

Defining A Design System With UI Audits



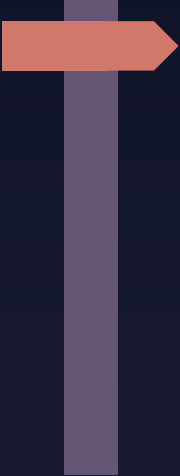
Goals

■ UI Audits

- What are they?
- What problems can they highlight?
- How can an audit be performed?
- What happens after an audit?

Experience ■

- How did we conduct our audits?
- What problems did we discover?
- What did we do with the results?



Base Camp: Facing the Problem

Camp One: Exploring UI Audits

Camp Two: Unearthing the Answers

High Camp: Discovering the Value

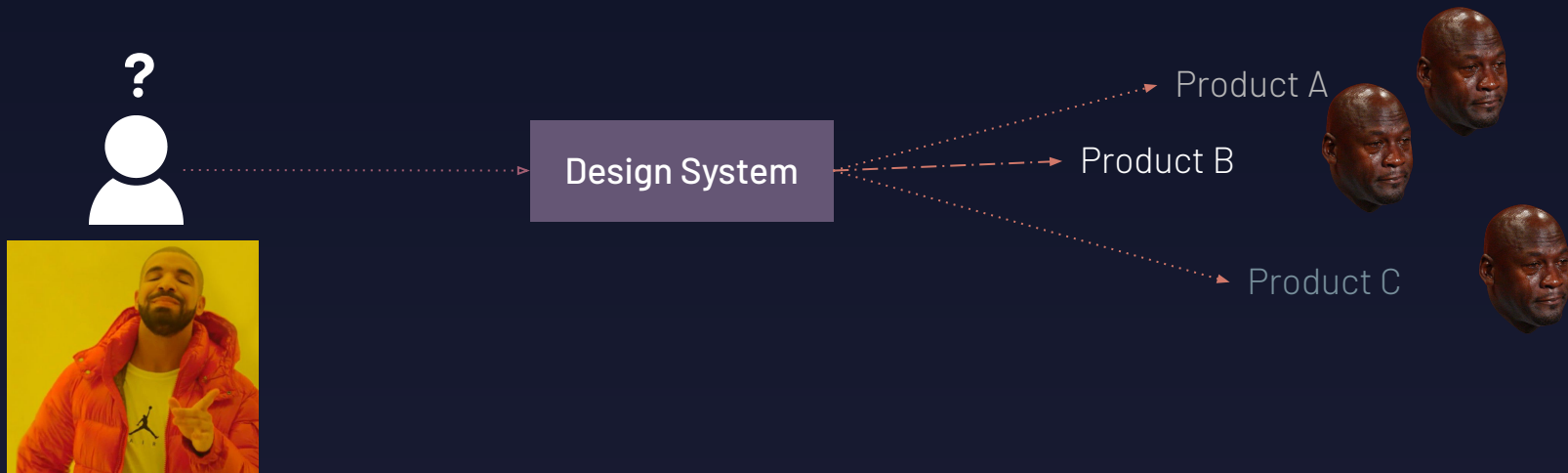
Summit: Conquering the System

Base Camp: Facing the Problem

■ Current state of our design system

- Built in isolation without design and development collaboration
- Used to meet a tight deadline for a single product
- Did not align with company values
- No planning or roadmapping

