

LESSONS FROM THE COUPON FACTORY

Design Systems at ^{ANY} Scale



MIKE APARICIO

Senior UI Engineer, Groupon
@peruvianidol

DISCLAIMER

- Our design system is still a work in progress.
- A lot of what I'll cover will be largely web-focused.



1993

Bulls To Represent NBA in 1997 McDonald's Championship, October 16-18.



Home of the 1997 NBA Champions

Same Time Next Year?



The Bulls Dennis Rodman, Michael Jordan, Scottie Pippen, Ron Harper, and Phil Jackson host their five NBA Title trophies at the nearly-annual [Bulls Rally](#) in Grant Park.

Index

- [Mikey's Notes \(6/13/97\)](#)
- [Off-Season Predictions and Analysis](#)
- [Off-Season Fun](#)
- [1996-97 Schedule](#)
- [Statistics](#)
- [Roster](#)
- [Team Info](#)
- [Multimedia](#)
- [Links](#)
- [Mikey's Homepage](#)

Disclaimer

*This page is an unofficial fan page, and is not endorsed by the National Basketball Association or the The Chicago Bulls.
"Chicago Bulls" and respective logos are property of the National Basketball Association.*



60
MINUTES

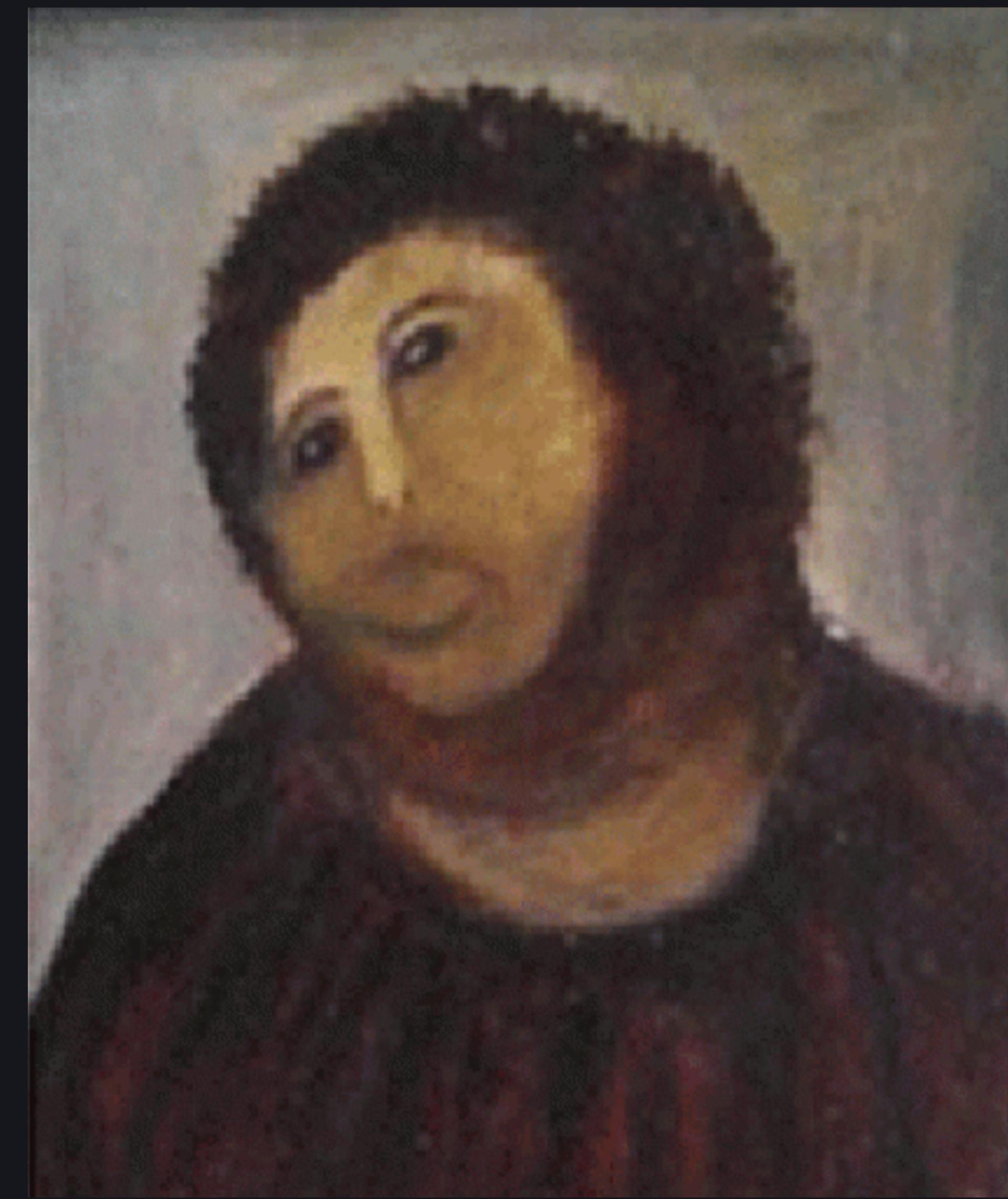


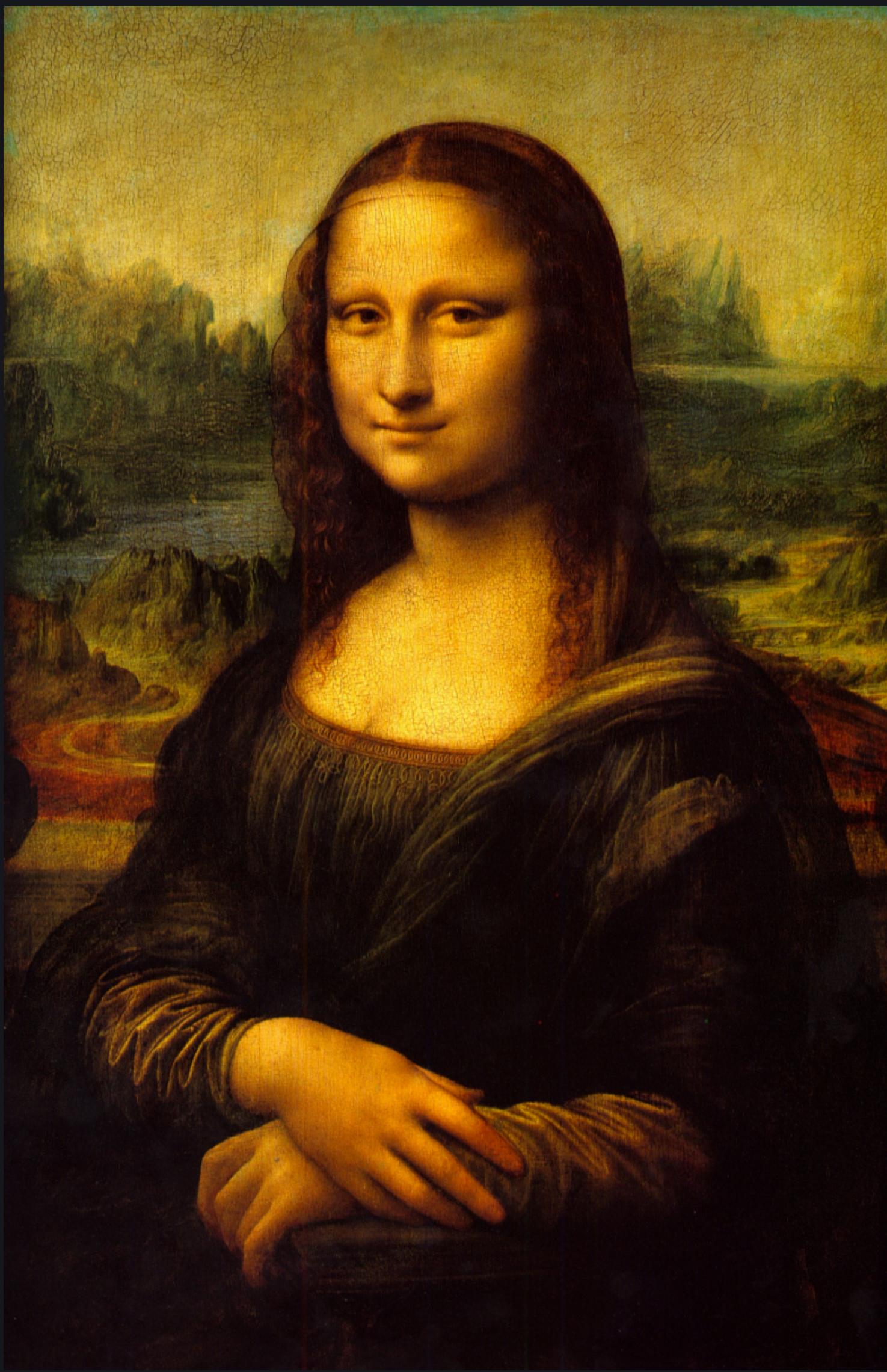
PLAY CBS NEWS VIDEO

2011

CHALLENGES

- Siloed teams working independently on similar problems
- Design delivering static images for implementation



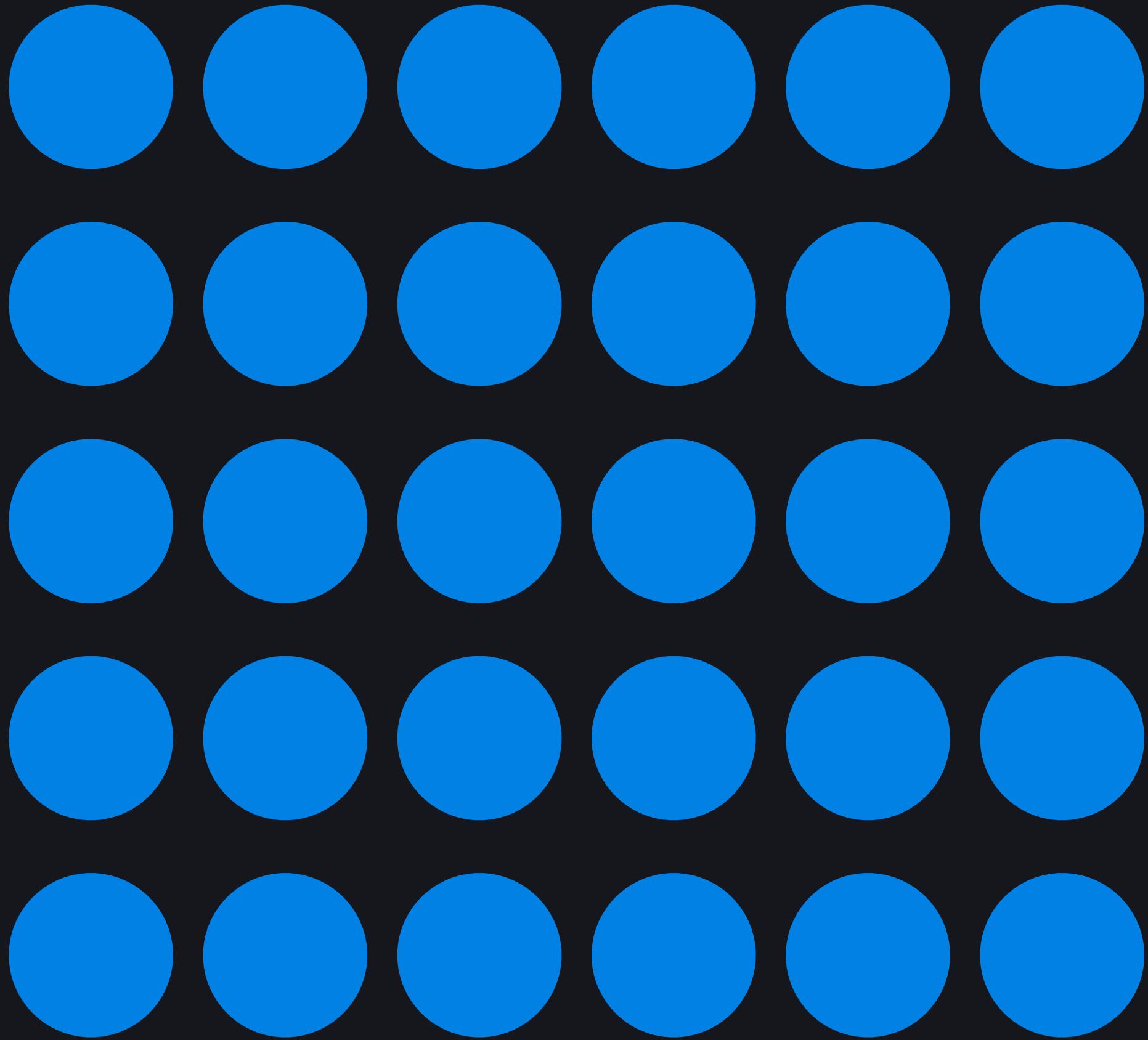




Internal Tools (2012)

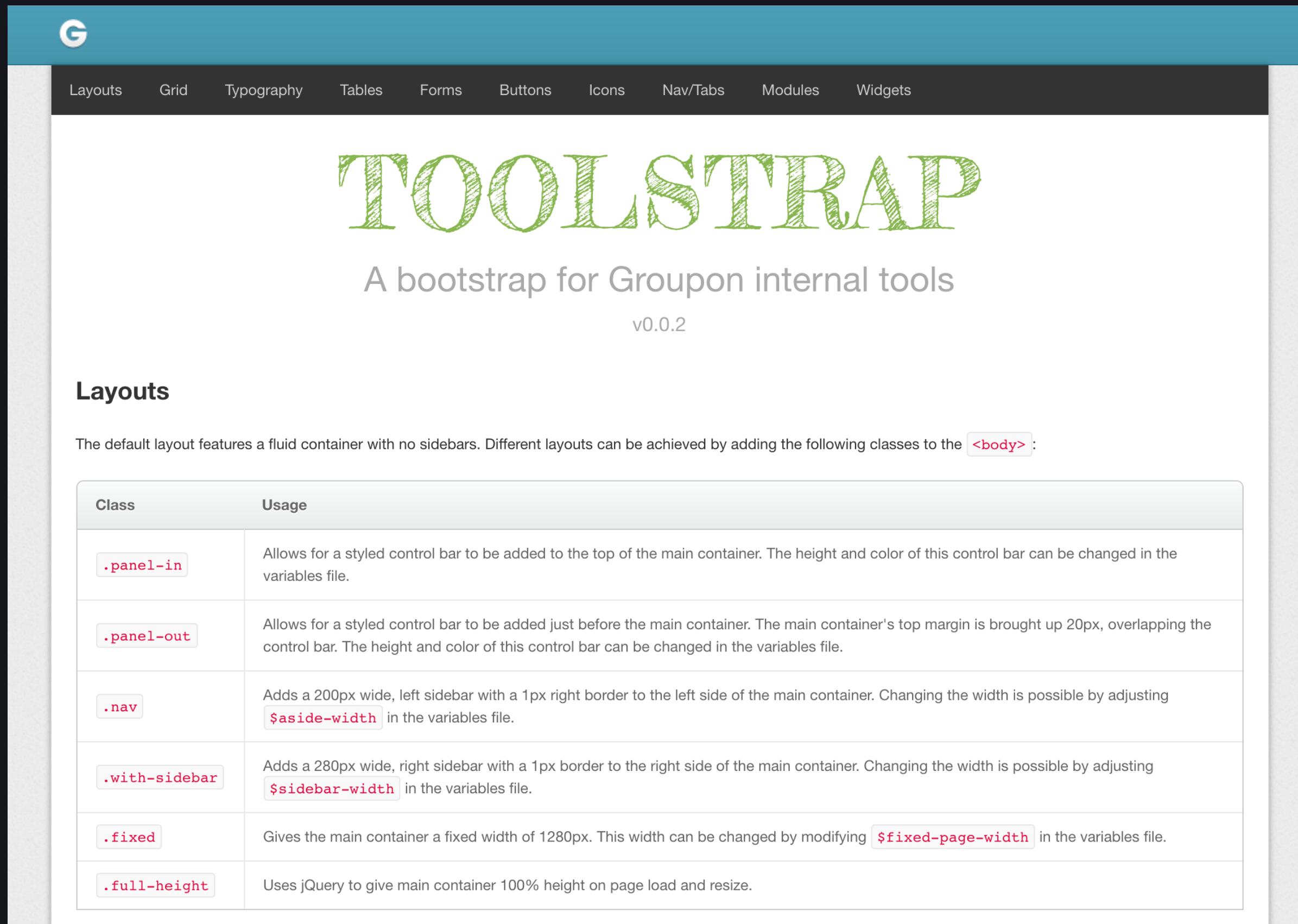


Designers

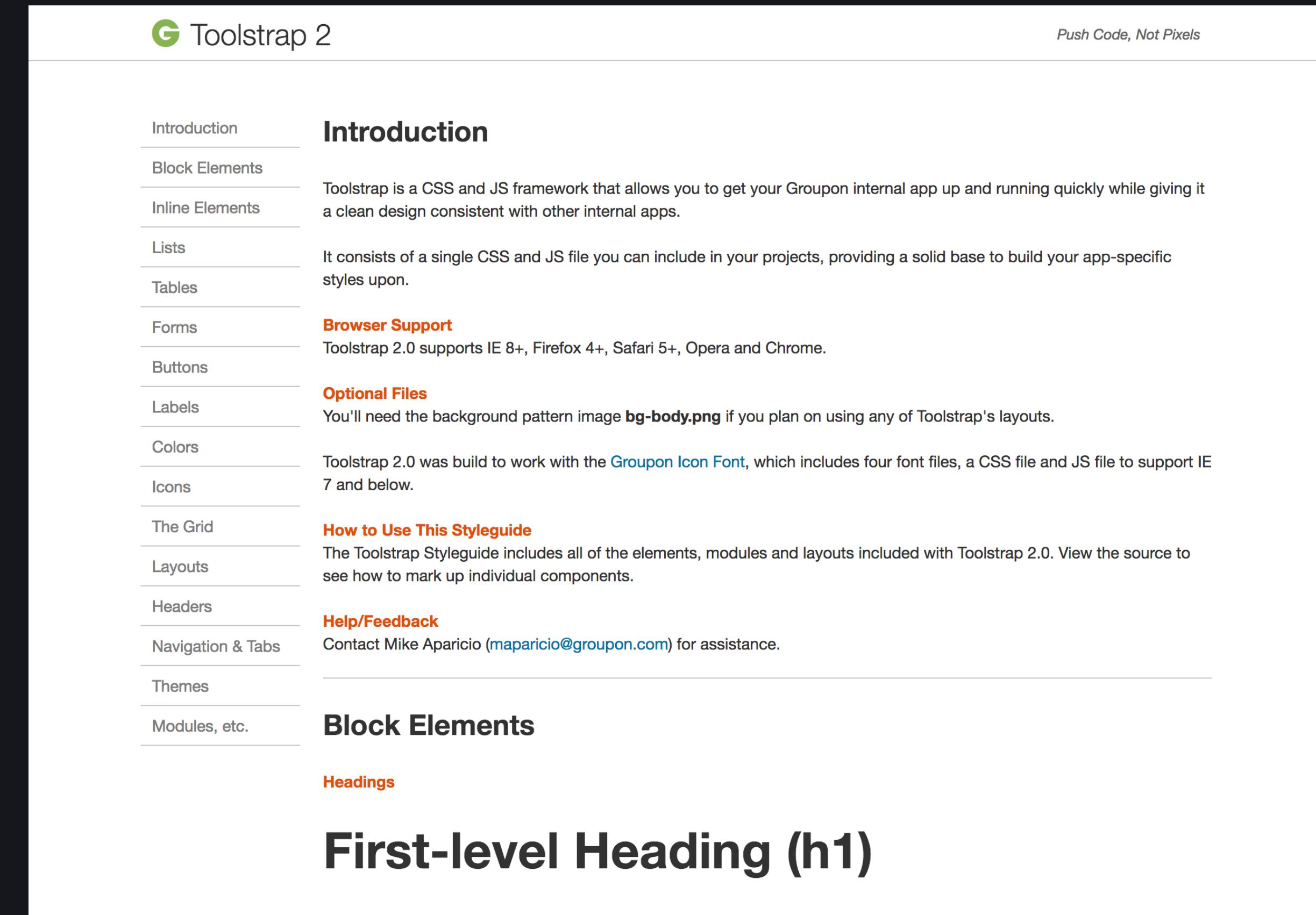


Developers

Toolstrap (2012)



The screenshot shows the homepage of the Toolstrap 2012 website. At the top, there's a navigation bar with links for Layouts, Grid, Typography, Tables, Forms, Buttons, Icons, Nav/Tabs, Modules, and Widgets. Below the navigation is a large title "TOOLSTRAP" in a stylized green font, followed by the subtitle "A bootstrap for Groupon internal tools". Underneath is the version "v0.0.2". A section titled "Layouts" contains a table showing usage examples for various layout classes like .panel-in, .panel-out, .nav, .with-sidebar, .fixed, and .full-height. A note says: "The default layout features a fluid container with no sidebars. Different layouts can be achieved by adding the following classes to the <body> :".



The screenshot shows the Toolstrap 2012 styleguide. At the top right is the tagline "Push Code, Not Pixels". On the left is a sidebar with a vertical list of topics: Introduction, Block Elements, Inline Elements, Lists, Tables, Forms, Buttons, Labels, Colors, Icons, The Grid, Layouts, Headers, Navigation & Tabs, Themes, and Modules, etc. The main content area starts with the "Introduction" section, which describes Toolstrap as a CSS and JS framework for Groupon internal apps. It includes sections for "Browser Support" (supporting IE 8+, Firefox 4+, Safari 5+, Opera, and Chrome), "Optional Files" (mentioning a background pattern image), and "How to Use This Styleguide" (explaining the styleguide's purpose). The "Block Elements" section is currently active, featuring a large "First-level Heading (h1)".

Toolstrap (2012)

Restaurant - Japanese

Kappo Kamakura
1116 Central Ave
Wilmette, IL 60091

Contacted **8** | **3** | **5** | **1.9** | **2** | **22m** | SF Record | Merchant Site | Sales Wiki

PRODUCT ADOPTION | RANKING | OPPS | COMP. FEA. | REF. RATE | CALLS | CALL TIME

Market | Pipeline | Industry

Talking Points

Scheduled Deals for Japanese, Sushi deals

Merchant Name
Fixed menu for two or four - two/four entrees - one/two apps -one/two desserts (or two/four drinks).
Feature: Monday, 5/15/12
Status: Vetted
Rank: 8
Structure: \$53 (\$112) @ 50%
Proj. GP: \$15,600
Sales Rep: J. Lastname
Notes: This is an existing note

Merchant Name
Fixed menu for two or four - two/four entrees - one/two apps -one/two desserts (or two/four drinks).
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Deal Book

4/5 QUA/L. RATING | **5/4/12** LAST FEAT. | **5/15/12** NEXT FEAT.

