

# Designing to Scale: GoBear's Design Pantry

**Jeremy Brett**

Product Design Director



**gobear**



**VIETNAM  
WEB  
SUMMIT**

# The Design Pantry

GoBear's Design System



## What is a Design System?

1. **Reusable components**
2. Agreed standards
3. Modular & composable
4. Cross-functional collaboration tool

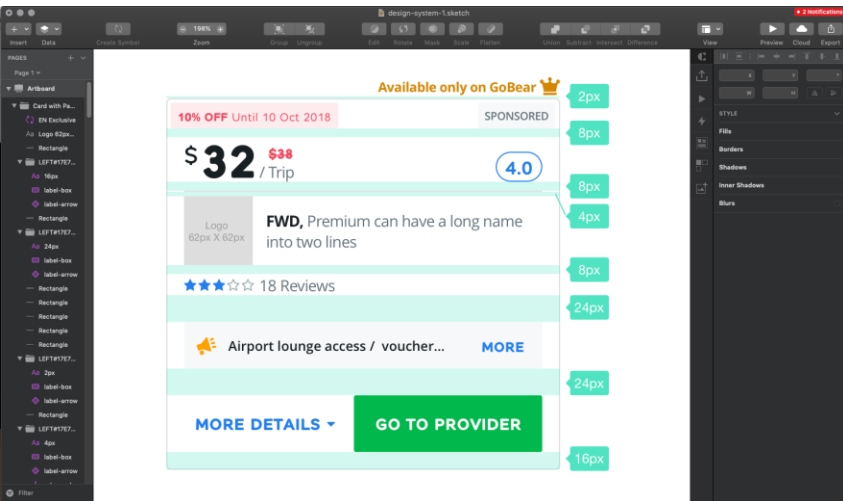


**What** is a Design System?

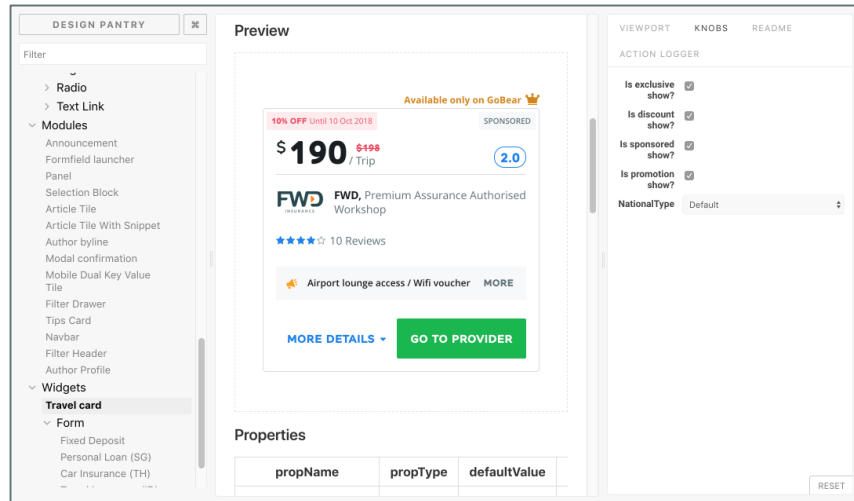
“The GoBear **Design Pantry** is a tasty bunch of reusable interface ingredients that we prepare together to cook up new products and features.”



# What is a Design System?



Design Pantry Sketch Library



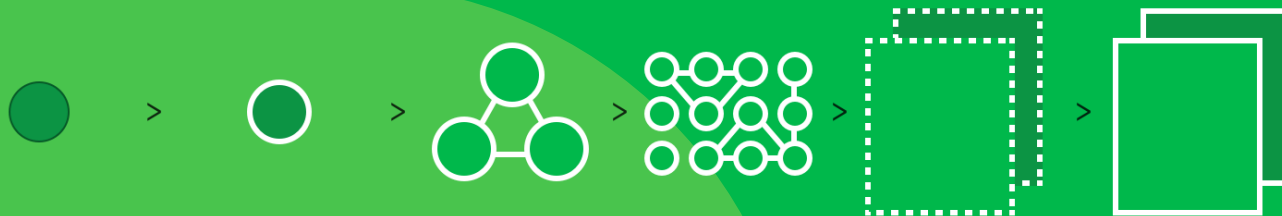
Design Pantry Vue.js Storybook

tl;dr

# EVERYTHING IS A COMPONENT



globals > elements > modules > widgets > templates > pages



Globals are the basic material of the experience.  
Changing them will fundamentally impact the brand.

## Examples

globals > elements > modules > widgets > templates > pages  
Font, colour, icons, animations; utilities such as spacing & grid

Aa

Alleyn regular



#00B84B

globals > elements > modules > widgets > templates > pages

The smallest units.

