From Survival to Growth: Enhancing Design Systems via Seamless Collaboration

Hi first

Who are we?

Varya Stepanova
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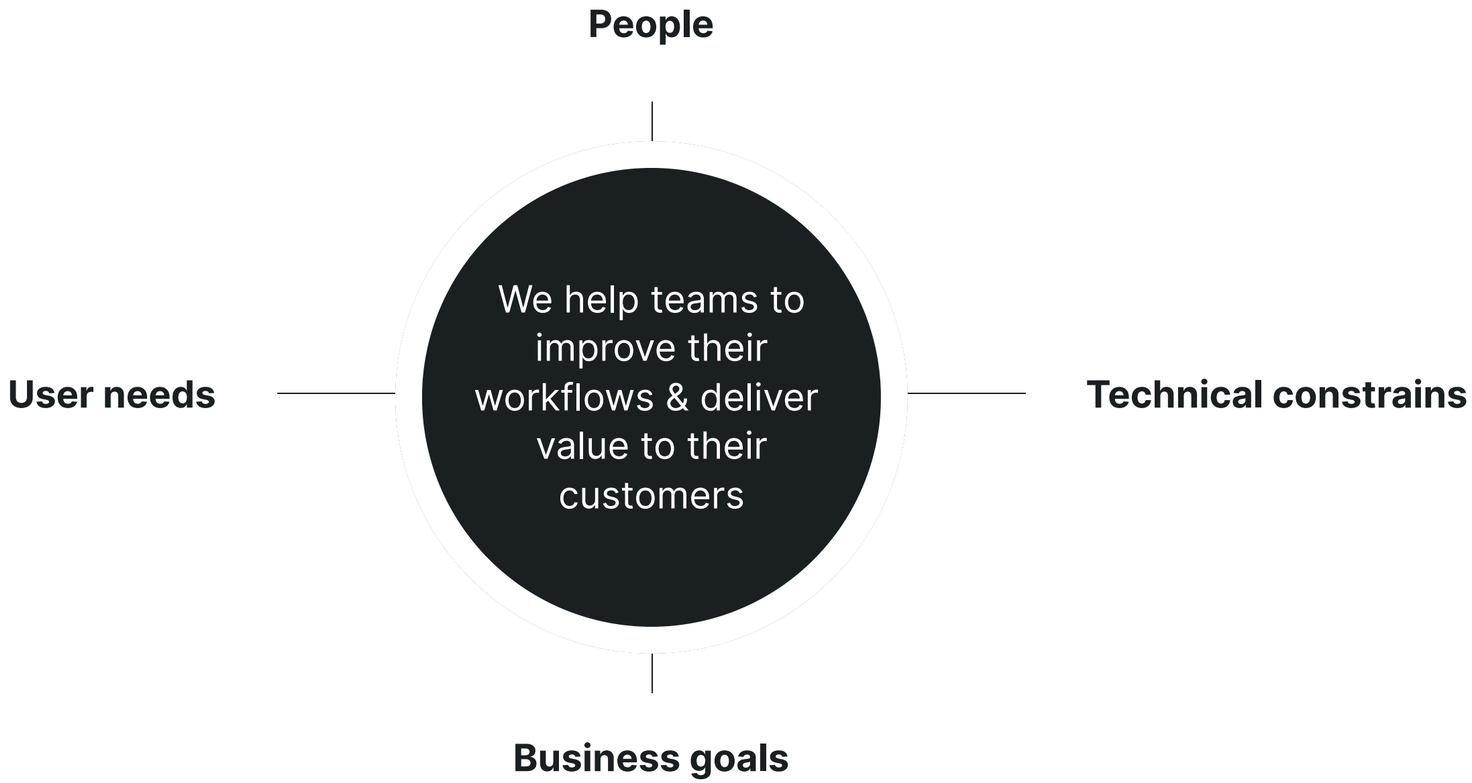
Bridge the gap



bridge-the-gap.dev



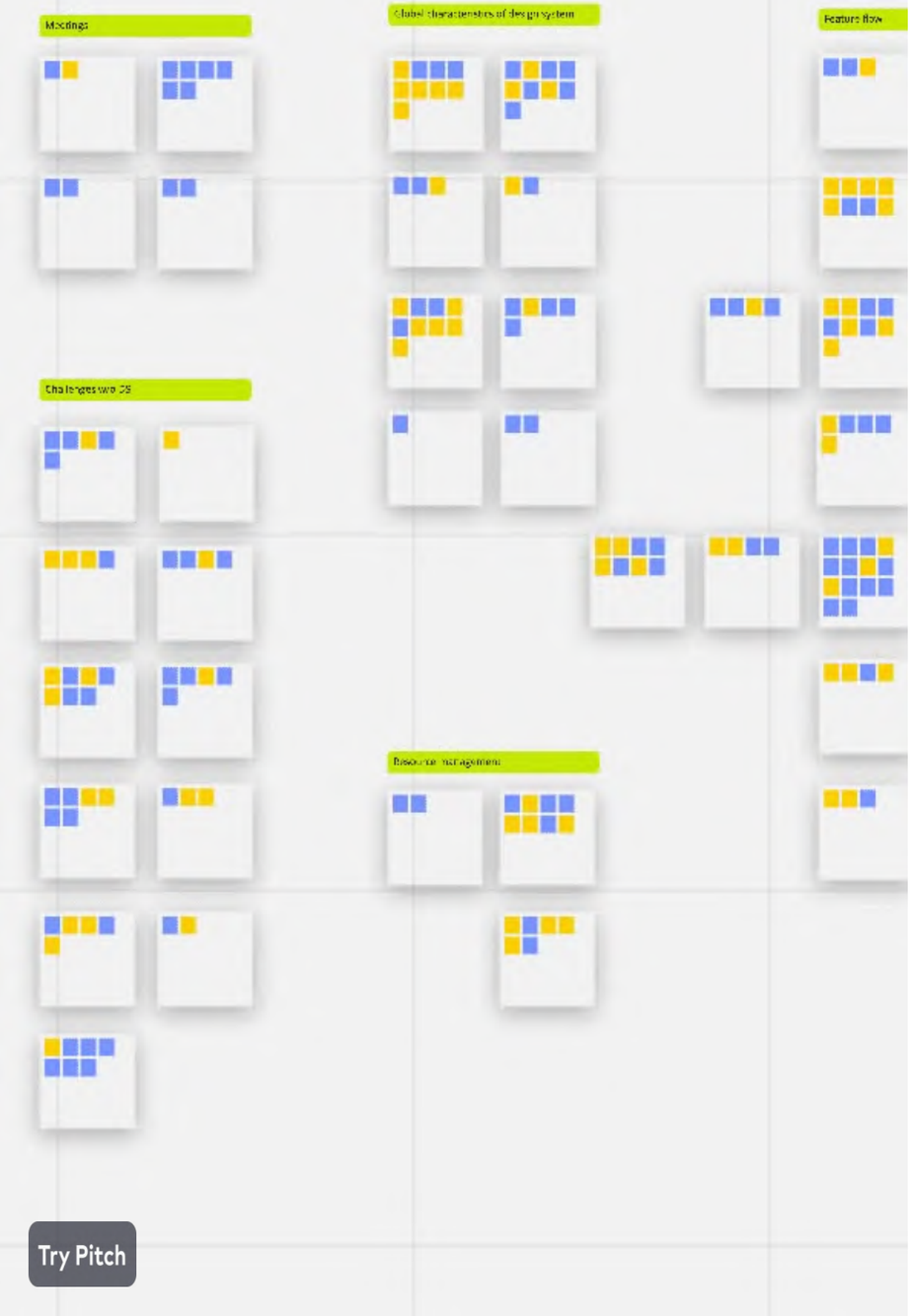


- 2-4 people at a project
- 6-12 months
- architect, senior and middle ui engineers

- creating **new components** & **refactoring** existing UI
- design/development **streamline**
- **CI/CD workflows**
- **workshops** for in-house teams

https://bridge-the-gap.dev/case-studies/

Bridging the Gap: Crafting Seamless Collaboration in Design Systems



Our research

- 30+ interviews with design systems people (designers/developers)
- 300+ stickies on miro board, categorised under 15 topics