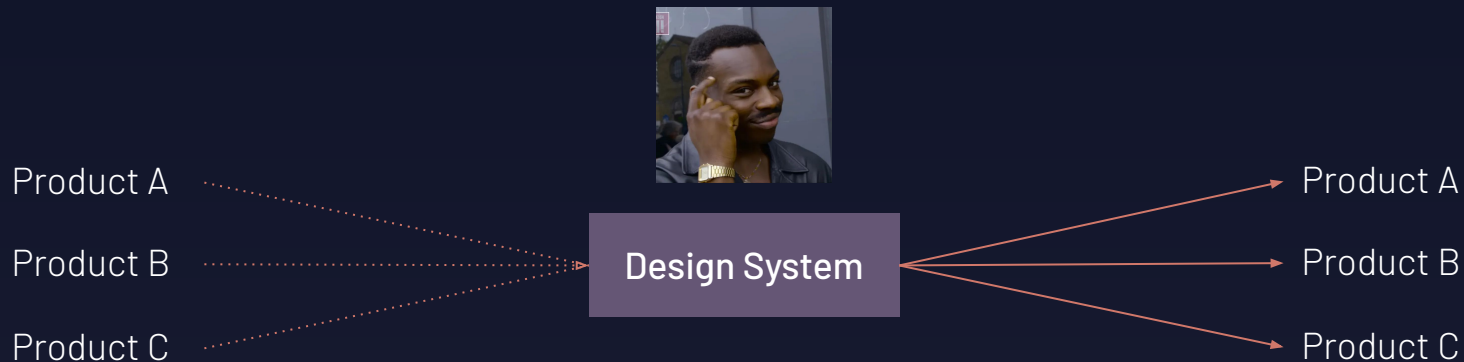
Base Camp: Facing the Problem

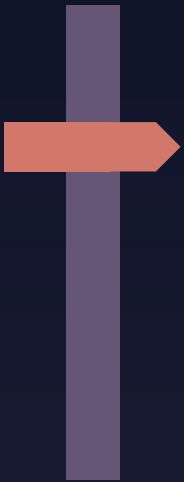


Base Camp: Facing the Problem

- Design systems are products
 - Who is the target audience?
 - What are the key problems to solve?
 - How does it align with company values?
 - What is the scope and projection?

Base Camp: Facing the Problem





Base Camp: Facing the Problem

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Camp One: Exploring UI Audits

■ What is a UI audit?

A UI audit is the process of understanding existing products by reviewing their interactions, experiences and content.

Camp One: Exploring UI Audits

- What can a UI audit include?
 - Component styles and variations
 - General UI inconsistencies
 - User experience flows and patterns
 - Design language and conventions
 - Content and tone of voice
 - Use of motion and animation

Camp One: Exploring UI Audits

■ How to conduct a UI audit?

- Arrange meetings with product stakeholders
- Walk through the entire product and its user flows
- Take screenshots of UI states, record the screen share
- Ask questions and take notes
- Collect all the screenshots and notes into a single place

Camp One: Exploring UI Audits



Scheduled meetings
one week in advance
with product
stakeholders



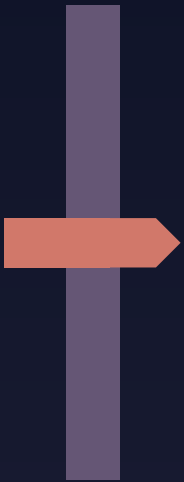
Used Google
Hangouts, screen
sharing and video
recording



Moved all notes and
screenshots into Miro

Camp One: Exploring UI Audits

- Sample questions asked per product
 - What is the current tech stack being used?
 - Are there any anticipated changes to that in the roadmap?
 - Any legacy tech that must be considered?
 - How is styling handled?
 - Are there any defined browser requirements?
 - What is working well? What are the pain points?



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Camp Two: Unearthing the Answers



Camp Two: Unearthing the Answers

■ Reviewing the results

- Organized the screenshots into their user flow sequences
- Grouped similar components
- Compiled developer experience notes to identify high-priority items
- Defined other unique values like colors and text styles
- Identified inconsistent UX flows

Camp Two: Unearthing the Answers

TEXT STYLES

Found 1 trigger for user sergey.bekharsky@supermetrics.com

Create new query

Data will be inserted to the selected cell: A1 License: Export

Select metrics

Split to rows

Team: Team sergey.bekharsky@supermetrics.com

User: sergey.bekharsky@supermetrics.com
License: R2 dev-01

Action:

Refresh & email hourly

New trigger

Help ID

Refresh hourly

UPGRADE

You can use these placeholders in the filename, email subject or content: #DAY# #MONTH# #YEAR# #DATE# #MONTHNAME# #DAYOFWEEK# #WEEK# #LASTMONTH# #LASTMONTHNAME# #YESTERDAY#

Upgrade your license to include this action

Switch back to the old experience

Triggers in your files

File name Trigger name Refresh Created Refreshed Status

GS Addon Dev Sheet Trigger 1 Refresh weekly on Mondays 2022-02-25 None Open

ZCJ7Hnge-b5DP72-fbJ9BrNT49yG0

Type: Refresh weekly

On: Mondays

Processing time: 2:00 (Europe/Helsinki)

