

Case Study

Design System enterprise
solution for cannabis
retailers

Nicole Dupré / December 2023

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Intro

In my role as the company's first designer, I was tasked to define a comprehensive UX framework, develop a robust Design System, and enhance the user experience for a multi-store, multi-state enterprise platform.

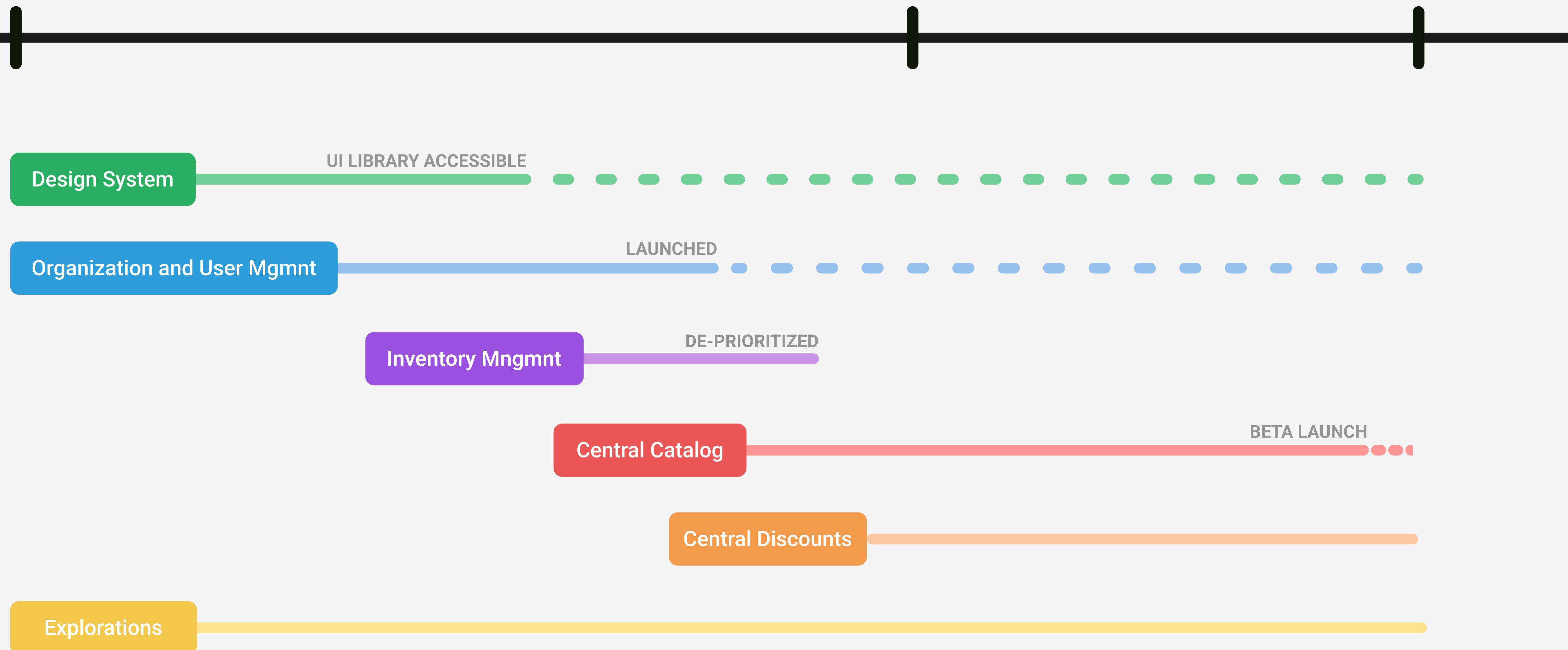


Product Design Roadmap

Jan '22

Jan '23

Oct '23



Design System

Project Summary

Facing a costly, hard-to-scale legacy product and a disjointed UX post-rebranding, Treez needed a new design system. This system was crucial for enabling teams to build a unified Treez platform, streamlining retailer operations for expansion across stores and states.

The image displays a comprehensive design system for the Treez platform. On the left, a dark-themed interface is shown with a navigation bar featuring a user icon, a diamond icon, and three circular icons. Below the bar are two sections: 'UI Guidelines & components' (with a photo of a POS screen) and 'Icons' (with a green checkmark icon). On the right, a light-themed design library is presented under the heading 'TREEZ Design library'. It includes sections for 'Typography' (with an 'Overview' section), 'Headings' (listing H1 through H7), and 'Colors' (showing color swatches for Light, Dark, and Greyscale modes).