They often need to be grouped in order to provide meaning.

-

## Examples

Headings, form fields, buttons

**COMPARE NOW**

e-button

☒ Radio is selected

e-radio



globals > elements > modules > widgets > templates > pages

Elements combined into simple meaningful  
one-purpose units.

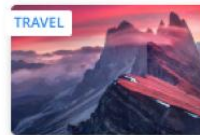
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## Examples

Tile, navigation, form

A form tile with a white background. It features a text input field with the placeholder text "Enter email" and a green button with the text "JOIN" in white capital letters.

m-form-subscribe



Ask any local about the  
origins of all this cultivation

Feb 16, 2018

m-tile-article

globals > elements > modules > widgets > templates > pages

Complex groupings of elements and/or modules with multiple functions requiring business logic.

## Examples

Search form, search filter, results tile

Single trip plan

Annual plan

**Travel to**  
Australia ▾

**For**  
4 persons ▾

**Start from**  
📅 15-Jun-2018

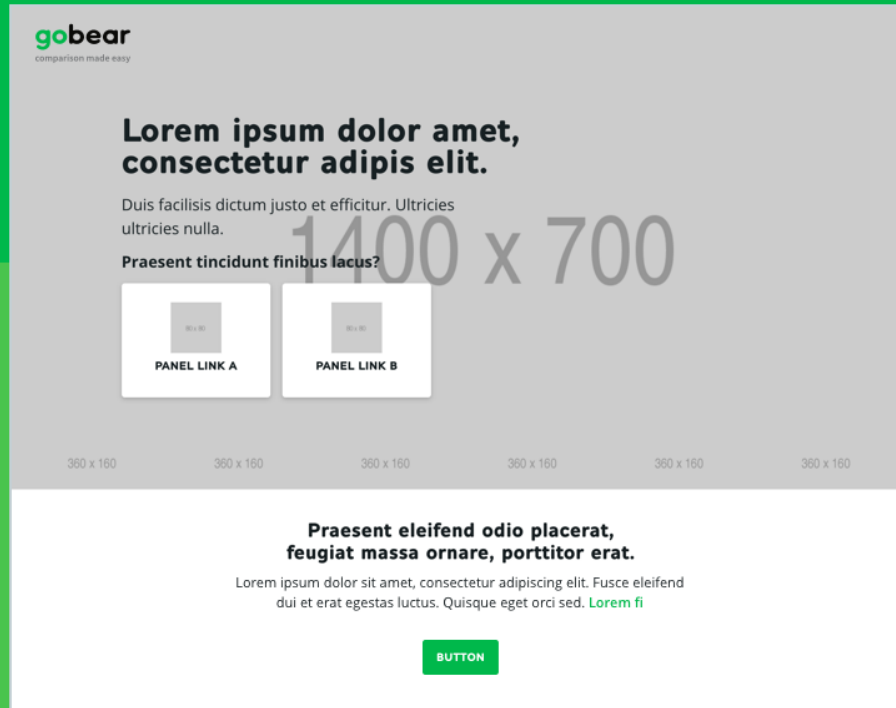
**To** 📅 30-Jun-2018

**SEARCH**

w-search-travel

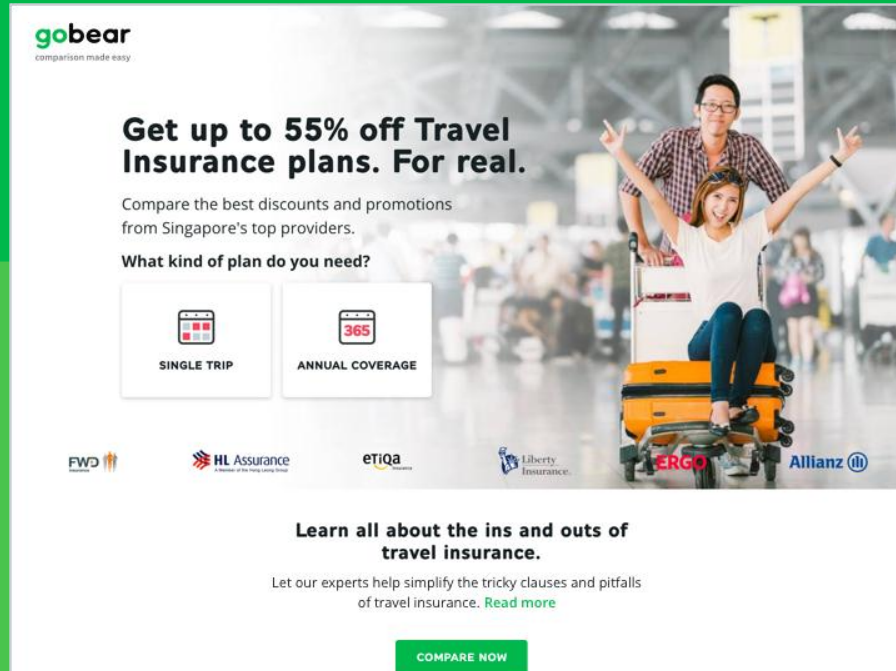
globals > elements > modules > widgets > templates > pages

