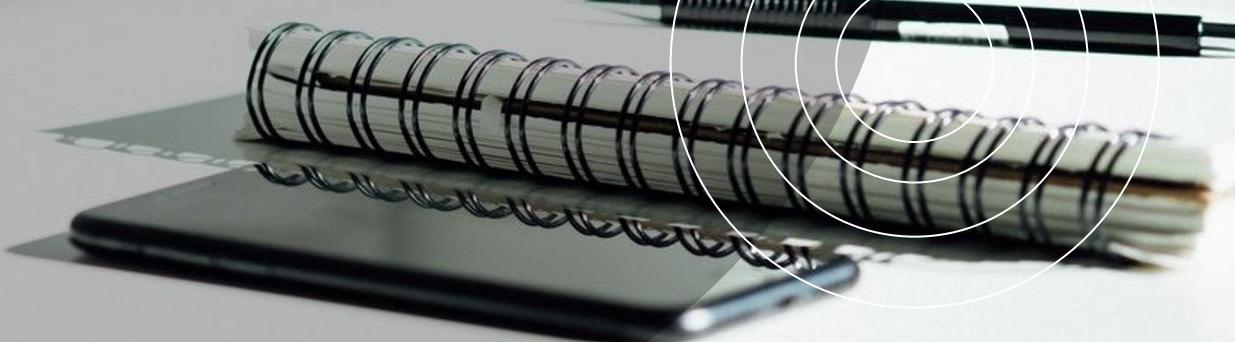




# Design System Guidelines

## SAP Cloud for Customer





# Overview!

## About Cloud for Customer

The Cloud for Customer is a CRM product from SAP which serves as a common platform for Sales and Service Cloud.

The product is used by over 500+ B2B customers throughout the world, and serves different target audience like Sales Representatives, Service Agents, and Retail Executives.



# Purpose!

## **What was the need for Design System?**

The Cloud for Customer is a product with lots of personalized floorplans and layout which includes many standard and custom controls.

It can be hard for Designer and Developers to remember all these things. Therefore, there was a need for a guideline to capture all the Design and Development relevant topics.

# Process

Let's see how it was done?

1

## Planning the content

Planning the content is crucial part since we want to plan what should go in this Guideline rather than dumping all sort of information.

2

## Information Architecture

The information architecture was important to provide so much information to all our users in an effective way .

3

## Create and Publish

Creating pages with all the design guidelines, and links to all the necessary design and development assets.

