Welcome!

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lmao

Week 6

Design Systems

Announcements

- **Group project check-in is due TONIGHT**
  - Items required for check-in **here**
  - You may check-in right after end of lecture today
- Homework 6 will be uploaded later tonight and due next Monday.

What We Know So Far

- Design Process (HCD)
- Spacing
- Colors
- Images
- Basic Prototyping
- Today: putting it all together…

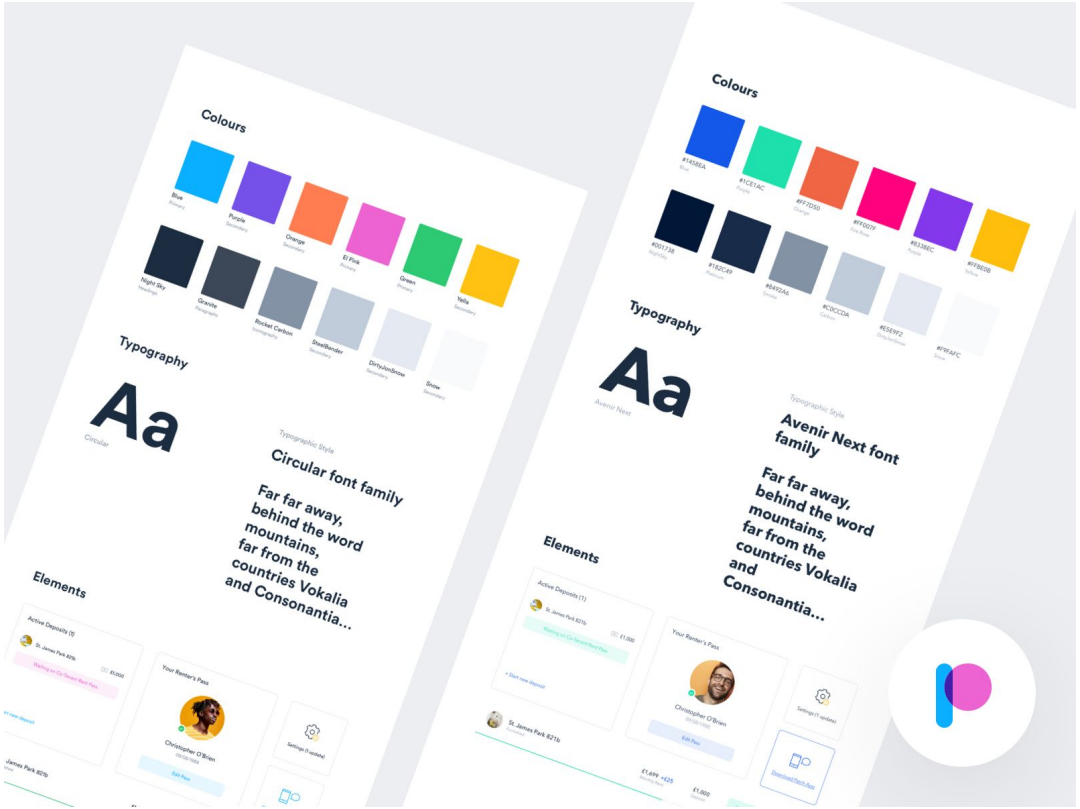
Today's Agenda

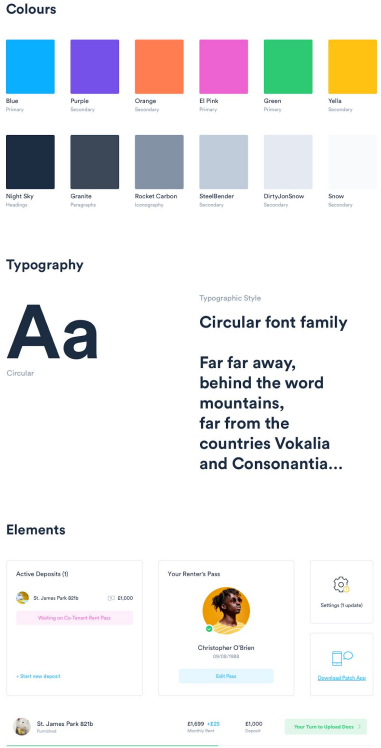
- What is a design system?
- Why is it important?
- How do I create a design system?
- Practical applications in development
- Existential Questions (that you don't *really* have to worry about)

What is a design system?