Business opportunity

Project objective

Streamlining the UX design and implementation process, reducing repetitive work, and ensuring a consistent, brand-aligned user experience.

Focus of this workstream



Cata, UX designer

Absence of a standardized design language leads to inconsistent user experiences and impacts brand identity.



Mike, Developer

Coding UI components from scratch, again and again which hampers both development speed and consistency.



Nic, Customer

The lack of clarity, consistency, and intuitive design negatively affects my operational efficiency and overall satisfaction as a user.

Design principles

Inclusive

Champion accessibility as a fundamental standard for components, tokens and patterns.

Scalable

Broken down in to smaller components to create and scalable ecosystem of products.

Living and evolving

The source of truth that can be evaluated and can evolved with the product over time.

Key decisions

Centralized or embedded teams?

To kickstart the design workflow, we centralized the UX and front-end teams, working hand to hand and focusing on developing a key design system to streamline implementation. After establishing this system, we embedded designers and developers into specific teams to foster adoption and collaboration, allowing for iterative enhancements and new component additions based on project-specific needs.

Technical constraints?

The Front-end team selected MUI as it is one of the most well-supported UI libraries for web. The component library would need to adapt as much as possible by using components and design patterns available in the framework.

Tokens, Components and Design Patterns

Design Tokens

Colors

Color Tokens

Overview

Color provides an intuitive way of communicating information to users in your app. It can be used to indicate interactivity, give feedback to user actions, and give your interface a sense of visual continuity.

Palette

Greyscale – Details

grey10 #2E2E2E	grey09 #404040	grey08 #595959	grey07 #737373	grey06 #9C9C9C	grey05 #B8B8B8	grey04 #D9D9D9	grey03 #F0F0F0	grey02 #F5F5F5	grey01 #F7F7F7
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Brick and White – Details

primaryBlack #1A1A1A	primaryWhite #FFFFFF	primaryBlackText #0F1019	secondaryText #595959	tertiaryText #7A7A7A	disabledText #B8B8B8	primaryWhiteText #F0F0F0	primaryDarkText #A9A9A9
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Green – Details

green10 #1A4007	green09 #29C007	green08 #3EA708	green07 #40A321	green06 #4C0022	green05 #400020	green04 #0F0F03	green03 #E9F0C0	green02 #F3F4A6	green01 #F0F0E5
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Primary – Details

primaryMain #33A999	primaryLight #33C0D0	primaryDark #333333	primaryPlaceholder #333333	Brand Green #33A999	Salvia Green #3399CC	Midnight Green #333333			
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Secondary – Brown

brown00 #F0E6A8	brown01 #ECD0C0	brown02 #C9C9B8							
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Secondary – Orange

orange00 #F0E68C	orange01 #F0C0A2	orange02 #F0B88C							
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Secondary – Peach

peach00 #F0E6D2	peach01 #F1D0E9	peach02 #F0F0E6							
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Secondary – Blue

blue00 #F0F0F0	blue01 #C0C0F0	blue02 #B0C0F0							
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Secondary – Purple

purple00 #F0F0F0	purple01 #F0C0F0	purple02 #C0C0F0							
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Secondary – Yellow

yellow00 #F0F0B0	yellow01 #F0E68C	yellow02 #F0F08C							
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System – Info

infoMain #40A9D0	infoLight #40B0E0	infoDark #33A999							
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System – Success

successMain #33A999	successLight #33C0D0	successDark #333333							
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System – Warning

warningMain #C0392B	warningLight #F08030	warningDark #B0392B							
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System – Error

errorMain #E91E63	errorLight #F0E68C	errorDark #F08080							
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Shadow / Elevation

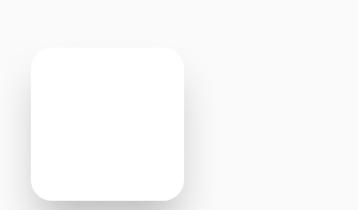
Shadow / Elevation

Overview

Styles to be used when elevating components from the surface.

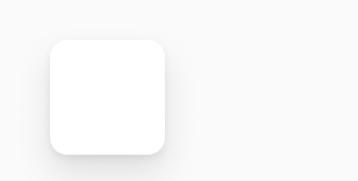
Extra Large

Used for large sized components (Like popups).



