CONSERVATION INTERNATIONAL DESIGN SYSTEM

W20.IDF03

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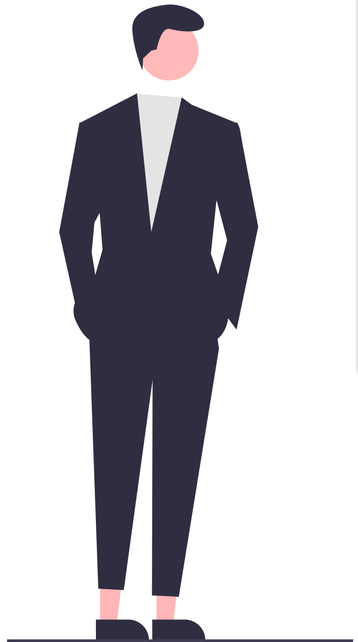
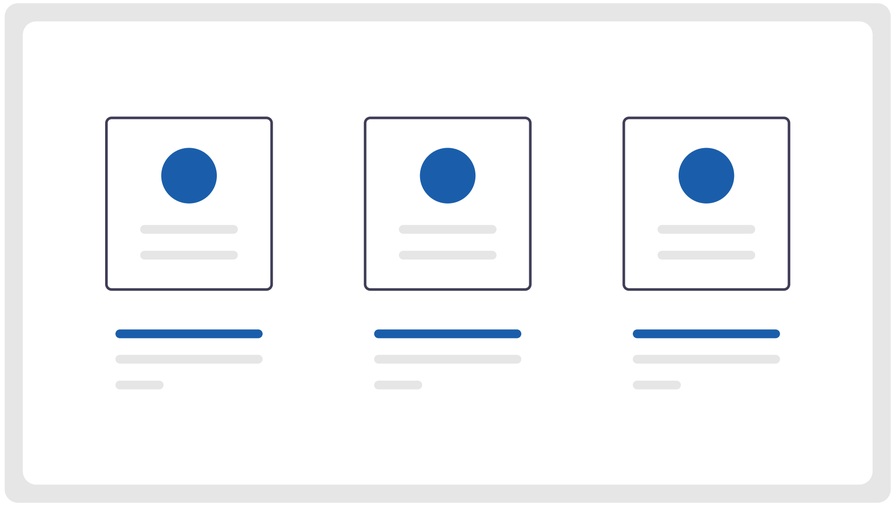
INTRODUCTION

Firstly, I will discuss the benefits of design system and atomic design when designing a product with interdisciplinary teams.

Then I will present the visual principles and interaction design principles that will be present in the design system for Conservation International.

Then I will wrap it up by presented my methods for creating the design system before I present the final design system.