## Layout of components with placeholder content.



globals > elements > modules > widgets > templates > pages

## Meaningful, testable, content-ready sample interface





**gobear**  
comparison made easy


### Get up to 55% off Travel Insurance plans. For real.


Compare the best discounts and promotions from Singapore's top providers.


What kind of plan do you need?


  
SINGLE TRIP


  
ANNUAL COVERAGE














**Learn all about the ins and outs of travel insurance.**

Let our experts help simplify the tricky clauses and pitfalls of travel insurance. [Read more](#)

[COMPARE NOW](#)

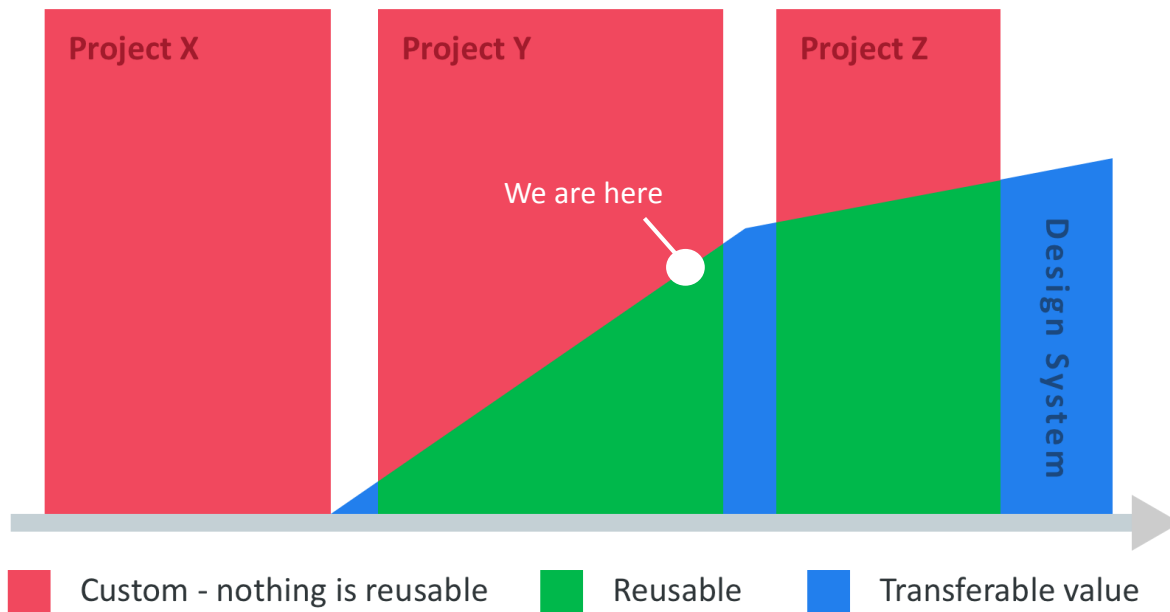
globals > elements > modules > widgets > templates > pages

## REUSABLE COMPONENTS

- **Modular**, without dependency
- **Composable** into new patterns
- **Abstracted** to handle multiple use cases
- **Extensible** and adaptable to context
- Always **DRY** (Don't Repeat Yourself!)

## Why build a Design System?

It saves you time and \$\$\$



**Why** build a Design System?

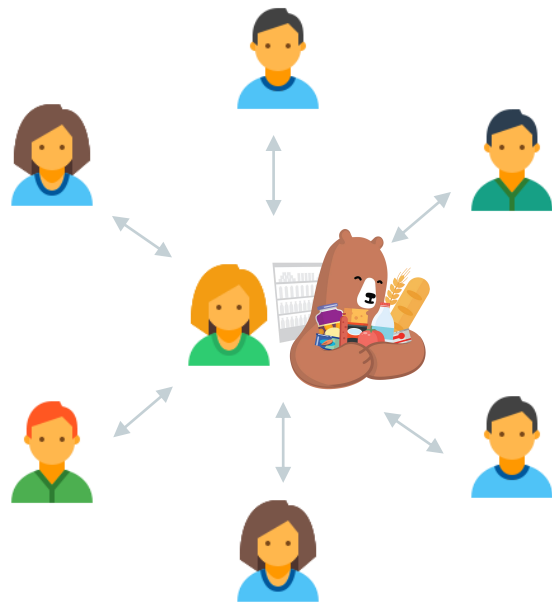
**It outputs cross-functional collaboration**