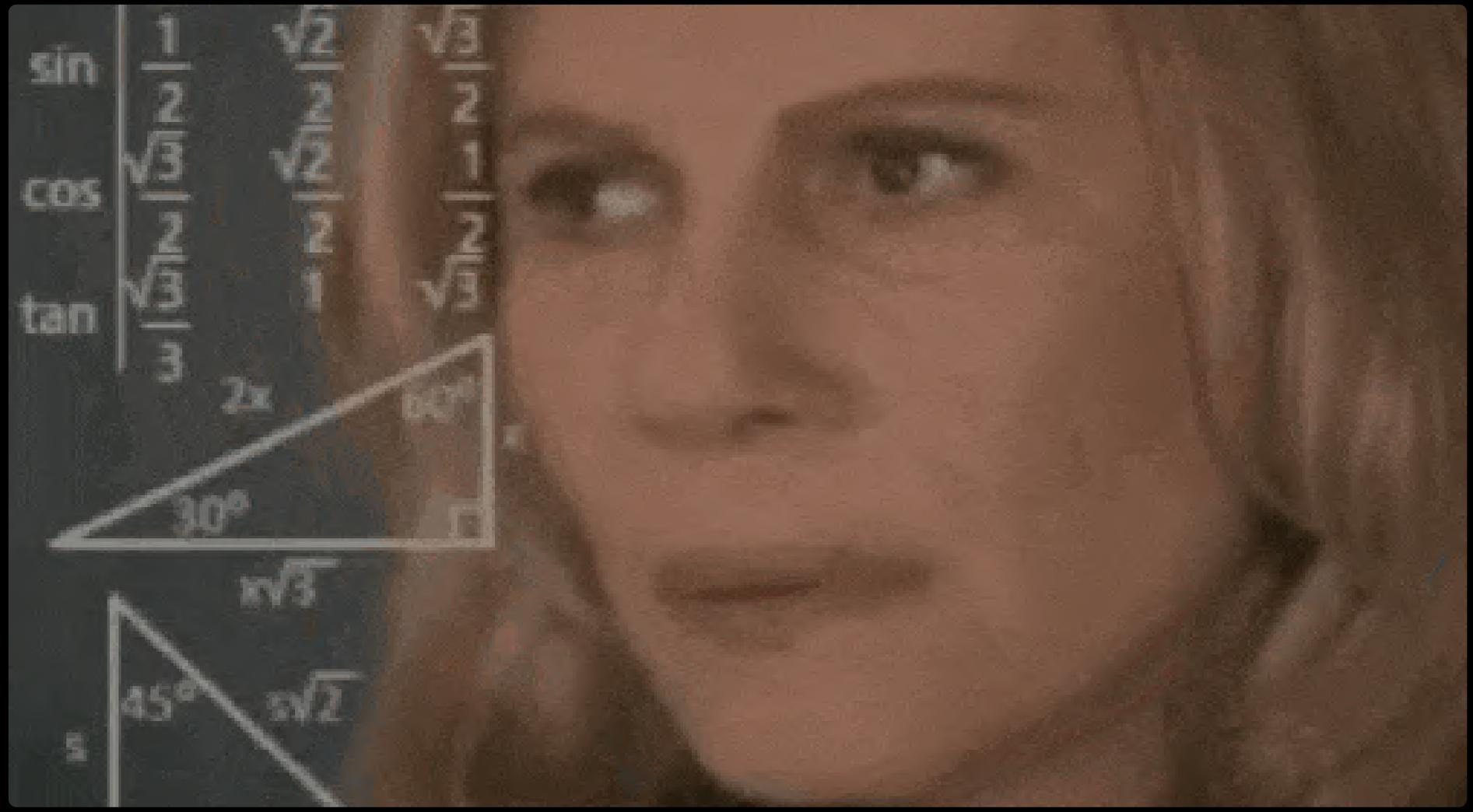
Sample questions:

- How often do you communicate with people of another discipline?
- What problems do you face during your collaboration?
- How do you arrange handover?
- How you prioritize tasks?
- What helps you to ensure seamless communication?
- ....

Research results

Design system is

What Should We Do?




Design System is not recognized
as a PRODUCT
because of
COLLABORATION
BREAKDOWNS
Try Pitch

Company* does not see the value in a design system

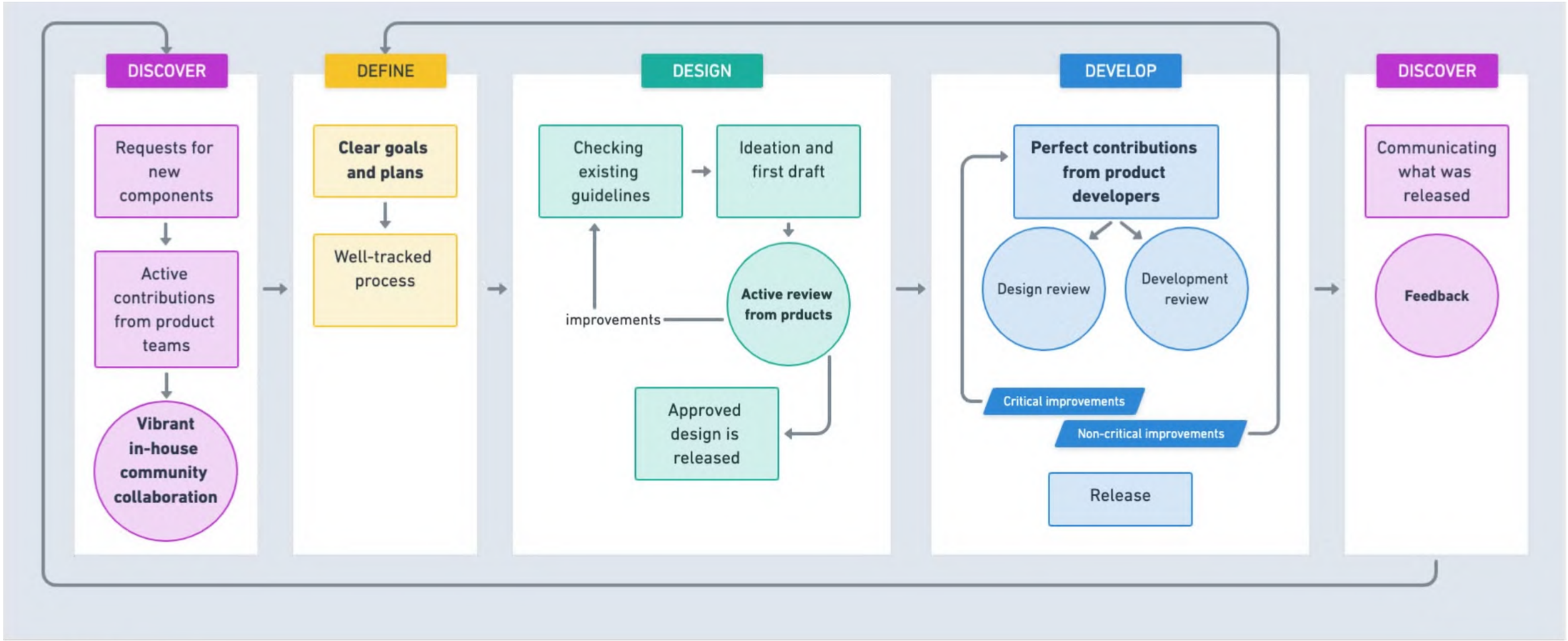
*management, business

Organizations are structured so that

the teams do not cooperate

From Survival to Growth: Enhancing Design Systems via Seamless Collaboration

This is what we want



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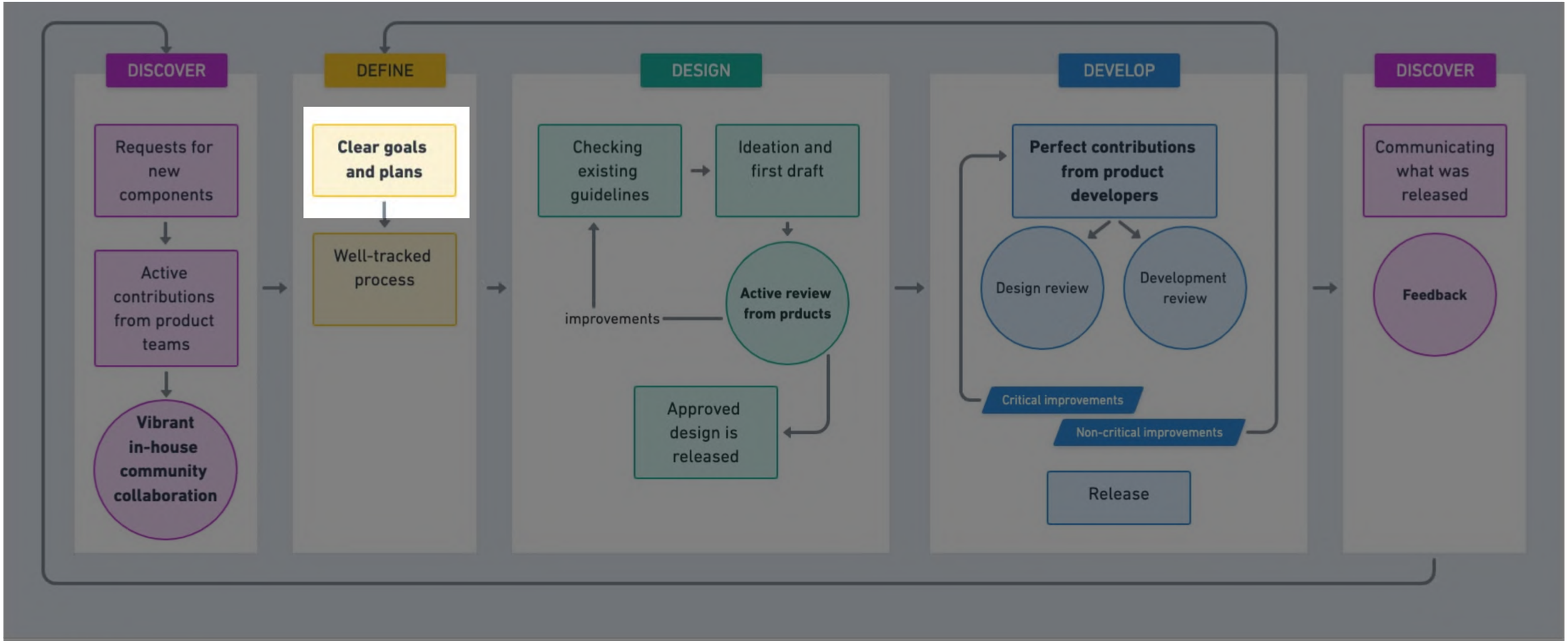