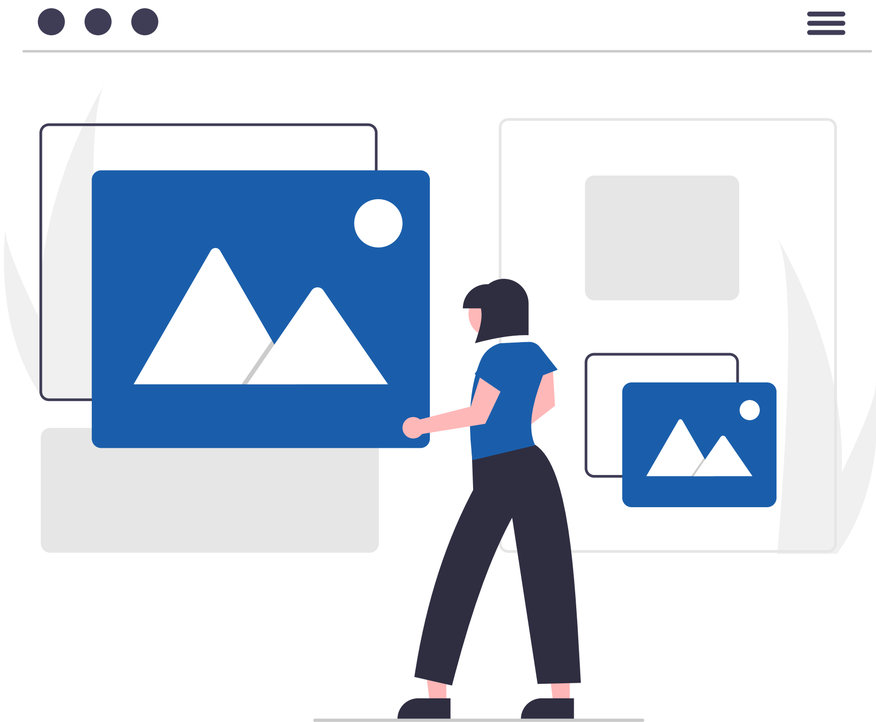




WHY USE DESIGN SYSTEMS?

A design system is a set of standards to manage design at scale by reducing redundancy while creating a shared language and visual consistency across different pages and channels (Fessenden, T., 2021)

1. **Consistency**
   - When design elements and guidelines are ready-to-go and available for “copy+paste”, it will make the product look and feel more consistent than if all the team members made the own part of the product everywhere.
2. **Time efficient**
   - “Copy+paste” will save the team a lot of time, rather than having to make everything from scratch all the time.
3. **More time for other problems**
   - Now that we have saved many hours from the design phase, we are able to focus on other issues and problems.
4. **Better communication**
   - Since all the guidelines and elements are pre-made, it is easier for interdisciplinary teams to communicate and understand each other.
5. **Great way to get new team members up to speed**
   - Design systems will also make on-boarding of new team members easier, since all the guidelines and elements are pre-made.



ATOMIC DESIGN

Atomic design is a design methodology created by Brad Frost that considers creating and maintaining design systems while providing an attractive way of explaining using chemestry (Sumeet, 2020)

1. **Atoms**
   - Basic building blocks, individual design elements.
   - E.g. a label
2. **Molecules**
   - Combined group of atoms
   - An input box + label + icon = search box
3. **Organisms**
   - A combined group of molecules
   - E.g. a side bar.
4. **Templates**
   - Combined group of organisms
   - E.g. a web layout.
5. **Pages**
   - Templates with the page-specific elements, e.g. imagery and text.

Benefits

- **Reusable**
  - Atoms, molecules, organisms and templates are very easy to reuse across the product.
- **Consistency**
  - The team will be able to “copy+paste” the required elements, so the product will look and feel the same across all pages.
- **Easy update and maintenance**
  - If done right in the design tool (i.e. Figma or Adobe), there will be very little work required to update any part of the design.

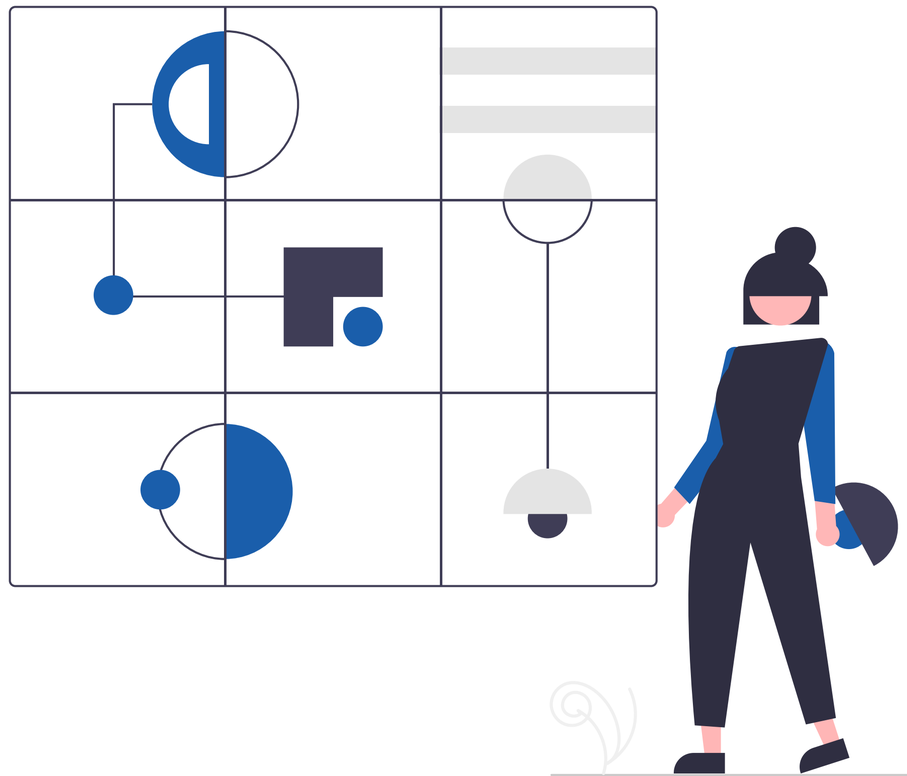
In the design system, Atomic Design have been implemented by creating smaller elements (i.e atoms) and building the components up from there, almost like blocks of Lego.