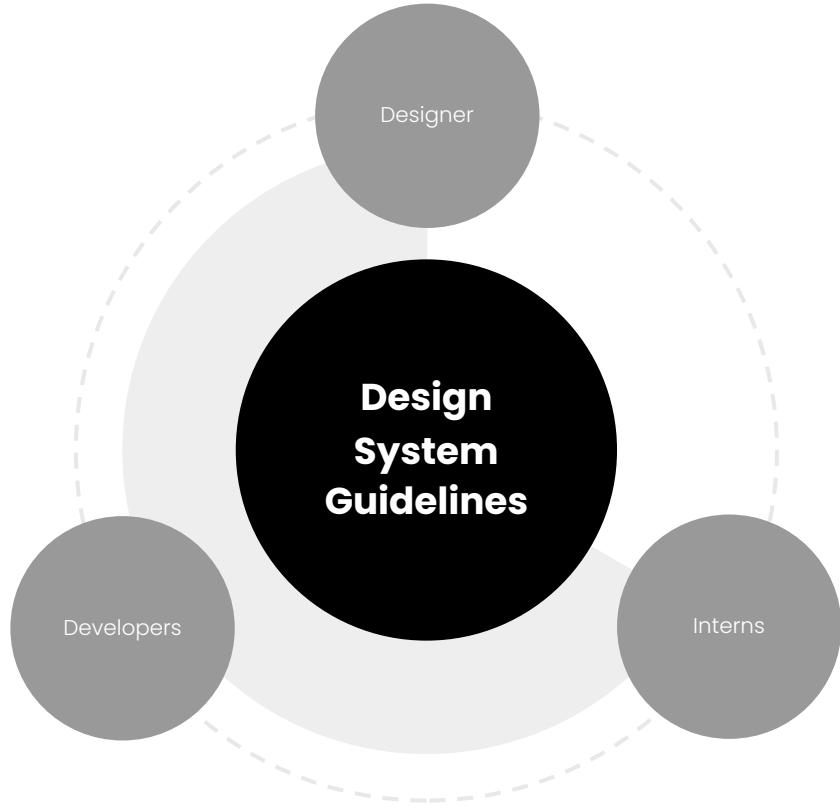


## Planning **the content!**

For deciding what things must go in, we needed to decide who are we creating this Design Guidelines for and what are their needs.

So, lets dive in to know our users.

# Understanding Our Users



# Problems of our users

## Designer

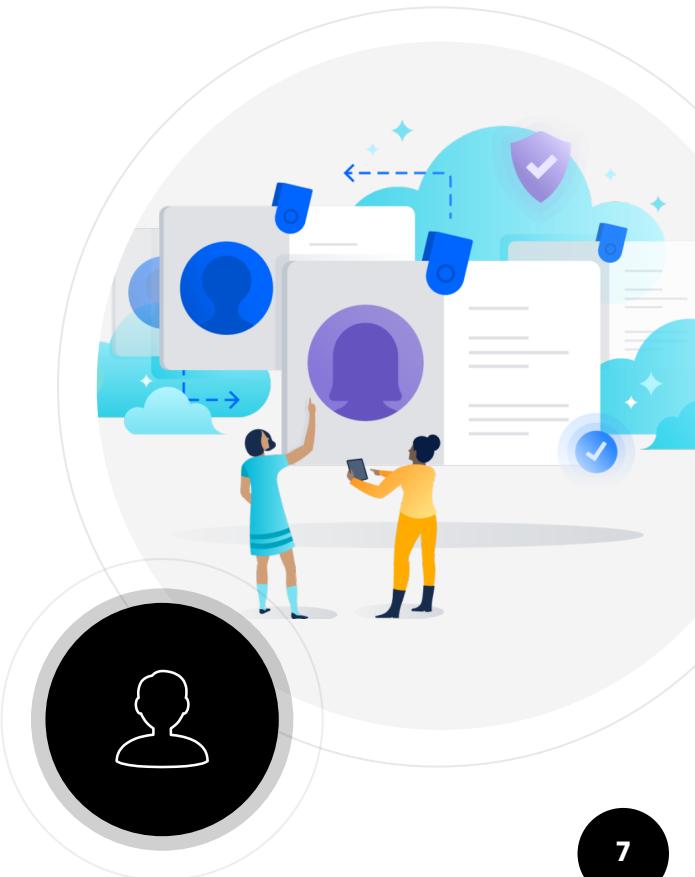
"Keeping the track of design changes and guidelines is always hard. It also take a lot of time to communicate the needs to developer in an incremental project."

## Developer

"We translate the design into applications, and I need to be updated with all the design changes and versions."