**How** do you build a Design System?

## 1. Agree on the foundations

- Get buy in
- Appoint an owner
- Decide a vision
- Define your principles





**How** do you build a Design System?

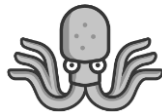
1. Agree on the foundations

2. **Decide the approach**

- Incremental or 'Big Bang'?
- Version the system or the components?
- Document the process
- Decide on the tooling



Fractal



React Styleguidist



Primer

## How do you build a Design System?

1. Agree on the foundations

2. Decide the approach

3. Build a backlog

- Audit the current user interface
- Measure the gap
- Prioritize

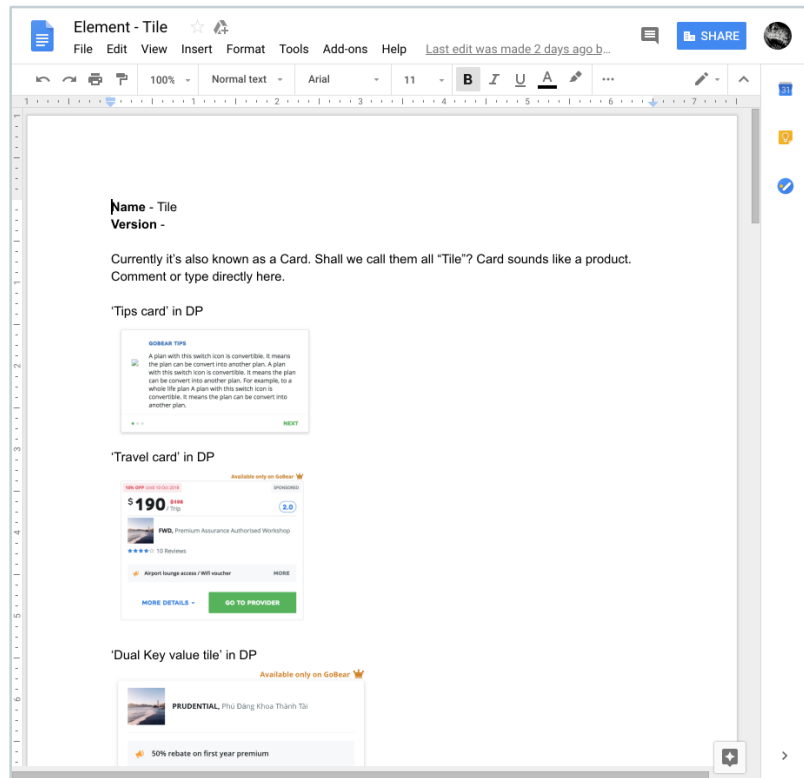


**How** do you build a Design System?

1. Agree on the foundations
2. Decide the approach
3. Build a backlog
- 4. Align on quality**
  - Set standards
  - Make time for review
  - Don't forget accessibility

## How do you build a Design System?

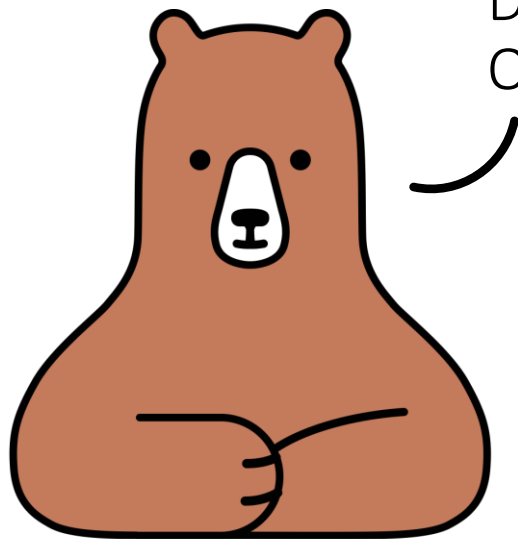
1. Agree on the foundations
2. Decide the approach
3. Build a backlog
4. Align on quality
5. Start making
  - Share as you go
  - Iterate



Design Systems

**ENJOY THE NEW FOCUS ON UX**

**Thank you!**



Drop by booth 18 to meet me.  
Oh ... and we're hiring!

**Jeremy Brett**

Product Design Director

[jeremy@gobear.com](mailto:jeremy@gobear.com)

Twitter @jfbrett

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comparison made easy