Created: 2022-02-25

Last refresh: None

Last status: None

To modify this trigger, click "Open file", launch the sidebar and edit the triggers in the Schedule tab

Sheet1!\$A\$2:\$B\$21

Last status on 2022-02-23 at 16:34: Refreshed successfully by trigger

CUSTOM

Ben Collins

Facebook Page Overview and Forecast

View template

Pick a template

JSON/CSV/XML

run-in-gas-error A1

Here you see a list of templates you can use. When you select a template, it will be added to the spreadsheet you have open, and populated with data from your accounts. You can then customize the template to fit your specific needs.

Custom template

Add template from URL

Last status on 2022-02-23 at 16:32: No results after applying JSOnpath userId

IMPORTANT:

- Supermetrics only allows SELECT queries, but for security reasons, you should log in with a user that has read-only access to the DB.

- DB login credentials will be encrypted and only stored within Google's servers.

- For the connection to work, your database needs to accept connections from all Google IPs mentioned [here](#).

Start typing to filter queries...

Paid Channel Mix Template add-on version

Supermetrics
Compare Paid Channel Metrics

View template

BUTTONS

DOWNLOAD AS .CSV

DOWNLOAD AS .CSV

SEARCH

SEARCH

SAVE

Cancel

Next

EXPORT CSV

Cancel

Next

Disabled with a hover

Copy

Test

+ Add lookup

+ OR

CANCEL BACKFILL

X

SAVE AS

SAVE

CANCEL

CANCEL

CANCEL

Modify

⋮

+ Add another user

Manage

Manage

Manage

Close

Turn off auto-refresh

Turn off auto-refresh

Post

Track

Export

Close

Modify

Delete

Functions as a filter

Close

COLORS

#FFFFFF

#EDED

#4B4B4B

#EDED

#F7F7F7

#7D7D7D

#000000

#5086EC

#E3ECFD

#B9D7FB

#3149E8

#EAEFF6

#D9E0EE

#5086EC

#D9893D

#C23632

#D85B56

#F9EAEA

#41913B

#2852CB

#A9368B

#60555D

#F8F7F8

#376B2A

#182D67

#CECECE

#6B6B6B

#DBDBDB

#898A89

#ECF0FA

#FDFDF1

#A01A1E

#EAF6FE

#2E733D

#E9EEF7

#CFE0F4

#E9EEF7

#D9E0EE

#C23632

#D85B56

#F9EAEA

#41913B

#777777

#E0E0E0

#F9F9F9

#6F4474

#4F4F4F

#E9EEF7

#375D9A

#3D3D3D

#F7E8E9

#803338

#D3D6B9

#9F8F81

#E8F0FE

#2E733D

#E9EEF7

#CFE0F4

#E9EEF7

#D9E0EE

#C23632

#D85B56

#F9EAEA

#41913B

#397CC9

#EBEBEB

#F9F9F9

#387BCC

#F5F5F5

#295D94

#FCF4CF

#A45764

#888B88

#35C72

#4478D5

#929292

#F1F6FC

#CACACA

#E4EDF9

#375D9A

#648AC8

#AFAFAF

#99343D

#286F38

#6A6A6A

#5C7BAC

#3F6095

#32528D

#F8F8F8

#DBDBDB

#ECF0F6

#EFF2F7

#555555

#6E91CA

#E9EEF7

#9A333E

#E0E0E0

#32528D

#F8F8F8

#DBDBDB

#ECF0F6

#EFF2F7

#555555

#6E91CA