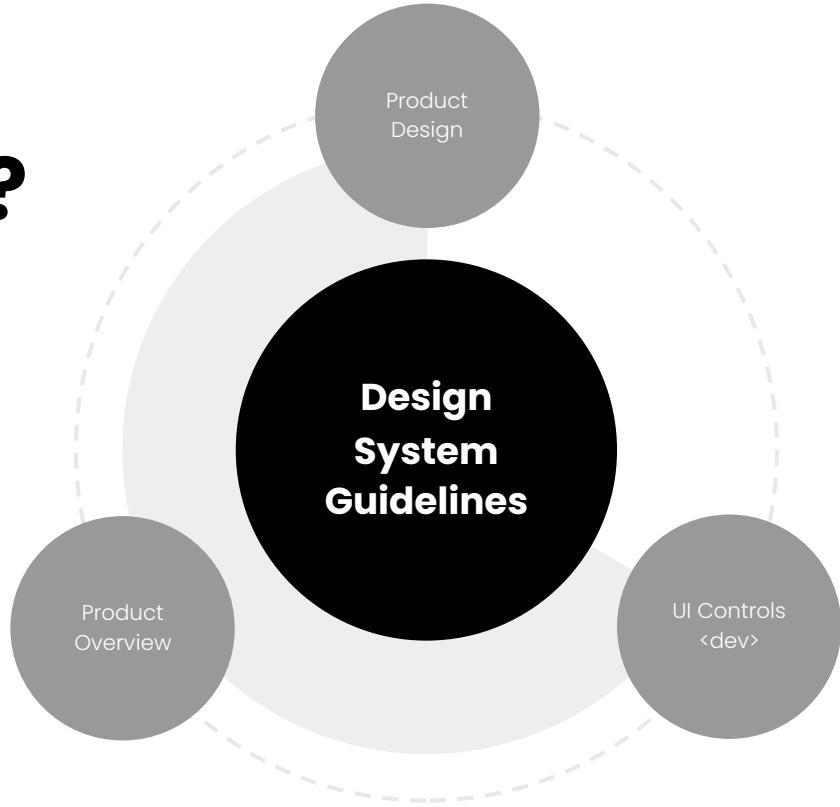
## Intern

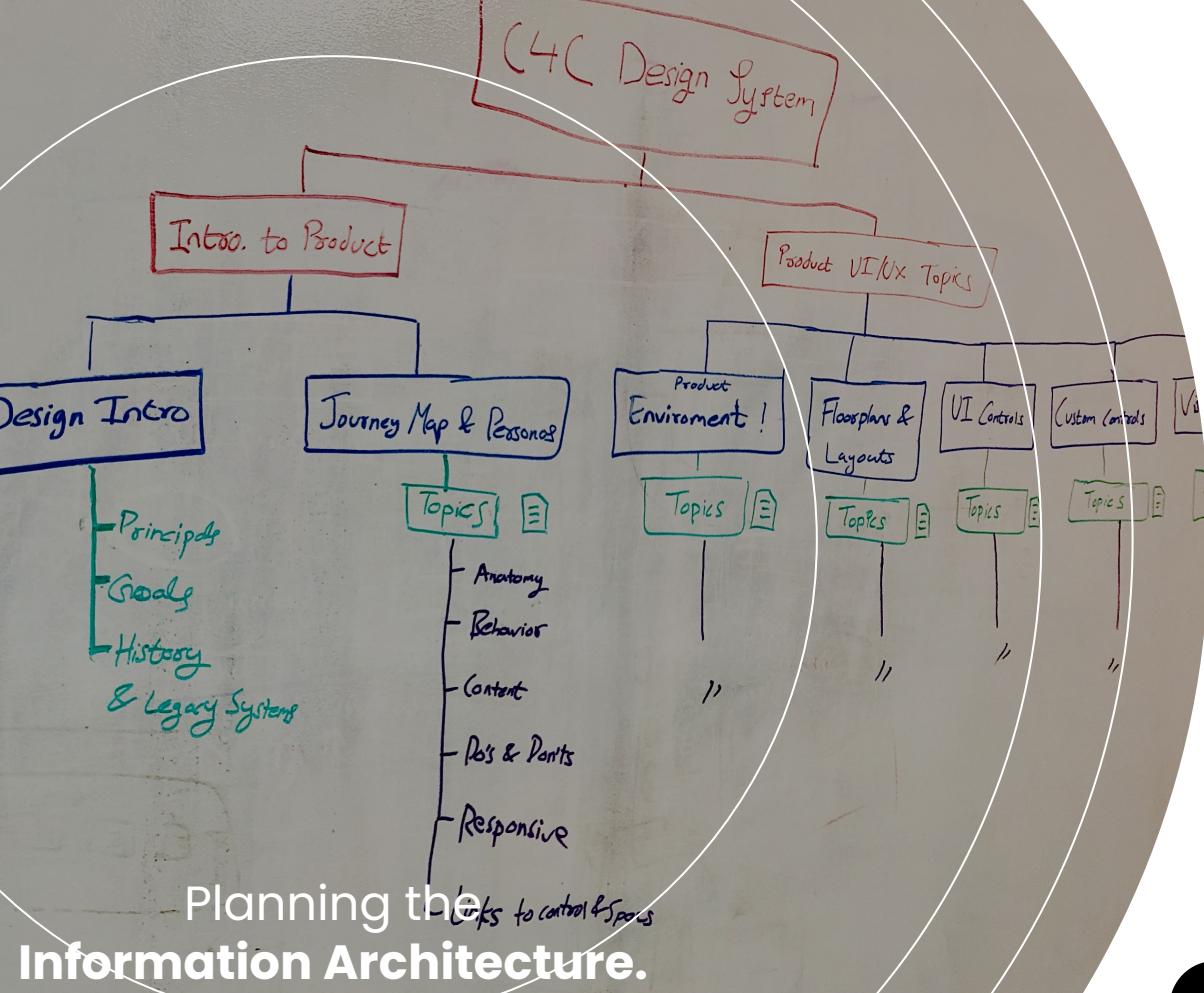
"It's hard to understand the product since the onboarding documents are all over the place."