\$96.03 MED. APPM | **\$15-\$30** PRICE RANGE | **50%** MIN. DISC.

Structures

2 or 3 courses for two + drinks (if applicable)
Or hibachi package for two; gen spend can be offered.

Merchant Name
Option to upgrade to 4 or 6. Possible cheaper option for lunch.

Deal Destroyers

No general spend

Examples

Large Market (> 500 subs)
Medium Market (250k - 500 subs)
Small Market (< 250k subs)
Alternate Structure
Poor Performer
SF Report
Doc Title

Notes

>Lorem ipsum dolor http://www.link.com

Add Note | Add Note | MM/DD/YYYY | Add | Create Opportunity

Pipeline

Pipeline for Andy Groher

UNCONTACTED	12	154	Avg. Age	\$75k	PGB	ACCOUNTS	45	Pipeline	13	13	F&D	45	18	MY DTC	21	TEAM DTC				
80	154	12 d	\$75k	PGB	40	12 d	\$63.3k	PGB	21	8 d	\$45.2k	PGB	12	8 d	\$28.4k	PGB	6	9 d	\$22.2k	PGB
Merchant Name	\$555,554				Merchant Name	\$555,554			Merchant Name	\$555,554			Merchant Name	\$555,554			Merchant Name	\$555,554		
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Groupon.com Redesign (2013)

GROUPON San Francisco My Groupons (7) | Marie

LOCAL DEALS | GOODS | GETAWAYS | RESERVE | GIFTS | MOTHER'S DAY

G Refer friends. Get \$10*

Homepage > Local Deals > Food & Drink > Chile Pies & Green Chile Kitchen-ette

Chile Pies & Green Chile Kitchen-ette

Quesadillas, New Mexican Stew, and Grilled Burritos

Castro .5 mi

\$12 ~~\$24~~ QTY ▾

BUY >

Buy as a gift

1,000+ BOUGHT

Limited Time REMAINING

500 FAVORITED

The Fine Print

- Expires 90 days after purchase.
- Limit 1 per person.
- Limit 1 per visit.
- Valid only for option purchased.
- Valid for dine-in or carryout only.
- See the rules that apply to all deals.

Dining etiquette calls for you to keep your elbows off the table, place a napkin on your lap, and make unflinching eye contact with the chef throughout the meal. Set your sights on dinner with this Groupon.

The menu features grilled burritos served with green or red chile (\$6-\$8), New Mexican stew (\$5 for a small; \$9 for a large), and flat enchiladas dinners made with

Groupon Interface Guidelines (2013)

GROUPON *Interface Guidelines*

Introduction

The following reference details UI commonalities found throughout Groupon.com's consumer web experience. The guide's purpose is to define and catalog all interface elements, establishing consistency throughout each channel of the website. The document is a living, breathing reference that will continually evolve to facilitate the needs of both designers and engineers involved with shipping company materials.

The current state of the guide reflects both legacy designs active on Groupon.com and modernized interfaces that will eventually replace deprecated & off-brand counterparts. Future updates will include sister guides for mobile, merchant and other design dependent facets.

Layout & Grid

Page layout is based on Zurb Foundation's 12-column [flexible grid](#).

You can toggle the grid on this page and all template pages by pressing "G".

Templates

- [Featured Deal](#) (WIP)
- [All Deals](#) (WIP)
- [Checkout](#) (WIP)
- [Mobile First](#) (WIP)

Colors

The color palette is built around the signature green color, PMS 369 C (#82B548). It is recommended that all interfaces include the signature green when possible.

Mixer (2016)

 Groupon Merchant™

Branding UI Elements UI Elements Resources

Mixer

- General Info
- BASE
- Typography
- Colors
- Forms
- Buttons
- Tables

LAYOUT

- Grid
- Layouts

MODULES

- Data
- Modals
- Notifications
- Progress

UI Elements

All of our UI elements are baked into a CSS framework called **Mixer**. Much like Groupon Interface Guidelines (GIG) and Bootstrap which provide styles for our consumer and internal-facing websites, respectively, Mixer provides developers with all of the styles needed to quickly build rich, responsive, Merchant-facing websites.

Developers can download a single CSS and JavaScript file to add to their projects, which will provide them with styles for all of the components found here.

[Download Mixer v1.4.1](#)

[View the changelog](#)

Anyone can contribute via pull requests through the [Github repo](#).

Why "Mixer?"

Mixer is what the **Merchant eXperience** is built on. Like a drink mixer, it can be used to enhance the flavor, texture, appearance or consistency of any project.

NEW **CHALLENGES**

- Where does the framework end and the product begin?
- Keeping our framework in sync with our design tools
- More designers/developers = more deviations
- Support for web only
- OMG THREE DIFFERENT FRAMEWORKS
- No full-time maintenance

DESIGN SYSTEM



Make beautiful products, faster. Material is a design system – backed by open-source code – that helps teams build digital experiences

◆ Design flexibly

Get started with detailed design guidance and create custom Material themes to make your product unique.

[LEARN MORE](#)

□ Develop across platforms

☒ Collaborate seamlessly

The screenshot displays a mobile application interface. At the top left is a purple header bar with a white three-line menu icon and a share icon. Below it is a white navigation bar with a black plus sign icon. The main content area shows a list of files:

- Vacation (Jan 24, 2018)
- Recipes (March 8, 2018)
- Kitchen remodel (May 14, 2018)

Below the list is a blurred image of a kitchen interior. To the right of the main content is a vertical sidebar containing a color palette and font samples:

Headline	Regular 18
Title	Regular 18
Subtitle	Regular 18

The sidebar also features a circular icon with a purple 'P' and a black 'S'.



Lightning Design System

Search

What's New

Getting Started

Platforms

Design Guidelines

Accessibility

Component Blueprints

Utilities

Design Tokens

Icons

Downloads

Articles

FAQ



Create the world's best enterprise app experiences.

[GET STARTED](#)

Current release: Spring '19 (SLDS 2.8.3) | Archives



<https://www.lightningdesignsystem.com/>



Polaris

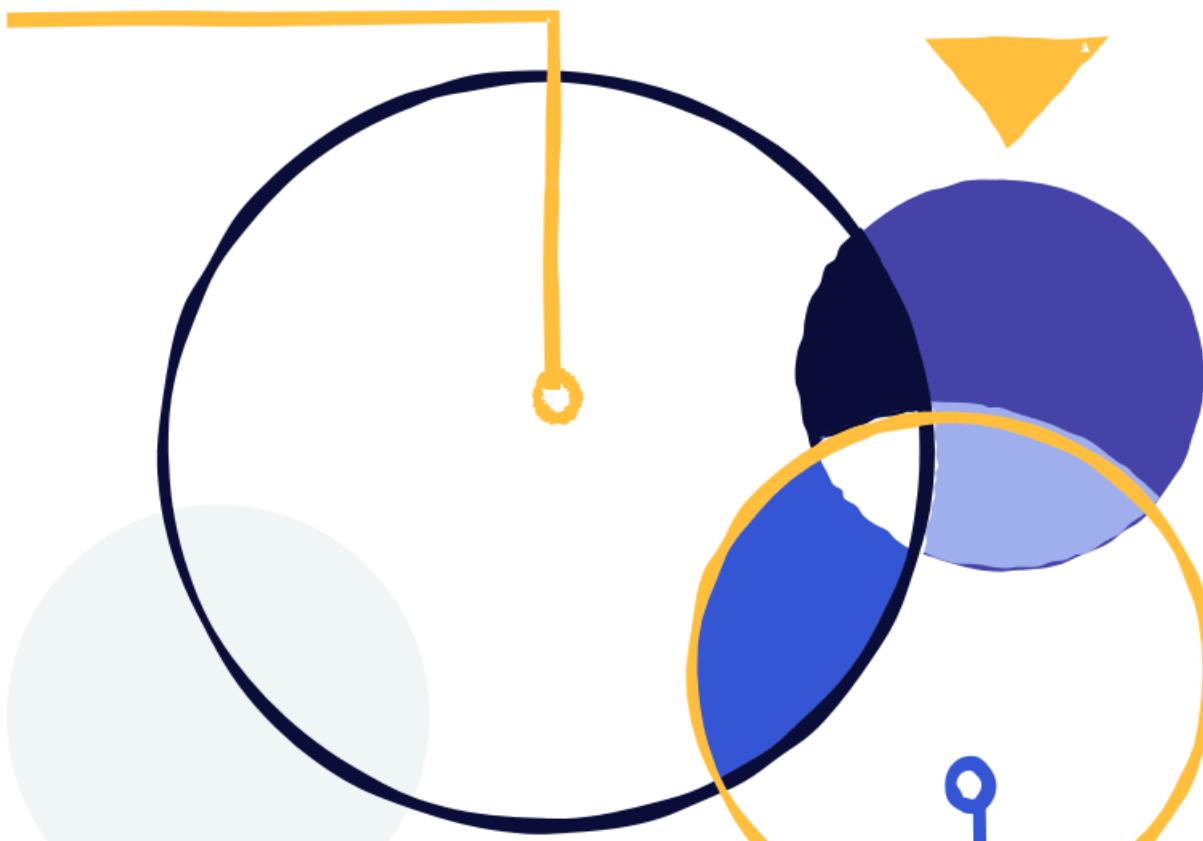
Our design system helps us work together to build a great experience for all of Shopify's merchants.

Guides

Check out these practical guides to help you understand how to design for the Shopify platform using Polaris.

[Product experience principles](#)

[Crafting the Shopify admin](#)



<https://polaris.shopify.com/>

980 Search Results

Typography in Design Systems

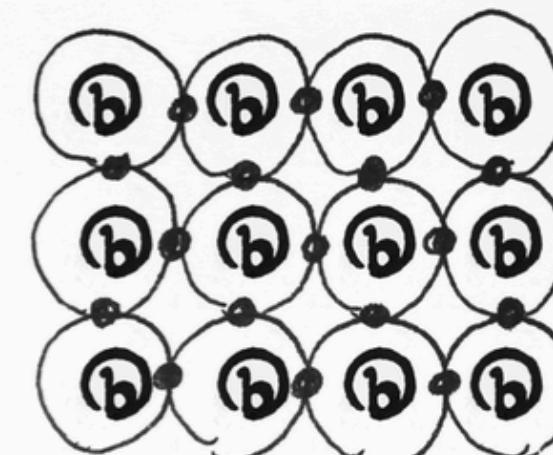


D danmall.me

The User Experience of Design Systems

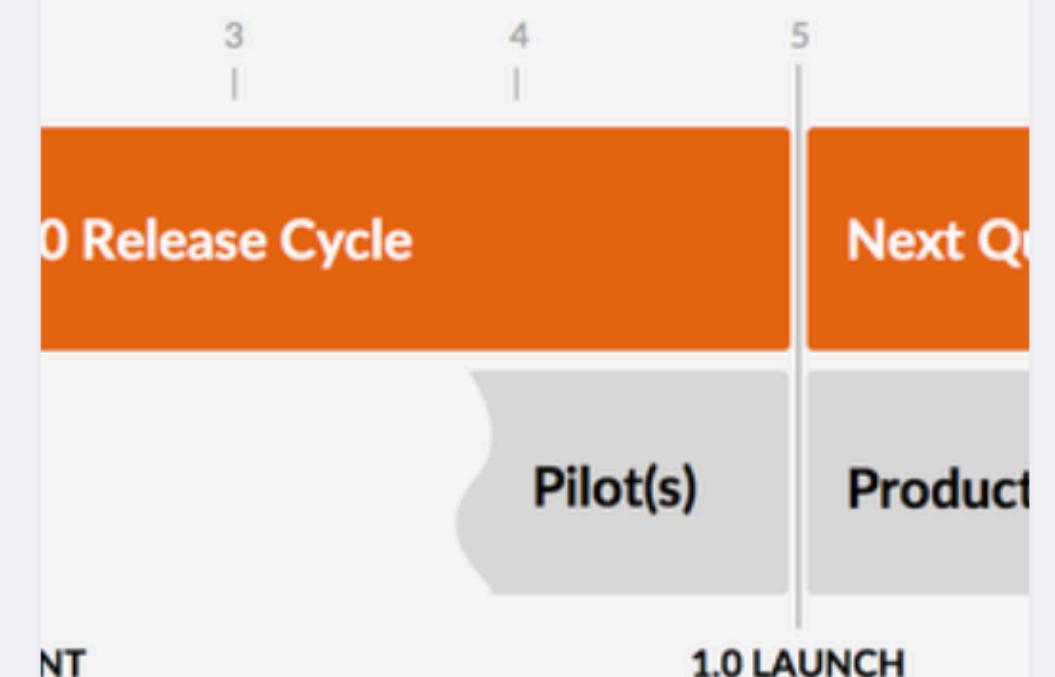
runemadsen.com

Creating a Maintainable UI Pattern Library



M medium.com

Starting a Design System



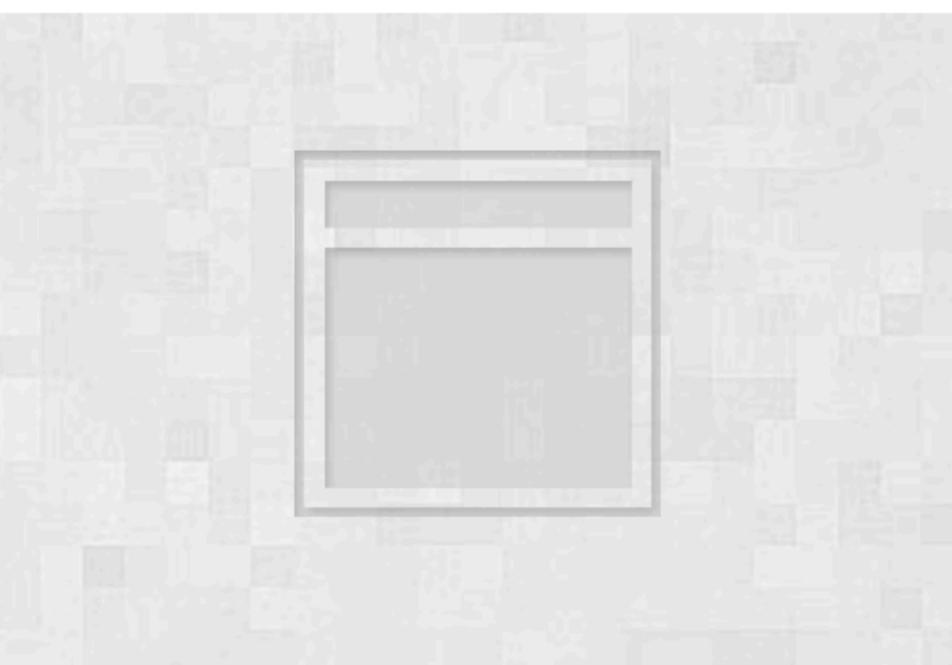
M medium.com

Design Systems and Creativity: Unlikely Allies

Hey there! I'm Brad Frost, a web designer, speaker, consultant, writer, and musician located in beautiful Pittsburgh, PA.

B bradfrost.com

ServiceNow Design System



DEU styleguide.servicenow.com

Design Systems 2017 Industry Report Survey

We discovered in our Enterprise UX Industry Report that 59% of designers struggle with design consistency. One solution is the design system – a standardized toolkit of design standards, code standards, and components that satisfy both.

uxpin.com

A Design System Grammar

In my posts about Design Systems so far, I've theorized about the structural approach that causes existing design systems to fail, and an alternative solution that encourages the composition of properties instead of cataloguing complete components.

daneden.me

PARTS OF A DESIGN SYSTEM

- Design Principles
- Visual Style Guidelines
- UI Components
- Content Guidelines (Voice & Tone)
- Illustration Guidelines
- Resources (Frameworks, Design Tools)



Design Principles

An open source collection of
Design Principles and
methods.

The collection contains:

187

Examples

1397

Design Principles

161

Creators

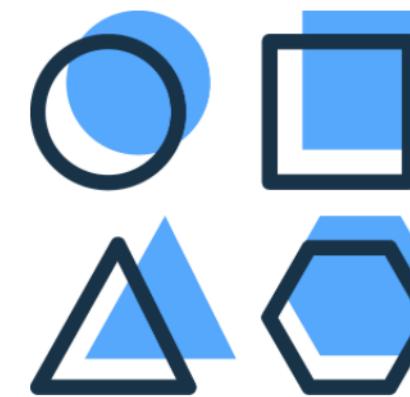
What are Design Principles?

C  R  B  N
D  S  G  N
S  Y  S  T  M

At IBM, we define design as the intent behind an outcome. Great experiences deliver meaningful outcomes to your user. They reach both head and heart. To design for great user experiences, you must understand how they are put together and why they can touch people at a deeper level.

Be essential

Every element in an experience should have a purpose. Leaving complexity behind allows you to design with restraint by emphasizing the essential and stripping away the distracting. Provide all the necessary information in a sleek and elegant way, so we can be distinct, clear, and concise with our users.



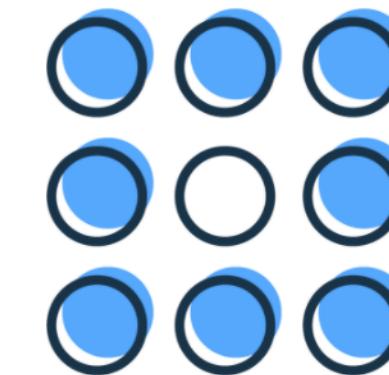
Be inclusive

Good design should work for everyone. We need not to focus only on the average person, with regular needs and expectations. Keep in mind that the people using your products will be extremely diverse. User diversity covers variation in capabilities, needs, and aspirations. Empathize with a full spectrum of potential users instead of designing around a checklist.



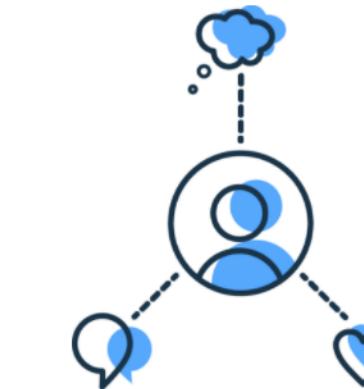
Be consistent

Consistency is not exact replication. Rather, it's a harmonious uniformity, instilling predictability and stability. A successful design should leave our users feeling like, "Yes, that makes sense." Being consistent gives users to anticipate what will happen next. And when users encounter something that is expected, it creates a sense of comfort and trust. Usability is greatly improved when an experience acts and feels the same throughout.



Be humanistic

More than being user-centered, we must be human-centered. Our designs are conceived from a deep understanding of the people behind the product and with the desire to help individuals accomplish their goals. Part of being humanistic is embracing empathy. Empathy is the ability to understand and share another person's perspective, feelings, and challenges. Go out of your way to identify with your user's needs.



Be delightful

Enhances usability and delight by embracing the spirit of "just enough design". Engaging users with inspiration and curiosity by designing experiences to encourage critical thinking and creative confidence. Be mindful of users' needs by providing them with the right tools at the right time. Make an offering so effective that it doesn't simply read as a software or a product but as something useful in that person's life.



Principles act as our design conscience. They are a guide to the rightness and wrongness of our designs and help us make a case for design decisions.

- *Groupon Design Principles*



Type

Title 1 · 44/56

Rausch
#FF5A5F
3.05:1

Title 2 · 32/36

A11y Babu
#00A699
3.03:1

Title 3 · 24/28



A11y Arches
#FC642D
3.0:1

Large · 19/24



A11y Hof
#484848
9.14:1

Regular · 17/22



A11y Foggy
#767676
4.54:1

Small · 14/18

MICRO 1 · 8/8

A11y Color

Spacing

8 · tiny

16 · small

24 · base

48 · large

64 · x-large

Creating the Components

Traditionally, many style guides define components as atomic components, which are then used to build more complex molecules. In theory, this works well to create



Getting Started

Expand

Setup

General

XY Grid

New

Float Grid

Legacy

Flex Grid

Legacy

Forms

Utilities

Typography

Controls

Navigation

Containers

Media

Plugins

Sass

Libraries

Older Versions

Checkboxes and Radio Buttons

Use groups of checkboxes when the user may select multiple choices from a list, and use radio buttons when the user must select just one choice.

Wrap a group of checkboxes or radio buttons in a `<fieldset>` element, and give them a common label using the `<legend>` element. Each individual control should also have its own label, created using a typical `<label>`.



Watch this part in video

Edit in Browser > Copy

```
<div class="grid-x grid-padding-x">
  <fieldset class="large-5 cell">
    <legend>Choose Your Favorite</legend>
    <input type="radio" name="pokemon" value="Red" id="pokemonRed" required><label for="pokemonRed">Red</label>
    <input type="radio" name="pokemon" value="Blue" id="pokemonBlue"><label for="pokemonBlue">Blue</label>
    <input type="radio" name="pokemon" value="Yellow" id="pokemonYellow"><label for="pokemonYellow">Yellow</label>
  </fieldset>
  <fieldset class="large-7 cell">
    <legend>Check these out</legend>
    <input id="checkbox1" type="checkbox"><label for="checkbox1">Checkbox 1</label>
    <input id="checkbox2" type="checkbox"><label for="checkbox2">Checkbox 2</label>
    <input id="checkbox3" type="checkbox"><label for="checkbox3">Checkbox 3</label>
  </fieldset>
</div>
```

Choose Your Favorite

 Red Blue Yellow

Check these out

 Checkbox 1 Checkbox 2 Checkbox 3<https://foundation.zurb.com/>

FORMS

Form Basics

[Help Text \(Accessibility\)](#)[Label Positioning](#)[Inline Labels and Buttons](#)[File Upload Button](#)[Custom Controls \(Accessibility\)](#)[Sass Reference](#) [Edit this Page](#) [Report a Bug](#) [Get Help](#)[Join Slack Channel](#)

[GO TO SECTION](#)[Writing Goals and Principles](#)

Voice and Tone

[Writing About People](#)[Grammar and Mechanics](#)[Web Elements](#)[Writing Blog Posts](#)[Writing Technical Content](#)[Writing Legal Content](#)[Writing Email Newsletters](#)[Writing for Social Media](#)[Writing for Accessibility](#)[Writing for Translation](#)[Creating Structured Content](#)[Copyright and Trademarks](#)[Word List](#)[Further Reading](#)[TL;DR](#)

Voice and Tone

One way we write empowering content is by being aware of our voice and our tone. This section explains the difference between voice and tone, and lays out the elements of each as they apply to Mailchimp.

