ex={ 4 }>Warning</Button>`

`ex={ 4 } size='small'>Warning</Button>`

`x={ 5 } size='large'>Danger</Button>`

`<Button design='danger' tabIndex={ 5 }>Danger</Button>`

`<Button design='danger' tabIndex={ 5 } size='small'>Danger</Button>`

`
`

`<Button design='feature' tabIndex={ 6 } size='large'>Feature</Button>`

`<Button design='feature' tabIndex={ 6 }>Feature</Button>`

`<Button design='feature' tabIndex={ 6 } size='small'>Feature</Button>`

`
`

`<Button design='success' tabIndex={ 7 } size='large'>Success</Button>`

`<Button design='success' tabIndex={ 7 }>Success</Button>`

`<Button design='success' tabIndex={ 7 } size='small'>Success</Button>`

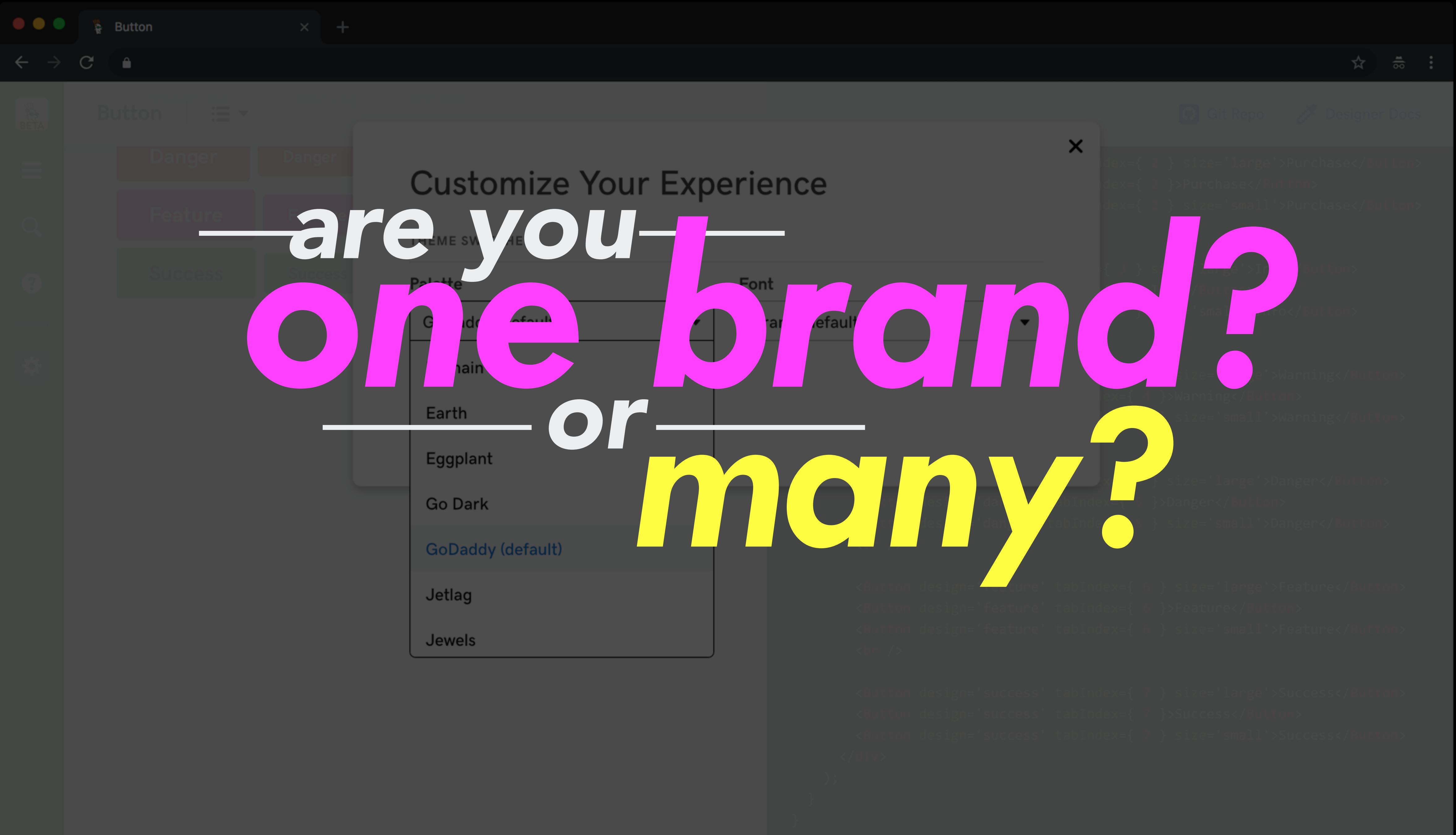
`</div>`

`);`

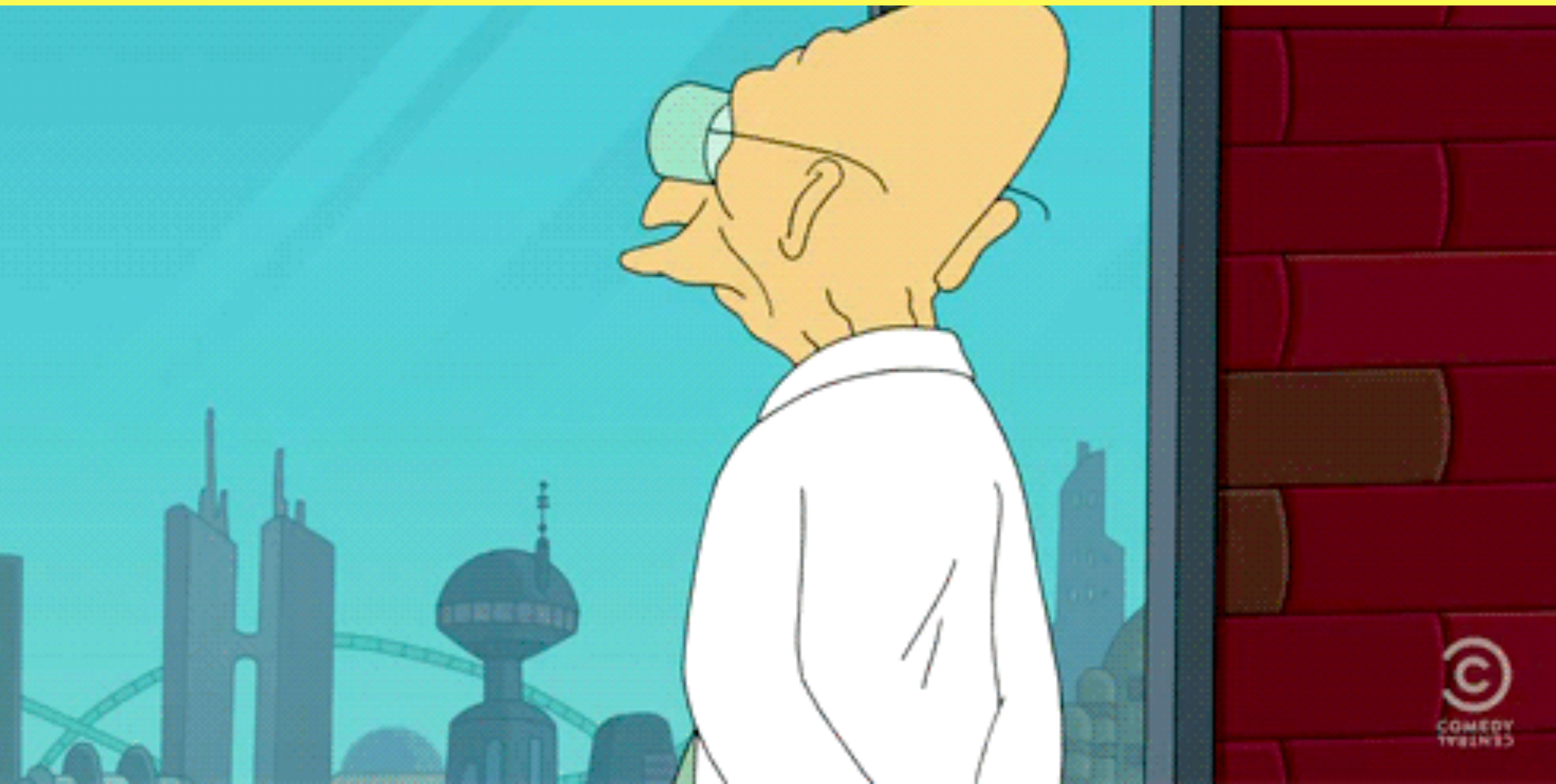
`}`

Customize Your Experience

— are you — one brand? — or — many? —



λ -CALCULUS OF COLOR SELECTION



CALCULUS OF COLOR SELECTION

Button

Included in @ux/uxcore2

Button

Primary Action

Identifies primary actions on the page, such as a "submit."

EXAMPLE

Secondary Action (Defaults)

Identifies secondary actions, such as a 'cancel'.

JSX

```
/* eslint-disable jsx-a11y/tabindex-no-positive */
import { Button } from '@ux/uxcore2';
import React from 'react';

export default class Example extends React.Component {
  render() {
    return (
      <div className='spaced-group'>
        <Button design='primary' type='submit' size='large' tabIndex={ 0 }>Primary</Button>
        <Button design='primary' type='submit' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' tabIndex={ 2 }>Primary</Button>
        <Button design='primary' type='submit' size='small' className='outline' tabIndex={ 3 }>Primary</Button>
        <br />
        <Button design='purchase' tabIndex={ 2 } size='large'>Purchase</Button>
        <Button design='purchase' tabIndex={ 2 }>Purchase</Button>
        <Button design='purchase' tabIndex={ 2 } size='small'>Purchase</Button>
        <br />
        <Button design='info' tabIndex={ 3 } size='large'>Info</Button>
        <Button design='info' tabIndex={ 3 }>Info</Button>
        <Button design='info' tabIndex={ 3 } size='small'>Info</Button>
        <br />
        <Button design='warning' tabIndex={ 1 } size='large'>Warning</Button>
        <Button design='warning' tabIndex={ 1 }>Warning</Button>
        <Button design='warning' tabIndex={ 1 } size='small'>Warning</Button>
        <br />
        <Button design='danger' tabIndex={ 0 } size='large'>Danger</Button>
        <Button design='danger' tabIndex={ 0 }>Danger</Button>
        <Button design='danger' tabIndex={ 0 } size='small'>Danger</Button>
        <br />
        <Button design='feature' tabIndex={ 0 } size='large'>Feature</Button>
        <Button design='feature' tabIndex={ 0 }>Feature</Button>
        <Button design='feature' tabIndex={ 0 } size='small'>Feature</Button>
        <br />
        <Button design='success' tabIndex={ 0 } size='large'>Success</Button>
        <Button design='success' tabIndex={ 0 }>Success</Button>
        <Button design='success' tabIndex={ 0 } size='small'>Success</Button>
      </div>
    );
  }
}
```