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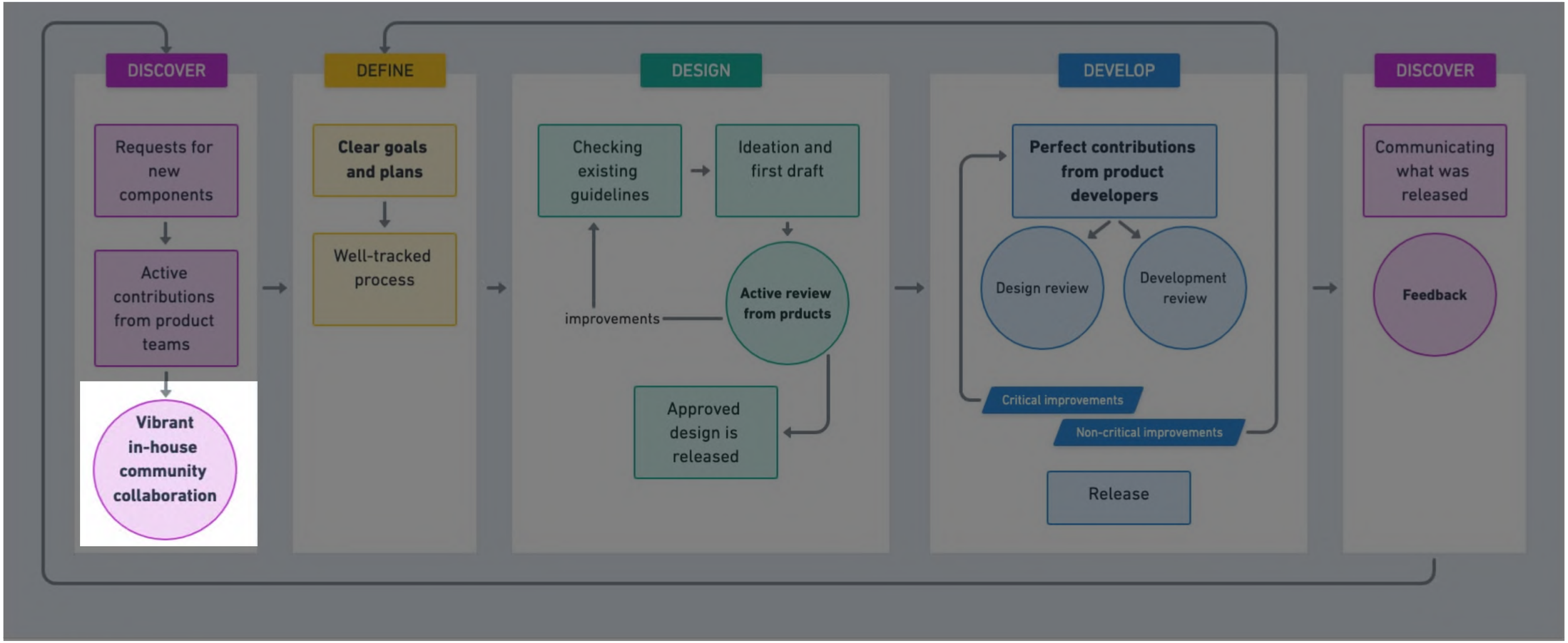

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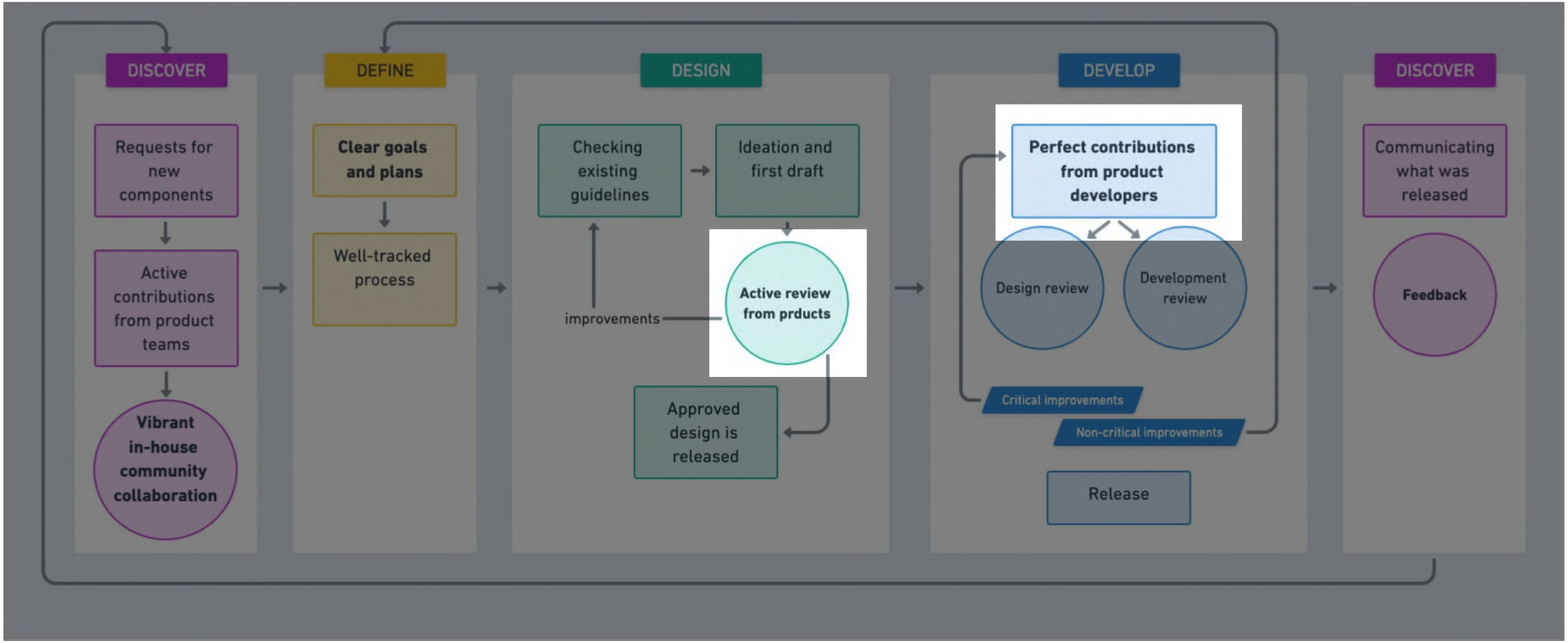