What's the difference between voice and tone? Think of it this way: You have the same voice all the time, but your tone changes. You might use one tone when you're out to dinner with your closest friends, and a different tone when you're in a meeting with your boss.

Your tone also changes depending on the emotional state of the person you're addressing. You wouldn't want to use the same tone of voice with someone who's scared or upset as you would with someone who's laughing.

The same is true for Mailchimp. Our voice doesn't change much from day to day, but our tone changes all the time.

Voice

At Mailchimp, we've walked in our customers' shoes, and we know marketing technology is a minefield of confusing terminology. That's why we speak like the experienced and compassionate business partner we wish we'd had way back when.

We treat every hopeful brand seriously. We want to educate people without patronizing or confusing them.

Stroke Breakdown

We use a consistent default smooth brush with a 6px stroke width. We also allow for 3px stroke if there is smaller details needed in a tight space. We use a rounded cap at all times to work alongside our rounded corner approach.

***Note:** We never deviate away from using #8A8EA0 as our stroke colour

6px / Rounded Cap / #8A8EA0



3px / Rounded Cap / #8A8EA0



Stroke Caps

We use a rounded cap at all times to work alongside our rounded corner approach.

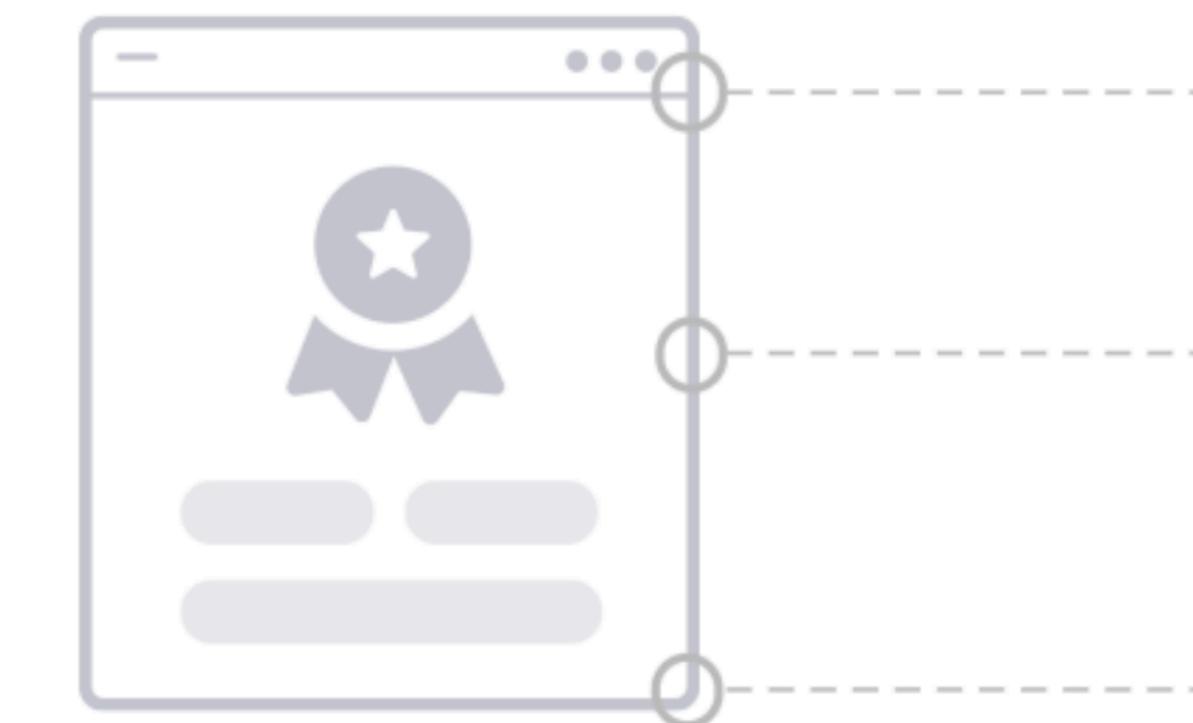


✓ Do



✗ Don't

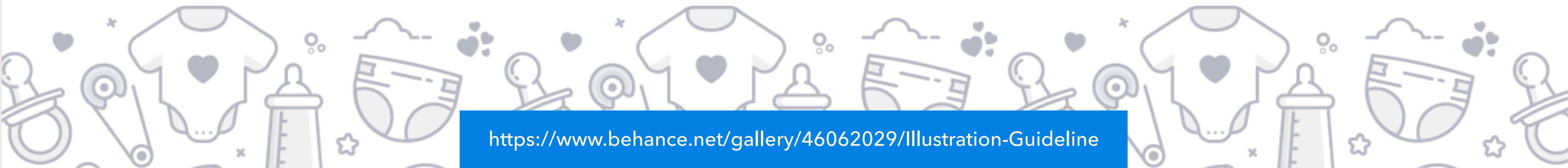
Example 3.3

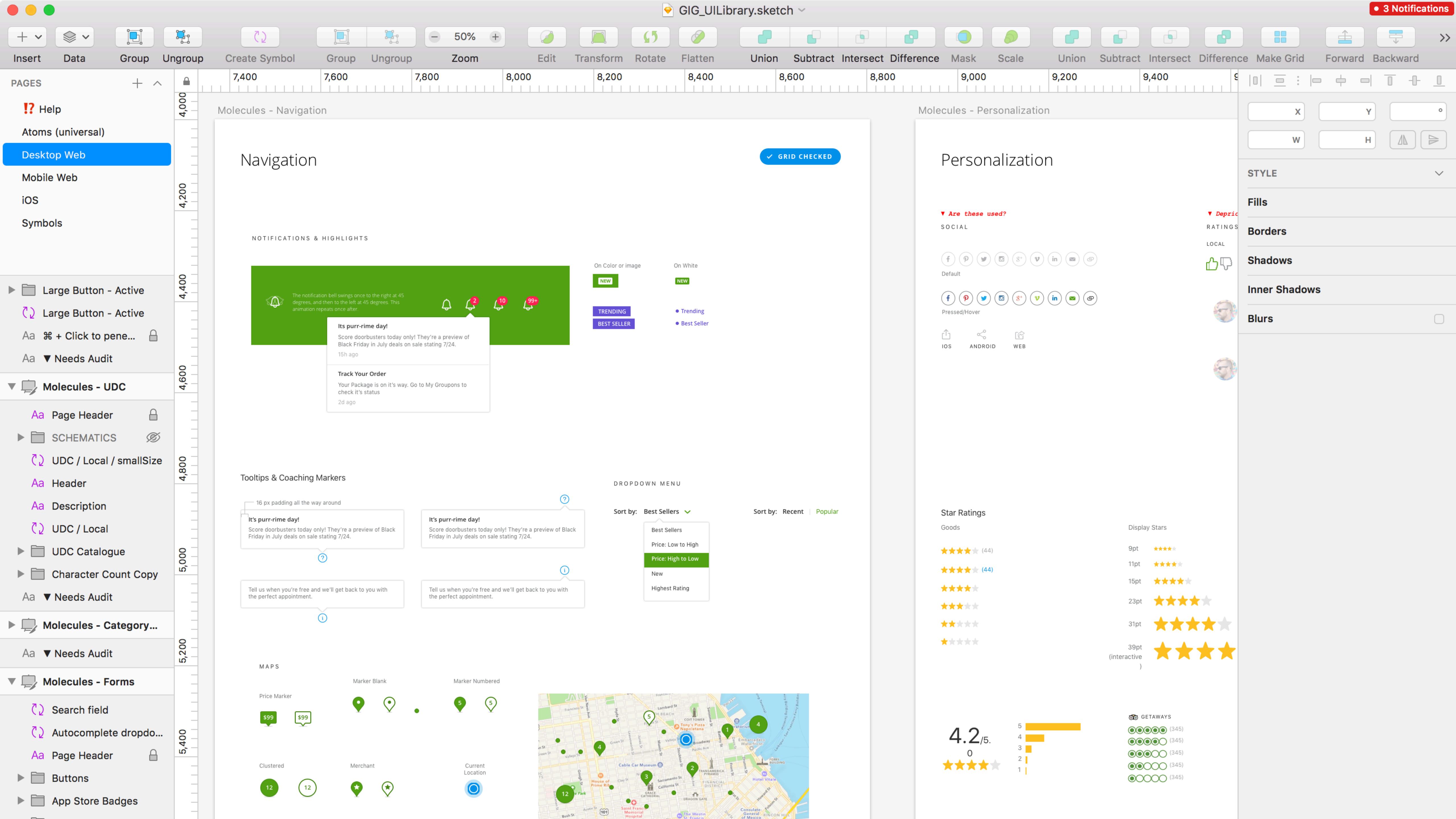


Use thinner stroke on smaller details

Use thicker strokes to define the structure

Rounded corners are used whenever possible. Never sharp corners



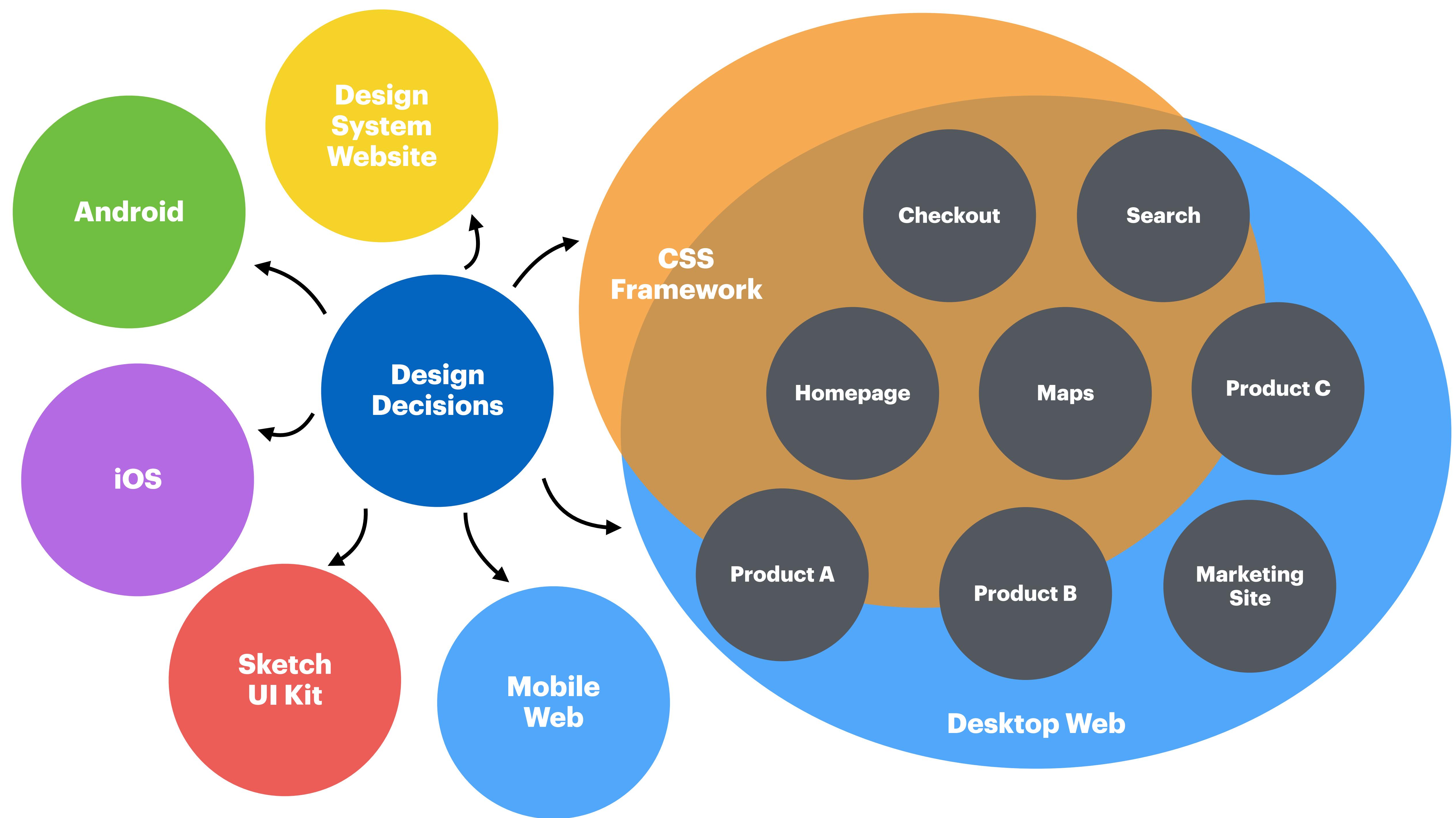


衆瞽
摸象之圖



WHAT IS OUR DESIGN SYSTEM?

- Our Design System is the Sketch UI Kit!
- Our Design System is the component library!
- Our Design System is the style guide website!
- We have a Design System?!?



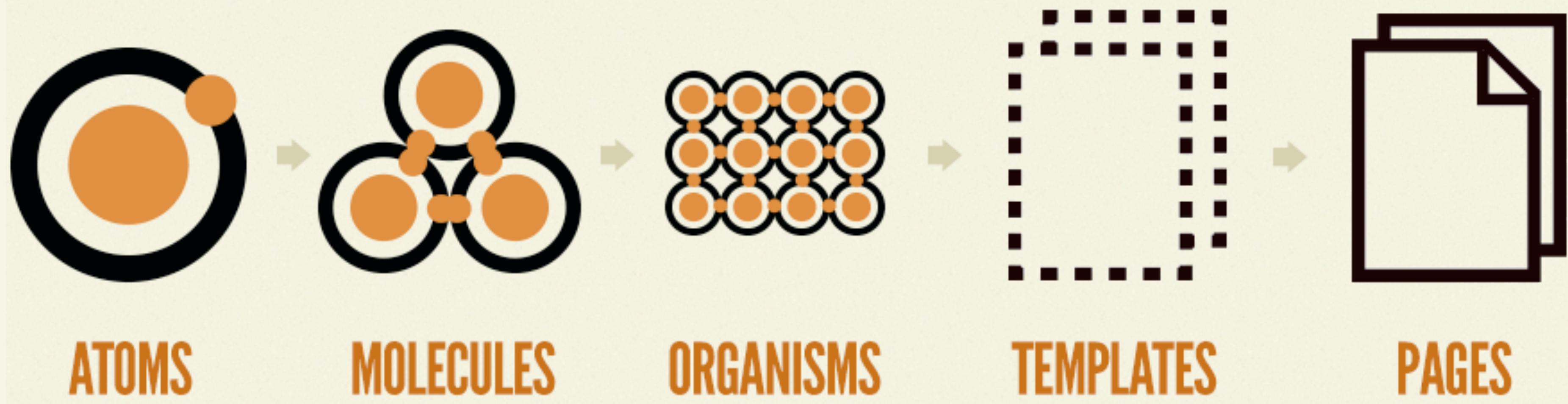
WHAT IS OUR DESIGN SYSTEM?

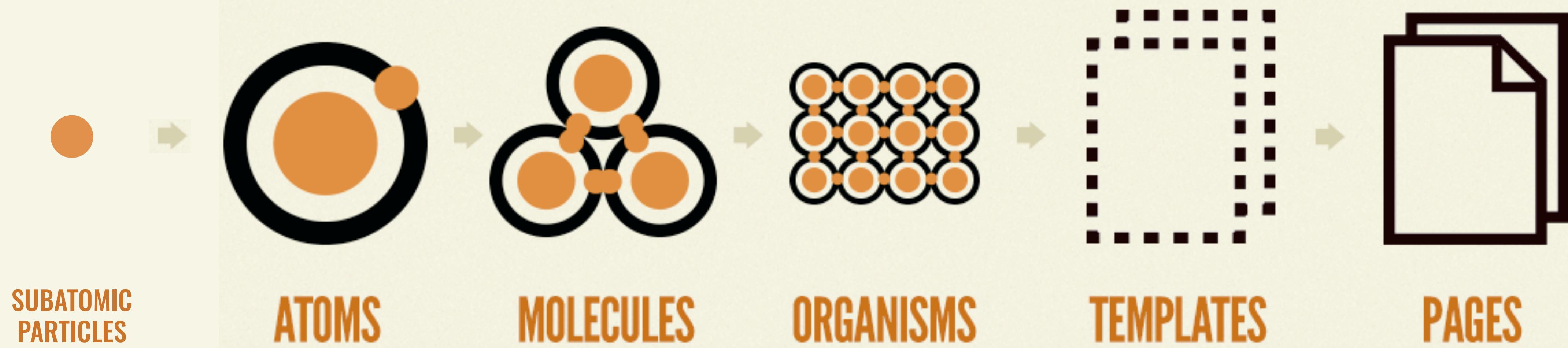
Our Design System is a **common language** across design, engineering and product that describes how we create digital products.

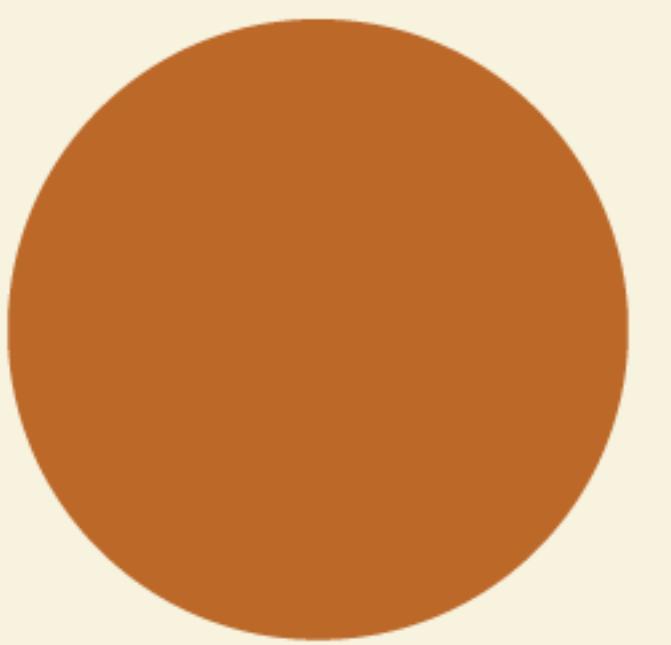
DESIGN TOKENS

Design tokens are the visual design atoms of the design system — specifically, they are named entities that store visual design attributes. We use them in place of hard-coded values (such as hex values for color or pixel values for spacing) in order to maintain a scalable and consistent visual system for UI development.

- *Salesforce Lightning Design System*







Subatomic Design

Mike Aparicio

**COMING
FALL 2019!**

(j/k Brad! Please don't sue me.)



HTML

CSS (Stylus)

```
781 .btn-cta  
782   background-color: #53A318  
783   color: #FFFFFF  
784
```

JS

GRUPON

LAST DAY FOR HOT SUMMER SAVINGS!

Use code SUMMER to save and extra 20%. Ends 7/25.



Big & little's

Chicago · 6.2 mi · 3 Locations • Open Now

38% Off Gourmet Fast Food at Big & little's

Limited Time 200+ viewed 0.604 Ratings

Buy!

Limited Time Remaining!



HTML

CSS (Stylus)

```
1 /* Tokens */  
2  
3 // COLOR // Palette  
4  
5 $color-green-400 = #53A318  
6 $color-green-600 = #367806  
7 $color-green-050 = #A9D18C  
8 $color-blue-600 = #0093EA  
9 $color-blue-050 = #EEFAFF  
10 $color-red-600 = #FF2552  
11 $color-red-050 = #FFBDCB  
12 $color-yellow-400 = #FFC120  
13 $color-yellow-050 = #FFEFC7  
14 $color-purple-600 = #6650D7  
15 $color-black = #333333  
16 $color-white = #FFFFFF  
17 $color-gray-600 = #75787B  
18 $color-gray-400 = #A5A8AB  
19 $color-gray-200 = #D5D8DB  
20 $color-gray-100 = #E6E7E8  
21 $color-gray-050 = #F6F7F8  
22 $color-black-50pct = rgba(0,0,0,.5)  
23 $color-white-50pct = rgba(255,255,255,.5)  
24 $color-purple-50pct = rgba(102,80,215,.9)  
25
```

JS

GROUPON

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38% Off Gourmet Fast Food at Big & little's

Limited Time | 200+ viewed | 0.604 Ratings

★★★★★

Buy!

Limited Time Remaining!



HTML

CSS (Stylus)

```
781 .btn-cta  
782   background-color: $color-green-400  
783   color: $color-white  
784
```

JS

GROUPON

LAST DAY FOR HOT SUMMER SAVINGS!

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Buy!

Limited Time Remaining!



HTML

CSS (Stylus)

```
47 // COLOR // Button Color
48
49 $color-button-primary = $color-green-400
50 $color-button-primary-text = $color-white
51 $color-button-primary-hover = $color-green-600
52 $color-button-secondary = $color-white
53
54 // COLOR // Icon Color
55
56 $color-icon-default = $color-gray-400
57 $color-icon-on-dark = $color-white
58 $color-icon-brand = $color-green-400
59 $color-icon-urgent = $color-red-600
60 $color-icon-rating-full = $color-yellow-400
61 $color-icon-rating-empty = $color-gray-100
62
63 // COLOR // Borders
64
65 $color-border-default = $color-gray-100
66 $color-border-brand = $color-green-400
67 $color-badge-trending = $color-purple-50pct
68 $color-overlay = $color-black-50pct
69 $color-button-transparent-hover = $color-white-50pct
70
71 // BORDER
```

JS

GROUPON

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★★★★★

Buy!

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HTML

CSS (Stylus)

```
781 .btn-cta  
782   background-color: $color-button-primary  
783   color: $color-button-primary-text  
784
```

JS

GROUPON

LAST DAY FOR HOT SUMMER SAVINGS!

Use code SUMMER to save and extra 20%. Ends 7/25.



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Buy!

Limited Time Remaining!



HTML

CSS (Stylus)

```
47 // COLOR // Button Color
48
49 $color-button-primary = $color-red-600
50 $color-button-primary-text = $color-white
51 $color-button-primary-hover = $color-green-600
52 $color-button-secondary = $color-white
53
54 // COLOR // Icon Color
55
56 $color-icon-default = $color-gray-400
57 $color-icon-on-dark = $color-white
58 $color-icon-brand = $color-green-400
59 $color-icon-urgent = $color-red-600
60 $color-icon-rating-full = $color-yellow-400
61 $color-icon-rating-empty = $color-gray-100
62
63 // COLOR // Borders
64
65 $color-border-default = $color-gray-100
66 $color-border-brand = $color-green-400
67 $color-badge-trending = $color-purple-50pct
68 $color-overlay = $color-black-50pct
69 $color-button-transparent-hover = $color-white-50pct
70
71 // BORDER
```

JS

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Limited Time | 200+ viewed | 0.604 Ratings

★★★★★

Buy!