Git Repo

Designer Docs

```
$palette: (  
  primary: (  
    base: (color: #00a63f, contrast: #fff),  
    midrange: (color: #00782e, contrast: #fff),  
    dark: (color: #004f1e, contrast: #fff)  
,  
  secondary: (  
    base: (color: #1976d2, contrast: #fff),  
    midrange: (color: #145fa9, contrast: #fff),  
    dark: (color: #104a85, contrast: #fff)  
,  
  success: (  
    base: (color: #00a63f, contrast: #111),  
    midrange: (color: #00782e, contrast: #111),  
    dark: (color: #004f1e, contrast: #fff)  
,  
  info: (  
    base: (color: #9e42b5, contrast: #fff),  
    midrange: (color: #813693, contrast: #fff),  
    dark: (color: #672b75, contrast: #fff)  
,  
  warning: (  
    base: (color: #fedc45, contrast: #111),  
    midrange: (color: #fed317, contrast: #111),  
    dark: (color: #ebc001, contrast: #111)  
,  
  danger: (  
    base: (color: #db1802, contrast: #fff),  
    midrange: (color: #ae1302, contrast: #fff),  
    dark: (color: #850f01, contrast: #fff)  
)  
)
```

```
import { Button } from '@ux/uxcore2';  
import React from 'react';  
  
export default class Example extends React.Component {  
  render() {  
    return (  
      <div className='spaced-group'>  
        <Button design='primary' type='submit' size='large' tabIndex={ 0 }>Primary</Button>  
        <Button design='primary' type='submit' tabIndex={ 1 }>Primary</Button>  
        <Button design='primary' type='submit' size='small' tabIndex={ 2 }>Primary</Button>  
        <Button design='primary' type='submit' size='small' tabIndex={ 3 }>Primary</Button>  
        <br />  
  
        <Button design='purchase' tabIndex={ 2 } size='large'>Purchase</Button>  
        <Button design='purchase' tabIndex={ 2 }>Purchase</Button>  
        <Button design='purchase' tabIndex={ 2 } size='small'>Purchase</Button>  
        <br />  
  
        <Button design='info' tabIndex={ 3 } size='large'>Info</Button>  
        <Button design='info' tabIndex={ 3 }>Info</Button>  
        <Button design='info' tabIndex={ 3 } size='small'>Info</Button>  
        <br />  
  
        <Button design='warning' tabIndex={ 4 } size='large'>Warning</Button>  
        <Button design='warning' tabIndex={ 4 }>Warning</Button>  
        <Button design='warning' tabIndex={ 4 } size='small'>Warning</Button>  
      </div>  
    );  
  }  
}
```

```
$palette: ( primary: ( base: (color: #00a63f, contrast: #fff), midrange: (color: #00782e, contrast: #fff), dark: (color: #004f1e, contrast: #fff) ), secondary: ( base: (color: #1976d2, contrast: #fff), midrange: (color: #145fa9, contrast: #fff), dark: (color: #104a85, contrast: #fff) ), success: ( base: (color: #00a63f, contrast: #111), midrange: (color: #00782e, contrast: #111),
```

```
import { Button } from '@ux/uxcore2';
import React from 'react';

export default class Example extends React.Component {
  render() {
    return (
      <div className='spaced-group'>
        <Button design='primary' type='submit' size='large' tabIndex={ 0 }>Primary</Button>
        <Button design='primary' type='submit' tabIndex={ 1 }>Primary</Button>
        <Button design='primary' type='submit' size='small' tabIndex={ 2 }>Primary</Button>
        <Button design='primary' type='submit' size='small' className='secondary' tabIndex={ 3 }>Secondary</Button>
      </div>
    );
  }
}
```

WHAT IF A BRAND WANTS TO USE “SECONDARY” FOR “PRIMARY” BUTTON?

MORE BUTTON-SPECIFIC VARIABLES FOR REBINDING

In λ -calculus this is an “a-conversion”

```
), danger: ( base: (color: #db1802, contrast: #fff), midrange: (color: #ae1302, contrast: #fff), dark: (color: #850f01, contrast: #fff) )
```

```
<Button design='info' tabIndex={ 3 } size='small'>Info</Button>
<br />

<Button design='warning' tabIndex={ 4 } size='large'>Warning</Button>
<Button design='warning' tabIndex={ 4 }>Warning</Button>
<Button design='warning' tabIndex={ 4 } size='small'>Warning</Button>
```