VISUAL PRINCIPLES

The principles of scale, visual hierarchy, balance, contrast, and Gestalt not only create beautiful designs, but also increase usability when applied correctly (Gordon, K., 2020)

1. **Scale**
   - Using sizes to show the importance of the elements.
2. **Visual hierarchy**
   - Using positions to guide the readers eyes through the product.
3. **Balance**
   - Using positions to make sure all the elements on the page is balanced, and there isn't too much going on on a single place.
4. **Contrast**
   - Using contrast, e.g. colour, to signal differences in elements
5. **Gestalt**
   - E.g. proximity and similarity.
   - Humans like to simplify what is in front of them. Using positions and visuals to show that two elements are similar or different, is quicker that having to read everything.

In this assignment's design system, I will mostly focus on point 1, 4, and 5, since I'm only designing the elements - and not the full pages.

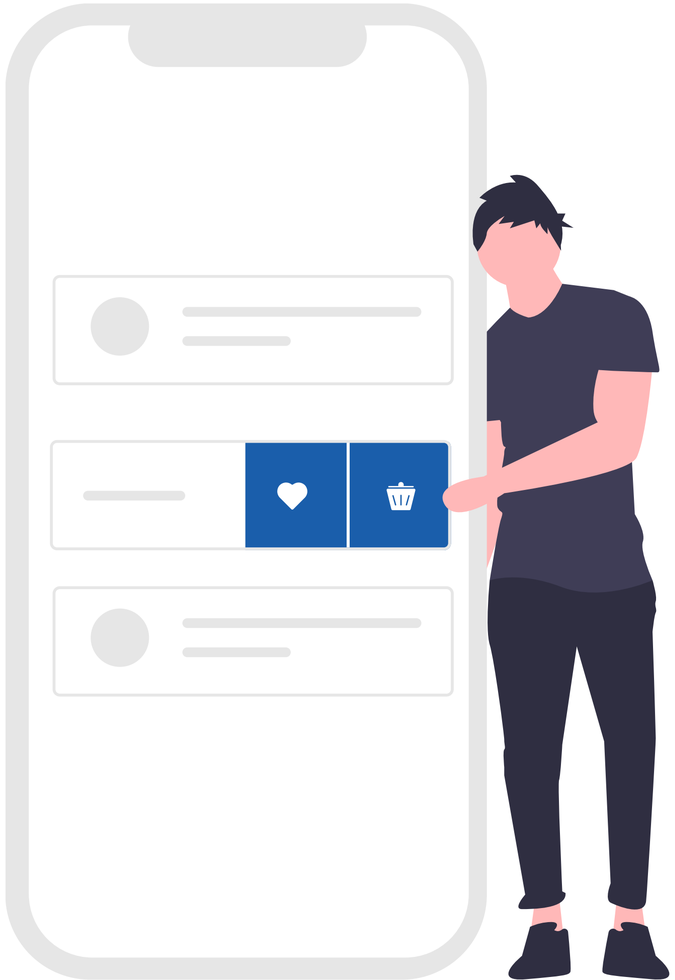


INTERACTION DESIGN

The process of interaction design involves studying the behaviour and structure of interactive systems and implementing them for developing useful digital products. (Mitra, M., 2023)