Limited Time Remaining!

 design-system / design-tokens Watch

1

 Star

0

 Fork

0

 Code Issues 0 Pull requests 0 Projects 0 Wiki Insights Settings

Branch: master ▾

design-tokens / tokens.yaml Find file Copy path

maparicio Update gray-50 to gray-050 for consistency

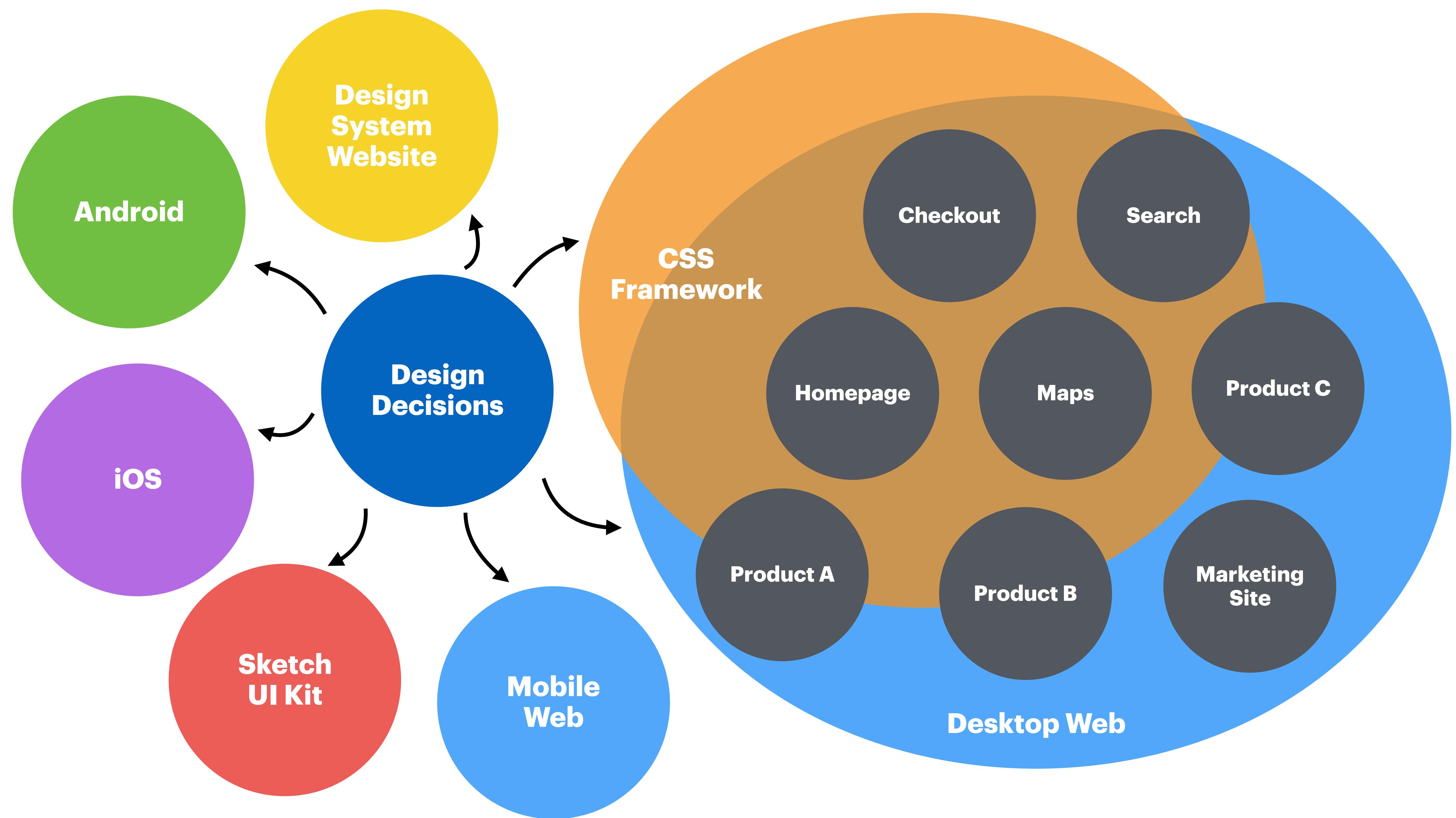
be3b658 8 days ago

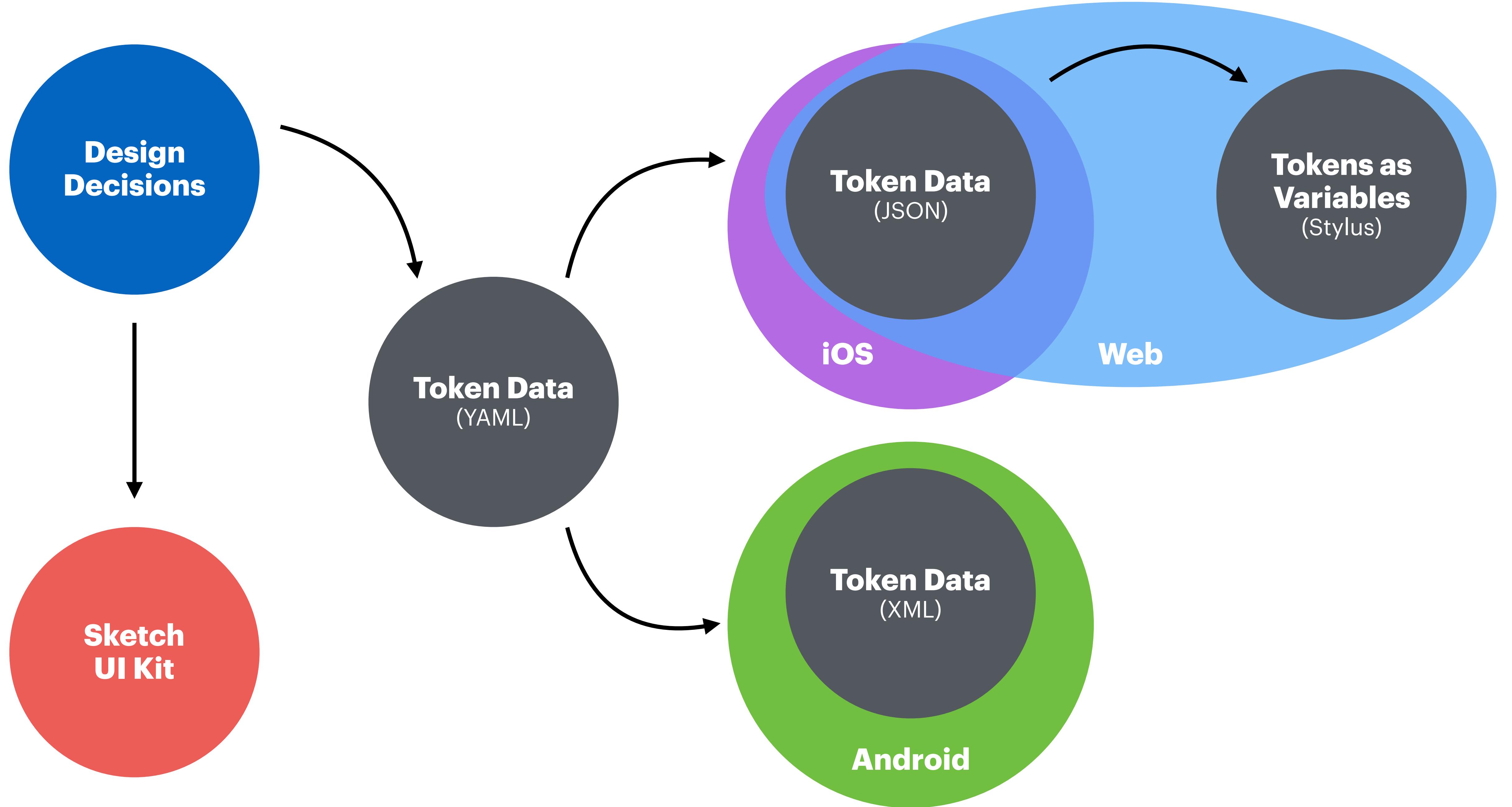
1 contributor

420 lines (376 sloc) | 11 KB

 Raw Blame History

```
1 # COLOR // CHOICES
2
3 color :
4   green :
5     600 :
6       web : &color-green-600-web "#3E8F00"
7       ios : &color-green-600-ios "0.24,0.56,0,1"
8       and : &color-green-600-and "#FF3E8F00"
9     400 :
10    web : &color-green-400-web "#53A318"
11    ios : &color-green-400-ios "0.33,0.64,0.09,1"
12    and : &color-green-400-and "#FF53A318"
13   050 :
14     web : &color-green-050-web "#EAFCDE"
15     ios : &color-green-050-ios "0.92,0.99,0.87,1"
16     and : &color-green-050-and "#FFFFEAFCDE"
```





VISUAL STYLE

(CSS)

- Color
- Type
- Spacing/Grid
- Icons
- Borders
- Layers
- Opacity
- Shadows
- Animation

UI COMPONENTS

(HTML/JS)

- Buttons
- Links
- Form Inputs
- Headers
- Navigation
- Alerts
- Cards
- Modals
- Badges, etc.

VISUAL STYLE AUDIT

Parse CSS

URI

User Agent

▼[Go](#)

View Stats for Popular Sites and Frameworks

Google	Yahoo	Twitter	Facebook	Tumblr	Apple
YouTube	Pinterest	Medium	PayPal	Stripe	Trulia
Wikipedia	Craigslist	GitHub	Stack Overflow	New York Times	The Guardian
Mozilla	Flickr	Soundcloud	BBC	Kickstarter	Etsy
Mapbox	Grid.io	Bootstrap	Foundation	Pure CSS	UIkit
Materialize	Basscss	Tachyons			

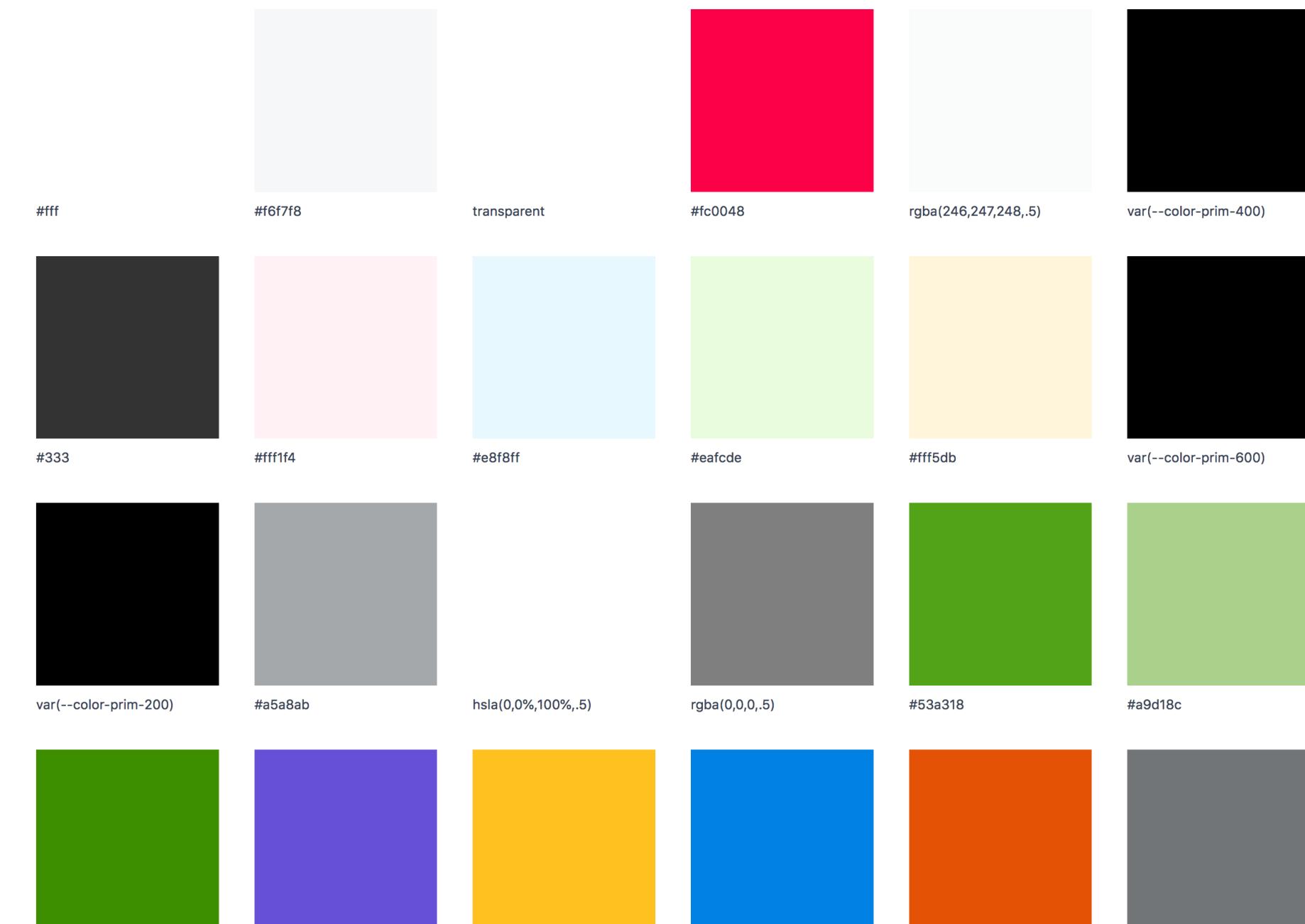
COLOR

- 41 unique text colors
- 40 unique background colors
- One-off colors not in our palette
- Inconsistent naming
- Mix of hex values and CSS variables
- HSLa/RGBa used for transparency

41 Unique Colors



40 Unique Background Colors



COLOR

Background	Text	White #FFFFFF	Black #333333	Dark Gray #75787B	Medium Gray #A5A8AB	Brand #53A318	Link #0093EA	Error #FF2552
White #FFFFFF		Text	Text	Text	Text	Text	Text	Text

AAA Pass, AAA (7+)

AA Pass, AA (4.5+)

AA18 Pass, Large Text Only (3+)

DNP Does Not Pass

COLOR

Background	Text	White #FFFFFF	Brand Light #A9D18C
Brand #53A318	Text AA18 3.1	Text DNP 1.8	
Background	Text	White #FFFFFF	Brand Light #A9D18C
Brand Dark #367806	Text AA 5.4	Text AA18 3.1	

- Avoid Brand Light on Brand background
- Use Brand Dark for text/icons

COLOR

Background	Text	Dark Gray #75787B	Dark Gray 1 #727579	Dark Gray 2 #57585C
White #FFFFFF	Text	Text	Text	
	AA18	4.4	AA	4.6
	AAA	7.1		

Background	Text	Link #0093EA	Link New #007BC2
White #FFFFFF	Text	Text	Text
	AA18	3.3	AA
	AAA	4.5	

- Adjust Dark Gray and Link colors > 4.5 ratio

Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground Color

#007BC2 

Lightness 



Background Color

#FFFFFF 

Lightness 



Contrast Ratio
4.55:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

COLOR

- Adjusted contrast ratios
- 050 to 600 for color names
- 600 - text
- 050 - backgrounds
- 400/200/100 - specific uses
- Added transparent colors

Old	New		
■ brand	#53A318	■ green-400	#53A318
■ brand-dark	#3E8F00	■ green-600	#3E8F00
 brand-light	#A9D18C	 green-050	#EAFCDE
■ notice	#0093EA	■ blue-600	#0081E3
 notice-It	#EEFAFF	 blue-050	#E8F8FF
■ error	#FF2552	■ red-600	#FC0048
 error-It	#FF9999	 red-050	#FFF1F4
■ alert	#FFC120	■ yellow-400	#FFC120
 alert-It	#FFEFC7	 yellow-050	#FFF5DB
■ accent	#6650D7	■ purple-600	#6650D7
■ teal	#02E2EE	■ teal-600	#02E2EE
■ black	#333333	■ black	#333333
 gray-dk	#75787B	 gray-600	#727578
 gray-md	#A5A8AB	 gray-400	#A5A8AB
 gray-It	#D5D8DB	 gray-200	#D5D8DB
 gray-clr	#E6E7E8	 gray-100	#E6E7E8
 gray-bg	#F6F7F8	 gray-050	#F6F7F8
 white	#FFFFFF	 white	#FFFFFF
		 white-50pct	rgba(255, 255, 255, .5)
		 black-50pct	rgba(0, 0, 0, .5)
		 purple-90pct	rgba(102, 80, 215, .9)

TYPE

- 60 unique font size declarations
- em, rem, px, %, vw, inherit
- 7px ... 8em (128px!)



Font Size 8em

Font Size 3.6rem

Font Size 55px

Font Size 50px

Font Size 3.1rem

Font Size 3rem

Font Size 2.8em

Font Size 44px

Font Size 2.4rem

Font Size 2.3rem

Font Size 35px

Font Size 34px

Font Size 2.1rem

Font Size 33px

Font Size 2rem

Font Size 2em

Font Size 32px

Font Size 30px

Font Size 1.8rem

Font Size 28px

Font Size 26px

Font Size 1.6rem

Font Size 25px

Font Size 1.5rem

Font Size 24px

Font Size 23px

Font Size 1.4rem

Font Size 22px

Font Size 21px

Font Size 20px

Font Size 1.2em

Font Size 1.2rem

Font Size 19px

Font Size 18px

Font Size large

Font Size 1.1rem

Font Size 17px

Font Size 1rem

Font Size 100%

Font Size inherit

Font Size 1em

Font Size 16px

Font Size 15.5px

Font Size 15px

Font Size .9rem

Font Size 90%

Font Size 14px

Font Size 13px

Font Size .8rem

Font Size 80%

Font Size 12px

Font Size 75%

Font Size .7em

Font Size 11px

Font Size 10.5px

Font Size 10px

Font Size 8px

Font Size 7px

TYPE

10px

Browse Popular Categories

- Groupon+ Restaurants
- Things to Do
- Beauty & Spas
- Goods
- Travel
- Sale
- Health & Fitness
- Automotive

Caesar O. - 11 reviews TOP REVIEWER
★★★★★ · Redeemed 4 days ago
On top of clean relaxing environment the food finally create a VEGAN MENU!!! (so far they got'

Sort by Customer Ratings NEW! Sort by Relevance

16px

Up to 25% off Spa Package for C...
Spa Space
Spa helps clients unwind from everyday stress through relaxing and revitalizing treatments such as exfoliation, hot...

West Loop, Chicago • 0.9 mi
★★★★★ (242)
\$265 \$199
View Deal

Local

- Retail (2049)
- Beauty & Spas (1912)
- Personal Services (1516)
- Food & Drink (1186)
- Health & Fitness (1137)
- Things To Do (1047)
- Automotive (177)
- Home Services (173)

Top Selling Deals See More

Up to 47% off Pints and Em...
Oak Park Brewing Company
South Austin, Oak Park
★★★★★
\$17 \$9
Sale Ends 1/26

Up to \$5 Off Fuel
Shell
25,000+ bought
\$5 Free

Price Range

Sort by Relevance

Buy

Give as a Gift

36px

Ready to use this Groupon?

Once you click View Voucher, you'll be unable to edit, cancel, or trade in this deal.

View Voucher Save For Later

14px

Mike

- My Groupons
- My Groupon+ Deals
- My Wishlist

Search Groupon

Chicago

Top Selling Deals See More

Up to 47% off Pints and Em...
Oak Park Brewing Company
South Austin, Oak Park
★★★★★
\$17 \$9
Sale Ends 1/26

Up to \$5 Off Fuel
Shell
25,000+ bought
\$5 Free

Best of Groupon View All

BROWSE BY CITY

Albuquerque
Chicago

No Reservations? No Worries!

Check out the wide array of deals we have to offer. Some even let you book your appointment right on the spot!

All Deals

Manage Subscriptions

Tell us which emails you'd like to receive. You can change these at any time.

Daily Deals

Add Another City

12px

Counters (2867) \$font-size-smallest

Small Meta Text 12,000+ bought \$color-gray-600 or \$color-white on color background.
Usage: small deal card meta text, legal text, small navigation, input labels, input help

Tiny Header SHARE THIS DEAL \$color-gray-600, uppercase

Small Button Text  \$color-white on \$color-green background

Trending Badge  TRENDING

Discount Pill   \$color-green-dark text, transparent or \$color-green-light background, \$color-green-dark border, regular or bold text

Pills  \$color-white on color background, uppercase. Used sparingly.

14px \$font-size-small

Meta Text River North, Chicago

Navigation Beauty & Spas Main navigation and subnavigation options

Small Header Work with Groupon Footer headers, deal option titles, small deal card titles

Input Text  Mike Aparicio

Body Text Best friends "Big" Gary Strauss and Hell's Kitchen contestant
"Little" Tony D'Alessandro call to their wildly differing heights in the name of their restaurant, where they serve their famed gourmet fast food.

16px

Button Text  Buy

Medium Header Lincoln Park Massage Spa Deal card title, side nav headers

18px \$font-size-large

Large Header Customer Reviews Deal page section headers

Large Button Text  Place Order Checkout button

Small Title Payment Method Checkout headers. Combine with section headers?

20px \$font-size-largest

Price \$20 \$12.50

24px \$font-size-display-small

Medium Title Big & little's Deal page title

36px \$font-size-display-large

Large Title Local Deals Channel page titles, modal titles, empty state titles.
Only usage of Open Sans Light?