Delivering
Flexible
Cross Platform
Design Systems

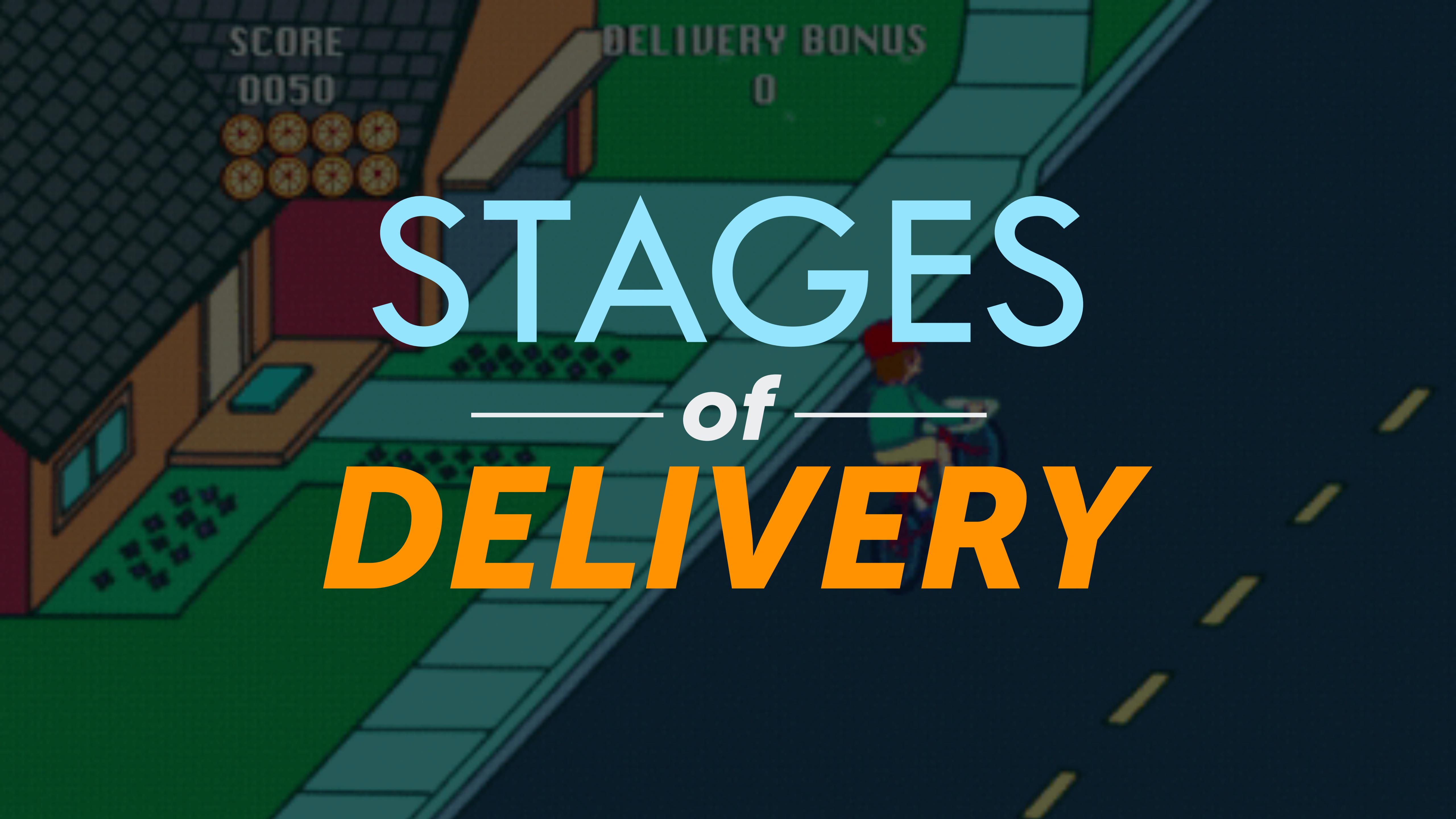
A MASTERPIECE

SCORE
0050

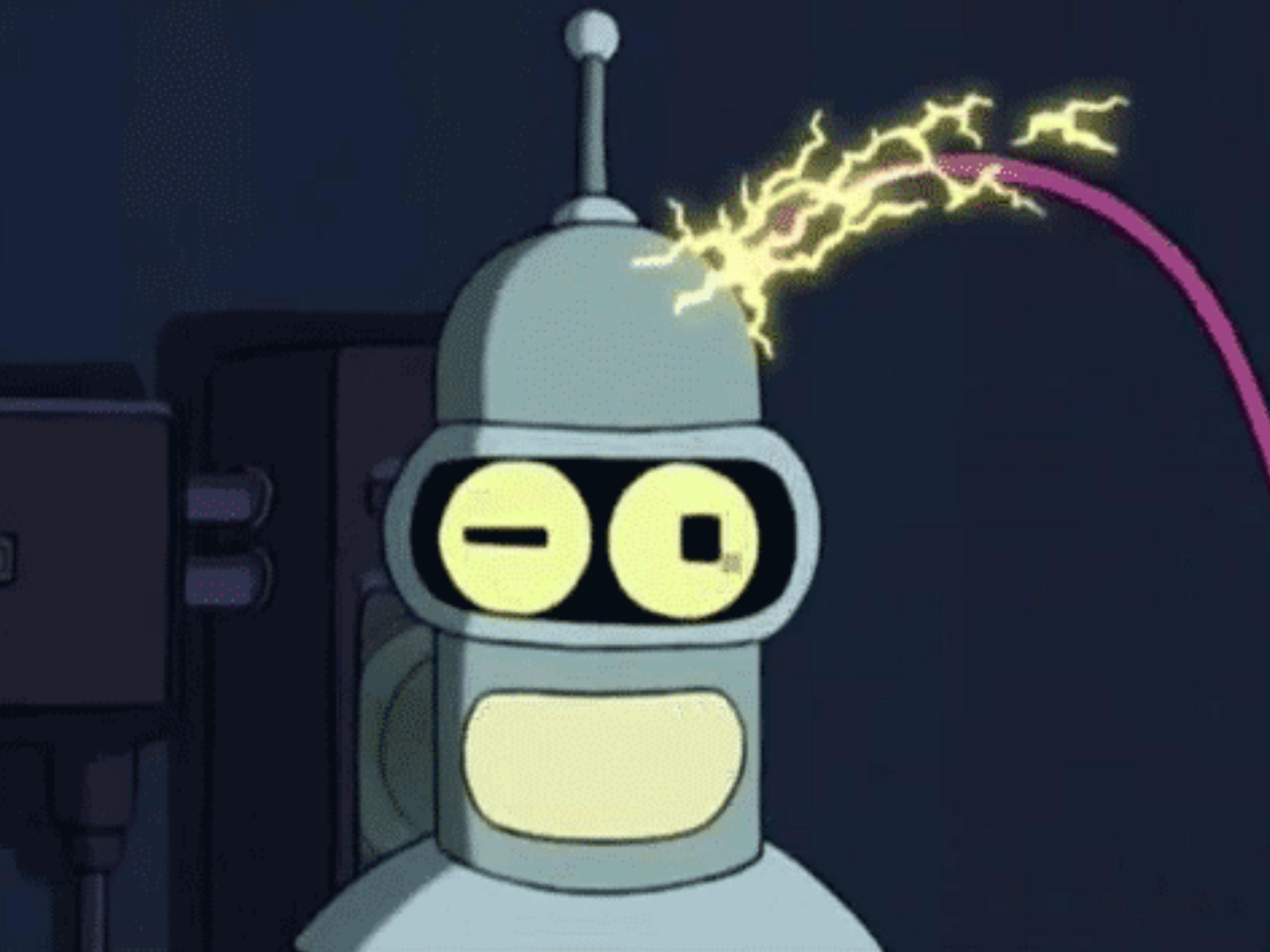


DELIVERY BONUS
0





STAGES — of — *DELIVERY*



DEVELOP

& PUBLISH

& PROMOTE

& ROLLOUT

& MAINTAIN





DEVELOP

WHERE WORKFLOW IS KING





— Make it —
EASY

— for any new —
contributors

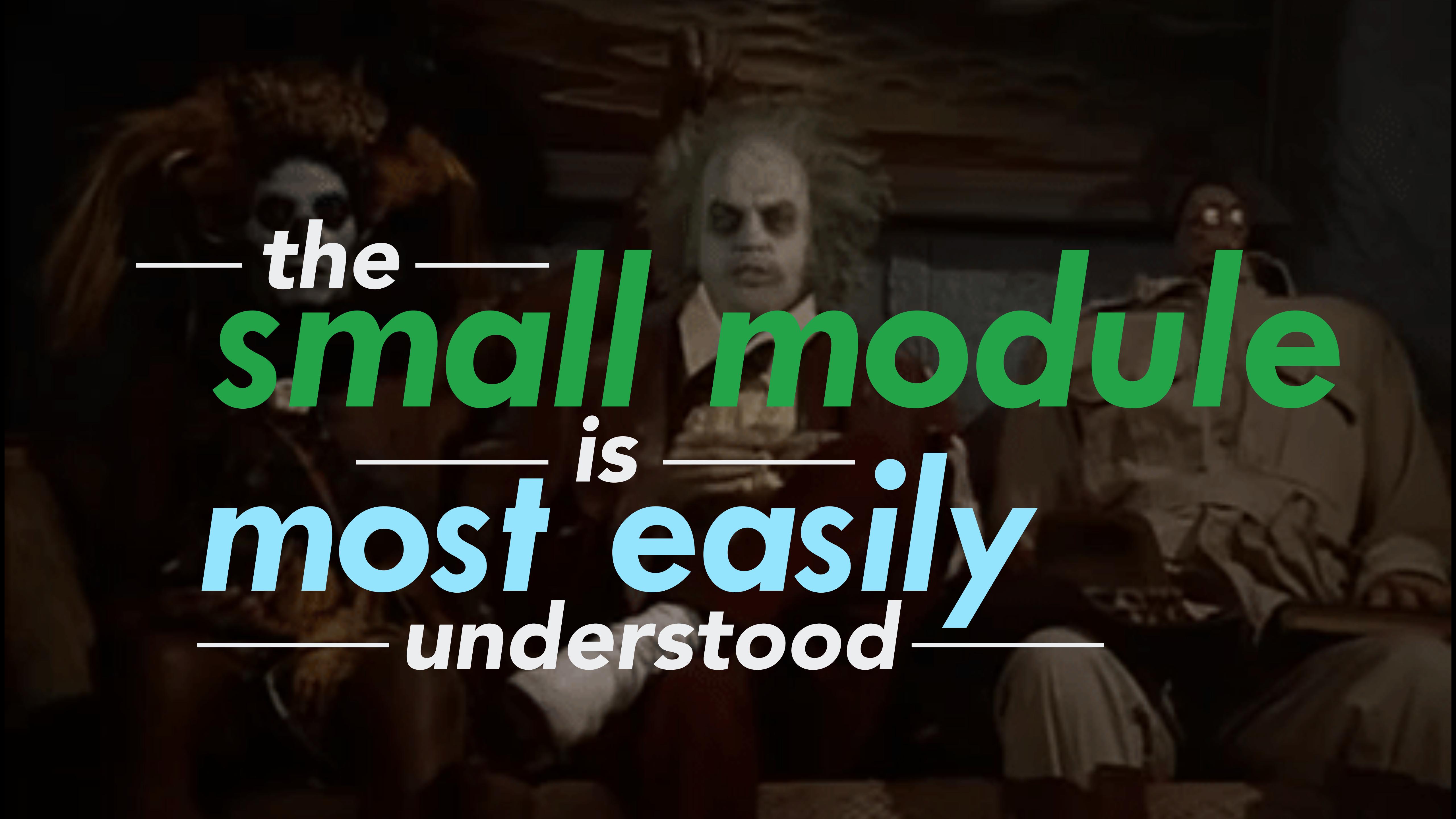


TO START
PRESS ANY KEY

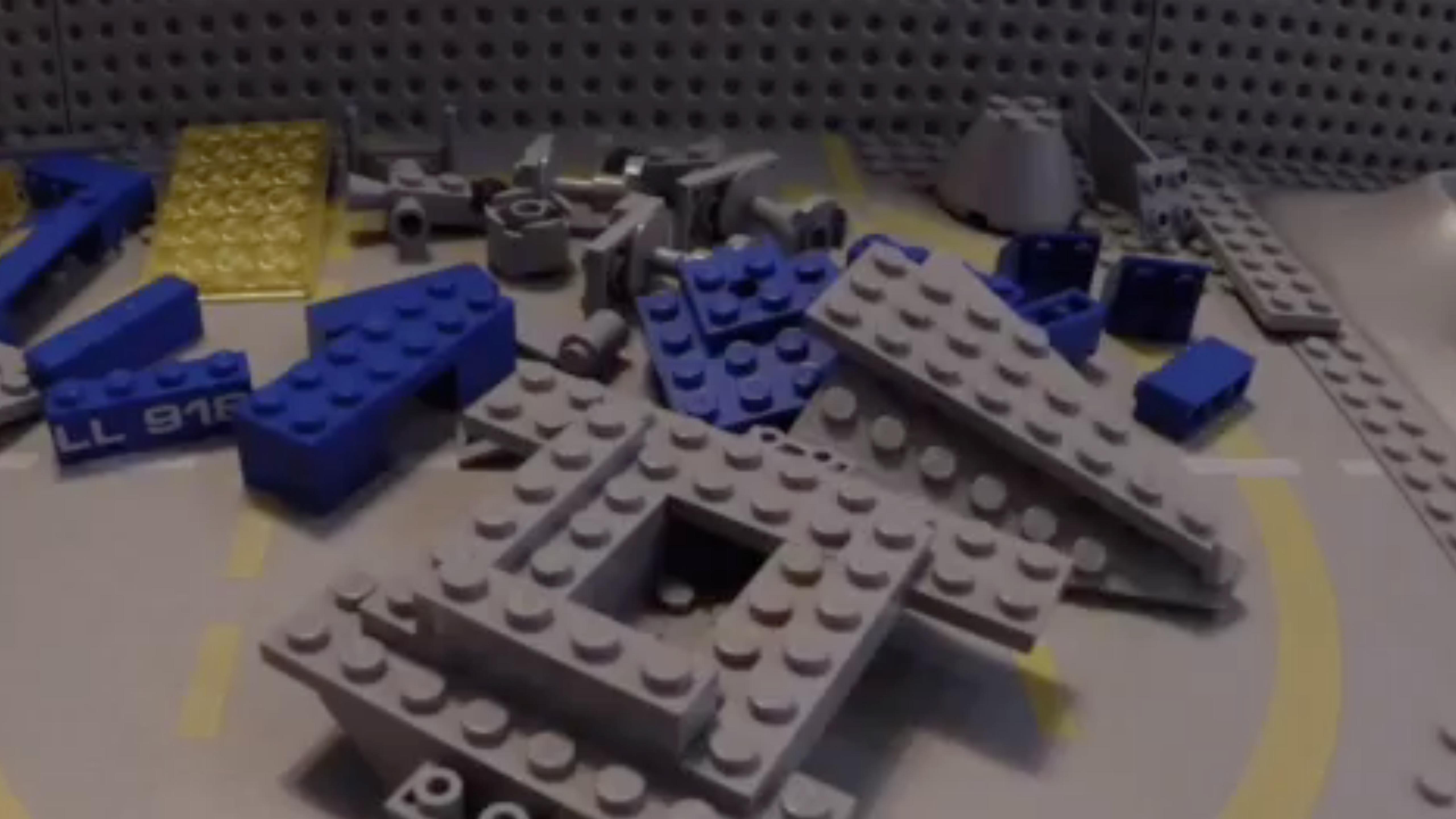
"To start, press any key."
Where's the "any" key?

Treat every
ENTRY POINT
as though
IT COULD BE
a
FIRST INTERACTION



A dark, grainy image of a classical painting showing several figures in a dramatic, possibly religious scene.

— the —
small module
— is —
most easily
— understood —



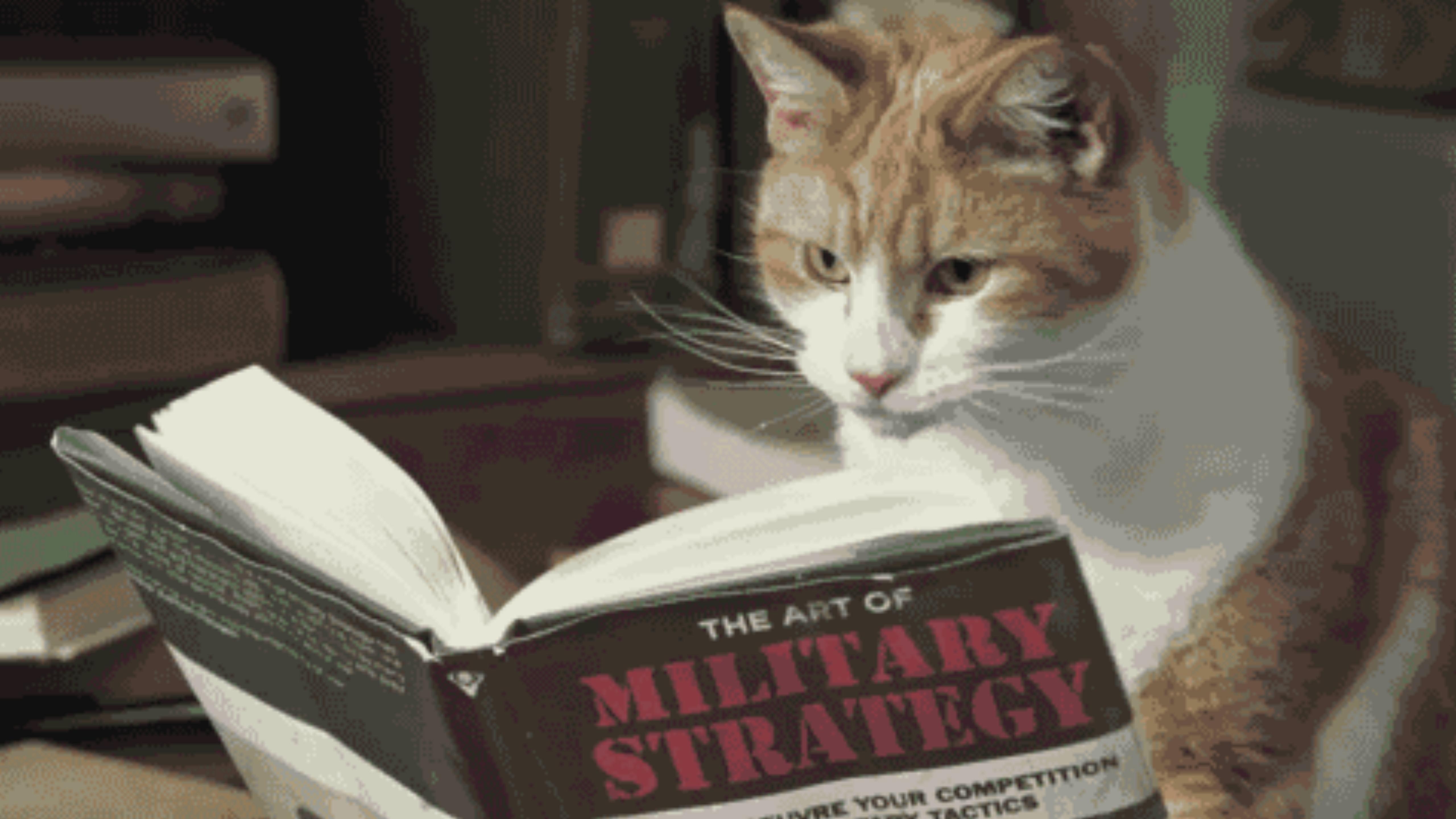


Using a
monorepo
requires
diligence

Using a monorepo requires diligence

YOUR PACKAGES/**/README.MD STILL MATTERS!