# So what **content**?

Based on users' need we came up with...





# Understanding the Information Architecture

## About Product

- Personas
- Journey Maps
- Design Intro

## Environment

- Shell Elements
- Login Behavior

## Floorplans & Layouts

- Patterns
- Behavior

## UI Controls

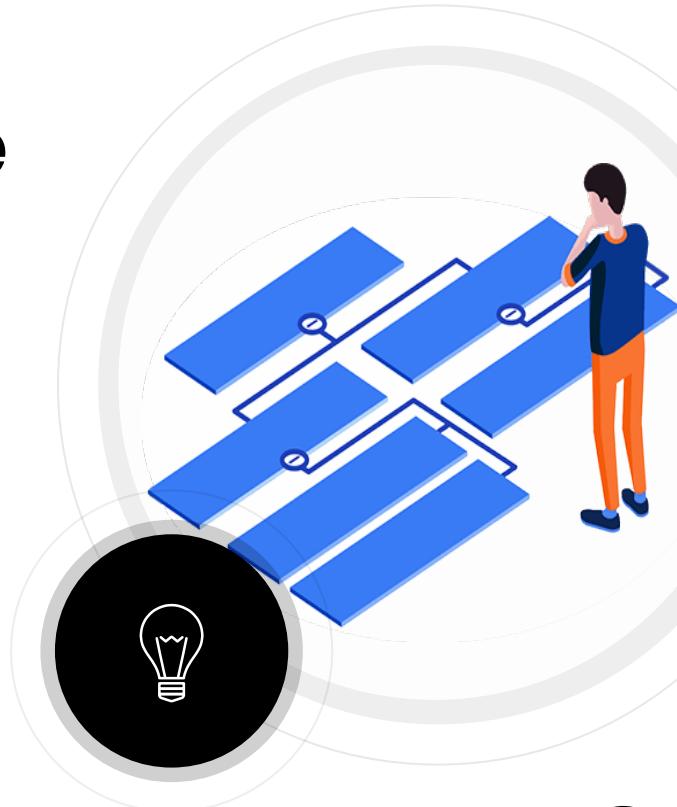
- SAP Fiori elements

## Custom Controls

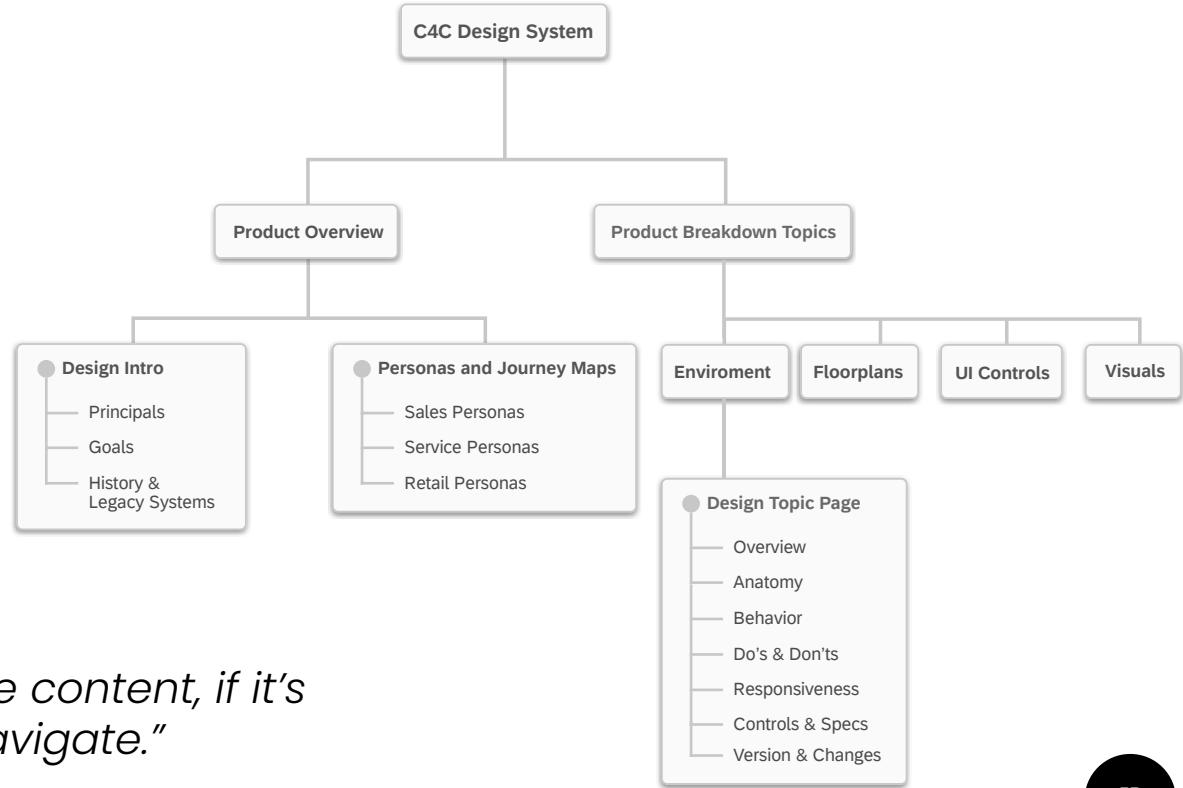
- Custom UI elements & Layouts

## Visual Design

- Typography
- Colors
- Branding



# Information Architecture



*"Your audience will read the content, if it's easy to understand and navigate."*