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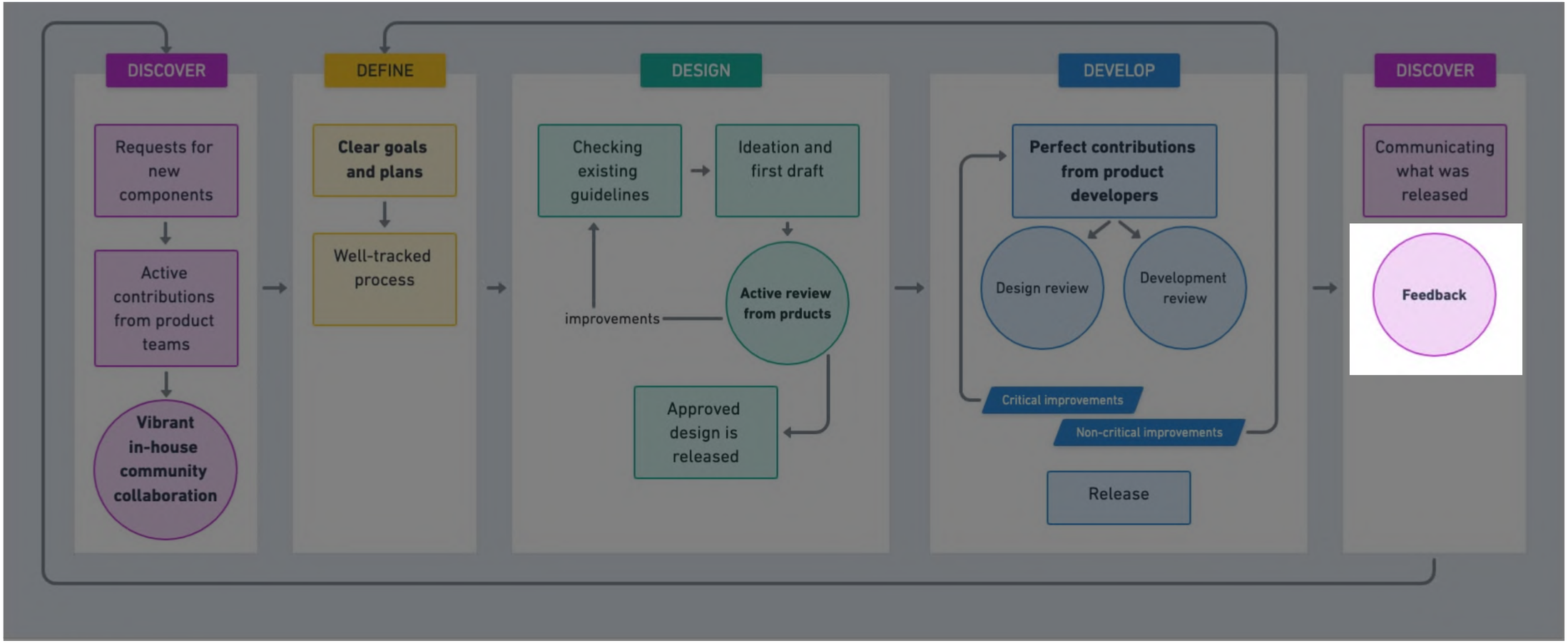

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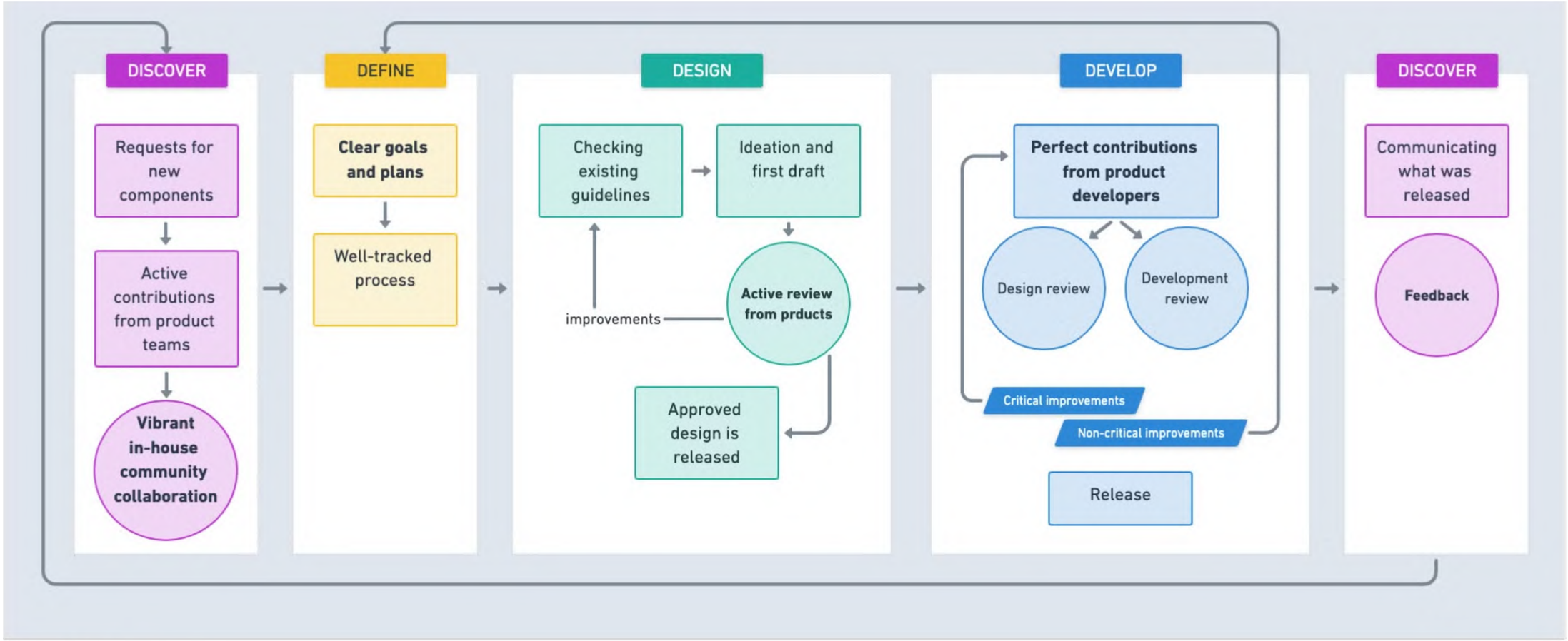
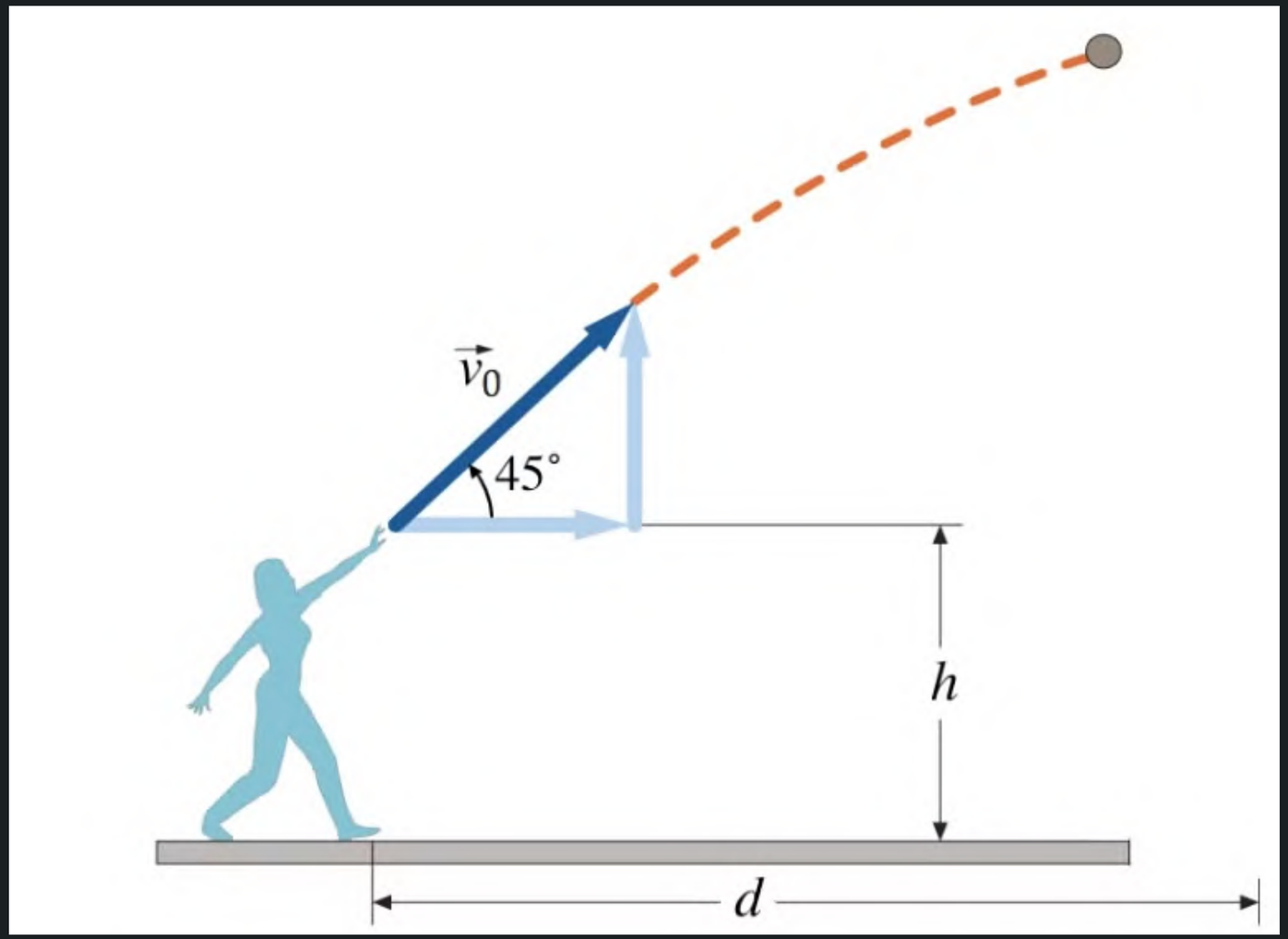