First — Style Guide (Distinction)

- Style guides focus mainly on, you guessed it, style.
- They include colors, fonts, logos, and brand attributes.
- Heavily utilized by design and marketing teams because style guides c**ontain the brand which is the first communicated.**
- Design system is more than just visual presentation; **it focuses on the ecosystem**.

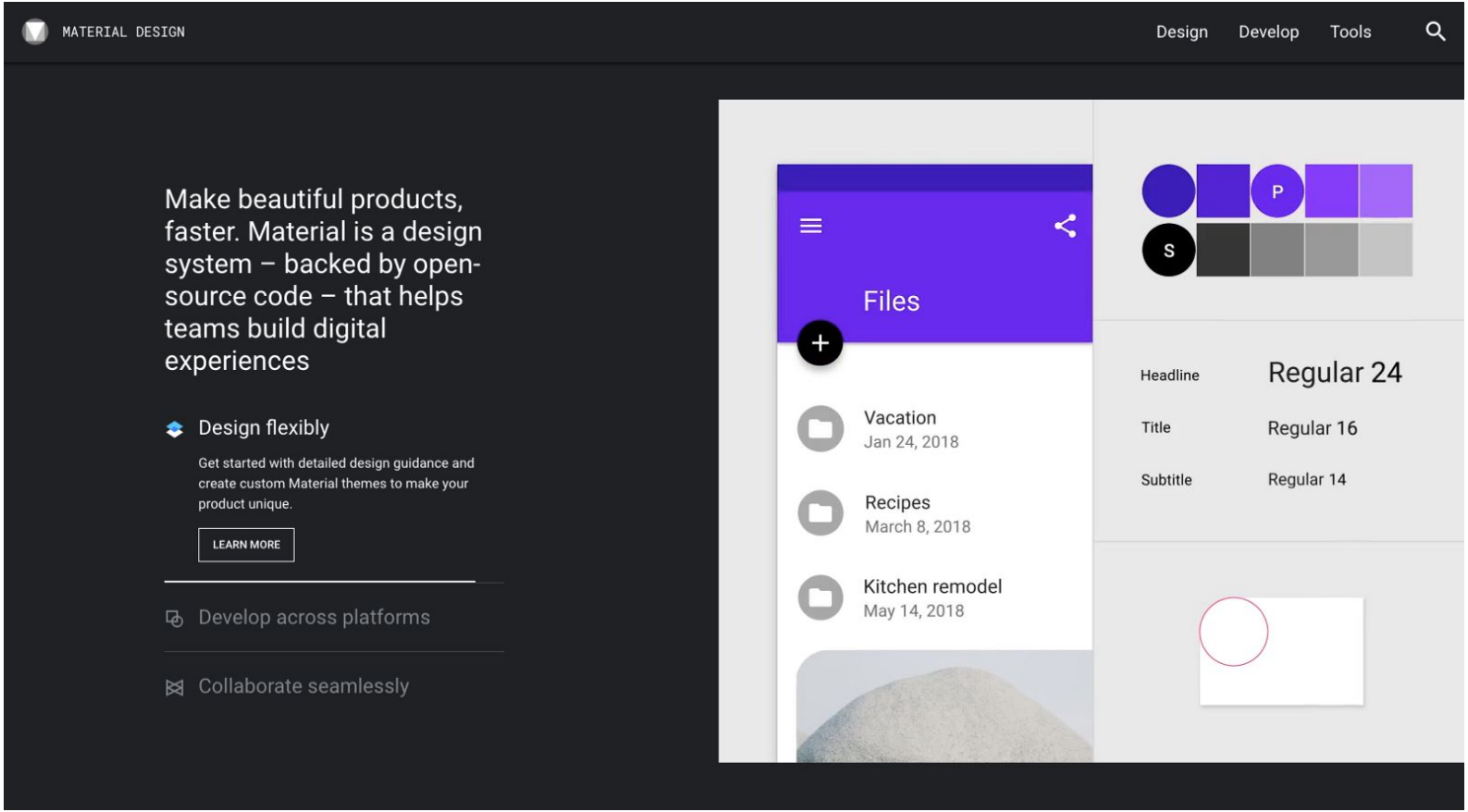




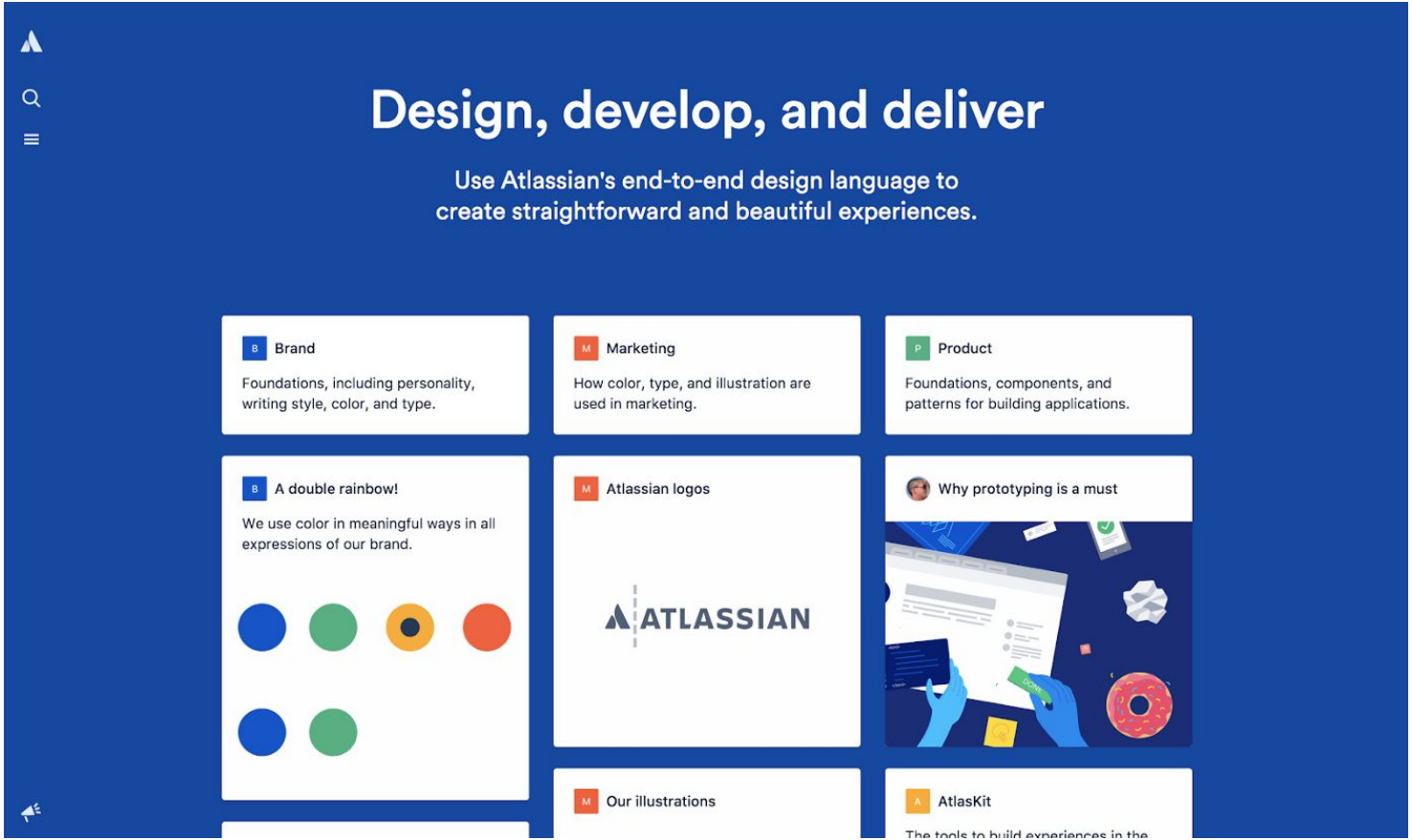
Style Guide — Focuses on very basics of brand

Design System Definition

- A set of shared, integrated patterns and principles that define the overall design of the product.
- Almost always, a design system offers a library of visual style and components documented and released as reusable code for developers and/or tool(s) for designers. A system may also offer guidance on accessibility, page layout, and editorial and less often branding, data viz, UX patterns, and other tools.



Design System (Google, Material Design)



Design System (Atlassian)

Be principled

Explore what we care about most when we build new features and products.

Find out more

Write it

Learn how to use language to design a more thoughtful product experience.