Large

Used for medium sized components (Like flyouts, filters).



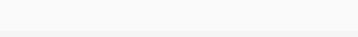
Medium

Used for smaller components (Like snackbars and tooltips).



Small

Used for really small components.



Icons

Custom Icons

Product categories

Beverage	Placeholder icon
Cartridge	Placeholder icon
CBD	Placeholder icon
Plant	Placeholder icon
Edibles	Placeholder icon
Pre packed	Placeholder icon
Miscellaneous	Placeholder icon
Topical	Placeholder icon
Extracts	Placeholder icon
Flower	Placeholder icon
Tincture	Placeholder icon
Merch	Placeholder icon
Pill	Placeholder icon
Preroll	Placeholder icon

Icons

Placeholder Icon

Placeholder icon

Navigation Icons

Q3-2022 Q4-2022 Q1-2023



Typography

Typography

Overview

As the visual representation of language, typography's main task is to communicate information. Its style should never get in the way of that goal.

Headings

Example	Weight	Variable Font Weight	Size / Line height	Size / Line height
H1	400	Display, Regular	45/52 px	2.813/3.25 rem
H2	400	Display, Regular	36/44 px	2.25/2.75 rem
H3	400	Display, Regular	32/40 px	2.25/2.5 rem
H4	400	Display, Regular	28/36 px	1.75/2.25 rem
H5	400	Display, Regular	23/32 px	1.438/1.75 rem
H6	500	Text, Medium	17/24 px	1.063/1.5 rem
H7	500	Text, Medium	14/20 px	0.875/1.25 rem

General Text

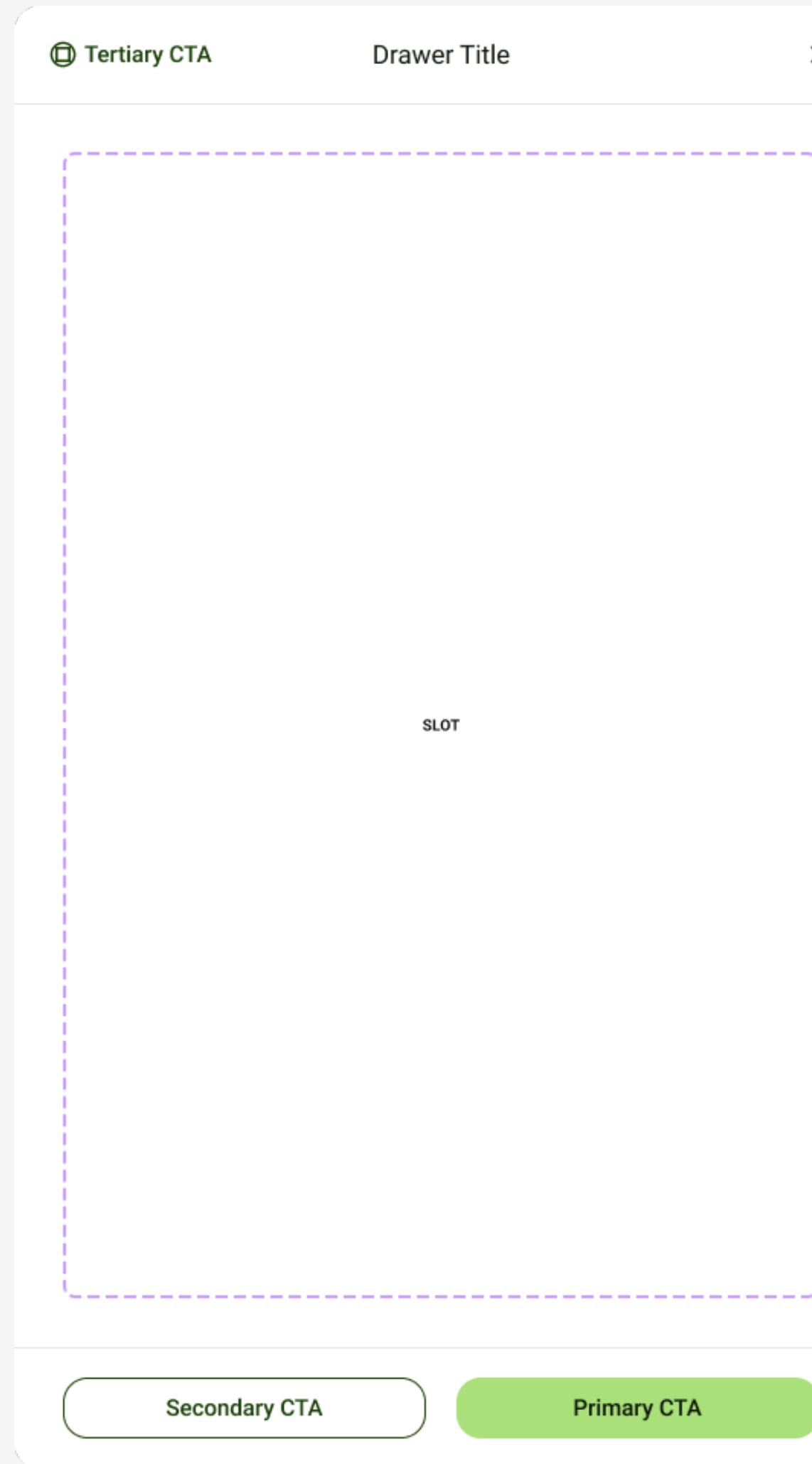
Example	Weight	Variable Font Weight	Size / Line height	Size / Line height
Label Large	400	Text, Regular	15/24 px	0.938/1.1 rem
Label Large Strong	500	Text, Medium	15/24 px	0.938/1.5 rem
Label Medium	400	Text, Regular	14/20 px	0.875/1.25 rem
Label Medium Strong	500	Text, Medium	14/20 px	0.875/1.5 rem
Label Small	400	Small, Regular	12/16 px	0.75/1 rem
Label Small Strong	500	Small, Medium	12/16 px	0.75/1 rem
Label X Small	400	Small, Regular	11/16 px	0.688/1 rem
Label X Small Strong	500	Small, Medium	11/16 px	0.688/1 rem