#E9EEF7

#9A333E

#E0E0E0

#F9F9F9

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#246F3A

#385D99

#9BAECC

#375D9A

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#286F38

#6A6A6A

#5C7BAC

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#ECF0F6

#EFF2F7

#555555

#6E91CA

#E9EEF7

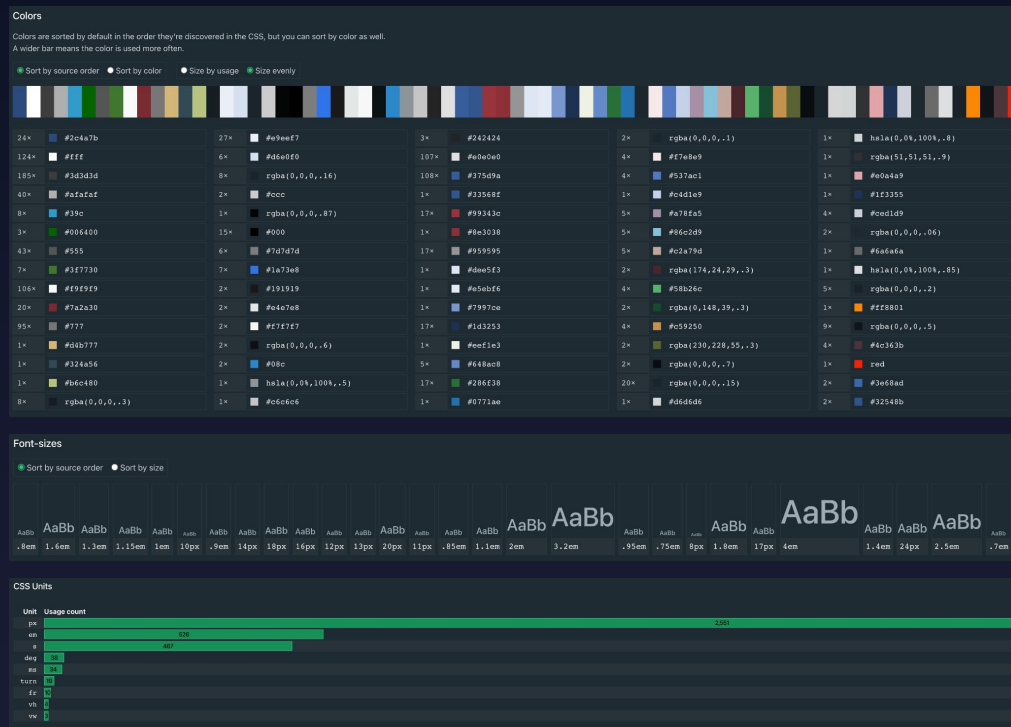
#9A333E

#E0E0E0

Camp Two: Unearthing the Answers

Project Wallace CSS Analyzer

- Used to collect exact values that are difficult to extract from a screenshot
- Defined our baseline metric to measure the success of the design system against



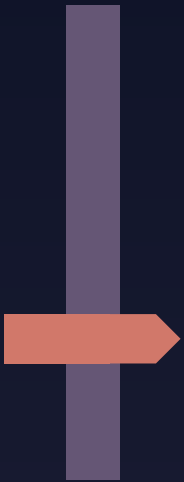
Camp Two: Unearthing the Answers

- Developer experience feedback
 - Working with icons was inconsistent and inconvenient
 - The existing layout component were heavy and unintuitive
 - Documentation is scattered and unreliable
 - Current components do not support responsive or modern layouts



Camp Two: Unearthing the Answers

Review findings with the team



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Summit: Conquering the System

High Camp: Discovering the Value

■ Reviewing the findings

- Focus on one area at a time (border radius, font sizes, colors)
- Plan for more time than you may initially think
- What values should be kept? Replaced? Added?

High Camp: Discovering the Value

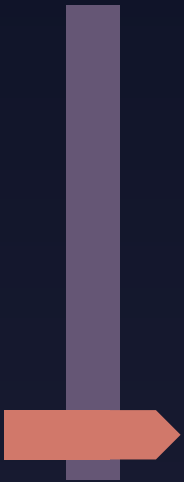
■ What we learned during our reviews

- Test font size and spacing scales on existing designs
- There are a lot of stakeholders when it comes to colors
- We preferred in-person workshops to remote sessions
- This process doesn't mean things need to change, nor stay the same
- It would be worthwhile to audit our products regularly

High Camp: Discovering the Value

■ Outcomes

- We had defined our atomic-level values and structure
- Determined how to align some inconsistent UX patterns
- A team-wide understanding of and visibility into the design system
- Baseline metrics to measure the success of the design system against



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■ The design system foundation

- Defined our core design token naming conventions
- Established patterns and guidelines to align UX across products
- Indirectly created a rough component roadmap
- Created the project foundation with the baseline technical requirements
- Defined our baseline metrics for measuring design system success

Summit: Conquering the System

Core Tokens

Core tokens are for internal design use.

font-size-4x

Semantic Tokens

Semantic tokens are for development use.