Get writing

Get visual

Find out how we approach the visual elements of our interface with purpose.

Take a look

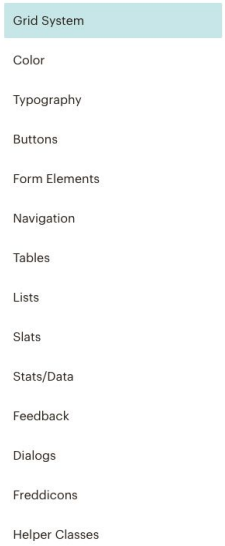
Build something

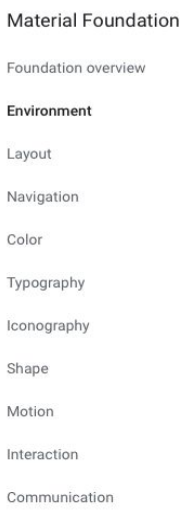
Use components as building blocks as you develop new products and features.

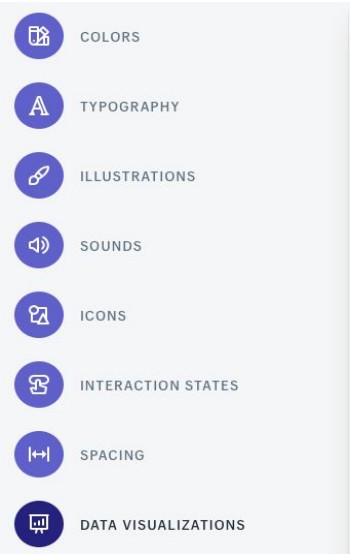
Start creating

Parts of a Design System

- Philosophy/Goals
- Layout/Grid (Spacing)
- Color
- Typography
- Iconography
- Motion
- Interaction
- Language (Voice & Tone)
- Illustration







Why do we even need a design system?

Why are design systems important?

- **Design systems bring order to chaos.** Everyone is kept on the same page, so the entire product remains consistent and polished throughout.
- **Design systems improve the user experience through the repeated use of familiar and proven patterns.** Designing anything from scratch leaves room for error, so try to use what already works.
- **Design systems improve workflow efficiency.** Product teams know exactly how components of new features should look and how to implement them.

Why do we even need a design system?

Business Perspective

- As a company begins to grow, it's important to use resource (both time of designers and developers) to be used efficiently. Some questions companies might ask are:
  - How will we design consistent UIs across platforms when many teams own various parts of our products?
  - How will we empower all of these teams to iterate quickly?
  - How will we maintain the inevitable design debt that will build up as many designers create new and tailor-made designs?

Business Perspective

- **Defining and adhering to standards is how we create that understanding.** Doing so removes the subjectivity and ambiguity that often creates friction and confusion within product teams.
- **Standards encompass both design and development.** Standardizing things like naming conventions, accessibility requirements, and file structure will help teams work consistently and prevent errors.
- **Many, many platforms.** Software should scale across multiple devices and platforms, in a time in which people are using all different types of devices.

Implementing a Design System

How do I make a Design System?

- **Defining and adhering to standards is how we create that understanding.** Doing so removes the subjectivity and ambiguity that often creates friction and confusion within product teams.
- **Standards encompass both design and development.** Standardizing things like naming conventions, accessibility requirements, and file structure will help teams work consistently and prevent errors.

Things to Keep in Mind

- **Accessibility—** WCAG Standards
  - Lyft's colobox.io
- Diversity and Inclusion
  - https://ux.shopify.com/you-cant-just-draw-purple-people-and-call-it-diversity-e2aa30f0c0e8

Applying this IRL

Writing Clean Code

- Write modular code
- Airbnb Example (Github)

Quick Glance at CSS Variables

- Illustration
- Color

Some Existential Questions

Convergence of Design

- Is all design starting to “look the same?”
  - https://uxdesign.cc/ever-wonder-why-the-most-popular-apps-are-starting-to-look-the-same-it-might-be-a-good-thing-e54aadd50fd5
  - https://medium.com/s/story/on-the-visual-weariness-of-the-web-8af1c969ce73

Pros + Cons

Pros

- More consistency = better usability “reduce the likelihood of upsetting your users” (Snapchat)
- More focus on functionality creativity in other ways
- Reduce app fatigue

Cons

- Might be considered boring/lazy/uncreative/
- Cookie-cutter templates
- Things literally start to look the same

Famous Case Study: Dropbox Redesign

- Seen as a response to converging designs
- Called a “fantastic mid-life crisis)

Install the desktop app

The Dropbox desktop application lets you access all your most important files any time from your computer, even ones that were originally created on another device.