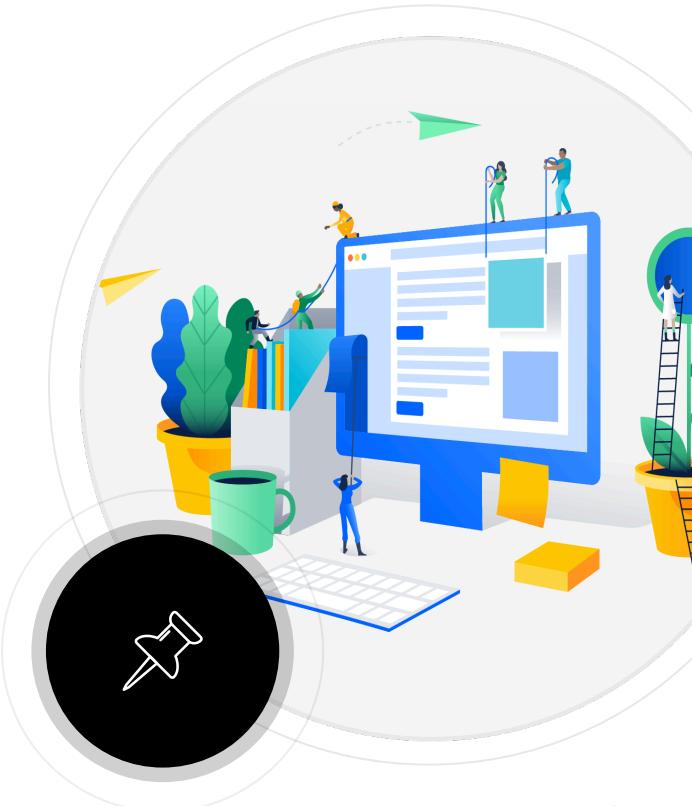
## **Creating & Publishing**

The table of content, and the topic content was based on the Information Architecture and the needs of our users.

So, lets look into the breakdown of pages and the outcome.

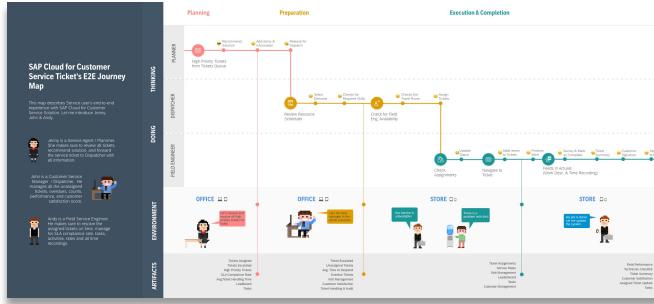
# Breakdown of each page!

- Overview of topic
- UI Anatomy
- Controls and Behavior
- Dos and Don'ts
- Responsive Design
- Link to design and development assets
- Version and changes in design

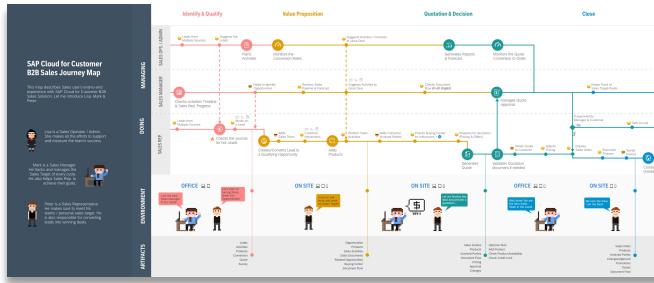


# Final Output

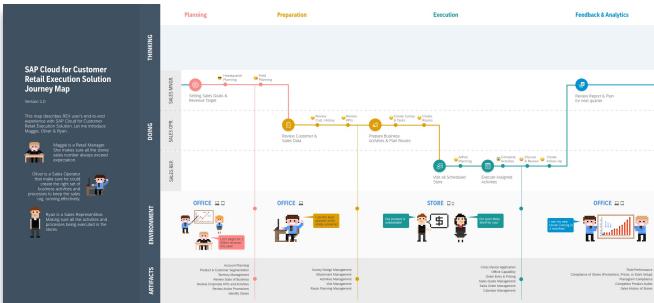
To help our new employees and interns,  
the Design Guidelines has Journey Map  
of our different users.



Service Users



Sales Users



Retail Users

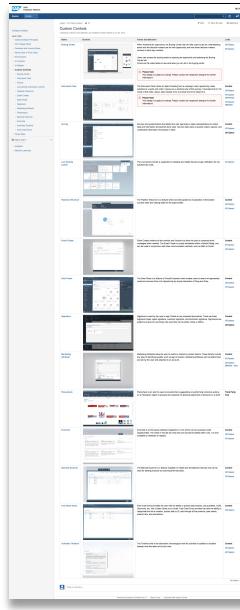
# Final Output

The Design System Guidelines also provides guidance for different layouts and UI components used in the product.

Introduction Page



Table of Content



Detail Pages



Click the images to enlarge!



# 70

UI Floorplan, Layouts, controls, and visual language topics documented.

# 2

UX Design Interns involved in project

# 3

Target audience with their happy story!



# Thanks!

**Any questions?**

You can email me at

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