Challenges & Opportunities

💪 Challenges

- **Limited design resources** to support **2 brandings** (StubHub & viagogo).

- **Duplicated dev efforts** on the same component as diffrent businees teams are working in silo. As the components are not shared across teams, **iteration and maintainence** are quite hard.

- **Inconsistent design language** for different products, different platform(web & native) under the same brand, due to the different development cycles by different teams.

- Need to support both **light and dark mode** for native experience at the same time.

🚀 Mission

Design system and workflows to support speed and consistency at scale for global product team.

🎖️ Goals

- **Create an unified design language and ensure brand consistency**
  Design system can ensure the consistency of visual and product/brand experience especially when developing products across multiple teams.

- **De-silo front-end engineering and desgin and improve the development work efficiency**
  The preset components in DS library allows developers to implement UI faster and easier.

- **Promote global co-creation for creating both design patterns and coded components**

- **Focus on the experience design**
  Design team can focus more on optimizing the product and improving the user experience, since the design system has a set of basic principles for designing UI.

- **Provide design system as the one source of true for both components and design patterns.**