TYPE

- 60 sizes > 7 sizes
- Separate type scale from weight/color
- Reset H1...H6 styles to avoid using for visual vs. semantic value

SPACE

The Box Model

Content

Dictated by width/height - (border + padding)
and/or line-height

Padding

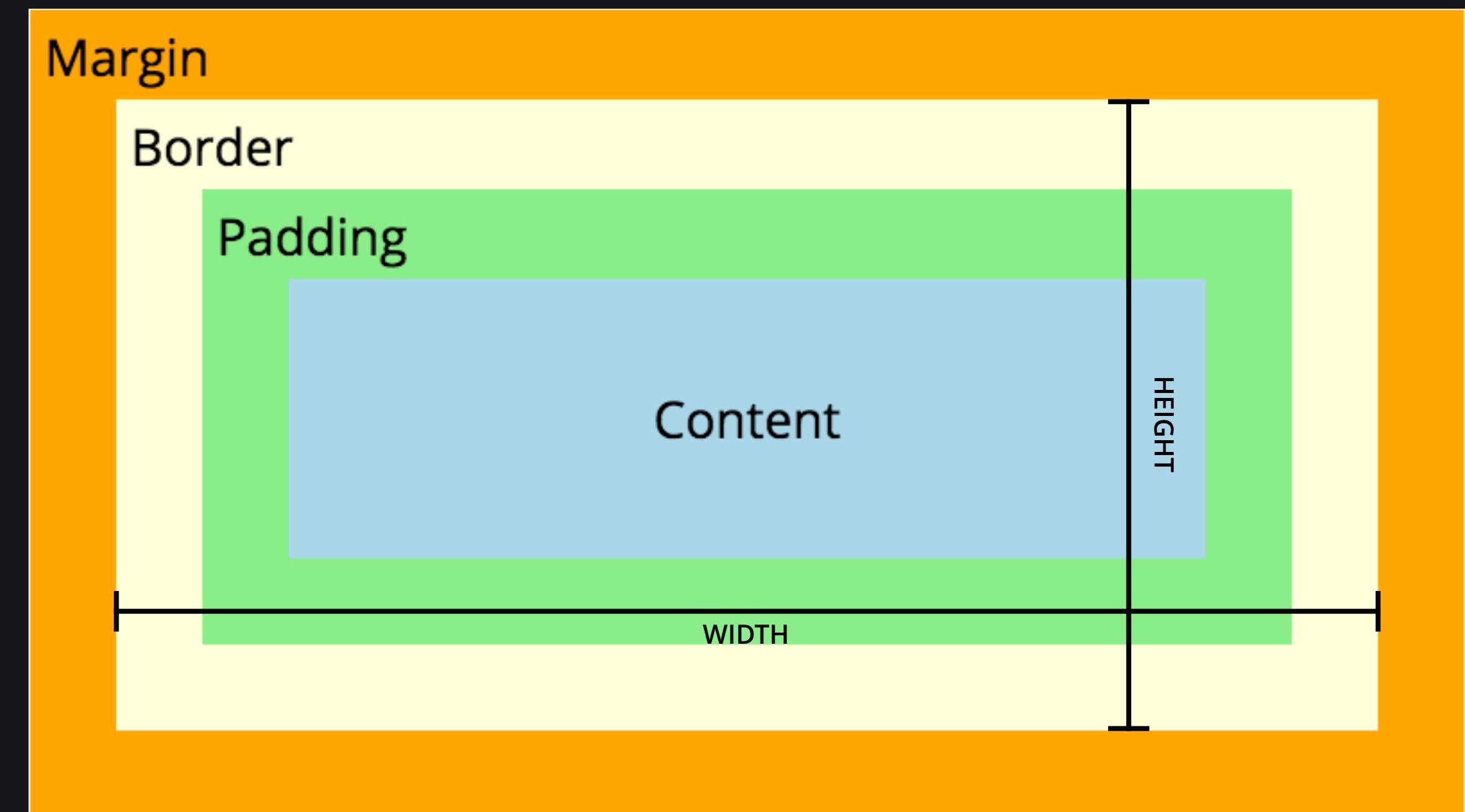
Space within element

Border

Visual divider around element

Margin

Space between elements





10.1K



Space in Design Systems

From Basics to Expanded Concepts to Apply Space with Intent

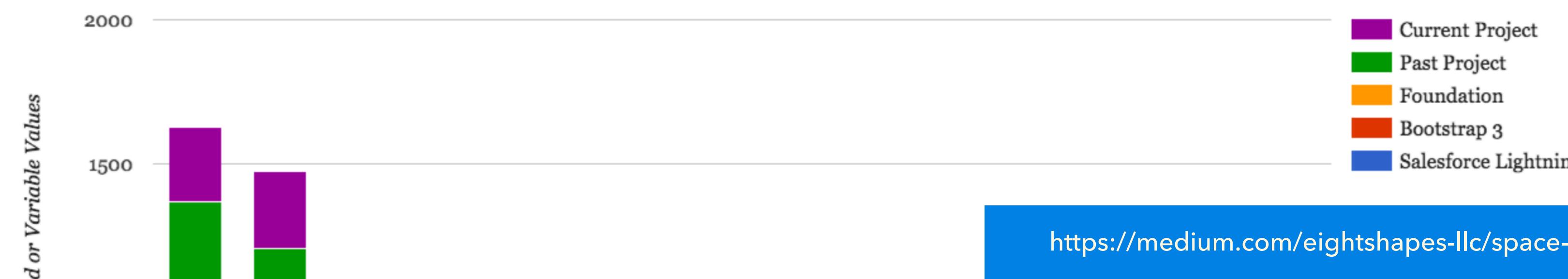
 Nathan Curtis

Sep 25, 2016 · 9 min read

I've long referred to [Color](#), Type and Icons as the "Big 3" of a system's visual language. All UI components—from [Buttons](#) on up—are built with them. But I left something out. Space, our final frontier.

Space Rivals Color

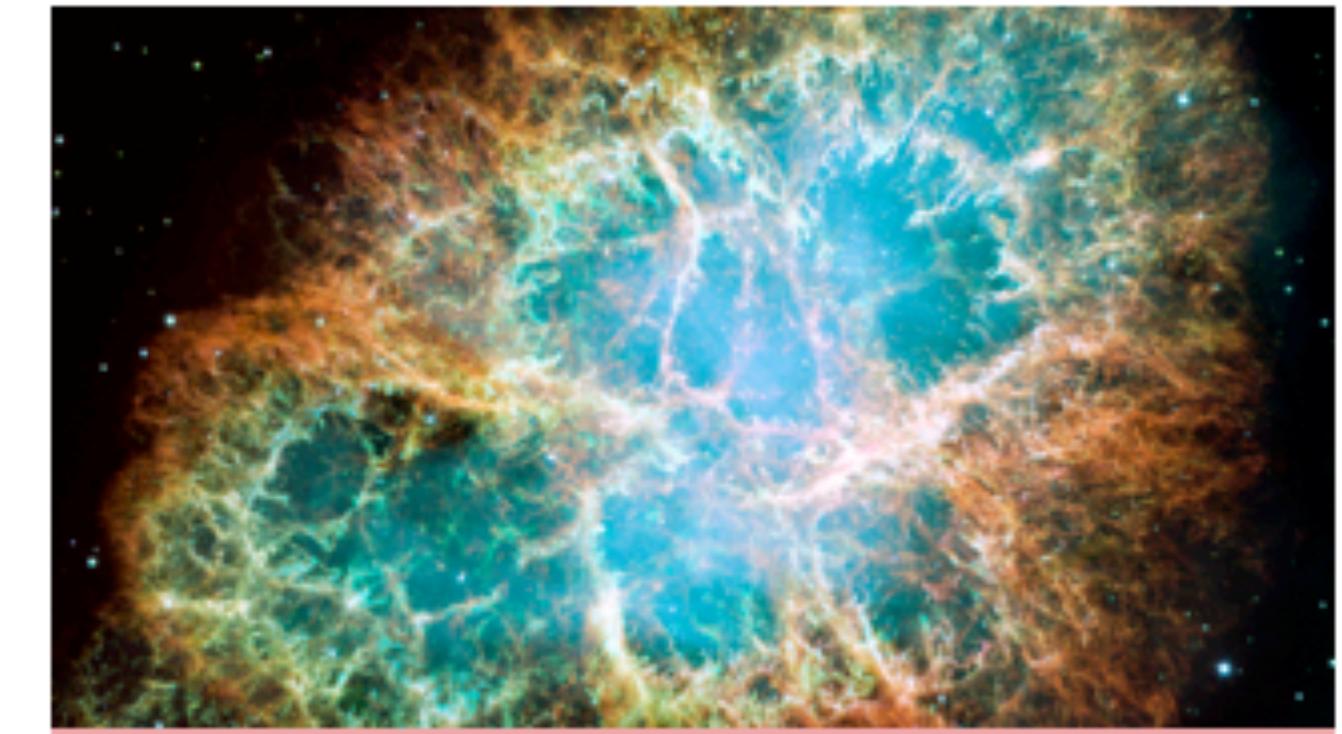
Space is everywhere. CSS uses properties like *padding*, *margin*, and absolute positioning's *left*, *right*, *top* and *bottom* to separate objects. Across five libraries (Bootstrap, Salesforce Lightning, Foundation, a previous project, and a current project), I compared occurrence of these *space* properties relative to property groups of *color*, *size*, *type*, *layout* and more.



SPACE

Inset

Equal space (padding) around an element



Squished Inset

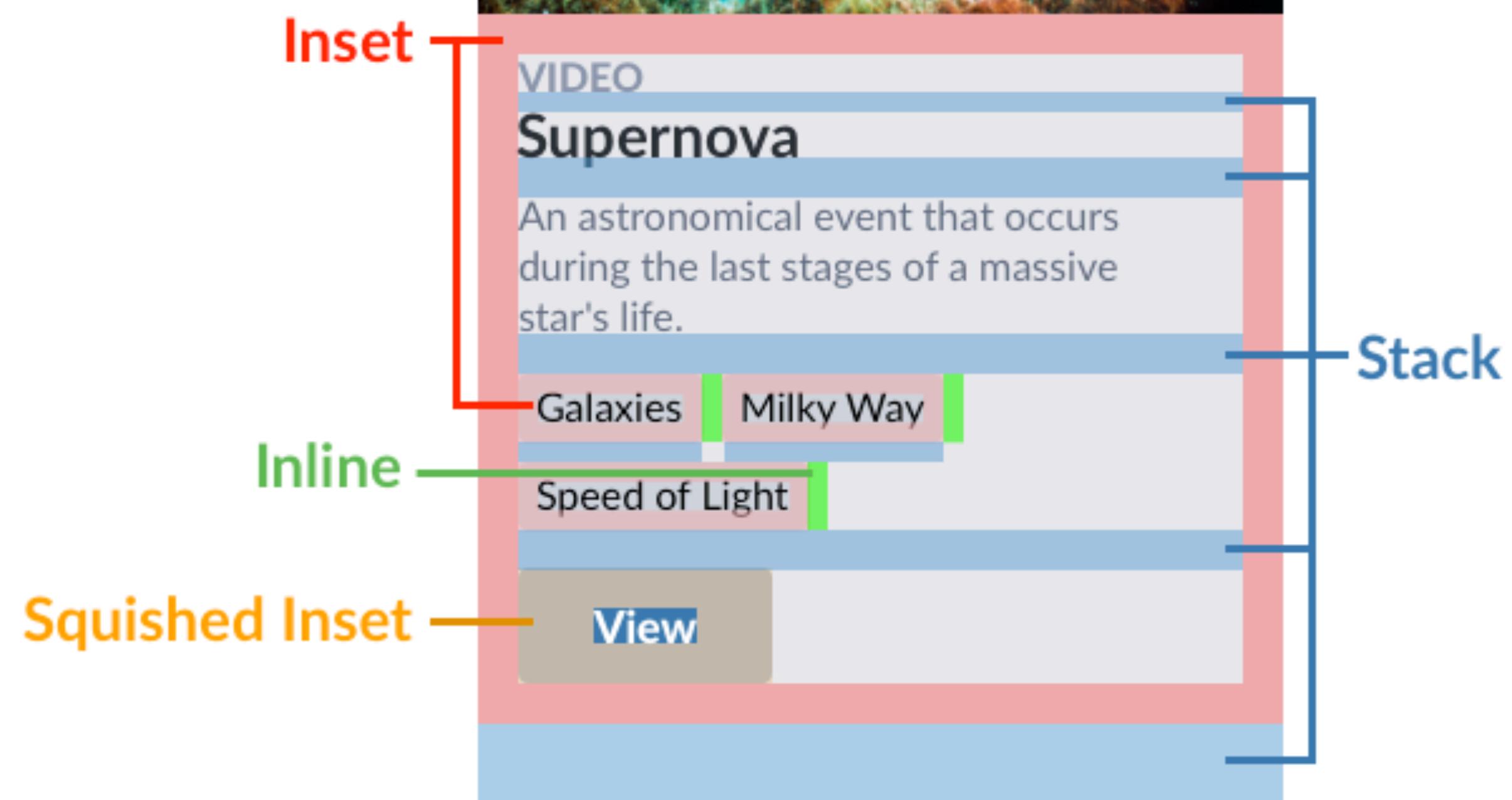
More space on sides than top/bottom

Inline

Margin between horizontal elements

Stack

Margin between vertical elements



[View Deal](#)

L/R: 32px
T/B: 8px
Line Height: 22.4px

TRENDING

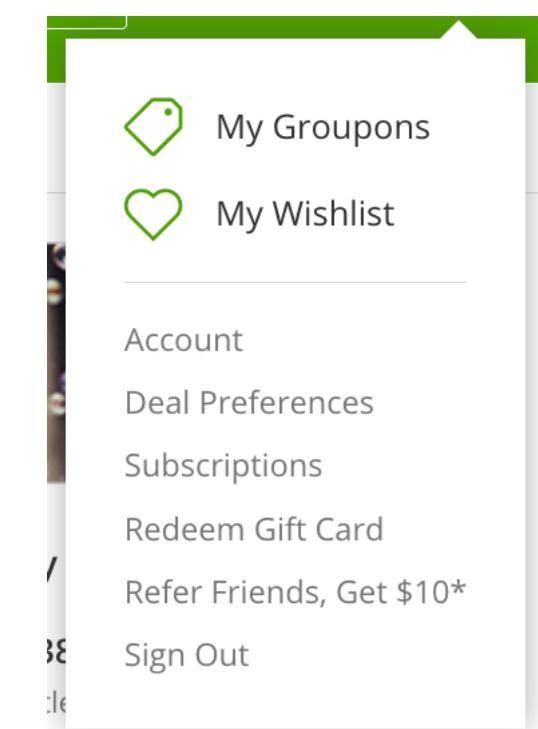
L/R: 16px
T/B: 7px, 6px
Line Height: 13px

Next >

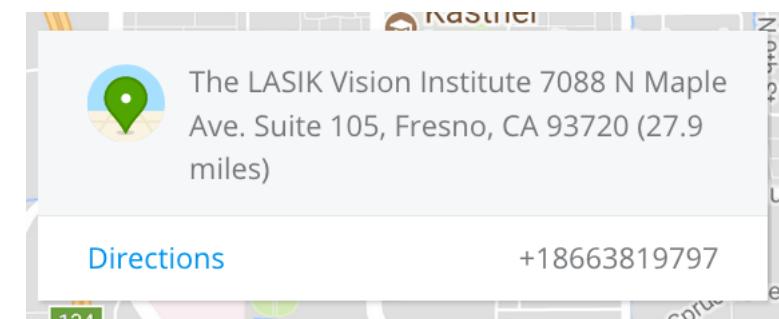
L/R: 15px, 14px
T/B: 0
Line Height: 40px

 Search Groupon

L/R: 8px
T/B: 0
Line Height: 18px



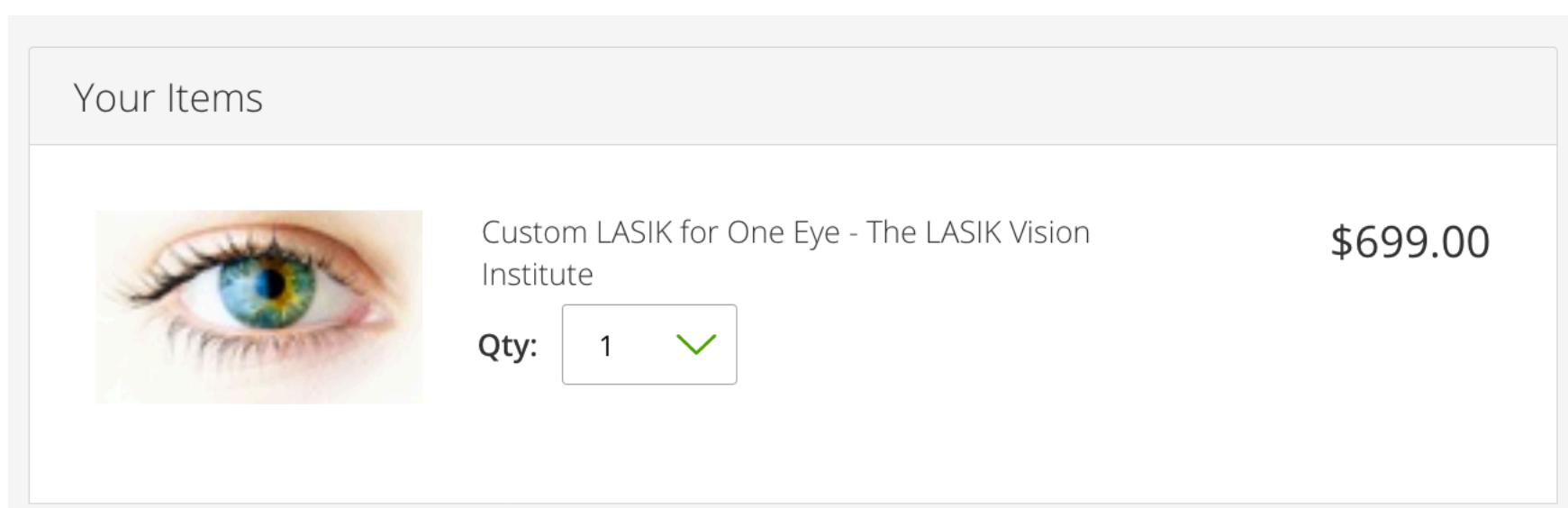
L/R: 24px
T/B: 18px



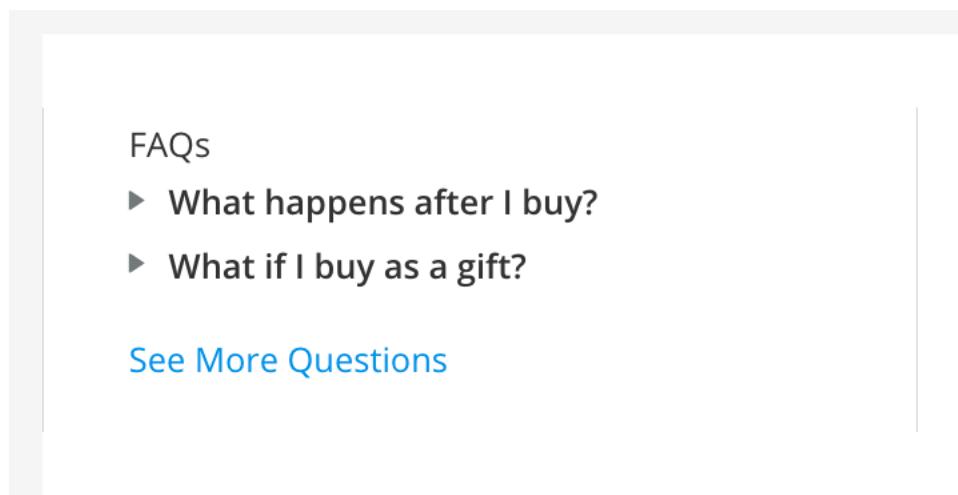
L/R: 62px/12px
T/B: 12px/10px
L/R: 20px
T/B: 8px/0

[Place Order](#)

L/R: 0 (100% width)
T/B: 0
Line Height: 13px



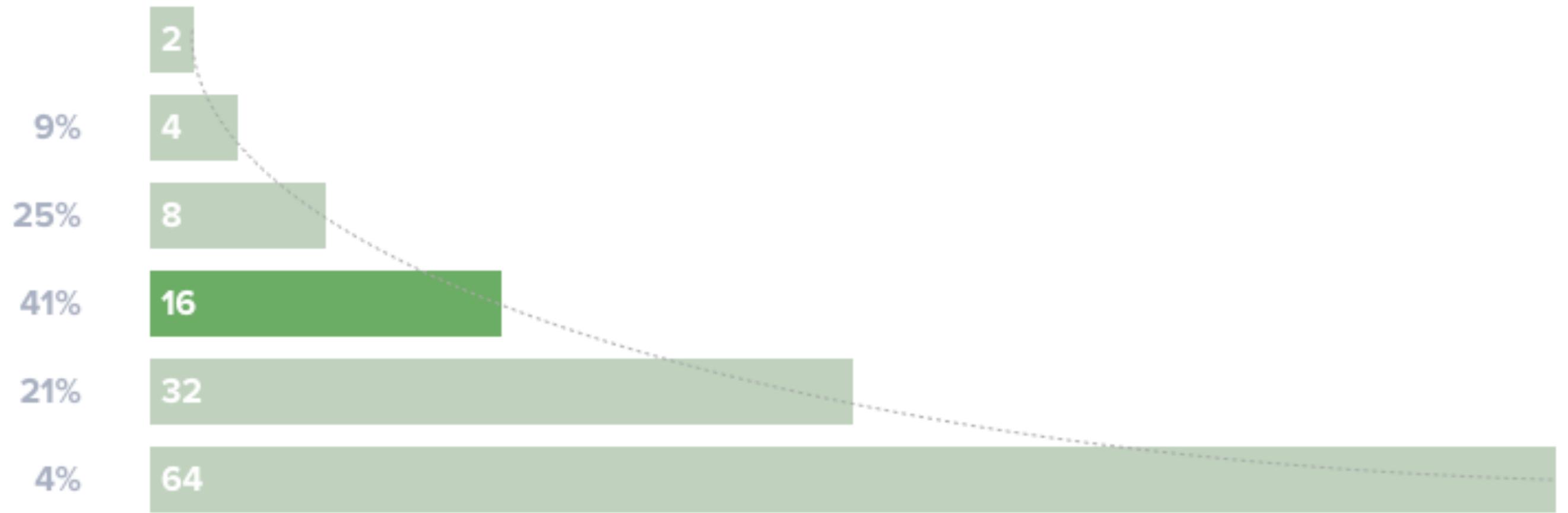
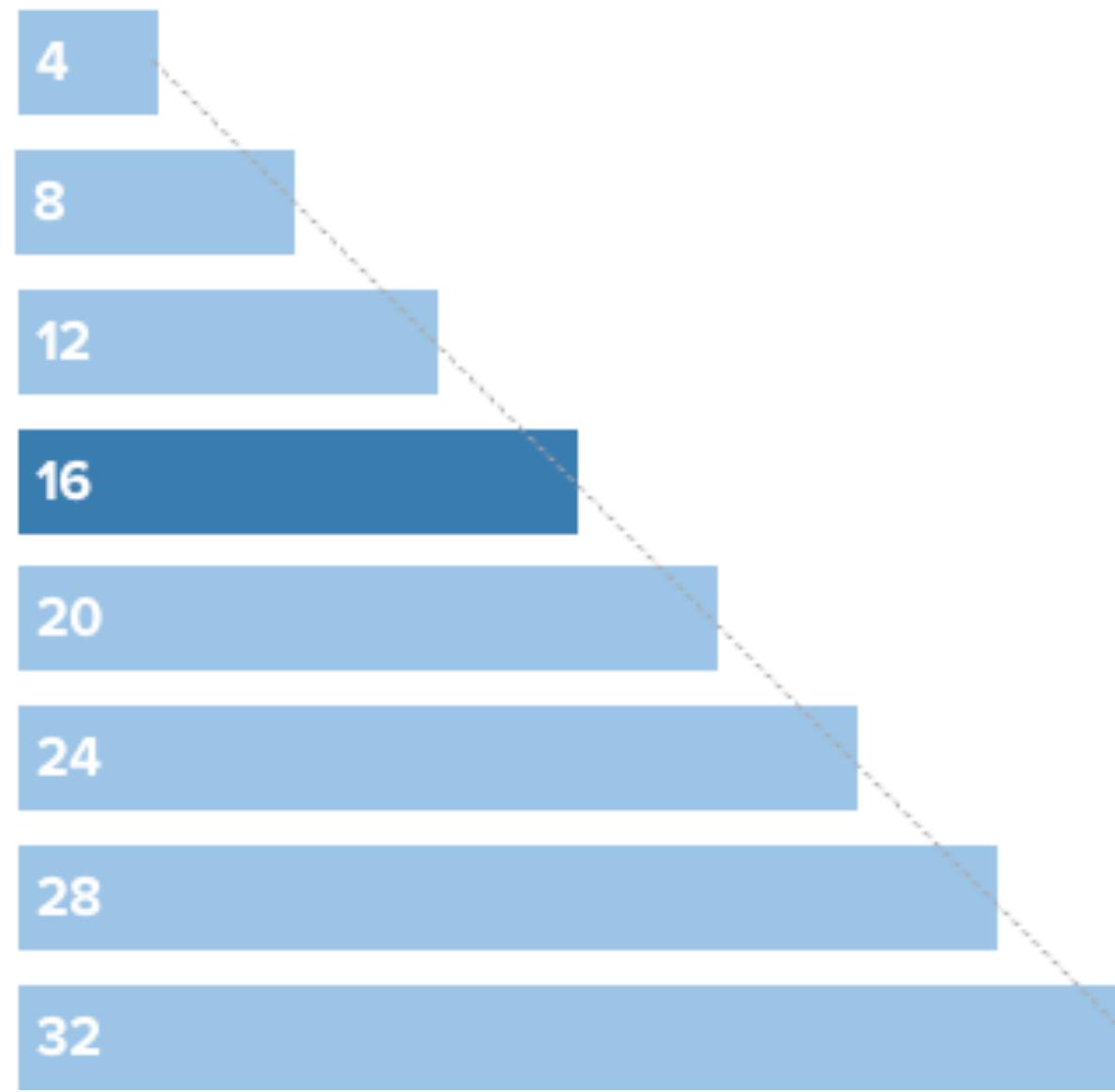
L/R: 20px/0
T/B: 0
Line Height: 45px



L/R: 35px
T/B: 8px/20px

SPACE

Linear vs. Geometric Progression



SPACE

- Define specific space values
- Let content/padding dictate height rather than setting fixed pixel dimensions
- Apply bottom margins only

Search...