Collaborate vertically

Collaborate horizontally

Collaborate vertically

The Never-Ending Job of Selling Design Systems

by Ben Callahan @ A List Apart on February 11, 2021

https://alistapart.com/article/selling-design-systems/

DS adoption - how to collect data

Ready-made

\+ Easy to get started

– Doesn't always "tell the full story"

Examples:

- Figma Stats
- Omlet
- Componly
- …and more

Custom-made

\+ Gives you exactly the set of data you're looking for

\+ Can be tailored for large-scale projects used across multiple organizations

– Requires development and maintenance

Toolbox 

- Github API
- React-Scanner
- NPM package tracking

Speak numbers with business

- ROI (= return of investments)

Button: **without** DS and **with** DS

Product	Without Design System	With Design System
Design System	-	10 hours
Product 1	10 hours	2 hours
Product 2	10 hours	2 hours
Product 3	10 hours	2 hours
TOTAL:	**30 hours**	**16 hours**

Measuring production costs

Example: Button component

Production time =10h

integration costs= 2h

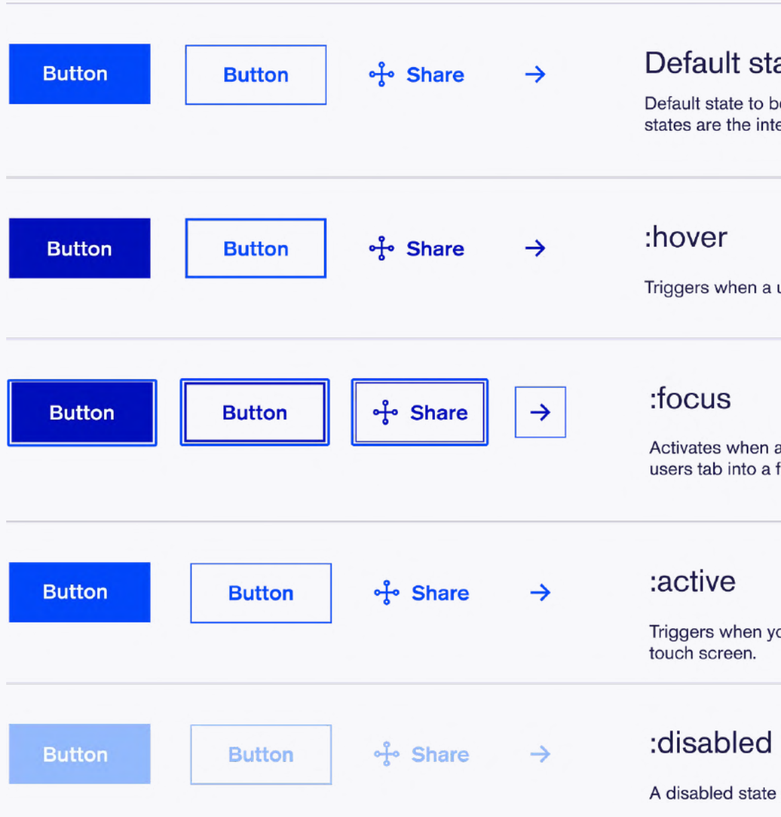
supports costs= 20h/year

amout of projects=5

component lifetime= 3years

Title	Costs
Without Design System	$ = (10h+20×3y) x 5 = 350h
With Design System	$ = (10h+20×3y) + 2h x 5 = 80h
Saved on the button for 3 years	350h - 80h = 270h

LEARN MORE: https://www.youtube.com/watch?v=0aqBxIp15hg



3 components with and without design system

Component	Production (h)	Lifetime (y)	Support (y)	Integration (h)	Projects	w DS	w/o DS	Saved
Button	10	3	20	2	5	80	350	
Input	20	3	40	2	4	148	560	
Hero	30	1	60	10	2	110	180	
Total						338	1090	**752**

COST SAVINGS: 752 HOURS = 18.8 WEEKS = 4 MONTHS

LEARN MORE: https://www.youtube.com/watch?v=0aqBxIp15hg

Speak numbers with business

- ROI (= return of investments)
- Adoption rate
- Adoption dynamics
- Component usage over time
- Migration maturity

Climb Higher, Communicate Smarter!

Speak money with business

Try Pitch

Collaborate horizontally

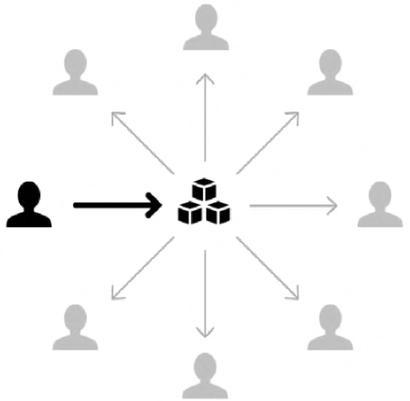
Designers/Developers Collaboration challenges

The design is shared only after it is done and approved, but often technical feasibility is not taken into account

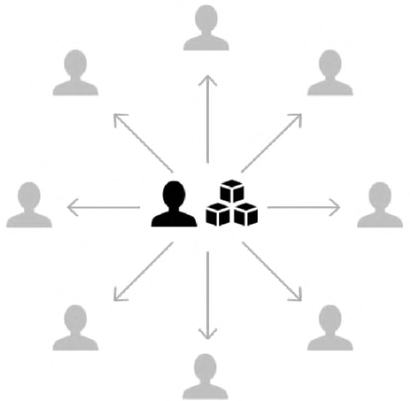
Developers are pressured to get features done, and don't have time to implement components right

Designs are not implemented as intended, and there is no process to validate them before it's published on production