Label - Link

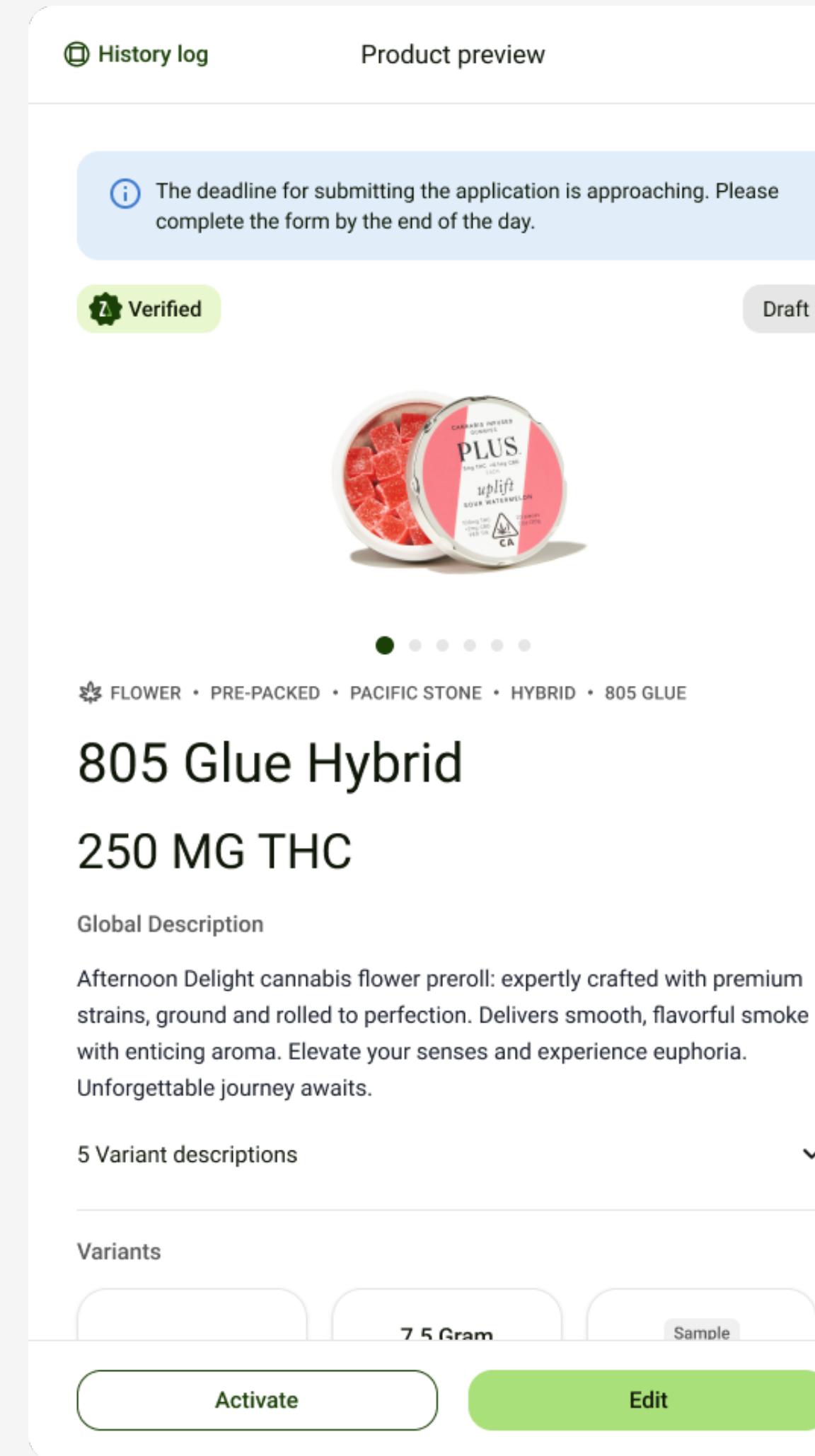
Example	Weight	Variable Font Weight	Size / Line height	Size / Line height
Label Large Link	500	Text, Medium	15/24 px	0.938/1.1 rem
Label Medium Link	500	Text, Medium	14/20 px	0.875/1.25 rem
Label Small Link	500	Small, Medium	12/16 px	0.75/1 rem
Label X Small Link	500	Small, Medium	11/16 px	0.688/1 rem