Getting started

Layout

Overview

Grid

Media object

Utilities for layout

Content

Components

Utilities

Extend

Migration

About

Grid system

Use our powerful mobile-first flexbox grid to build layouts of all shapes and sizes thanks to a twelve column system, five default responsive tiers, Sass variables and mixins, and dozens of predefined classes.

How it works

Bootstrap's grid system uses a series of containers, rows, and columns to layout and align content. It's built with [flexbox](#) and is fully responsive. Below is an example and an in-depth look at how the grid comes together.

New to or unfamiliar with flexbox? [Read this CSS Tricks flexbox guide](#) for background, terminology, guidelines, and code snippets.

One of three columns	One of three columns	One of three columns
----------------------	----------------------	----------------------

Copy

```
<div class="container">
  <div class="row">
    <div class="col-sm">
      One of three columns
    </div>
    <div class="col-sm">
      One of three columns
    </div>
    <div class="col-sm">
      One of three columns
    </div>
  </div>
</div>
```

<https://getbootstrap.com/docs/4.0/layout/grid/>

How it works

Grid options

Auto-layout columns

Equal-width

Setting one column width

Variable width content

Equal-width multi-row

Responsive classes

All breakpoints

Stacked to horizontal

Mix and match

Alignment

Vertical alignment

Horizontal alignment

No gutters

Column wrapping

Column breaks

Reordering

Order classes

Offsetting columns

Nesting

Sass mixins

Variables

Mixins

Example usage

Customizing the grid

WE'RE UNIQUE

FIND OUT HOW UNIQUE

This is the bit where you talk about how unique you are as a business and that you're different to all your competitors. Your website looks the same though.



Always

You could have four columns here but you won't.
You'll have three, like everyone else.



Three

Have a cog icon above one of these columns if
you're really feeling especially creative.



Columns

The perfect place to talk about your services.
Because co-incidentally, you have three of them.

GRID

groupon.com

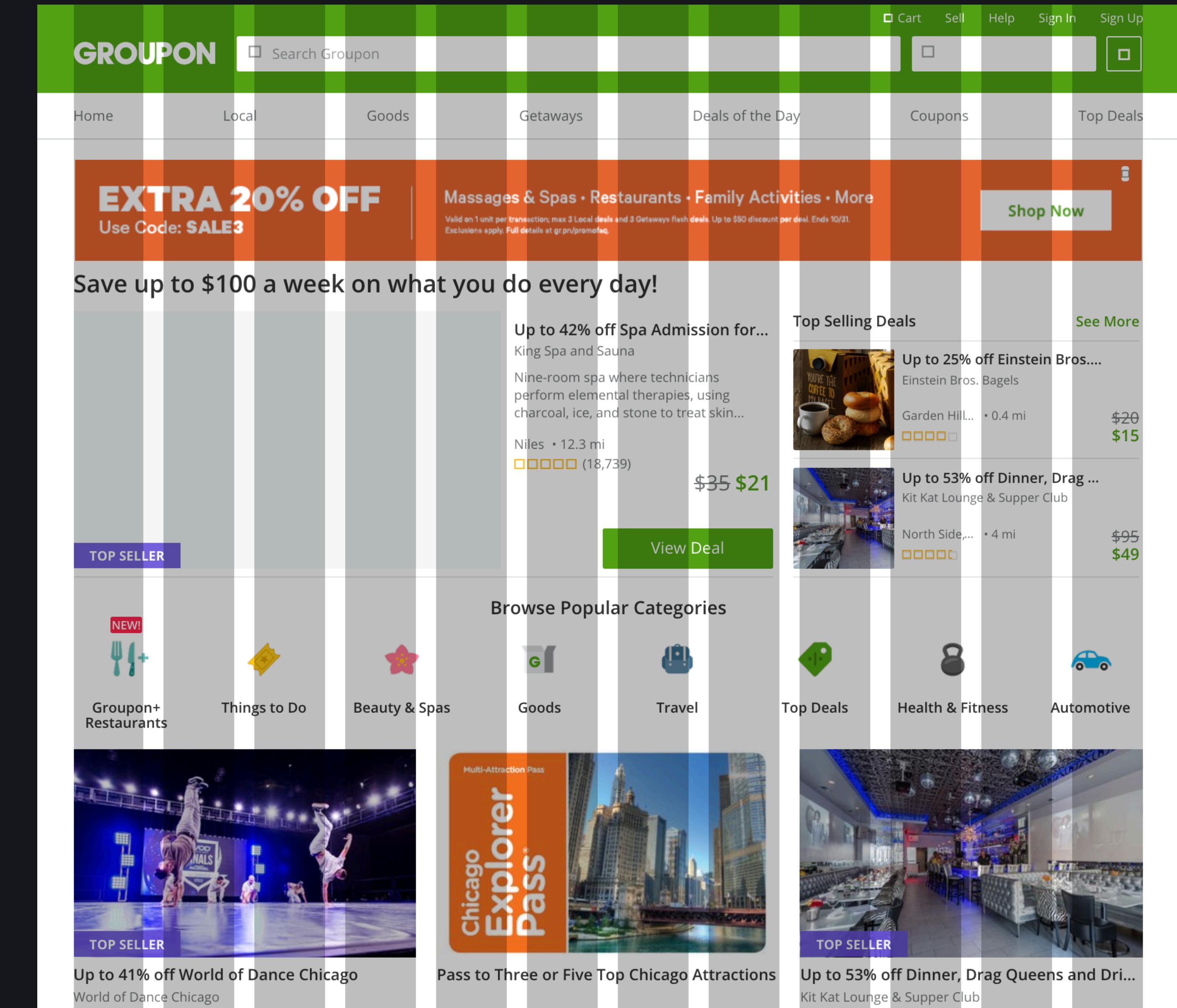
X items evenly distributed

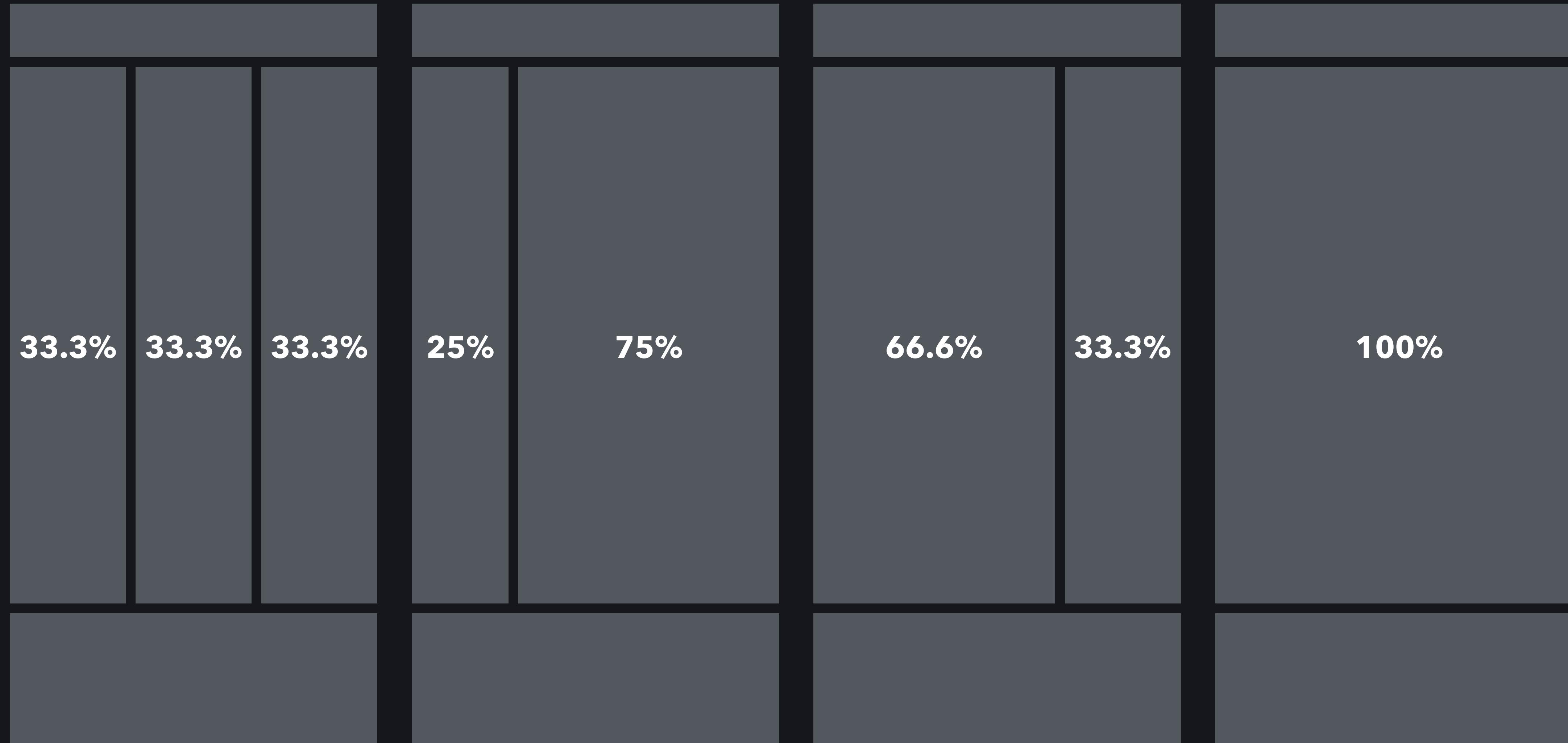
100% width

75%/25%

X items evenly distributed

Thirds





Homepage

Local

Deal Page, Checkout

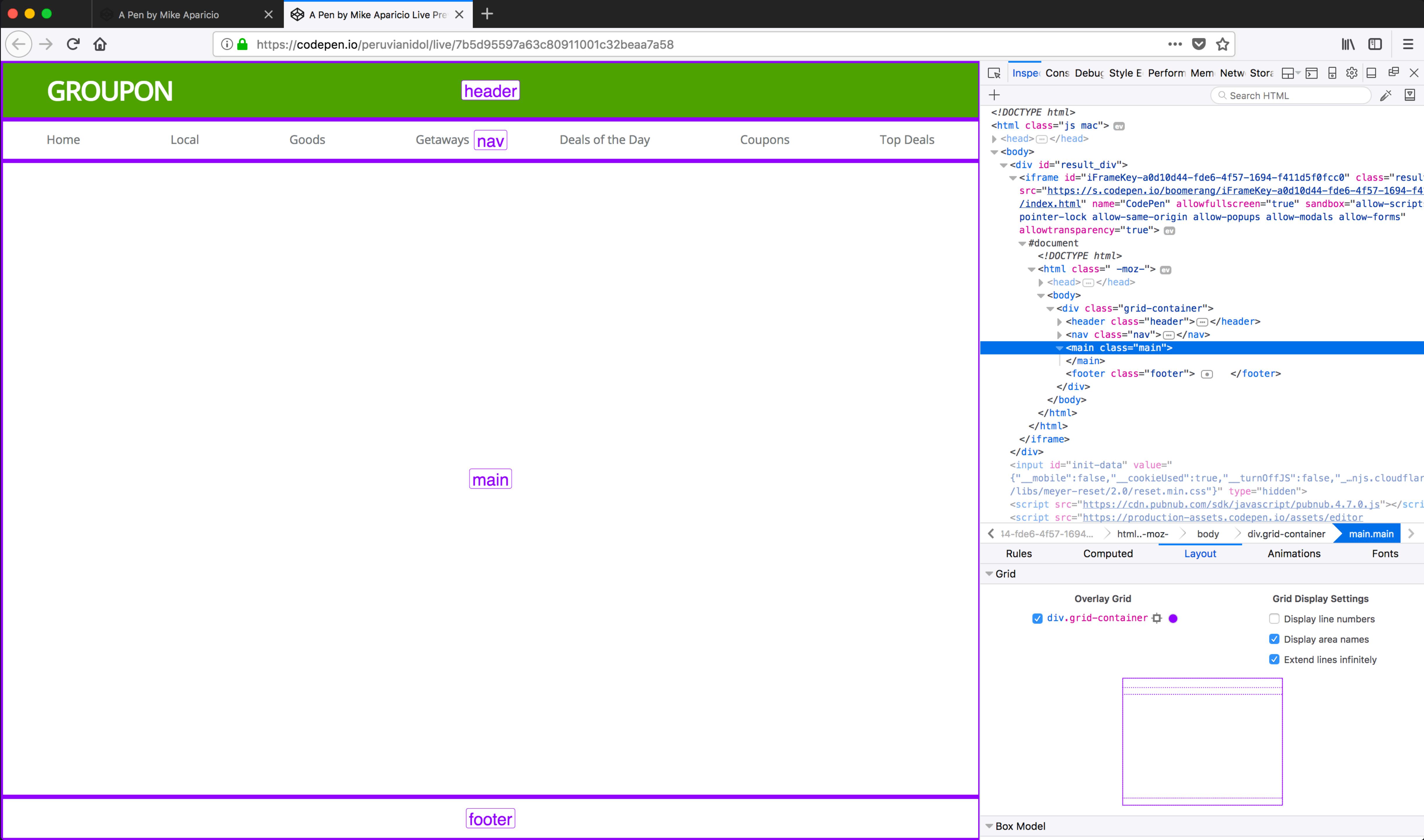
My Groupons

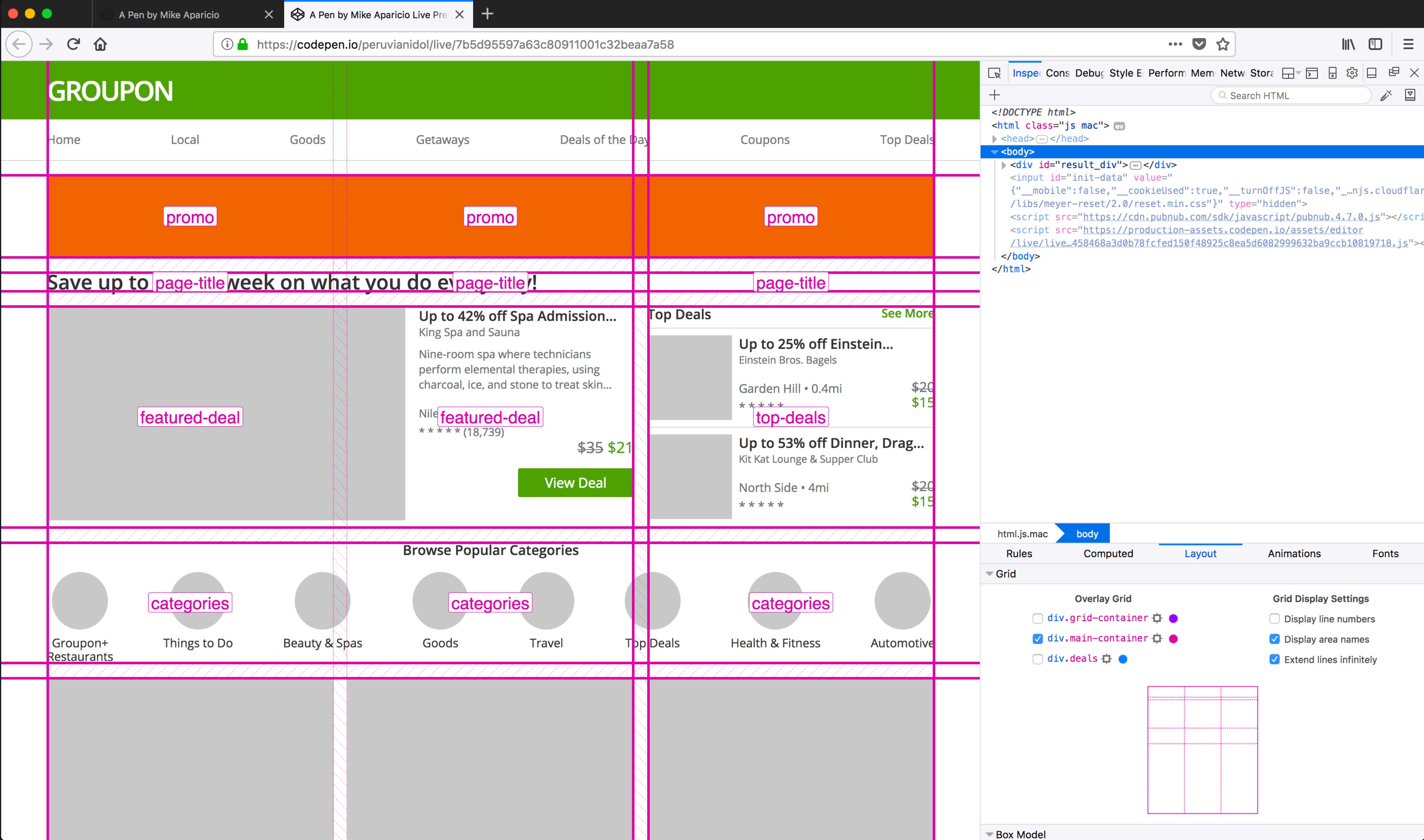
1080px

100%

66.6%

33.3%





GRID

- Eliminate the generic 12-column grid
- Provide common CSS Grid-based layouts
- Use grid/flexbox/floats at the component level

ICONS



common.png
61k

checkout.png
39k

heartx.png
5k

places-profile-icons.png
2k

personalization.png
8k

gift-wizard-calendar-icon.png
1k



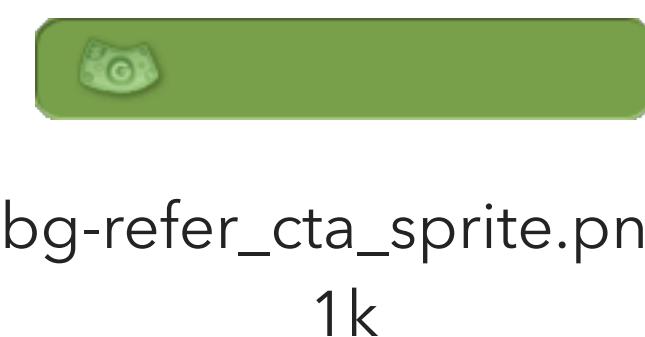
map-pointers.png
2k



share-sprite.png
2k



star-rating.gif
2k

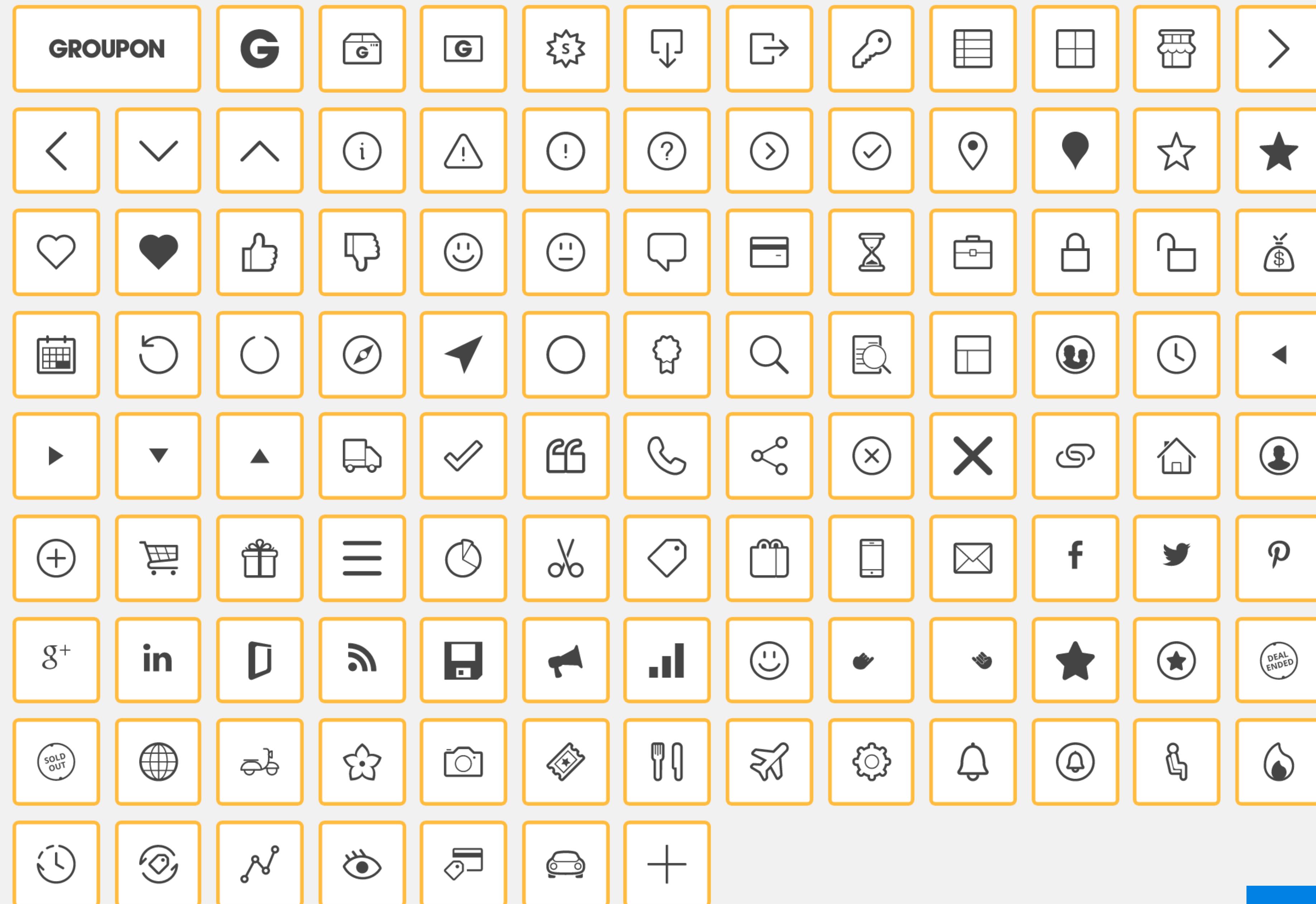


bg-refer_cta_sprite.png
1k



▼ Groupon

32





Seriously, Don't Use Icon Fonts

Written by [Tyler Sticka](#) on November 23, 2015

Icons are everywhere. These “little miracle workers” ([as John Hicks described them](#)) help us reinforce meaning in the interfaces we design and build. Their popularity in web design has never been greater; the conciseness and versatility of [pictograms](#) in particular make them a lovely fit for displays large and small.