AND — npm home your-package



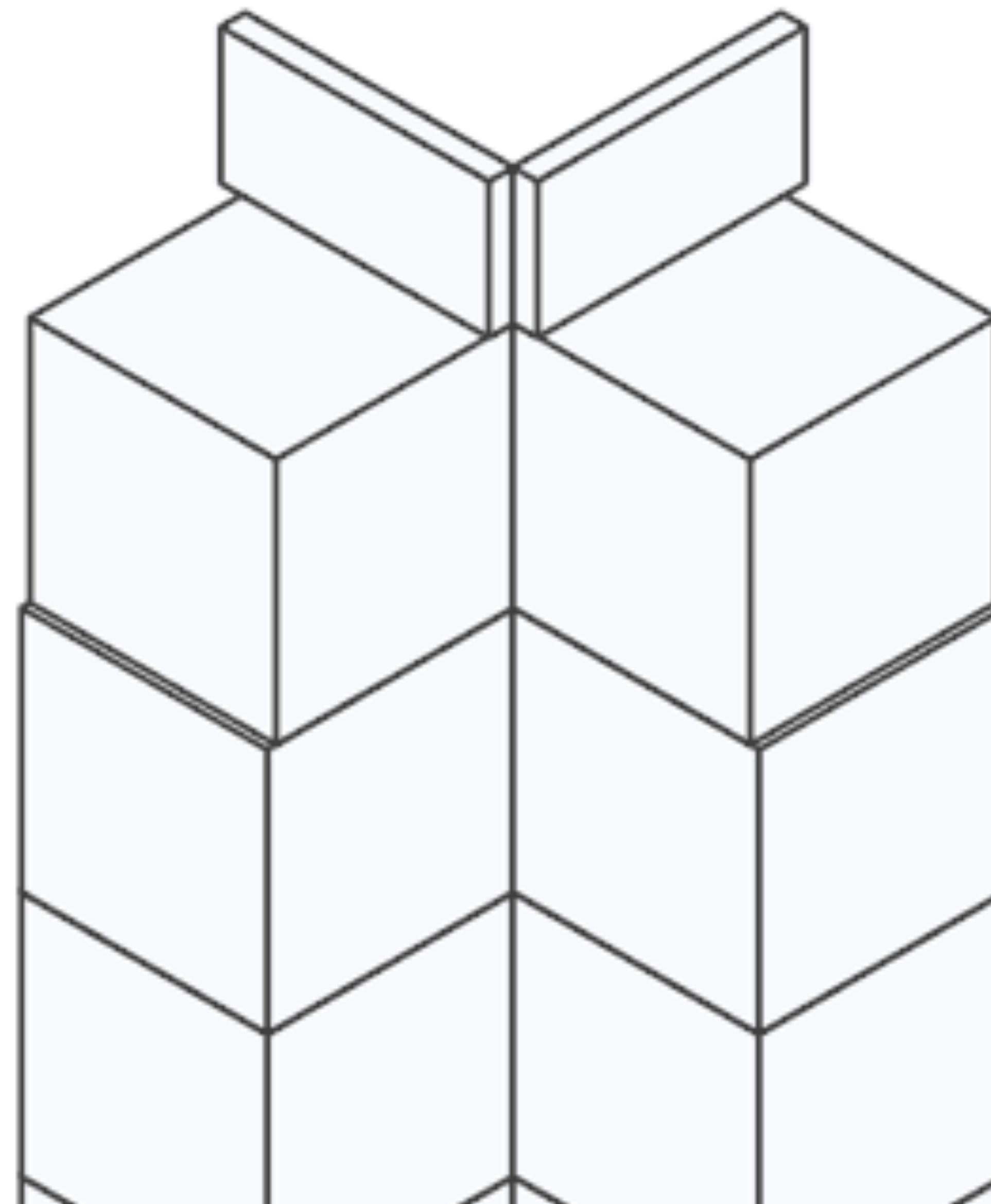
THE ART OF

MILITARY STRATEGY

OUTWIT YOUR COMPETITION
WITH SMART TACTICS

— Just use —

storybook
— seriously —
— color me —
impressed



**HAVE
an
EXAMPLE
STRUCTURE**

```
import React from 'react';
import { storiesOf } from '@storybook/react';
import { action } from '@storybook/addon-actions';
import Button from '../components/Button';

storiesOf('Button', module)
  .add('with text', () => (
    <Button onClick={action('clicked')}>Hello Button</Button>
  ))
  .add('with some emoji', () => (
    <Button onClick={action('clicked')}>
      <span role="img" aria-label="so cool">
        😊 😎 👍 💯
      </span>
    </Button>
  ));

```

```
import React from 'react';
import { storiesOf } from '@storybook/react';
import { action } from '@storybook/addon-actions';
import Button from '../components/Button';

storiesOf('Button', module)
  .add('with text', () => (
    <Button onClick={action('clicked')}>Click me!</Button>
  ))
  .add('with emoji', () => (
    <Button onClick={action('clicked')}>
      <span>😎 😎 🤗 💯</span>
    </Button>
  ));
});
```

—Now—
Imagine
25+ examples





EXACTLY

WHAT'S A BETTER APPROACH?

```
import { configure } from '@storybook/react';

const req = require.context(
  '../src/components',
  true,
  /\.stories\.js$/
);

function loadStories() {
  req.keys().forEach(filename => req(filename));
}

configure(loadStories, module);
```

```
import { Button } from '@ux/uxcore2';
import React, { Component } from 'react';

export default class Example extends Component {
  render() {
    return (
      <div className='spaced-group'>
        <Button design='primary' size='large'>Primary</Button>
        <Button design='primary' size='small'>Primary</Button>
        <Button design='primary' size='square'>Go</Button>
        <Button design='primary' size='pill'>Primary Pill</Button>
      </div>
    );
  }
}
```

AS SIMPLE

```
import { Button } from 'ux/uxcore';
import React, { Component } from 'react';

export default class Example extends Component {
  render() {
    return (
      

Primary
        Primary
        Go
        Primary Pill


    );
  }
}
```

possible with

AS SIMPLE

```
import { Button } from 'ux/uxcore2';
import React, { Component } from 'react';

export default class Example extends Component {
  render() {
    return (
      <div class="am-padded-crop">
        <Button design="primary" size="large">Primary</Button>
        <Button design="primary" size="small">Primary</Button>
        <Button design="primary" size="square">Go</Button>
        <Button design="primary" size="pill">Primary Pill</Button>
      </div>
    );
  }
}
```

possible with

CLEAR REQUIRE / IMPORT USAGE

PLATFORM SPECIFIC EXAMPLES

DESIGN DOCUMENTATION

ZERO CONFIG, SANE DEFAULTS

```
stories/
  index.js          # Main Entrypoint
  index.native.js  # Main Native Entrypoint

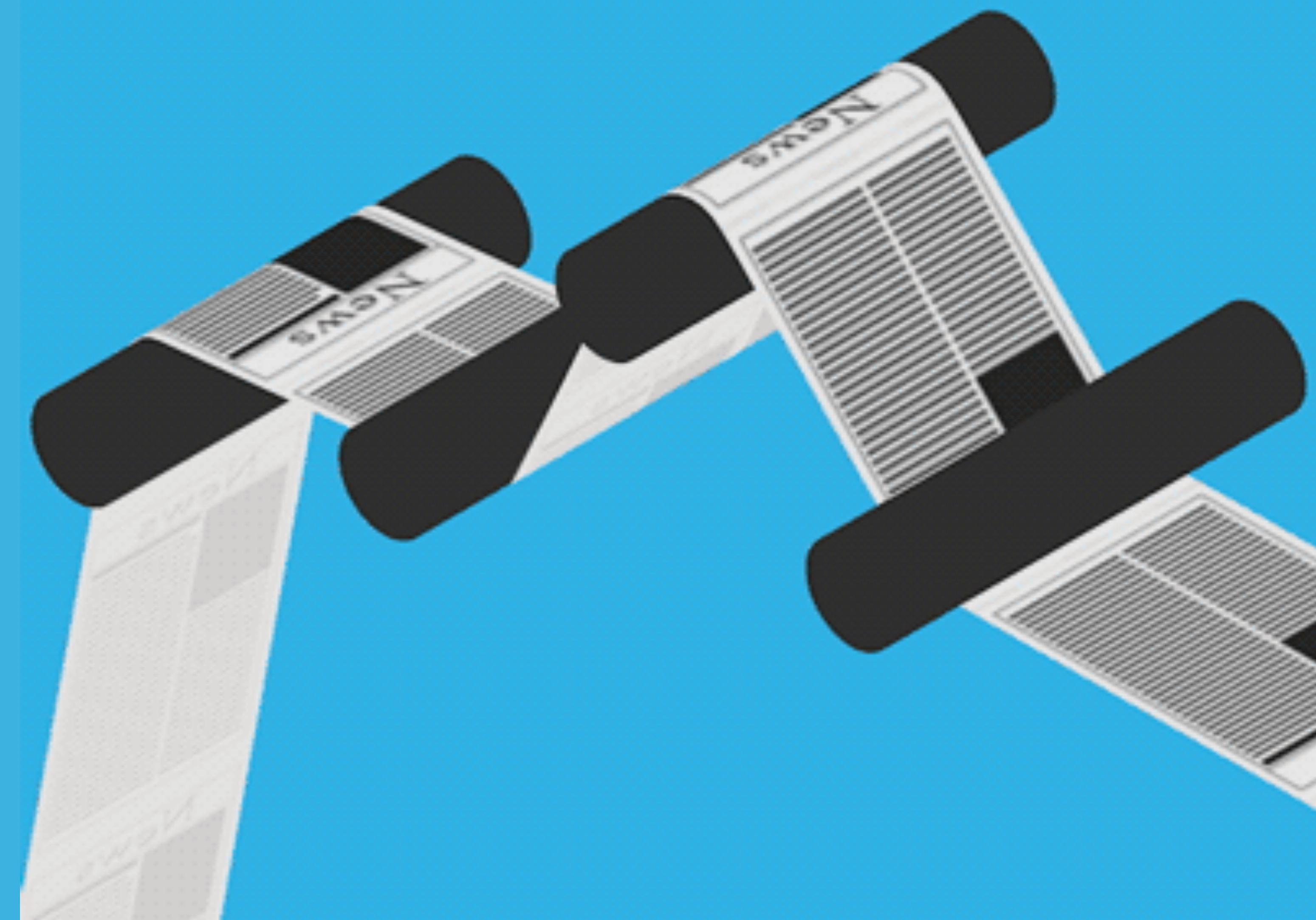
# Examples
  *.js            # Run on Web & Native
  web/*.js        # Run on Web only
  web/*.md        # Optional markdown description for each example
  native/*.js    # Run on Native only

# Documentation
  api/*.json      # Output from `react-docgen`
  design/**       # Design docs (Markdown & images)

# Internals
  env/*.js        # Webpack aliases - mapping of package
                    # name to filename is hardcoded
  env/shared.scss # Required scss to include in webpack build
```