Installing our application on your computer creates a special folder, the Dropbox folder. This folder has unique properties: it automatically updates your files so they're the same across all your devices with Dropbox installed. No more USB drives, emailing work to yourself, or manually uploading and downloading files - it just works.

Use the Dropbox folder like you would any other folder on your computer. Anything you save into the folder will be available on your other devices and backed up on our website.

After the desktop application is installed, you can easily access your Dropbox folder by clicking the small blue Dropbox icon in your computer's system tray or menu bar. (If you're on a PC, it's in the lower right-hand corner, and if you're on a Mac, it's in the upper right-hand corner.)

Set folder permissions

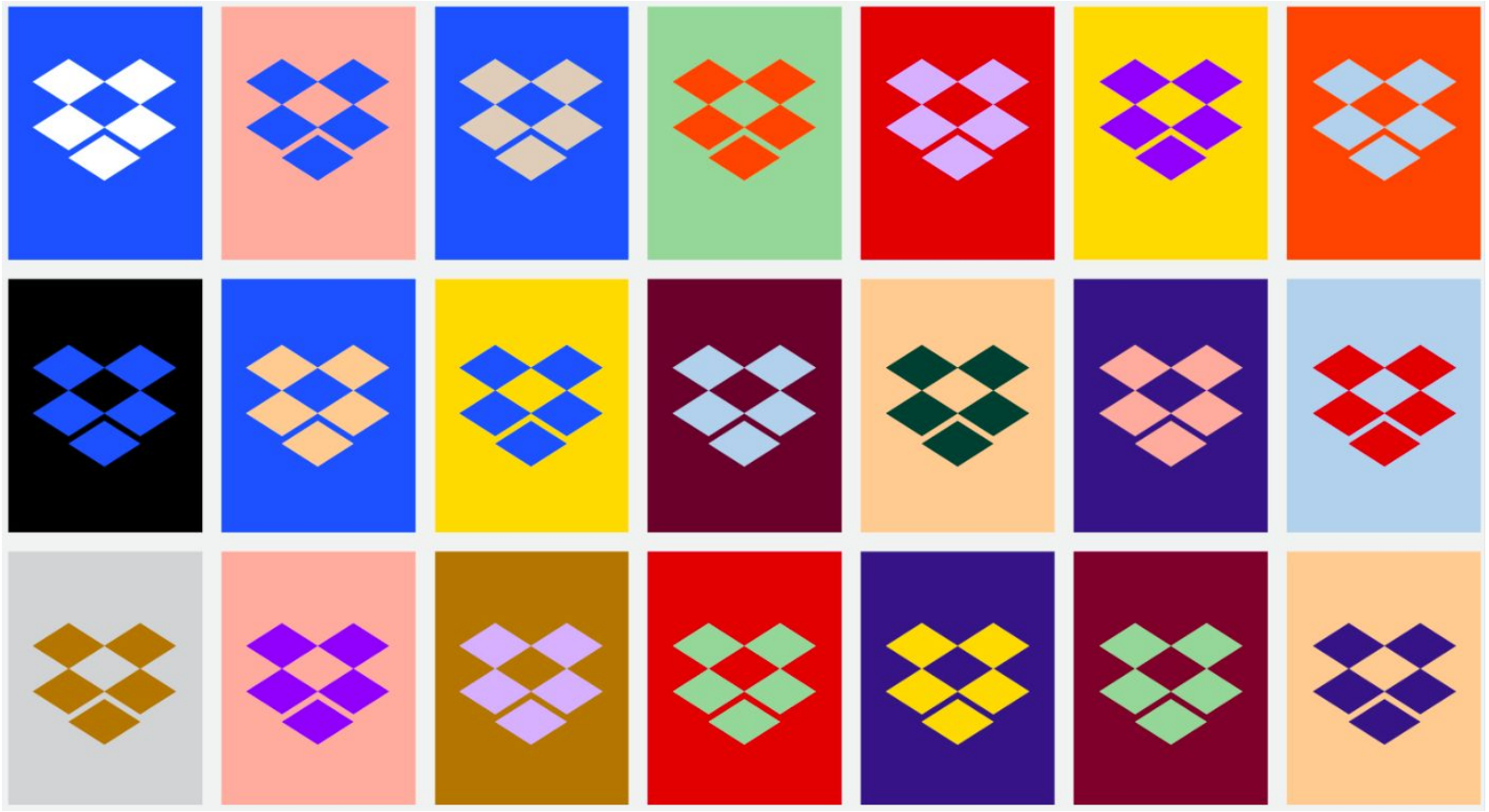
Shared folders are at the heart of collaboration in Dropbox, so take some time to familiarize yourself with how they work.