But icons on the web have had their fair share of challenges. They were time-consuming to prepare for every intended display size and color. When [high-resolution displays hit the market](#), icons looked particularly low-res and blocky compared to the text they often accompanied.

So it's really no wonder that [icon fonts](#) became such a hit. Icons displayed via [@font-face](#) were resolution-independent and customizable in all the ways we expected text to be. Sure, delivering icons as a *typeface* was definitely a hack, but it was also useful, versatile, and maybe even a little fun.

But now we need to stop. It's time to let icon fonts pass on to Hack Heaven, where they can frolic with [table-based layouts](#), [Bullet-Proof Rounded Corners](#) and [Scalable Inman Flash Replacements](#). Here's why...



Published Apr 25, 2016 | ~ Reading Time: 5 mins |

[Save this page for offline reading](#)

Making the Switch Away from Icon Fonts to SVG: Converting Font Icons to SVG

If you're reading this article, then I can probably assume you've already decided to switch from using fonts for icons to an SVG icon system. Or maybe you're pondering the idea and want to get an overview of how that would be done and whether or not it's worth it. Either way, this post is here to help you with that.

If you're not already convinced as to why SVG is a better icon system, then I highly recommend

reading this article—a cagematch-style comparison between icon fonts and inline SVG for icons.

<https://www.sarasoueidan.com/blog/icon-fonts-to-svg/>

ICONS

Contextual



- My Groupons
- My Groupon+ Deals
- My Wishlist

Search Getaways

Chevrons

Mike ▾

1	2	3	...	10
Next >				
1 - 48 of 300 results				
<input type="button" value="Monday, July 2, 2018"/> <input type="button" value="07:00 PM"/> <input type="button" value="Number of Tickets"/>				

Close



Click below to get your coupon code

Stars



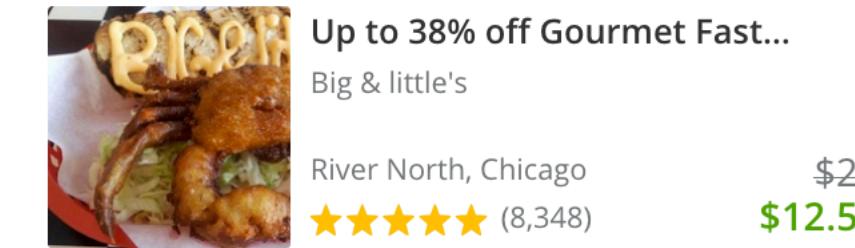
Customer Ratings

- All
- ★★★★★ & Up (19240)
- ★★★★☆ & Up (27826)
- ★★★☆☆ & Up (29539)
- ★☆☆☆☆ & Up (30785)

About Amazon



Browse Your Recently Viewed Deals



Illustrative



Groupon+
Restaurants



Things to Do



Beauty & Spas

GROUPON+
My Claimed Deals
E.g., How do I find and claim
Groupon+ deals?



2. Pay

enjoy your meal and pay
with your linked card.



Email an eGift Card

It's easy to send last minute and makes a great
gift for ePeople.

[EMAIL AN EGIFT CARD >](#)

Social



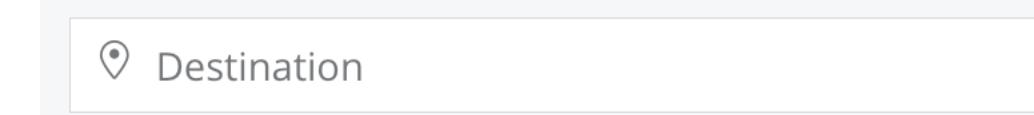
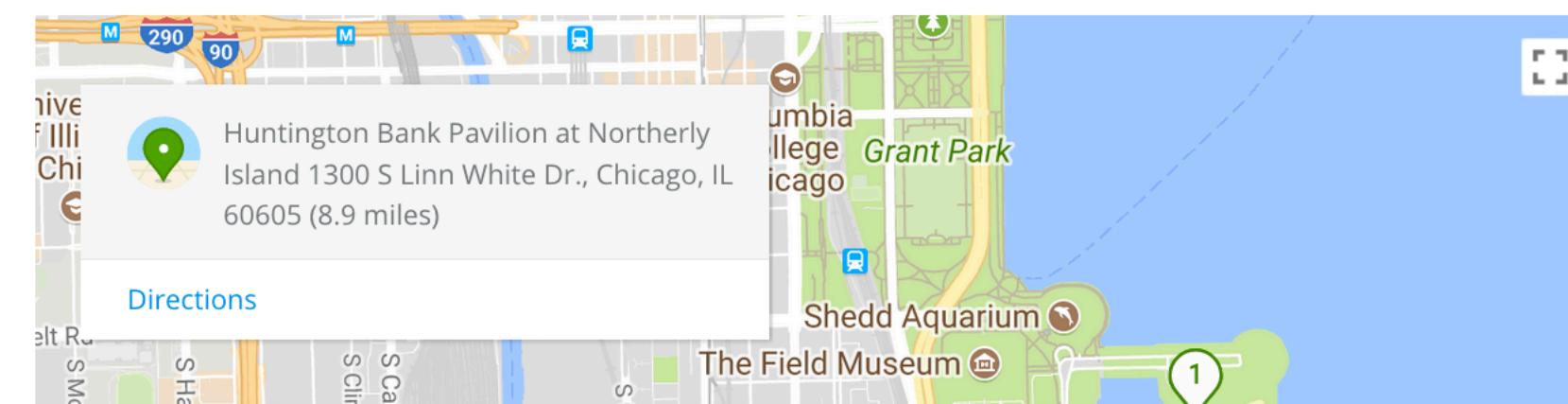
Share these coupons



Follow Us



Map Pins

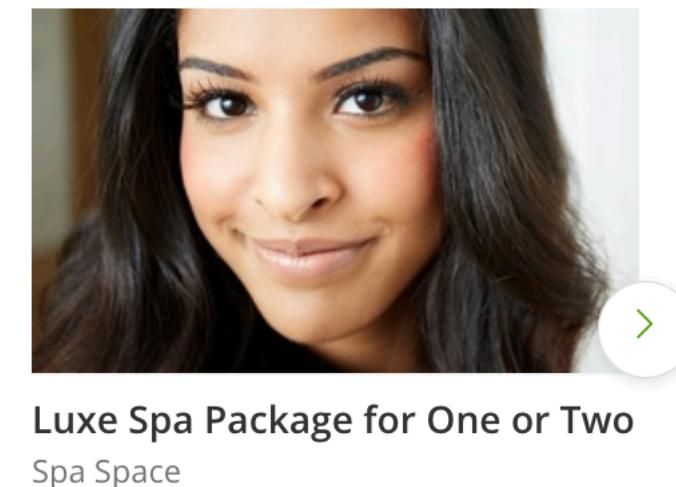


ICONS

8px

Mike ▾
GROUNDS EVENT
Up to 80% Off
My Wishlist Cart Sell Help Add to wishlist

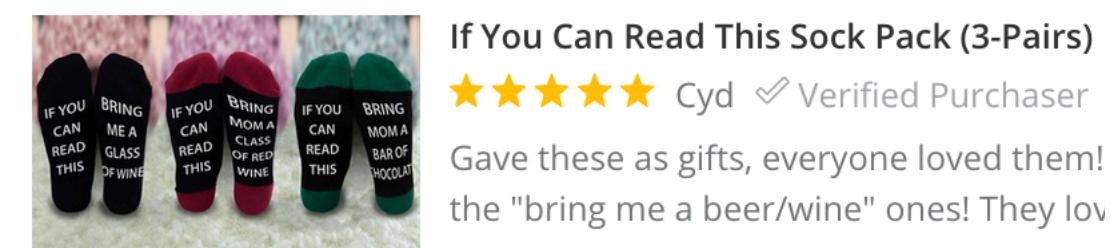
12px



Luxe Spa Package for One or Two
Spa Space

14px

Top Product Reviews



If You Can Read This Sock Pack (3-Pairs)

★★★★★ Cyd ✓ Verified Purchaser

Gave these as gifts, everyone loved them! the "bring me a beer/wine" ones! They lov

Buy

Give as a Gift

600 W Chicago Ave, Chicago, IL, 60654



Claimed Deals

Get Groupon Text Updates

Redeem a Code

Got a gift card or promotion code you want to redeem?

Enter your code

PIN

Enter your code

PIN



Redeem

10px

16px

Destination Dates



Search Getaways

Destination
Dates

Est. Delivery Mar 24
Want it by Mar 22? Select 3-Day Shipping.
Shipping to: 60304 Change

17px

1 2 3 ... 10 Next >
1 - 48 of 300 results

18px

Follow Us
Twitter Facebook

Limited time remaining!

LIMITED QUANTITY AVAILABLE
Over 100 bought

18px

Search Groupon
Oak Park, IL

20px

Limited Time Remaining!
Selling fast!
220+ bought
Share these coupons
Email Facebook Twitter Google+ Pinterest

Share these coupons



What can we help you
with?

Enter your question here



ICONS

- Move from icon font to SVG
- Define a specific set of sizes/colors for icons
- Make a distinction between UI and illustrative icons
- Create a more diverse palette for illustrative icons

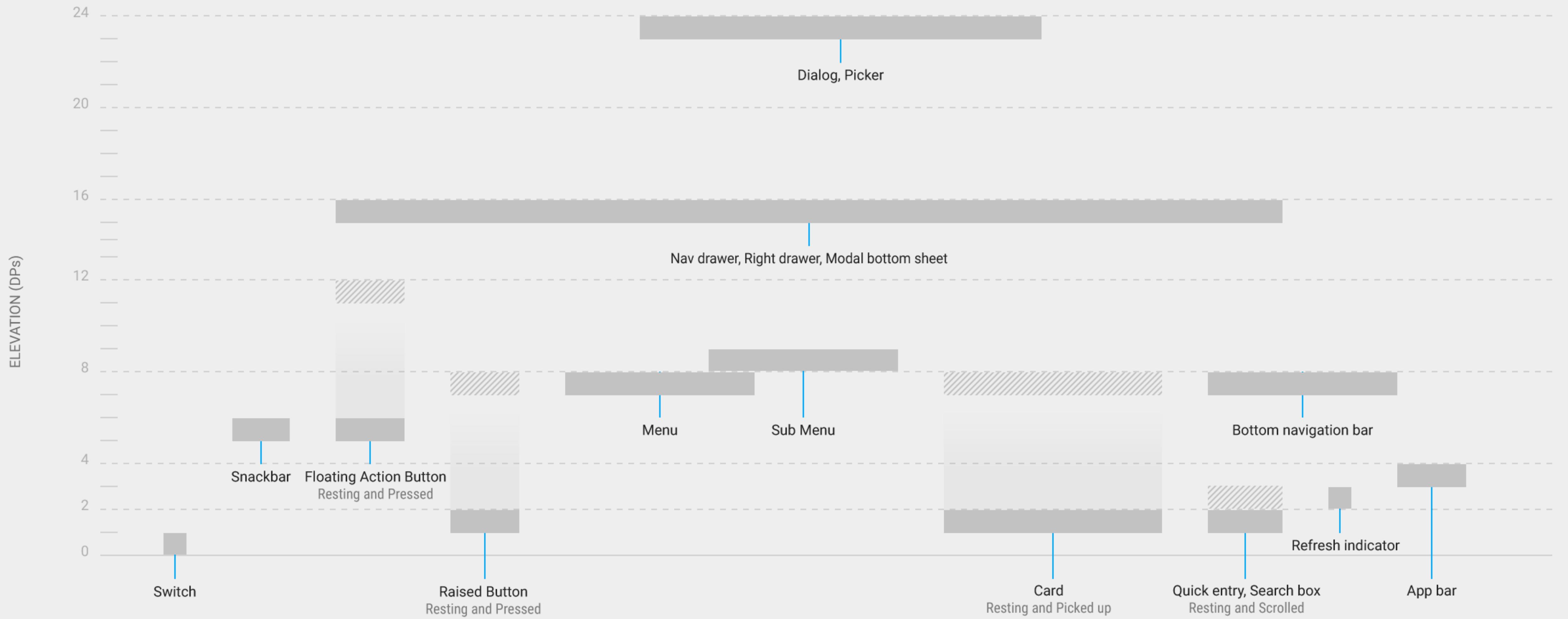
LAYERS

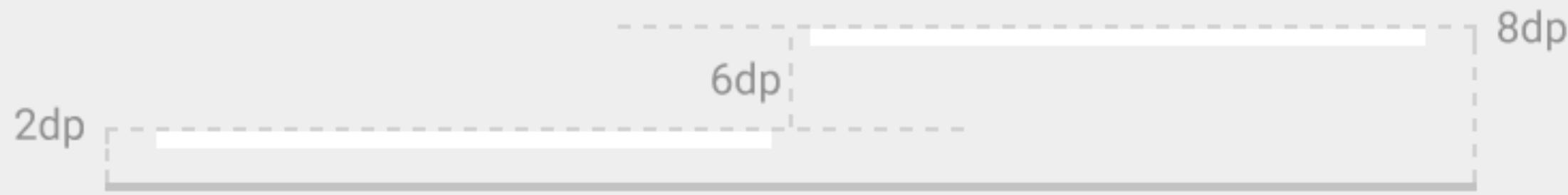
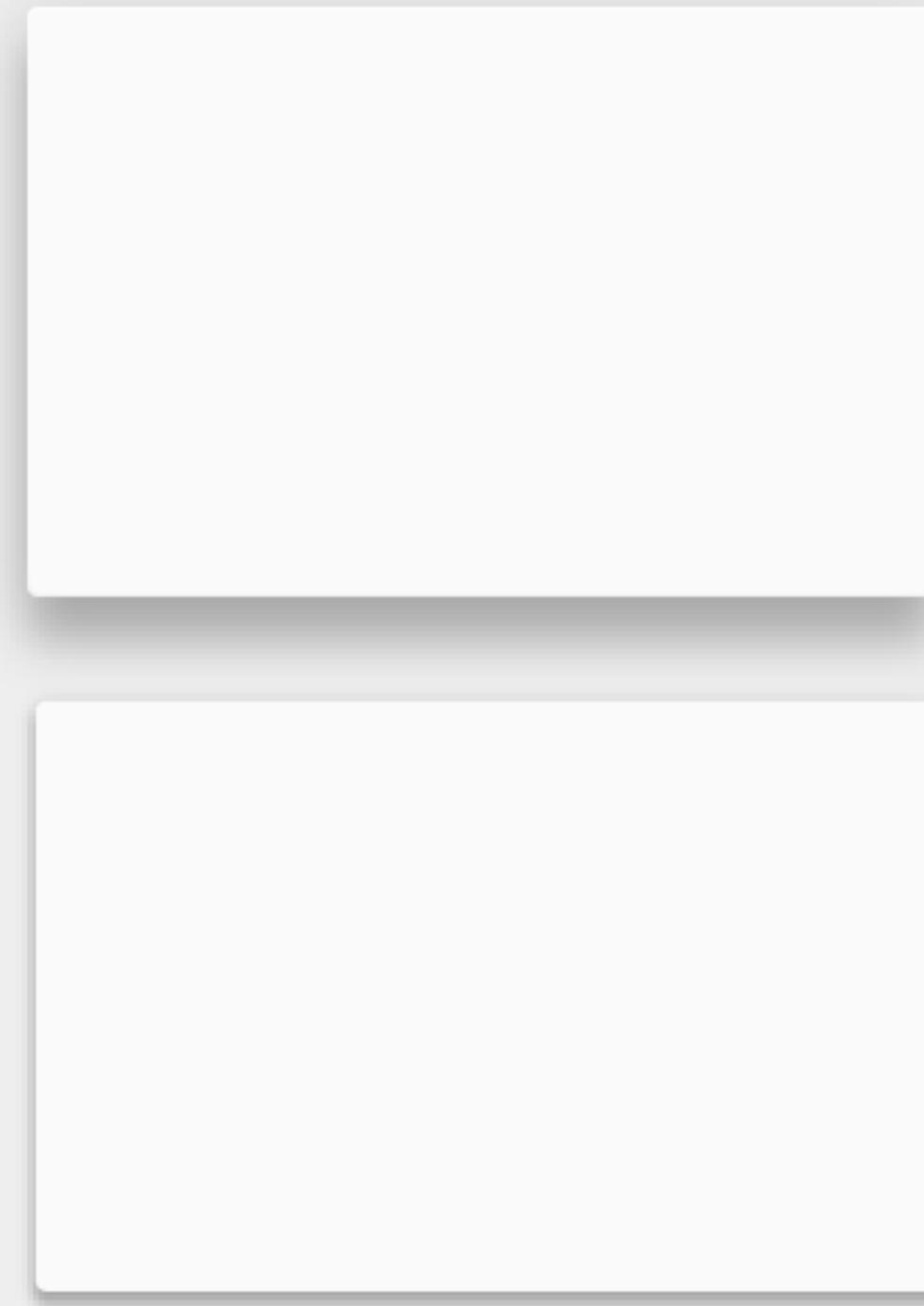
- 21 unique Z-indices
- -1 ... 9999

21 Unique Z Indices

-1
0
1
2
3
5
8
9
10
11
20
100
110
150
200
300
400
500
1000
2000
9999

```
#subscribe_modal_container = 9999
.show-modal = 2000
#email_subscription_subbanner = 1000
.cart-item-list = 1000
.ls-modals-wrapper = 1000
#subscriptionSuccessNotification = 1000
#email_subscription_subbanner .subscribe_success = 1000
.tooltip.modal-tooltip = 500
.modal = 400
.tooltip = 300
.lang-menu .ls-lang-list = 200
.header = 200
.typeahead-response = 200
.ls-overlay.is-loading = 150
.primary-nav a = 110
.gig-field input, textarea = 100
.header .ls-header-top, .header .ls.header-top-row = 20
.header .user-wrapper = 11
.lang-menu = 10
.ls-channel-nav = 10
.ls-rail = 10
.search-bar-wrapper = 10
.tw-item, .tw-places-item = 10
.tw-clear, .tw-heading-right = 10
.ls-footer = 10
.flyContent .ls-flex-wrap = 10
.card-ui .cui-content-holder .cui-arrow-previous/next = 10
div#load-overlay = 9
div#spinner-back = 9
.subnav = 9
#ls-primary-nav-row = 8
.search-bar-container = 5
.card-ui .cui-badge = 5
.card-ui .cui-loading-overlay = 3
.ls-groupon-logo = 2
.search-bar-v2 input = 2
.user-menu = 2
.card-ui.cui-navigation-horizontal .cui-nav-badge = 2
.ls-flex-placeholder = 1
.blacklabel .black-label-logo = 1
.flyBg = 1
.gig-field-label = 0
.blacklabel #global-container:before = 0
.ls-back-to-top = -1
```





Sticky



Bottom



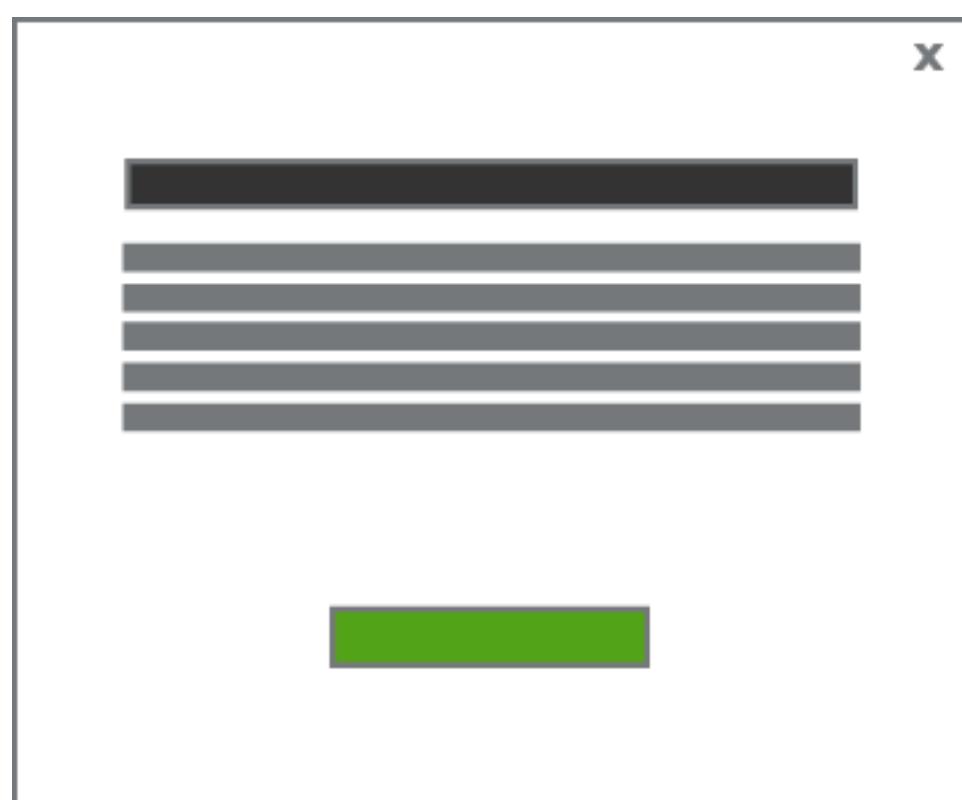
Tooltip/Dropdown



Overlay



Modal



Bottom (0)



Sticky (100)

Tooltip/Dropdown (200)

Modal (400)

Overlay (300)

VALIDATING TOKENS



My Wishlist

Cart

Sell

Help

GROUPON

Search Groupon

Oak Park, IL



Mike

Featured

Local

Goods

Getaways

Deals of the Day

Coupons

Sale

Local > Food & Drink > Restaurants > Burgers

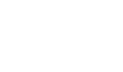
\$12.50 for \$20 Toward Gourmet Fast Food at Big & Little's

Big & little's Multiple Locations (6.1m) ★★★★★ 8,978 Ratings



Customer Reviews

★★★★★ 8,978 Ratings



Limited Time
Remaining!