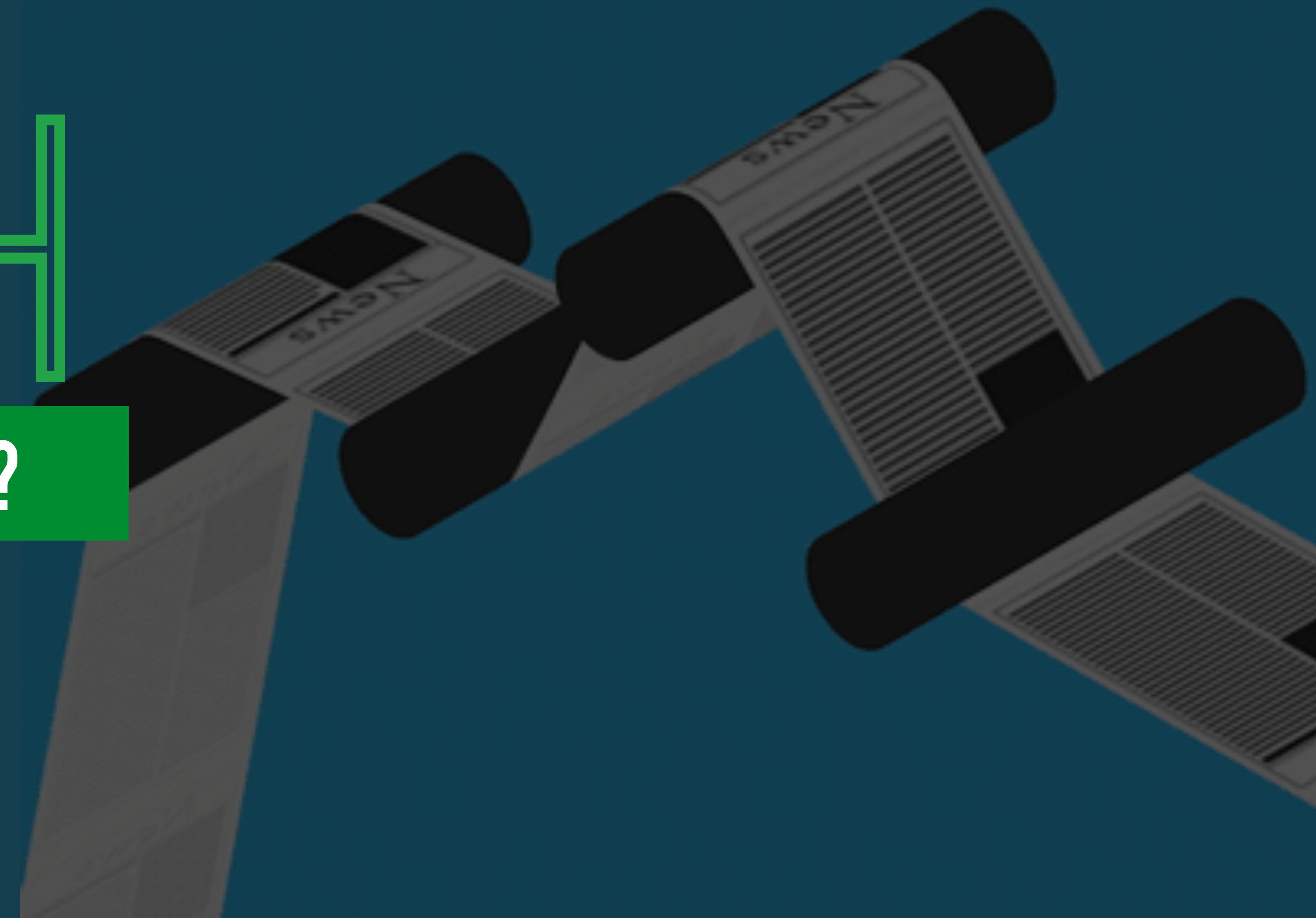
```
{  
  "scripts": {  
    "preview": "start-storybook -p 9001 -c @exemplar/react"  
    "preview:native": "storybook -c @exemplar/react-native"  
  }  
}
```

CHECK BACK IN ABOUT SIX WEEKS ^_^



PUBLISH

WHAT COULD GO WRONG?





START



PRODUCTION
— *begins at* —
PUBLISH TIME



Hopes &
Dreams

publishing
can break

Hopes &
Dreams

NPM INSTALL & UNIT TESTS

UPSTREAM BUILD TOOLCHAINS

REACT NATIVE APPS

MISCONFIGURED CONSUMERS

```
{  
  "name": "@your/component",  
  "version": "1.0.0",  
  "description": "Does something really awesome",  
  "main": "./lib",  
  "browser": "./lib",  
  "module": "./index",  
  "react-native": "./index",  
  "scripts": {  
    "build": "babel ./index.js ./index.native.js -d ./lib",  
    "prepublishOnly": "npm run build",  
    "pretest": "npm run build",  
    //  
    // ... much more here  
    //  
  }  
  //  
  // ... and here  
  //  
}
```



A dark, out-of-focus photograph of a man in a suit and tie, looking slightly to the side with a thoughtful expression.