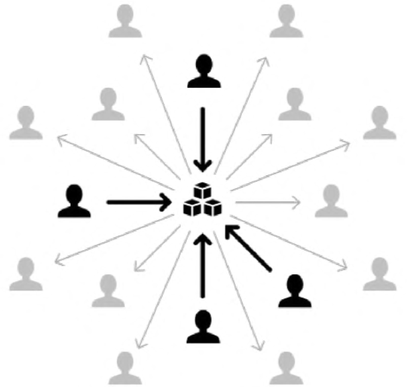
Design system team models



Solitary



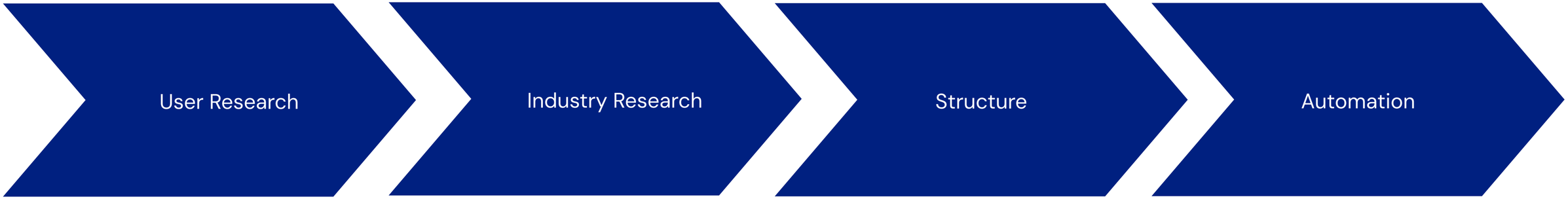
Centralized



Federated

Source: **Team Models for Scaling a Design System** by Nathan Curtis

Documentation



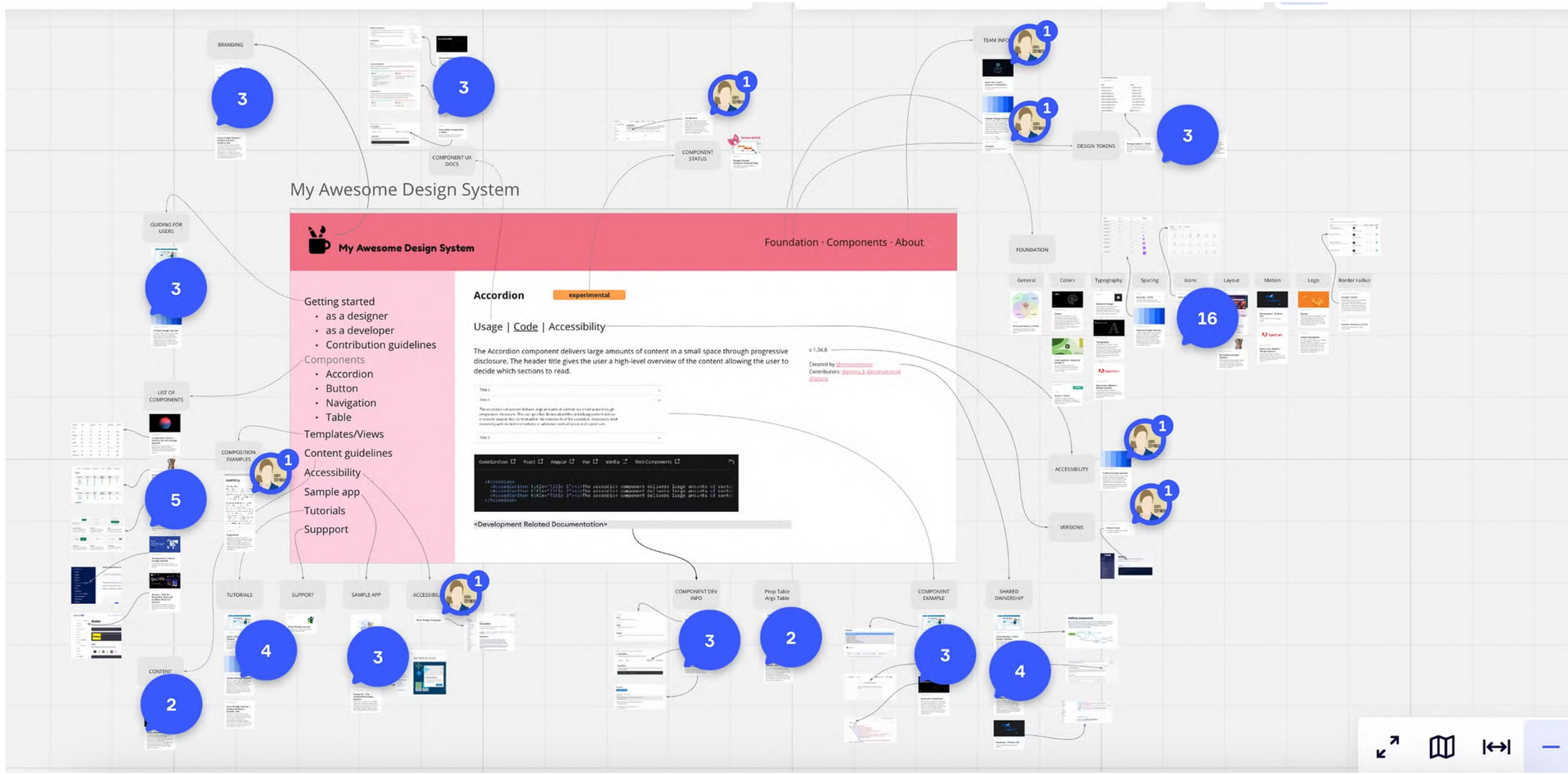
User Research | Industry Research | Structure | Automation

Cross-team survey

Live workshops with design system users

Collect analytics of design system documentation

User Research | Industry Research | Structure | Automation



[Link to Miro]

User Research | Industry Research | Structure | Automation

COMPONENTS

- Description
- Do's and don'ts
- Component API
- Examples/playground
- Patterns with component
- Links to code/design resources
- Changelog
- ...

User Research | Industry Research | Structure | Automation

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FOUNDATIONS

- Design tokens
- Accessibility
- Localization
- Responsive design

User Research → Industry Research → **Structure** → Automation

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RECIPES/PATTERNS

Reusable UI fragments composed of core components

User Research → Industry Research → **Structure** → Automation

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FOUNDATIONS

- Design tokens
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- Responsive design

RECIPES/PATTERNS

Reusable UI fragments composed of core components

GENERAL INFO

- Introduction
- Technical instructions
- Contributions
- What's new (Changelog)
- Roadmap
- ...

User Research > Industry Research > Structure > Automation

Custom Website

zeroheight

Frontify

knapsack

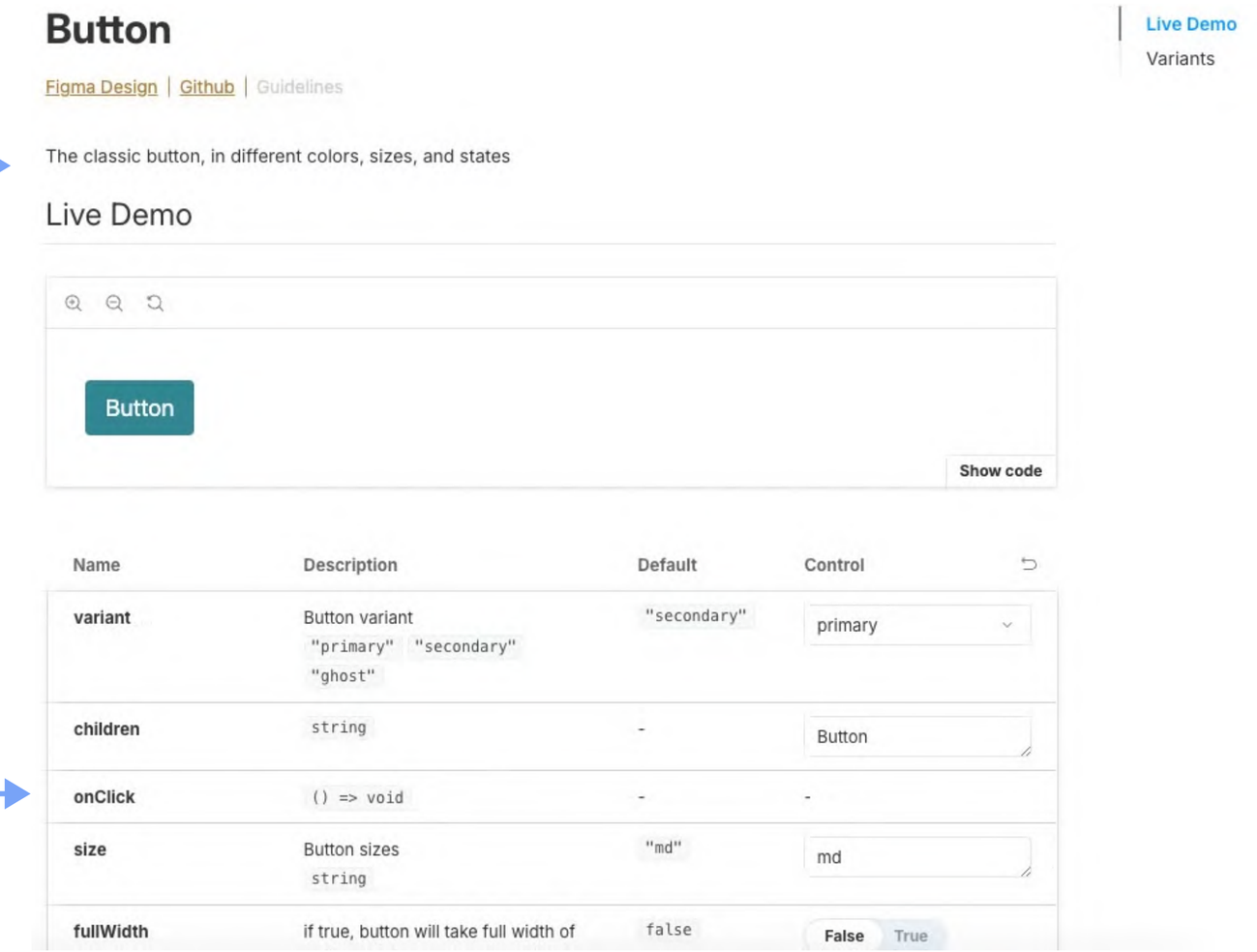
supernova

Backlight

Storybook

User Research → Industry Research → Structure → **Automation**

```tsx
/**
 *
 * The classic button, in different colors, sizes, and states
 *
 * [Figma Design](https://www.figma.com/design/wlhvPwIKartLNCeHBwhbM7/Bridge
 * [Github](https://github.com/bridge-design/website/blob/main/components/Bu
 */
export const Button: React.FC<ButtonProps> = ({
```




```tsx
export interface ButtonProps {
  children: React.ReactNode
  /** Button variant */
  variant?: (typeof buttonVariants)[number]
  /** Button sizes */
  size: (typeof buttonSizes)[number]
  /** if true, button will take full width of the parent container */
  fullWidth?: boolean
  /** if true, butoon will be rendered non-interactive and in disabled state  */
  disabled?: boolean
  onClick?: () => void
}
```

design-system.bridge-the-gap.dev

Engaging In-House Community

Introduction for new-joiners

- Ready-made 30-minute introduction
  - for designers / developers / business
  - all the contacts
  - all the links
  - demo
  - leave material on hands
- Run regularly
  every second Tuesday of the month

→ Introduction for new joiners

Introduction for new-joiners

- "Introduction to design system" is a part of company's onboarding process
- Actively advertise about the event
  - reach out team leaders
  - post in relevant channels
- Also works for long-standing colleagues (!)