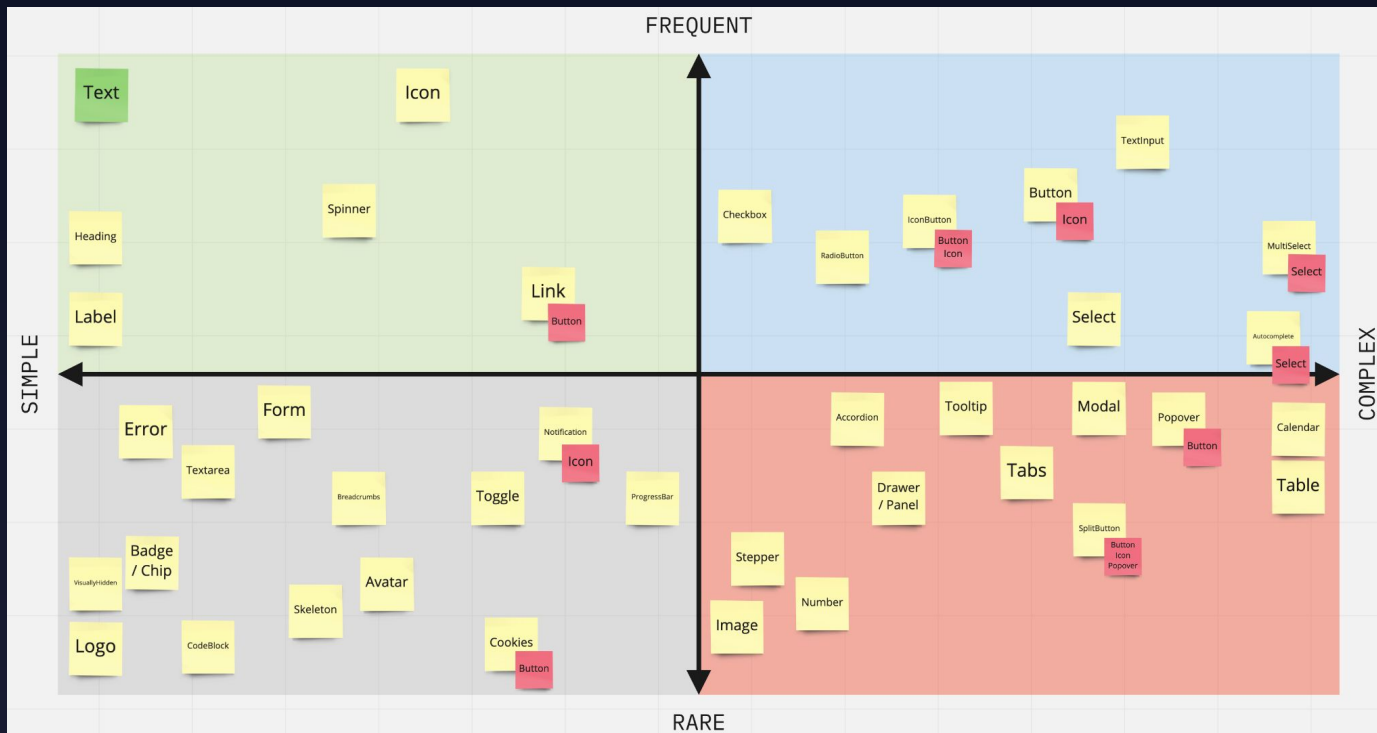
font-size-heading-1

Component Tokens

Component tokens are for UI library development.

heading-h1-font-size

Summit: Conquering the System



Summit: Conquering the System

Colors

116 → 67

Shadows

30 → 5

Font Families

13 → 3

Px-to-Rel Units

2 551 / 533 → 100 / 2 000

Font Sizes

28 → 8

!important

72 → <10



Resources

CSS Analyzer

Scan a site to collect and visualize all of its used styles

Figma Tokens Plugin

Sync Design Tokens from Figma to Github

Style Dictionary

Transform Design Tokens into various predefined or custom formats

Utopia Fluid Font & Space Calculator

Generate fluid scales for font sizes and spacing systems