PROMOTE

... CONTINUOUS DEPLOYMENT

AND THE NATURE OF DESIGN SYSTEMS



$$\lim \left(1 + \frac{1}{n} \right)^n = e$$

$$) = 1 - 1$$

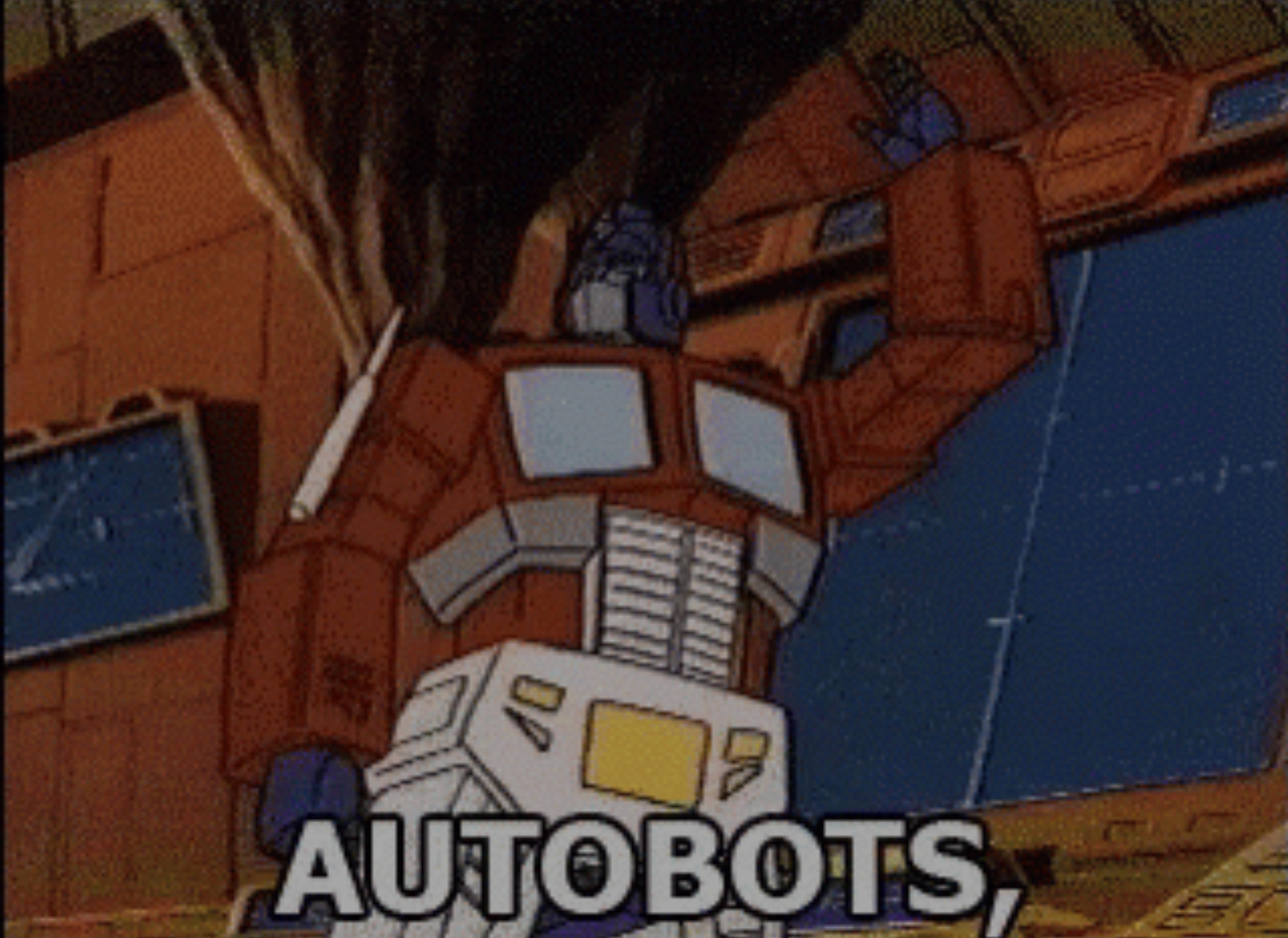
$$\cos x = -$$

there are simply
too many unknowns

...WHEN OPERATING AT

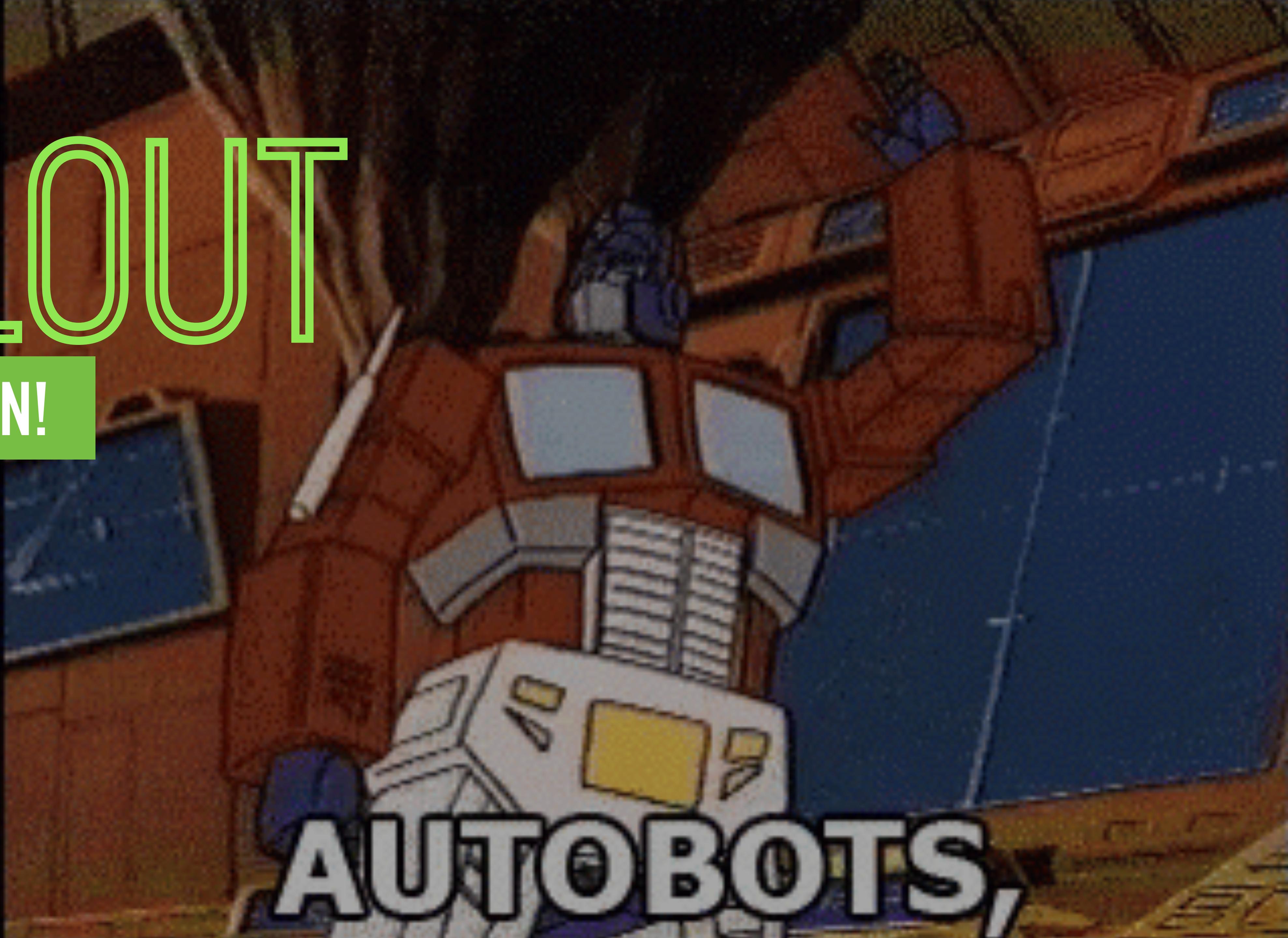
LARGE ENOUGH SCALE ANYWAY

Let's



Let's ROLLOUT

TO PRODUCTION!

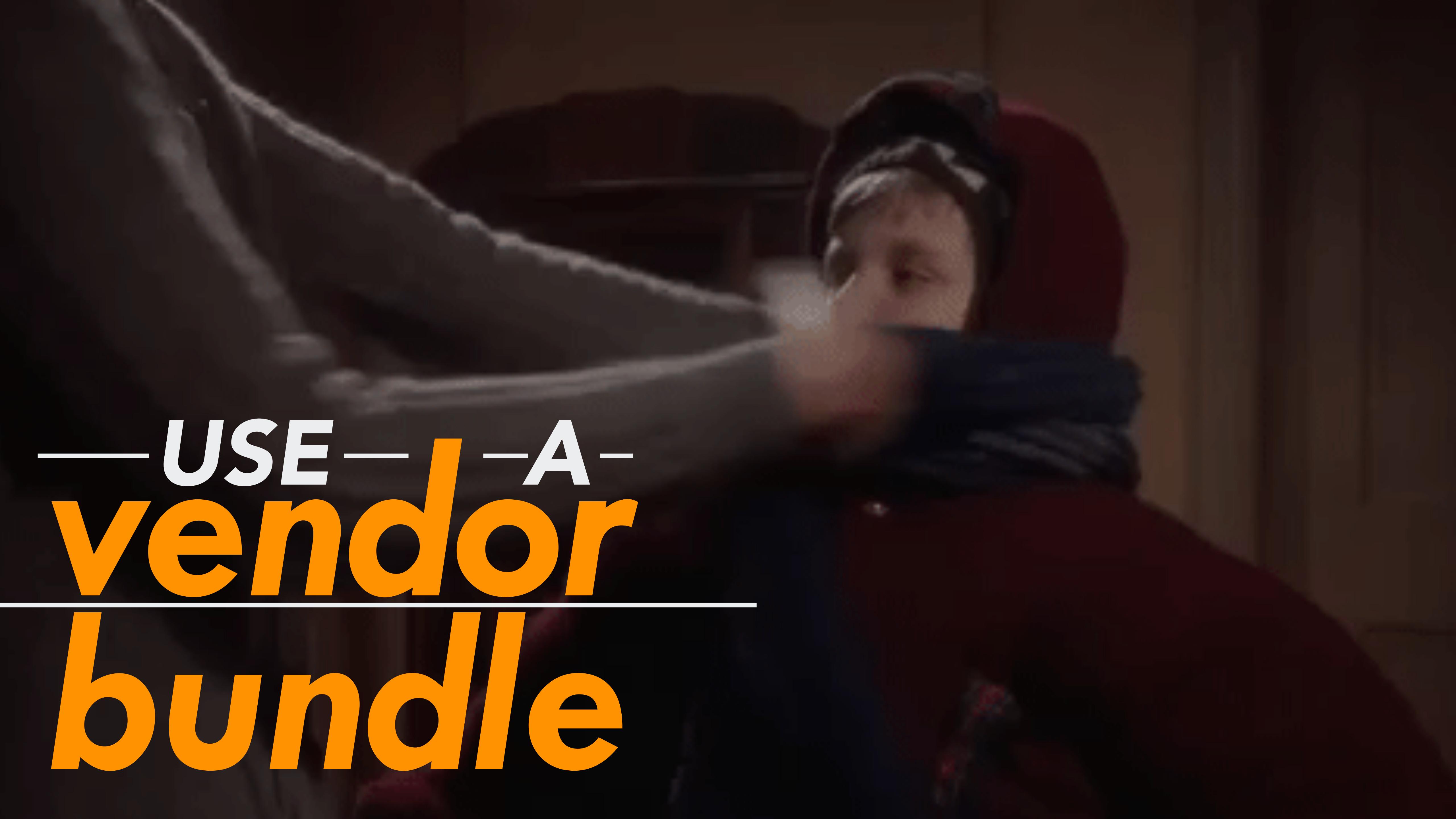


AUTOBOTS,



**WARNING: CONSUMER BUNDLES SHOULD
NOT INCLUDE YOUR DESIGN SYSTEM OR
DEPENDENCIES THAT CHANGE INFREQUENTLY
PLEASE BE ADVISED.**