→ Introduction for new joiners

Demo meetings

- Demo after every sprint
- Feature-related demos
  components, documentation updates, process changes
- Private demos

Design System Cafe

Hey Engineering Crew!

Just a quick heads-up, this Friday we're rolling out the red carpet for our Design System Cafe session. It's a chill, open-door event for everyone who gets a kick out of UI development or design. Think of it as an easygoing place for snappy presentations, thought-provoking discussions, and invaluable feedback sessions - all around the amazing XXX design system and UIs at large.
This week, we're excited to present [...].
So, come on down! We're stoked to share our latest work and even more eager to hear your insights. See you there!

Introduction for new-joiners
Demo meetings
→ Design System Cafe

Informing des/dev channels

- Posting about releases
- Posting about large plans and changes
- Updating on regular meetings

Introduction for new-joiners
Demo meetings
Design System Cafe
→ Design and development channels

Knowledge sharing

As a designer:

- invite your fellow developers
- share screen
- open Figma and design

Introduction for new-joiners
Demo meetings
Design System Cafe
Design and development channels
→ Knowledge sharing

Knowledge sharing

As a developer:

- invite your fellow designers
- share screen
- run Storybook, open code, open Figma
- implement recent designs

Introduction for new-joiners
Demo meetings
Design System Cafe
Design and development channels
→ Knowledge sharing

Design System Ambassador

DS team → Product team

- DS team member temporarily joins a product
- Tasks
  - Adopt new components into the project
  - Upgrade the library
  - Implement best practices

Introduction for new-joiners
Demo meetings
Design System Cafe
Design and development channels
Knowledge sharing
→ Design System Ambassador

Design System **Ambassador**

DS team → Product team

What do we get?

- Increased adoption
- In-depth engagement
- Direct and instant feedback loop

Introduction for new-joiners
Demo meetings
Design System Cafe
Design and development channels
Knowledge sharing
→ Design System Ambassador

Design System Associate

Product team → DS team

- **Product team member** temporarily joins the DS
- Tasks
  - Documentation improvements
  - Product-specific improvements onto DS
  - Refining components for another team

Introduction for newjoiners
Demo meetings
Design System Cafe
Design and development channels
Knowledge sharing
Design System Ambassador
→ Design System Associate

Design System Associate

Product team → DS team

What do we get?

- Effective ways of working between teams
- Firsthand insights for the DS team
- Personal advocacy of the DS
- Real-world feedback (both directions)

Introduction for newjoiners
Demo meetings
Design System Cafe
Design and development channels
Knowledge sharing
Design System Ambassador
→ Design System Associate

Feedback and Research

- Constant feedback gathering
  - Instant feedback form in the documentation
  - Polls about specific features
  - Follow-ups (after demo, introduction, from the associates)
- Research approach for every large change


USERS: LAST 7 DAYS USING MEDIAN
LOAD TIME VS BOUNCE RATE
OPTIONS
Median Page Load (LUX): 2.056s
Bounce Rate
7s
57.1%
START RENDER VS BOUNCE RATE
OPTIONS
Median Start Render (LUX): 1.031s
Be Data-Driven
PAGE VIEWS VS ONLOAD
OPTIONS
Page Load (LUX)
0.7s
Page Views (LUX)
2.7Mpvs
Bounce Rate (LUX)
40.6%
SESSIONS
OPTIONS
Sessions (LUX)
479K
Session Length (LUX)
17min
PVs Per Session (LUX)
2pvs
Try Pitch

Data-driven

when communicating value and success

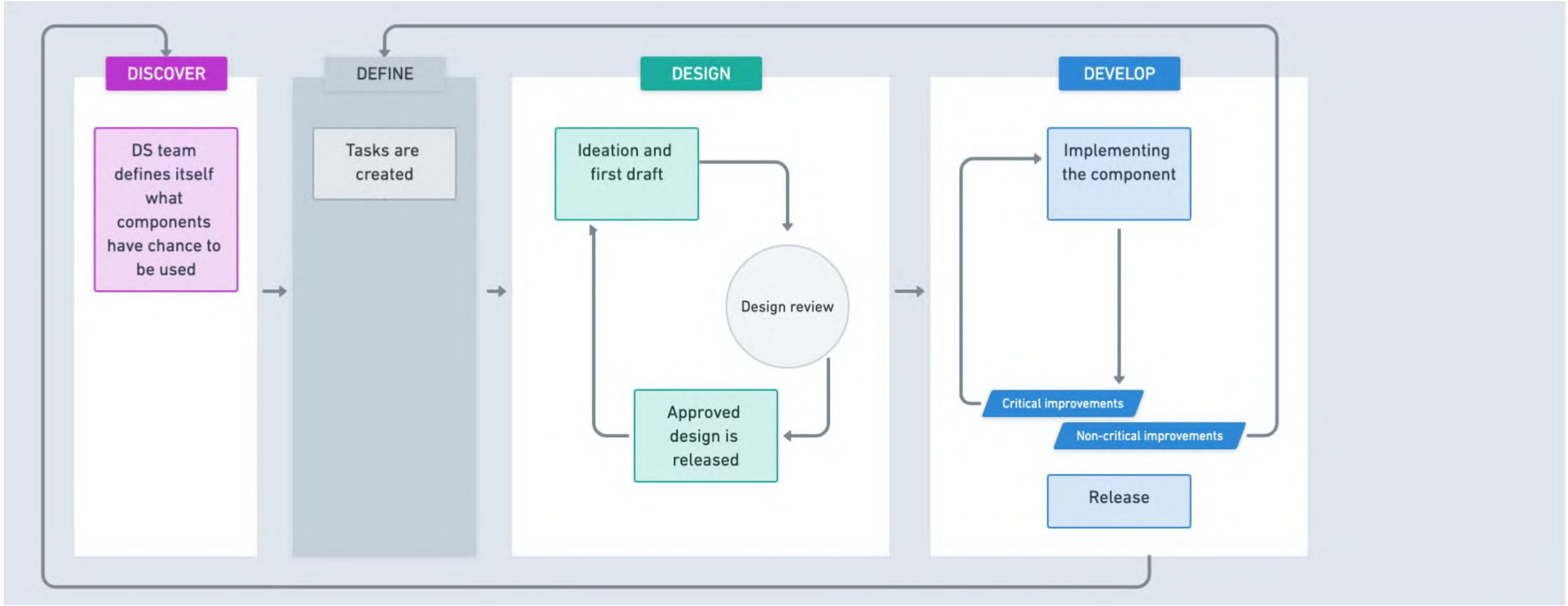
- Adoption rate and its dynamics
- Components usage in Figma
- % of copy-paste in code
- Our components vs third-party components
- How fast new components are getting into product(s)

Data-driven
when explaining desicions

- Why we have decided to work on these components?
  - We got requests in polls
  - We saw the need by stats
  - It was ready to adopt from a product
  - …
- Why we have these priorities
  - We got that many requests
  - Doing this will increase adoption rate as…
  - This is already done on products
  - …