As an admin, your job is to make sure the right people have access to the right files. Since access to files is determined on a per-folder basis, you can rest assured that team members are only seeing the files they need to, and nothing else.

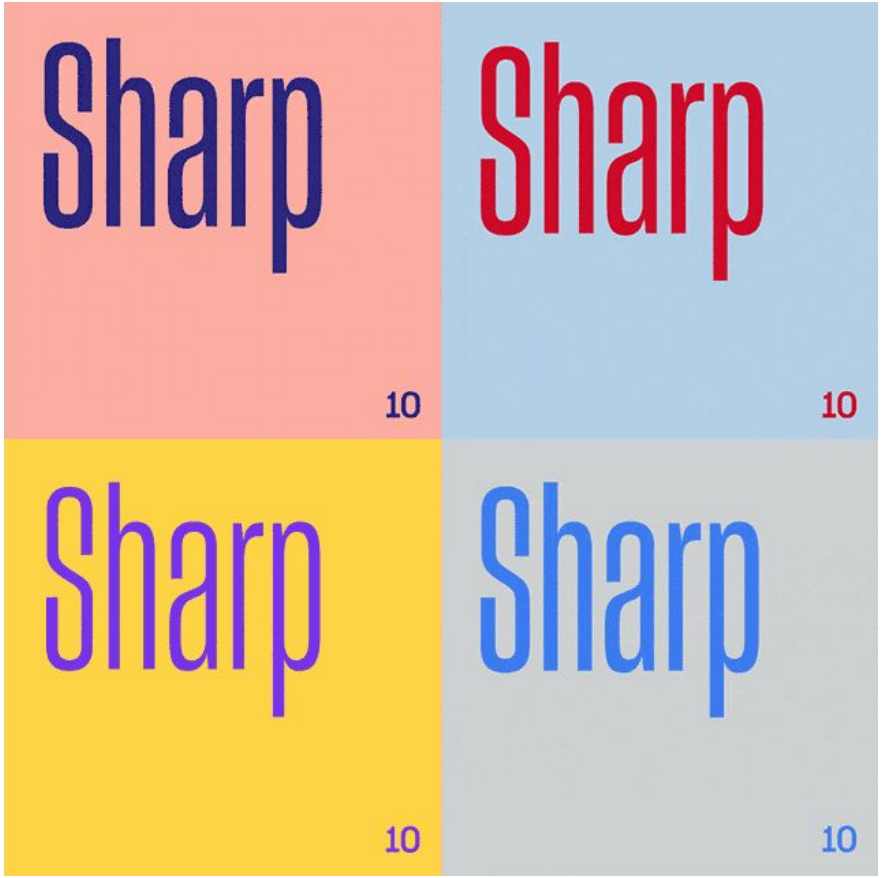
Dropbox: Before

Dropbox: After

Dropbox: After



Dropbox: After



Dropbox: After

Summary

- The friction between design and development (IRL and in this class, too) can be solved through creating consistent standards, rules, and guides through design systems
- There is a huge tradeoff to design systems when thinking in terms of businesses at scale
- In the very least, try to define a brand guideline (style guide) for your websites before starting to code to increase efficiency, reduce confusion or friction among your teams, and to make your websites as consistent as possible!

Resources

- https://uxdesign.cc/everything-you-need-to-know-about-design-systems-54b109851969
- https://medium.com/tradecraft-traction/eight-things-you-need-to-know-about-design-systems-bae8bd884b3b
- https://www.designerlynx.co/design-systems
- https://www.invisionapp.com/inside-design/guide-to-design-systems/

Questions?

Attendance