

# Challenges & Goals

## Challenges

- **Limited design resources** to support **2 brands** (StubHub & viagogo).
- **Duplicated dev efforts** on the same component as different business teams are working in silo. As the components are not shared across teams, **iteration and maintenance** 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 design 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 truth for both components and design patterns.**