Components

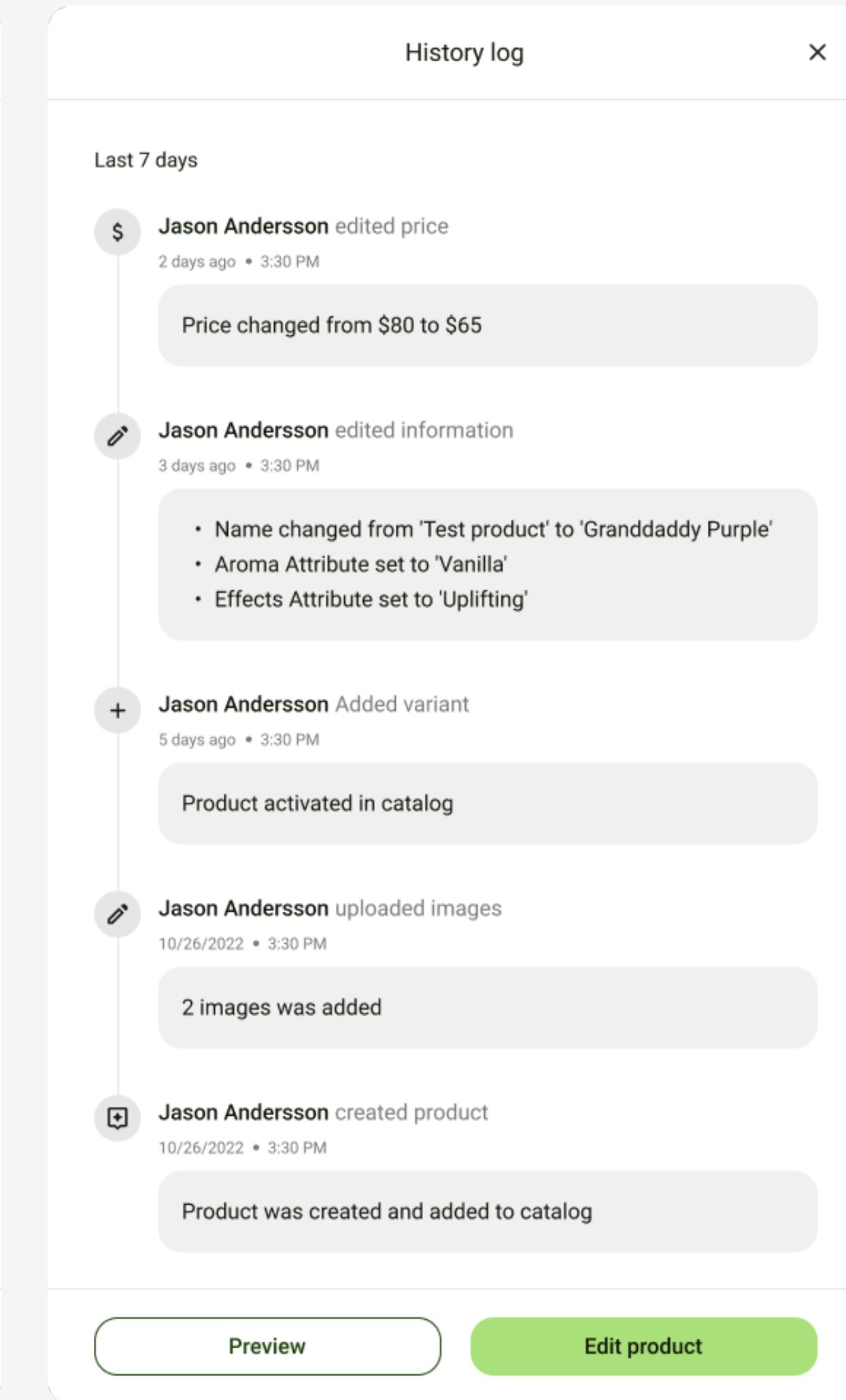
Drawer component



Product card - Catalog management



History log



Components

Message general documentation

Design library

Message Anatomy

Description

Error state messages are used to communicate if something wrong happened, this message should be contextual, helpful and the user should have an option to fix the problem if possible.

Empty state messages are used to communicate that the area is empty because there is no data to load (e.g. user has not populated this area yet). Again, this message should be contextual, helpful and the user should have an option to "fix" this.

Message Anatomy

The diagram illustrates the components of a message: a **Graphic area** (red box), a **Title**, a **Body message**, and a **Call to action area** (green button labeled **CTA**). Margins are indicated: 32px margin between the graphic and the title, 8px margin between the title and the body message, and 32px margin between the body message and the CTA. A note states: "Static error & empty messages consists of a visual image, a title, a body message and a CTA. If no apparent need for body message or call to action can be found, these two fields are optional and can be skipped. The recommended usage though is to use all of them."

Messaging rule of thumb

The diagram outlines the rule of thumb for messaging: **Say what happened** (red arrow), **Help them fix it** (purple arrow), **Say why it happened** (red arrow), and **Give them a way out** (green arrow). Below the arrows is a message box containing: "Unable to upload file", "There was a problem uploading your file. Please try again, if the issue keeps happening, contact Customer Support.", "Cancel", and "Try again".