1. **Affordance**
   - How users perceive something and what they expect from it.
2. **Signifiers**
   - Something to signal the correct usage of a product, i.e change the colour when hovering something clickable, or arrows to display dropdown menus.
3. **Consistency**
   - Consistency allows for easier user experience, make the user remember - not learn.
4. **Jakob Nielsen's 10 Usability Heuristics**
   - Design principles that help boost the interaction design principles.

In the design system, I will make sure affordance and signifiers are in place in order to create usability and a good consistency in the design.



METHODS

First, I did a quick design audit of the existing website. Here I gather the colours, fonts, font sizes, and the general look of the product.

In order to gather the fonts, I used a browser extension called “Font finder” that allowed me to see all the information I needed about the font on the website.

I took screenshots of the website and used Figma’s colour picker in order to find the colours of the website. Some of these colours had to be slightly changed in order to pass the WCAG’s contrast requirements.

I used this contrast checker to make the sure colours had high enough contrast to be accessable.

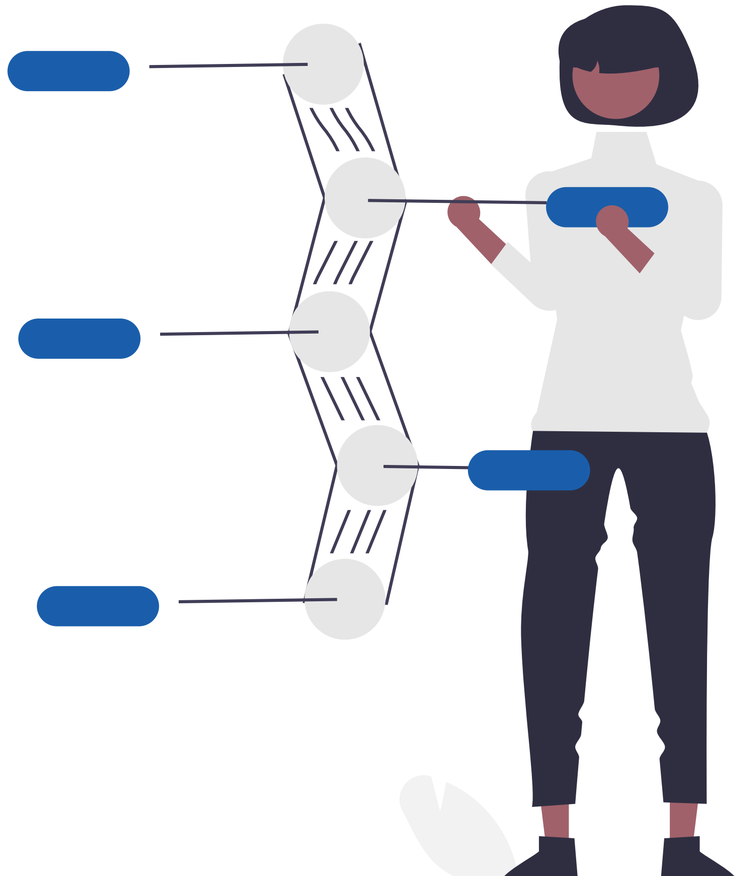
I did some research about the best practices of design in order to improve some of the elements of the existing product. This included the Material Design website, Nielsen Norman Group, and several other websites.

I used Figma to create my design system mock-up. This made it easier, since I could add the colours and typography to in in-app system and speed up the process.

APPENDIX

Design system

Icons



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