200+ viewed
today



8,986 Ratings

\$20 Value



Over 10,000 bought

\$20 \$12.50

38% OFF

Buy

Give as a Gift

SHARE THIS DEAL



Featured

Local

Goods

Getaways

Deals of the Day

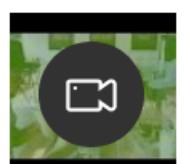
Coupons

Sale

Local > Food & Drink > Restaurants > Burgers

\$12.50 for \$20 Toward Gourmet Fast Food at Big & Little's

 Big & little's Multiple Locations (6.1m)  8,978 Ratings



Limited Time Remaining!



200+ viewed today



8,986 Ratings

\$20 Value



\$20 ~~\$12.50~~

Over 10,000 bought

38% OFF

Buy

Give as a Gift

SHARE THIS DEAL



Customer Reviews

8,978 Ratings



GROUPON

LAST DAY FOR HOT SUMMER SAVINGS! X

Use code SUMMER to save an extra 20%. Ends 7/25.



Big & little's
Chicago · 6.2 mi · 3 Locations • Open Now
38% Off Gourmet Fast Food at Big & little's

🕒 Limited Time Remaining!

👁️ 300+ viewed today

★★★★★ 9,604 Ratings

\$20 Value

\$20 **\$12.50**

Over 10,000 bought

38% OFF

Customer Reviews

★★★★★ 8,978 Ratings

✓ **100% Verified Reviews**
All reviews are from people who have redeemed deals with this merchant.

Buy!

Limited Time Remaining!



GROUPON

LAST DAY FOR HOT SUMMER SAVINGS! X

Use code SUMMER to save an extra 20%. Ends 7/25.



Big & little's
Chicago · 6.2 mi · 3 Locations · Open Now
38% Off Gourmet Fast Food at Big & little's

🕒 Limited Time Remaining! | 👁️ 300+ viewed today | ★★★★★ 9,604 Ratings

\$20 Value **\$20 \$12.50** 38% OFF

Over 10,000 bought

Customer Reviews
★★★★★ 8,978 Ratings

 **100% Verified Reviews**
All reviews are from people who have redeemed.

Buy!

Limited Time Remaining!

EVEN MORE CHALLENGES

- Building consensus around design decisions
- Advocating for and evangelizing the system
- Implementing design tokens across web/iOS/Android
- Keeping our design tools in sync with the system
- Keeping our frameworks in sync with the system

**OKAY, THAT'S GREAT
BUT WE'RE NOT Groupon**

BENEFITS OF A DESIGN SYSTEM

- Creates a common language across platforms, disciplines
- Less fidelity lost between concept and production
- Saves developers time struggling with CSS
- Saves designers time marking comps with values, QA'ing
- Reduces time to production, code bloat
- Provides consistency between multiple projects/teams
- Allows rapid scaling, less re-inventing the wheel
- Great tool for on-boarding new employees
- Enables rapid, high-fidelity prototyping - ideal for user testing
- Provides users with a consistent experience

[Overview](#)[Learn](#)[Expert Advice](#)

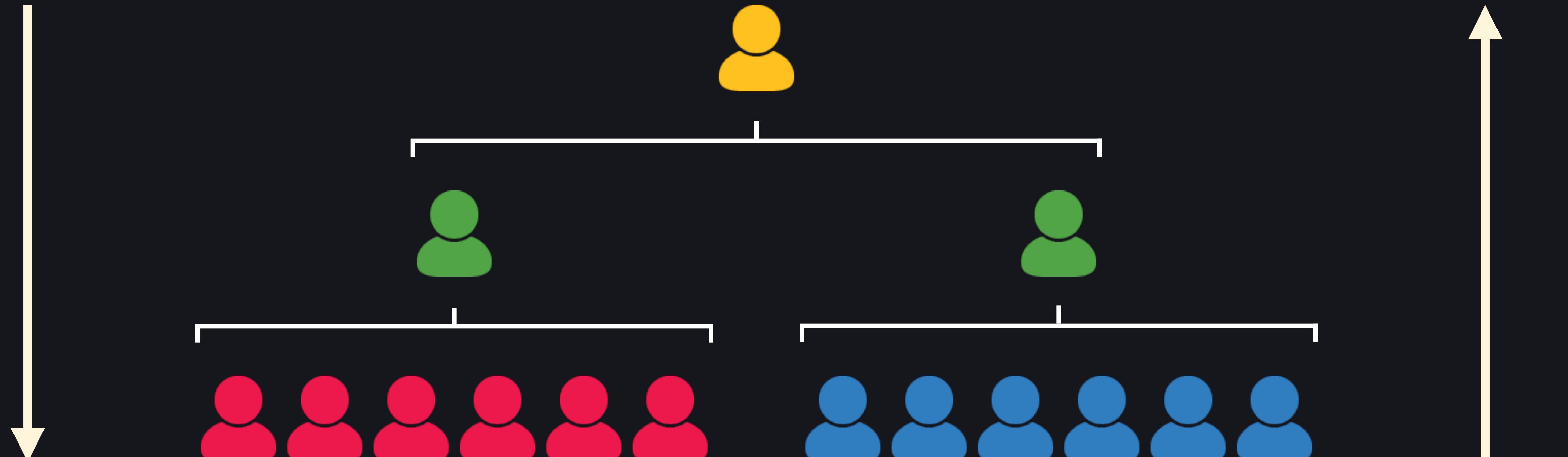
Episode 2 – Selling the value of your design system



<https://www.invisionapp.com/design-system-manager/expert-advice/selling-your-design-system>

- ▶ Episode 1 – The heartache of design at scale 16m
- ▶ Episode 2 – Selling the value of your design system 14m
- ▶ Episode 3 – Starting strong: applying atomic design and choosing a pilot 20m
- ▶ Episode 4 – New roles and processes for a thriving design system 13m
- ▶ Episode 5 – Proven strategies for scaling your design system 14m

Top Down



Bottom Up

A design system isn't a project. It is a product, serving products.

- Nathan Curtis

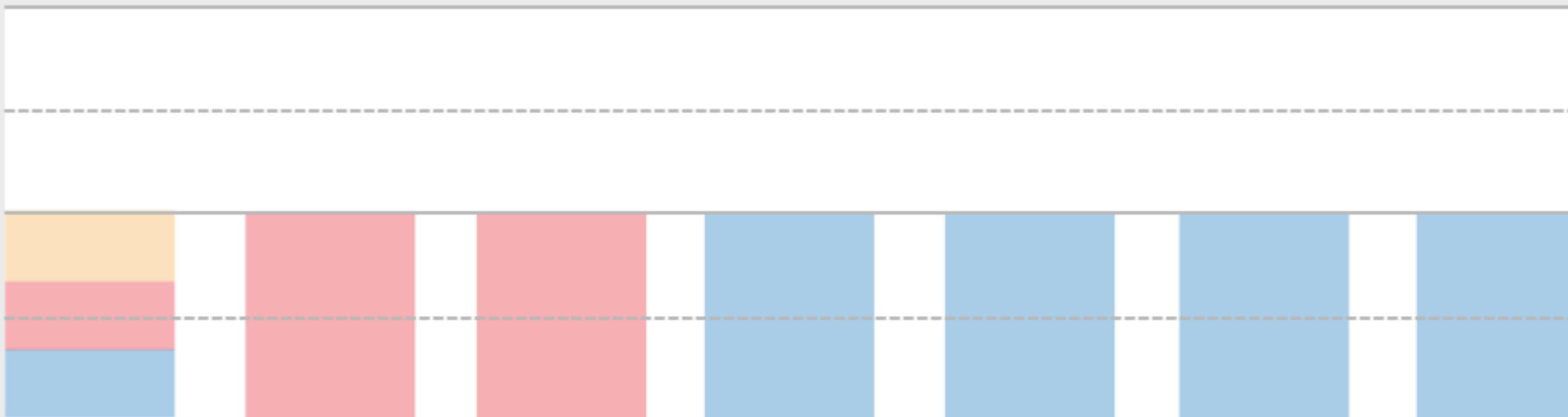
Designing a Systems Team

Models and Lessons Learned to Scale a Team for an Enterprise



Nathan Curtis

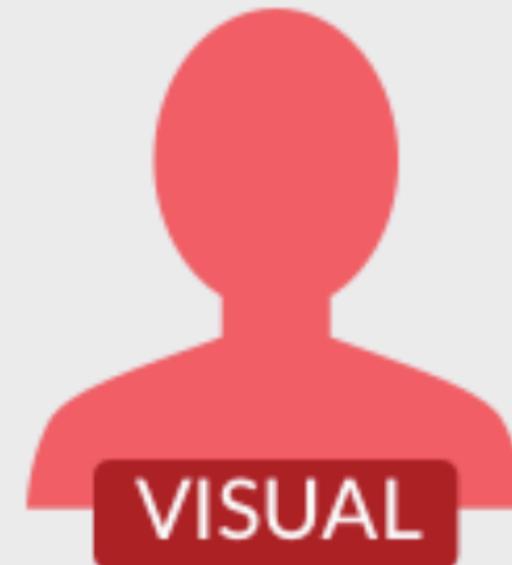
Apr 26, 2017 · 11 min read



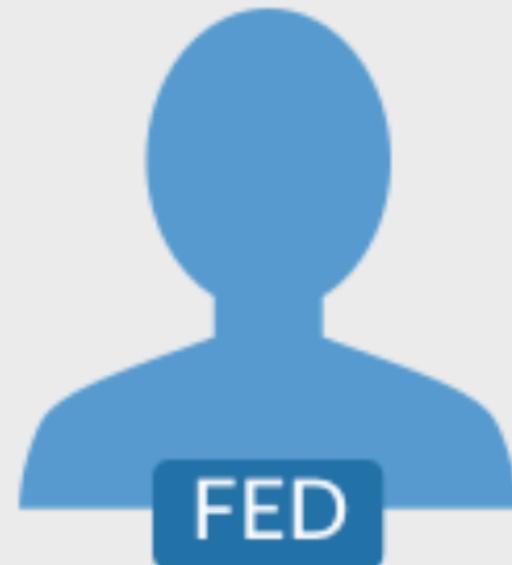
LEAD



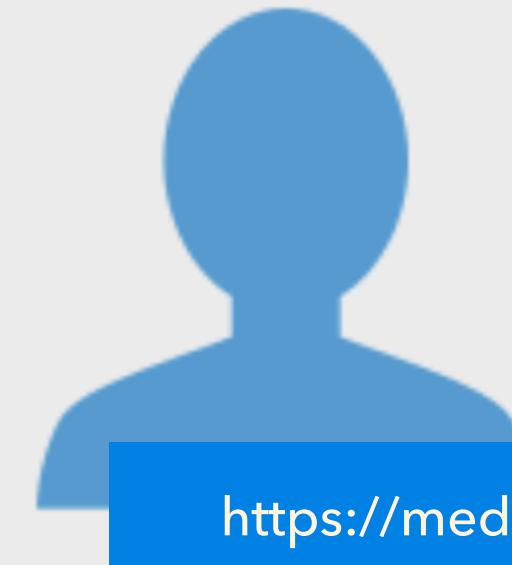
UX



VISUAL



FED



<https://medium.com/eightshapes-llc/designing-a-systems-team-d22f27a2d81d>

Picking Parts, Products & People

A Team Activity to Start a Design System



Nathan Curtis

Mar 22, 2016 · 6 min read

PARTS

DESIGN LANGUAGE

- Color
- Palettes, by category
- Contrast
- Meaning
- Swatches

UI ELEMENTS

- Paragraph
- Lead paragraph
- Block quote
- H1
- H2
- H3
- H4
- H5
- H6

- Typography
 - Hierarchy
 - Weights / types
 - Web fonts
 - Baseline grid
- Buttons
 - Primary
 - Secondary
 - Button groups
 - Menu buttons
 - Split buttons
 - FAR (floating action)
- Form controls
 - Text
 - Text area
 - Radio
 - Checkbox
 - Select

PARTS

NAME DATE

VISUAL LANGUAGE

- Color
 - Palettes, by category
 - Contrast
 - Meaning
 - Swatches
- Typography
 - Hierarchy
 - Weights / types
 - Web fonts
 - Baseline grid
- Iconography
 - Pictograms
 - Illustration
 - Icon fonts
 - Alignment
- Motion
 - Principles
 - Timing
 - Types
 - Transitions
- Space
 - Units / measurements
 - Metrics and keylines
 - Structure
 - Photography

UI ELEMENTS

- | | | | |
|--|---|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Paragraph <input type="checkbox"/> Lead paragraph <input type="checkbox"/> Block quote <input type="checkbox"/> Headers (H1 - H6) <input type="checkbox"/> Lists <input type="checkbox"/> Links <input type="checkbox"/> Code | <ul style="list-style-type: none"> <input type="checkbox"/> Buttons <ul style="list-style-type: none"> <input type="checkbox"/> Primary <input type="checkbox"/> Secondary <input type="checkbox"/> Button groups <input type="checkbox"/> Menu buttons <input type="checkbox"/> Split buttons <input type="checkbox"/> FAB (floating action) | <ul style="list-style-type: none"> <input type="checkbox"/> Form controls <ul style="list-style-type: none"> <input type="checkbox"/> Text <input type="checkbox"/> Variants (email, etc) <input type="checkbox"/> Text area <input type="checkbox"/> Radio <input type="checkbox"/> Checkbox <input type="checkbox"/> Select | <ul style="list-style-type: none"> <input type="checkbox"/> Form controls, cont'd <ul style="list-style-type: none"> <input type="checkbox"/> File upload <input type="checkbox"/> Labels <input type="checkbox"/> Floating labels <input type="checkbox"/> Microcopy <input type="checkbox"/> Radio <input type="checkbox"/> Checkbox <input type="checkbox"/> Select |
|--|---|---|---|

UI COMPONENTS

- | | | | |
|--|--|---|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Action bar/sheet <input type="checkbox"/> Back to top <input type="checkbox"/> Badges <input type="checkbox"/> Breadcrumbs <input type="checkbox"/> Calendar picker <input type="checkbox"/> Caption <input type="checkbox"/> Cards <input type="checkbox"/> Chat (live) <input type="checkbox"/> Code block <input type="checkbox"/> Comments | <ul style="list-style-type: none"> <input type="checkbox"/> Contact us <input type="checkbox"/> Cookie notification <input type="checkbox"/> Data tables <input type="checkbox"/> Dialog <input type="checkbox"/> Drawer/accordion <input type="checkbox"/> Filters <input type="checkbox"/> Footer <input type="checkbox"/> Footnotes <input type="checkbox"/> Header <input type="checkbox"/> Hero billboard | <ul style="list-style-type: none"> <input type="checkbox"/> Hero carousel <input type="checkbox"/> Legend <input type="checkbox"/> Loading / spinner <input type="checkbox"/> Local navigation <input type="checkbox"/> Maps <input type="checkbox"/> Menu <input type="checkbox"/> Messaging <input type="checkbox"/> Toast <input type="checkbox"/> Block <input type="checkbox"/> Inline error | <ul style="list-style-type: none"> <input type="checkbox"/> Modal <input type="checkbox"/> Nav Megamenu <input type="checkbox"/> Pagination <input type="checkbox"/> Progress bar <input type="checkbox"/> Pull quote <input type="checkbox"/> Ratings <input type="checkbox"/> Reviews <input type="checkbox"/> Rich text editor <input type="checkbox"/> Toolbar <input type="checkbox"/> Search <input type="checkbox"/> Sidebar |
|--|--|---|--|

UI PATTERNS

- | | | | |
|--|---|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Authentication <input type="checkbox"/> Create account <input type="checkbox"/> Database connection <input type="checkbox"/> Form structure <input type="checkbox"/> Launch | <ul style="list-style-type: none"> <input type="checkbox"/> Permissions <input type="checkbox"/> Purchase/checkout <input type="checkbox"/> Settings <input type="checkbox"/> Site / app structure <input type="checkbox"/> Swipe to refresh | <ul style="list-style-type: none"> <input type="checkbox"/> Home <input type="checkbox"/> Category <input type="checkbox"/> Product <input type="checkbox"/> Dashboard <input type="checkbox"/> Article | <ul style="list-style-type: none"> <input type="checkbox"/> Search results <input type="checkbox"/> Contact us <input type="checkbox"/> Getting started <input type="checkbox"/> Discussion <input type="checkbox"/> Gallery |
|--|---|--|---|

EDITORIAL

- | | | | |
|--|--|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Voice & tone <input type="checkbox"/> Writing for the web <input type="checkbox"/> Word list <input type="checkbox"/> Capitalization <input type="checkbox"/> Punctuation | <ul style="list-style-type: none"> <input type="checkbox"/> Identity <input type="checkbox"/> Logo(s) <input type="checkbox"/> Tagline(s) <input type="checkbox"/> Partnerships <input type="checkbox"/> Themes | <ul style="list-style-type: none"> <input type="checkbox"/> User needs <input type="checkbox"/> Personas <input type="checkbox"/> Research techniques <input type="checkbox"/> Surveys <input type="checkbox"/> A/B, multivar. testing | <ul style="list-style-type: none"> <input type="checkbox"/> Accessibility <input type="checkbox"/> Prototyping <input type="checkbox"/> Performance <input type="checkbox"/> SEO <input type="checkbox"/> A/B, multivar. testing |
|--|--|---|---|

DOWNLOADS

- | | | | |
|---|--|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Templates (PSD,...) <input type="checkbox"/> Swatch palettes <input type="checkbox"/> Fonts <input type="checkbox"/> Icons <input type="checkbox"/> Code | <ul style="list-style-type: none"> <input type="checkbox"/> Request New Parts <input type="checkbox"/> Give Feedback <input type="checkbox"/> Request Audit <input type="checkbox"/> Present at a Share <input type="checkbox"/> Contribute | <ul style="list-style-type: none"> <input type="checkbox"/> Home page <input type="checkbox"/> Principles / pillars <input type="checkbox"/> Getting started <input type="checkbox"/> FAQ <input type="checkbox"/> Version history | <ul style="list-style-type: none"> <input type="checkbox"/> Team <input type="checkbox"/> Recruiting / jobs |
|---|--|---|---|

OTHER?

SYSTEM

NAME DATE

PARTS

NAME

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

PRODUCTS

NAME (TIER)

PLATFORM

NAME

PEOPLE

DISCIPLINE(S)

Tier: F (Flagship) • S (Secondary)

Platform(s): WS Web Site • WA Web App • iOS
• AND Android • WIN Windows • [Other]

Discipline: UX • DESign • CONtent • FED •
Dev • QA • PdM • PJM • Exec

The Component Cut-Up Workshop

Kickoff a Design Library Effort by Engaging the Whole Team



Nathan Curtis

Nov 3, 2015 · 6 min read



VISUAL STYLE

- Color
- Type
- Spacing/Grid
- Icons
- Borders
- Layers
- Opacity
- Shadows
- Animation

UI COMPONENTS

- Buttons
- Links
- Form Inputs
- Headers
- Navigation
- Alerts
- Cards
- Modals
- Badges, etc.

The beta of Pattern Lab Node 3.0 is here! Help us kick the tires and make it better.

Create atomic design systems with Pattern Lab.

[Download](#)



[Documentation](#)

[Demo](#)

Pattern Lab helps you and your team build thoughtful, pattern-driven user interfaces using atomic design principles.





Eleventy is a simpler static site generator.

[Docs v0.7.1](#) | [GitHub](#) | [npm](#) | [Twitter](#) | [@zachleat](#)

QUICK START

```
npm install -g @11ty/eleventy
echo '# Page header' > README.md
eleventy
```

<https://www.11ty.io/>

SOME FINAL LESSONS

- Systems are about process and people, not tech
- Make a system that solves the problems you have (now)
- It's easier to ask forgiveness than get permission
- Sell the results, not the system

STAND ON THE SHOULDERS OF GIANTS

Rachel Andrew
@rachelandrew

Jina Anne
@jina

Chris Coyier
@chriscoyier

Josh Clark
@bigmediumjosh

Nathan Curtis
@nathanacurtis

Sara Drasner
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Derek Featherstone
@feather

Brad Frost
@brad_frost

Val Head
@vlh

Alla Kholmatova
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Ethan Marcotte
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Mina Markham
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THANK YOU!

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