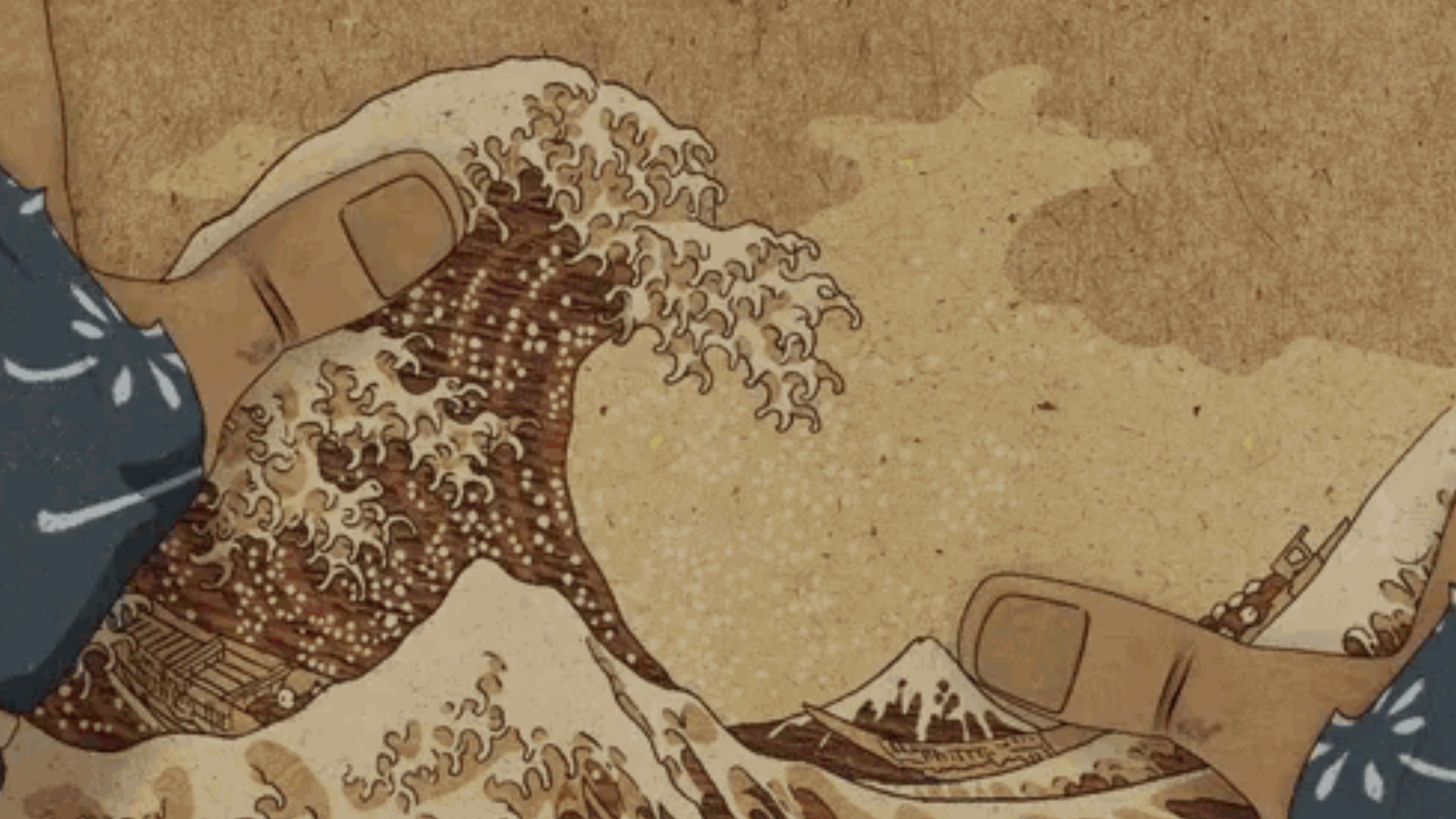


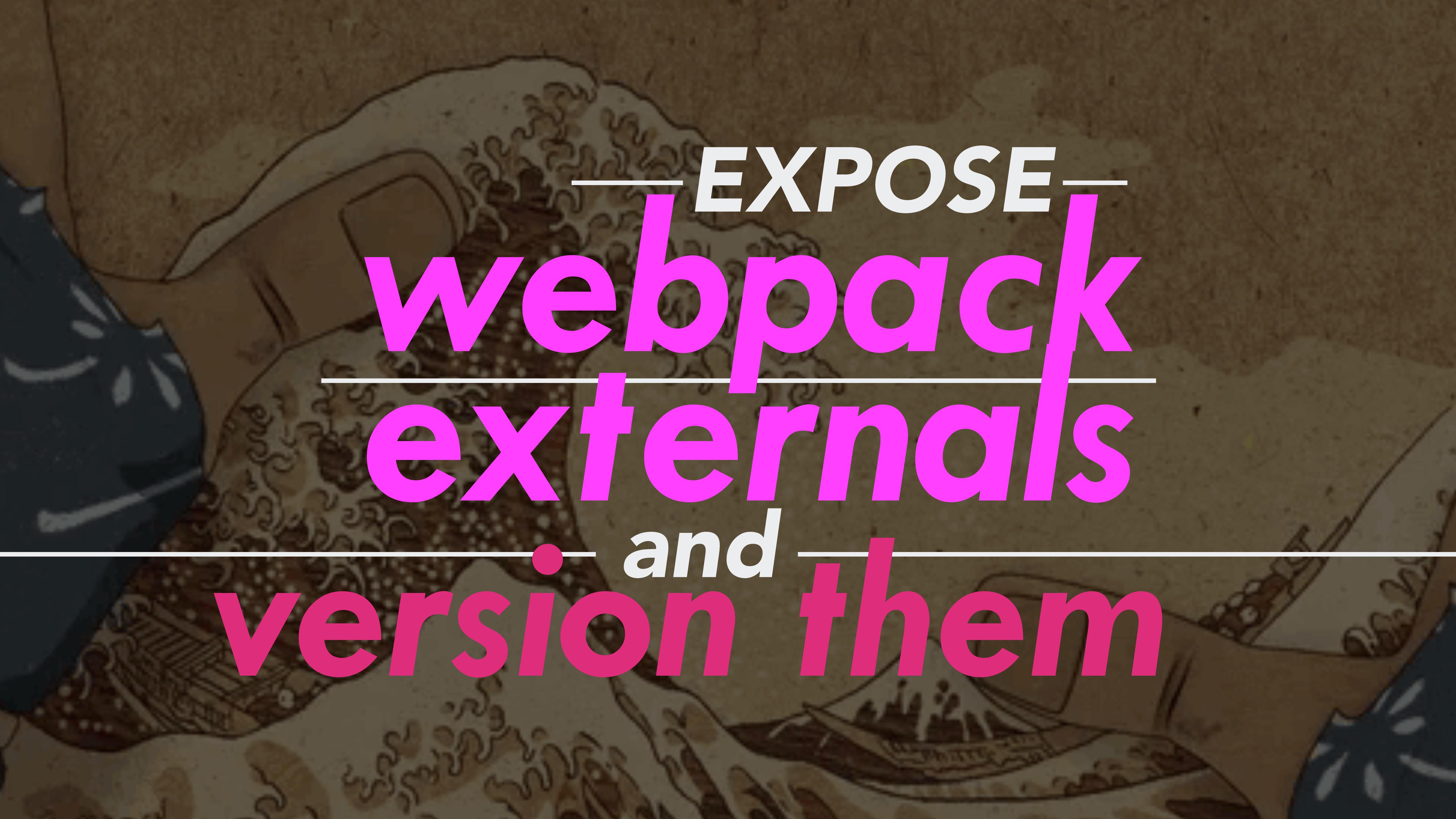
A person wearing a VR headset and holding a controller, looking up.

— USE — A —
vendor
bundle

There should only be
one true version

There should only be
one true version
of your
design system
in production





—EXPOSE—
webpack
externals
— and —
version them



A man with grey hair and a mustache, wearing a dark suit and tie, is looking upwards with a surprised or confused expression. He is positioned in the upper right portion of the image, with a dark, textured background.

WHAT ARE —
webpack
externals?

ANY ORDINARY WEBPACK BUNDLE

ANY ORDINARY WEBPACK BUNDLE

MODULE LOADER – THE “FACTORY”

ANY ORDINARY WEBPACK BUNDLE

MODULE LOADER – THE “FACTORY”

MODULE 0

ANY ORDINARY WEBPACK BUNDLE

MODULE LOADER – THE “FACTORY”

```
module.exports = /* module 0's code */
```

MODULE 0

ANY ORDINARY WEBPACK BUNDLE

MODULE LOADER – THE “FACTORY”

```
module.exports = /* module 0's code */
```

MODULE 0

```
module.exports = /* module 1's code */
```

MODULE 1

```
module.exports = /* module 2's code */
```

MODULE 2

```
module.exports = /* module 3's code */
```

MODULE 3

ANY ORDINARY WEBPACK BUNDLE

MODULE LOADER – THE “FACTORY”

```
module.exports = /* module 0's code */
```

MODULE 0

```
module.exports = /* module 1's code */
```

MODULE 1

```
module.exports = window.path.to.module2;
```

MODULE 2

```
module.exports = /* module 3's code */
```

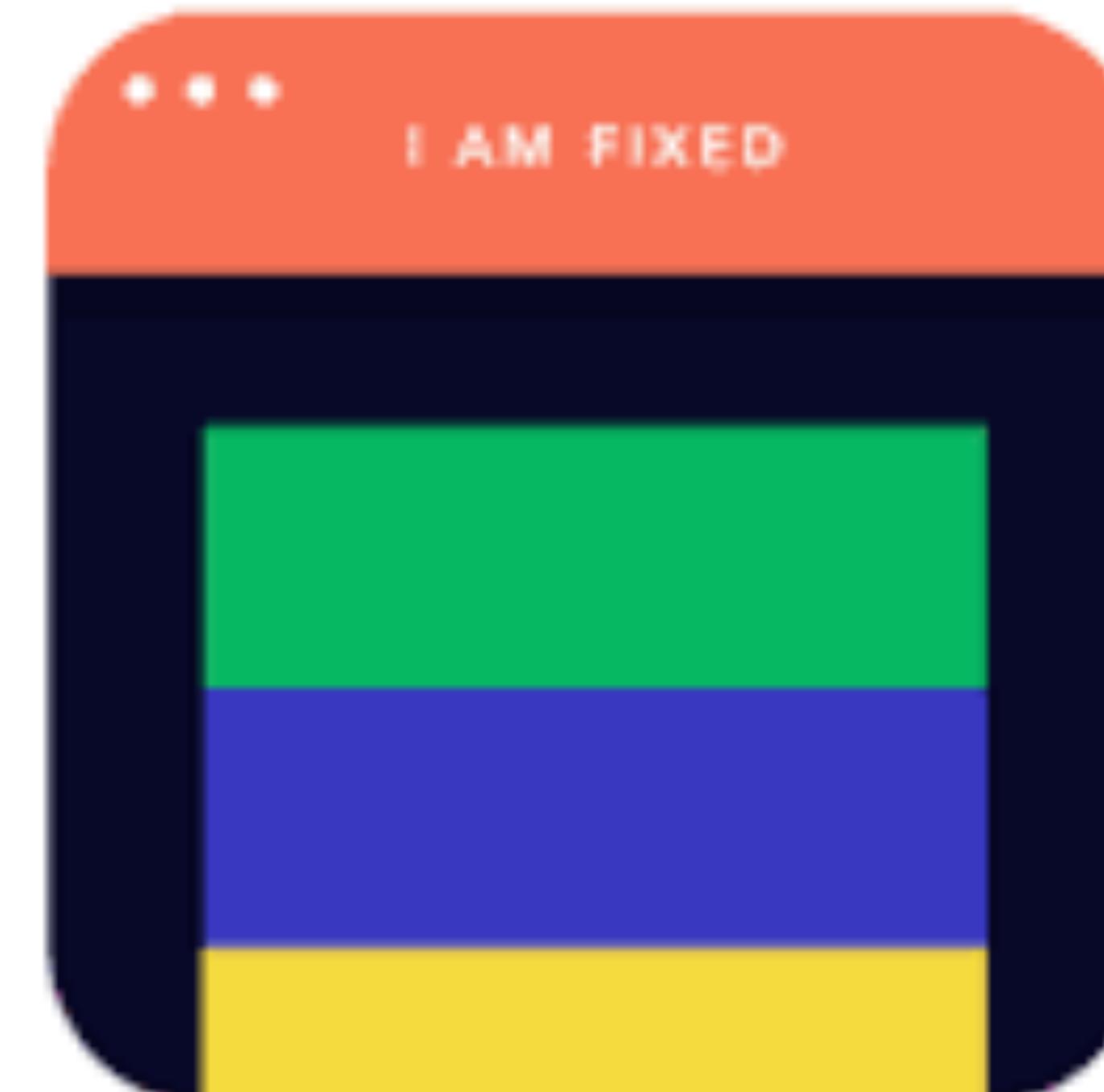
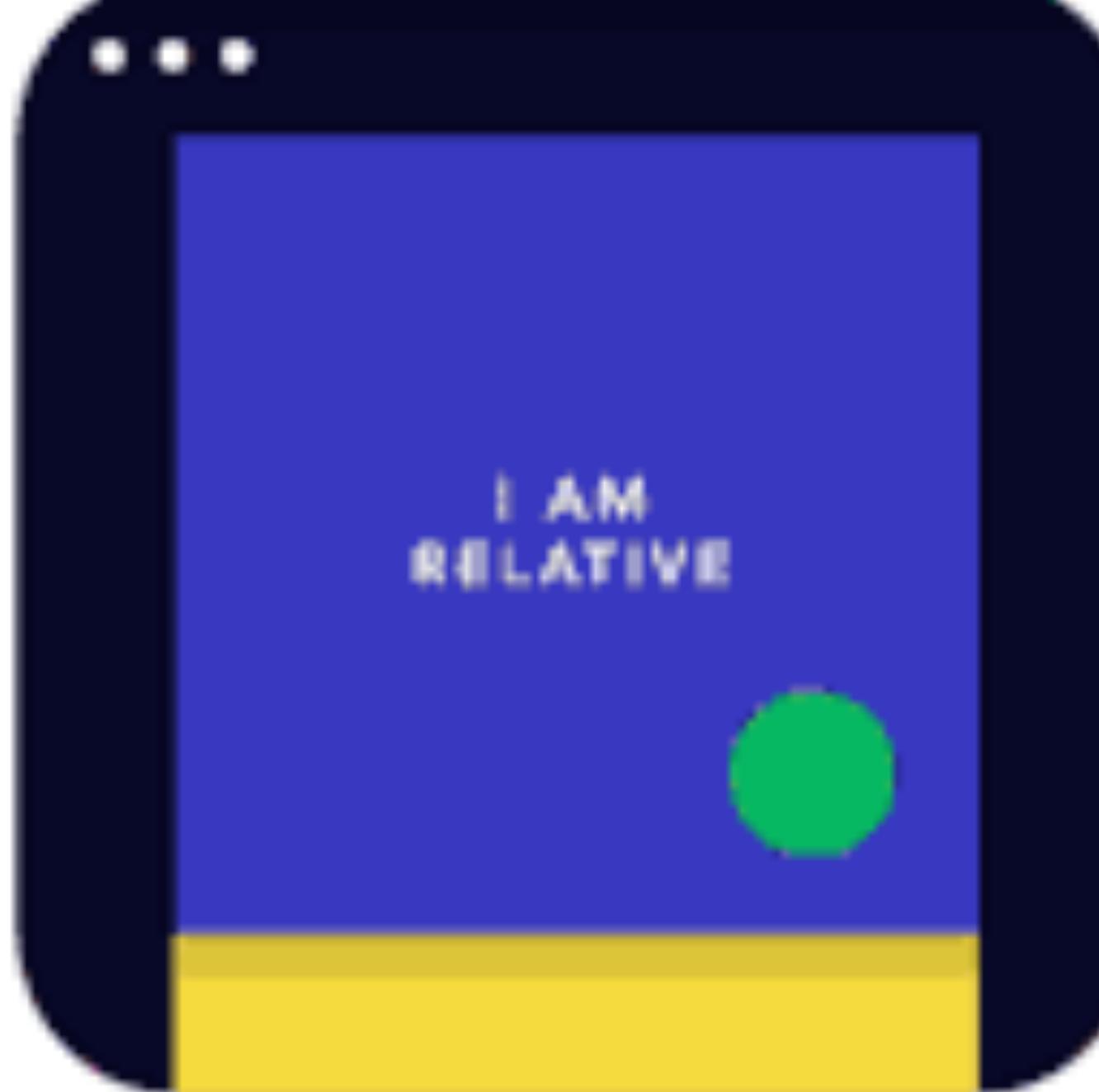
MODULE 3

```
//  
// @your-system/webpack-config/index.js  
  
exports.externals = {  
  '@your-system/entire-system': 'yourName',  
  '@your-system/component1': {  
    root: ['yourName', 'Component1'],  
    commonjs: ['@your-system/component1', 'default'],  
    commonjs2: ['@your-system/component1', 'default'],  
    amd: '@your-system/component1'  
  },  
  '@your-system/component2': {  
    root: ['yourName', 'Component2'],  
    commonjs: ['@your-system/component2', 'default'],  
    commonjs2: ['@your-system/component2', 'default'],  
    amd: '@your-system/component2'  
  },  
  react: 'React',  
  'react-dom': 'ReactDOM'  
};
```

```
'use strict';

//  
// Output directory and environment.  
//  
const env = process.env.NODE_ENV || 'development';  
const root = process.env.ROOT || __dirname;  
const dist = path.join(root, 'dist');

module.exports = {  
  name: 'any-design-system-user',  
  //  
  // Your versioned externals!  
  //  
  externals: require('@your-system/webpack-config').externals,  
  mode: env === 'production' ? 'production' : 'development',  
  output: {  
    path: dist,  
    filename: 'app.js',  
    libraryTarget: 'umd'  
  }  
  //  
  // ... normal run of the mill  
  // ... webpack stuffs here  
  //  
};
```