Warning message types

Design library

Warning Messages

Description

A warning should be used to prevent problems from occurring by eliminating error-prone conditions or by providing a confirmation option before users commit to actions with serious consequences.

Examples by context

Modal

A modal window titled "Assign users a new role" displays a warning message: "You have 20 users currently using this role. Assign a new role before continuing?". It includes a dropdown menu set to "IT Admin", a "Cancel" button, and a "Reassign and delete" button.

Snackbar

A dark-colored snackbar at the bottom of the screen displays a warning message: "⚠ Search warning text Undo ✕".

Banner

A dark-colored banner at the top of the screen displays a warning message: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit." It includes "Accept" and "Dismiss" buttons.

Messages

Prevent errors

A dialog titled "Assign users a new role" displays a warning message: "You have 20 users currently using this role. Assign a new role before continuing?". It includes a dropdown menu set to "IT Admin", a "Cancel" button, and a "Reassign and delete" button.

Action irreversible

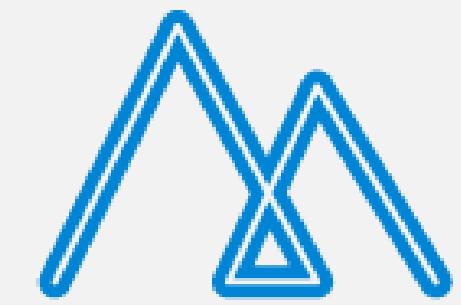
A dialog titled "Confirm [[ACTION]]" displays a warning message: "Are you sure you want to [[ACTION]]? This will [[DESCRIPTION]] and cannot be undone." It includes a "Cancel" button and a "Reassign and delete" button.

Outcomes

What is the business impact?

Reduced time to market and eliminated redundancies for UX and Development teams, we can free up more time to focus on solving customer problems and decrease the cost of implementation.

Thanks :)



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