CONSISTENT

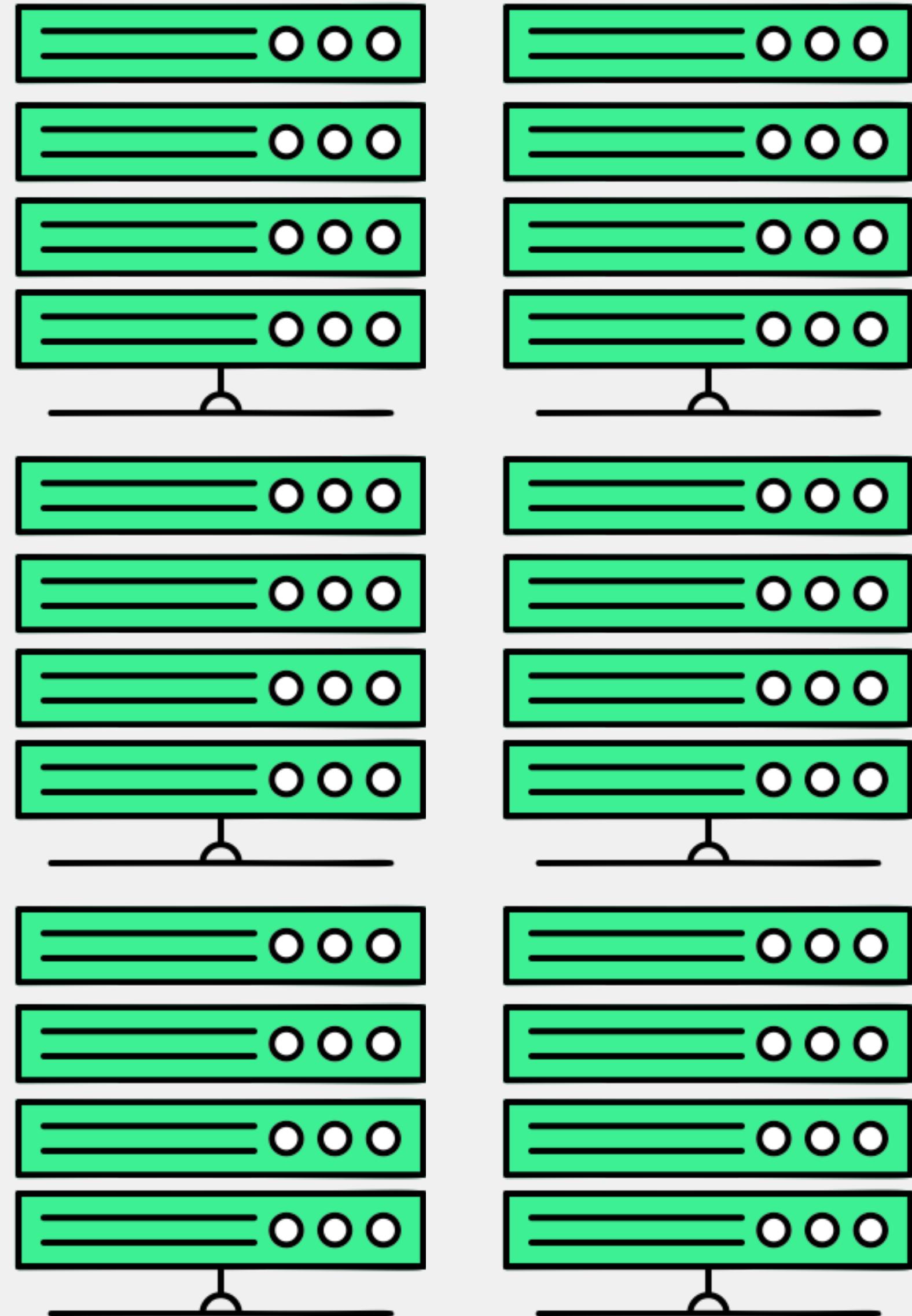
asset

DISTRIBUTION

Your computer

npm publish

your design system



all your users

Your computer

npm publish

your design system



Warehouse.ai

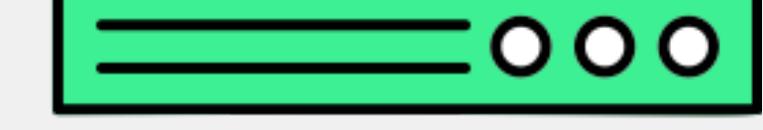
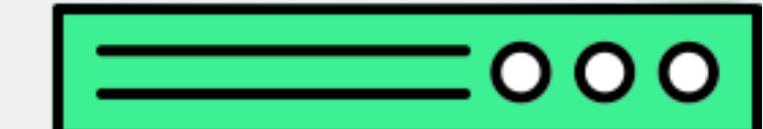


request

new

versions

every Xm



all your users





MAINTAIN

FIXING FIRES BEFORE THEY HAPPEN



DEVOPS

WHEN THINGS DON'T GO AS PLANNED



FAILOVER

CACHING

WAN

YOU MUST
— have a —
**ROLLBACK
PLAN**





Using
warehouse.ai
makes this trivial

npm dist-tag add @your/package@1.2.3 prod

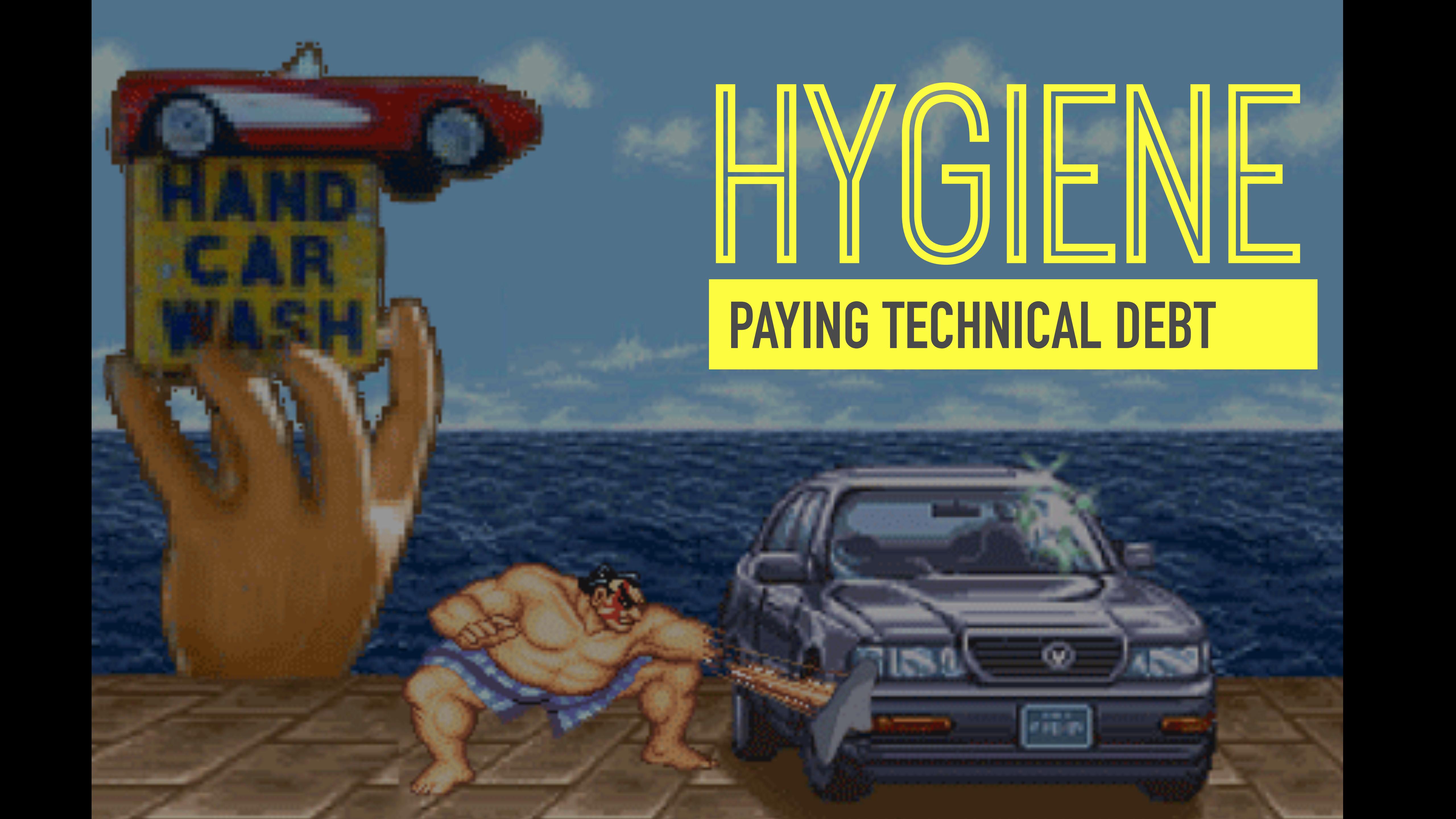
Using
warehouse.ai
makes this trivial

```
npm dist-tag add @your/package@1.2.3 prod
```

... TRY IT OUT!

[HTTPS://GITHUB.COM/GODADDY/WAREHOUSE.AI](https://github.com/godaddy/warehouse.ai)





HYGIENE

PAYING TECHNICAL DEBT

A man with long, wavy hair and a beard, wearing a dark jacket, looks upwards and to the side in a dimly lit setting. The background is dark with some out-of-focus lights.

... YOU CAN'T AVOID IT



... YOU CAN'T AVOID IT

**WARNING: ON A LONG ENOUGH TIMELINE,
IF LEFT UNCHECKED ALL SOFTWARE WILL
CRUMBLE FROM TECHNICAL DEBT
PLEASE BE ADVISED.**



UPGRADING TO NEW VERSIONS: REACT, BABEL, WEBPACK, ETC.

REMOVING DEPRECATED APIs E.G. `componentWillReceiveProps`, etc.

USING LATEST APIs – E.G. PORTALS, `REACT@16 CONTEXT`, etc.

IT ADDS UP

QUICKLY

UPGRADING TO NEW VERSIONS: REACT, BABEL, WEBPACK, ETC.

REMOVING DEPRECATED APIs E.G. `componentWillReceiveProps`, etc.

USING LATEST APIs – E.G. PORTALS, REACT@16 CONTEXT, etc.



MAY THE SOURCE BE WITH YOU

SLIDES WILL BE POSTED ON TWITTER SHORTLY – FOLLOW ME @INDEXZERO

THANKS FOR LISTENING!