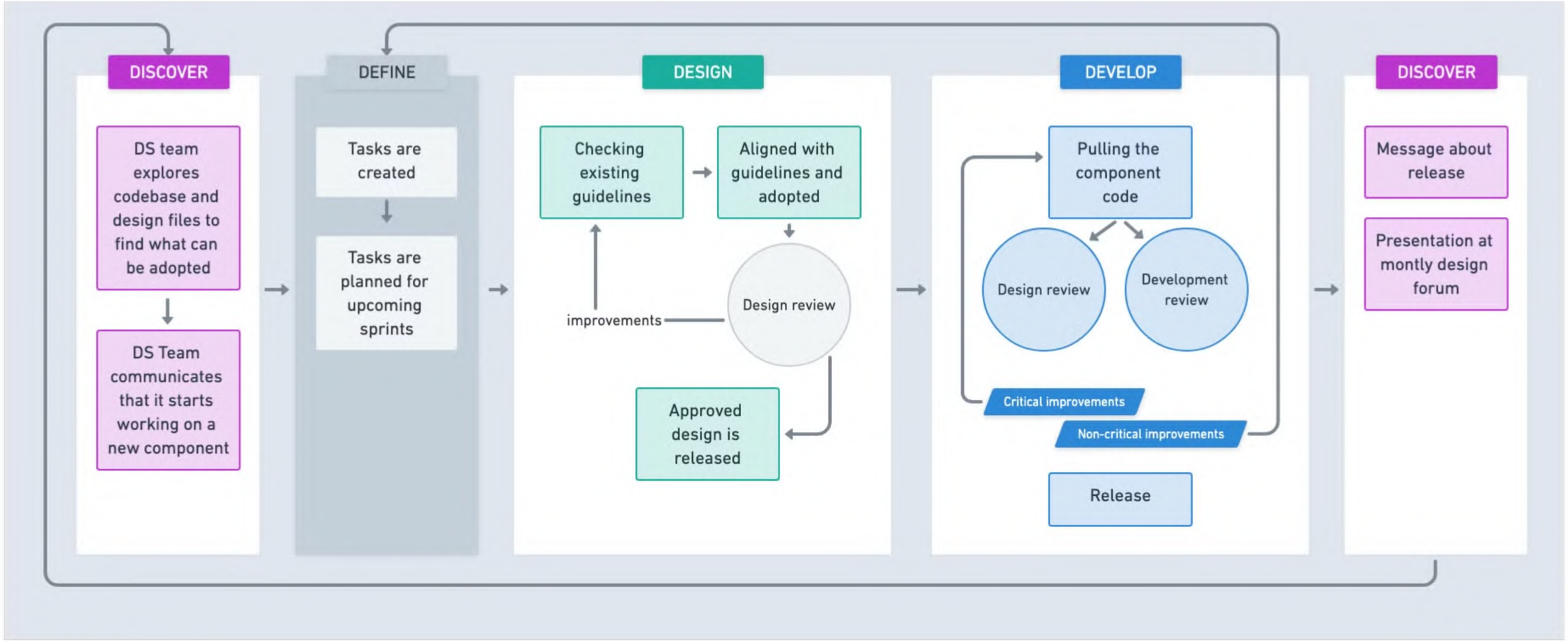
Design System Process Evolution

I do everything myself



Try Pitch

Pulling out contributions



Contribution pre-requisites

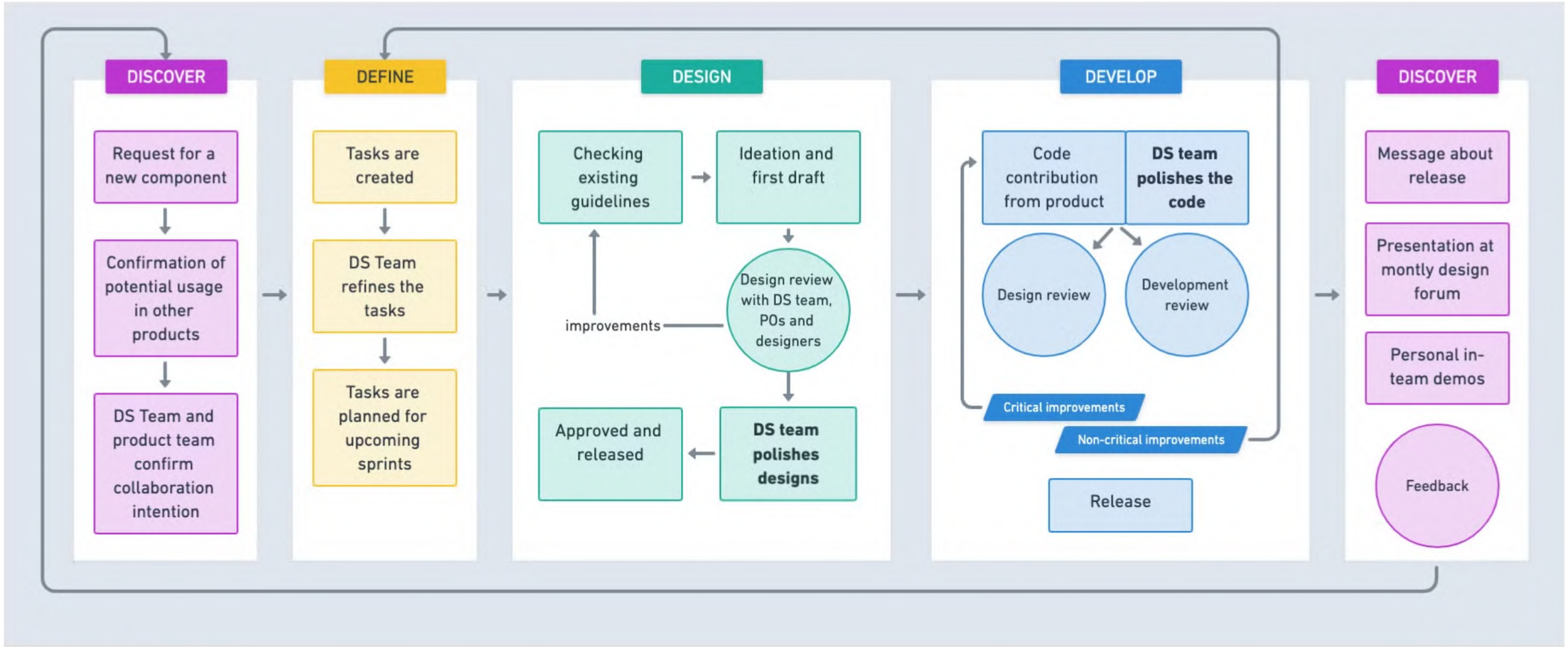
- Good contribution guidelines
- Well-structured design files
- Intuitive stages
- In-time reviews
- Automated tests
- Code previews

Getting first contributions 🤩

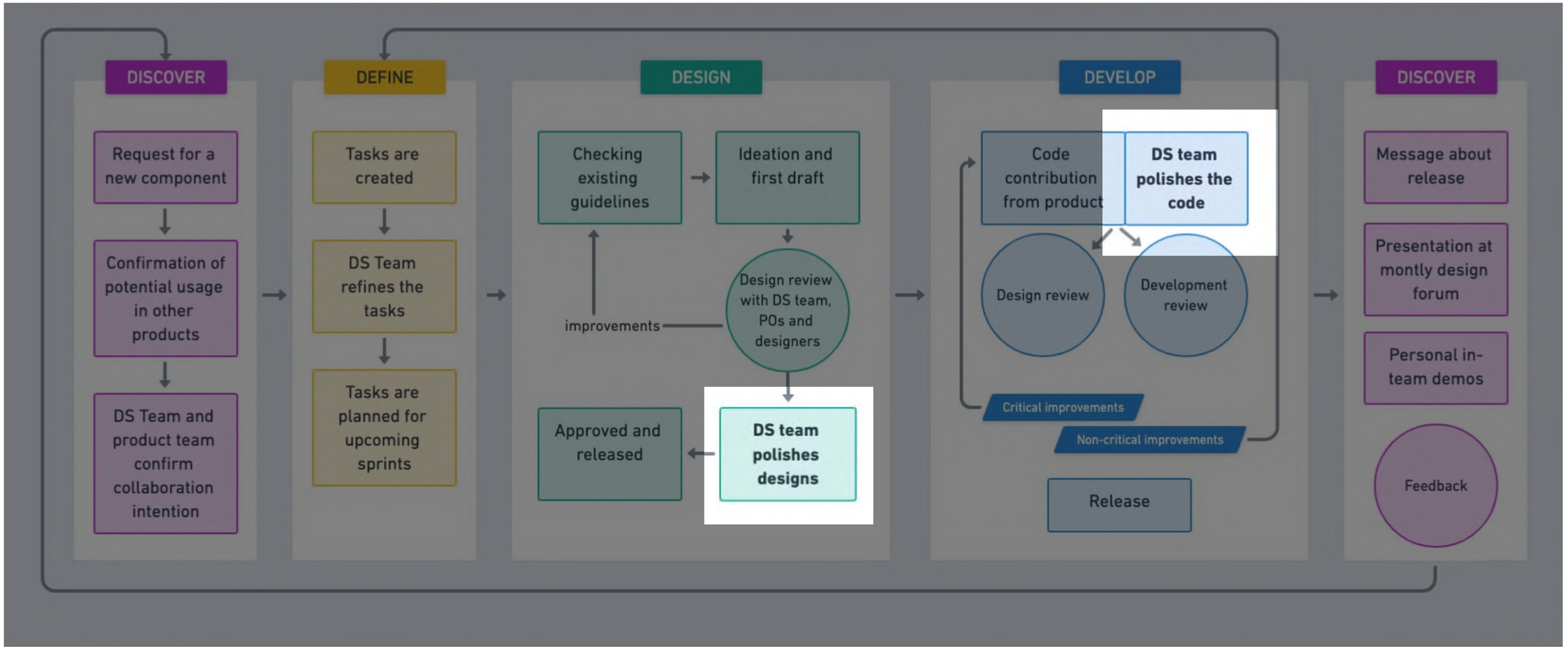
GATEKEEPER

GUIDING GUARDIAN

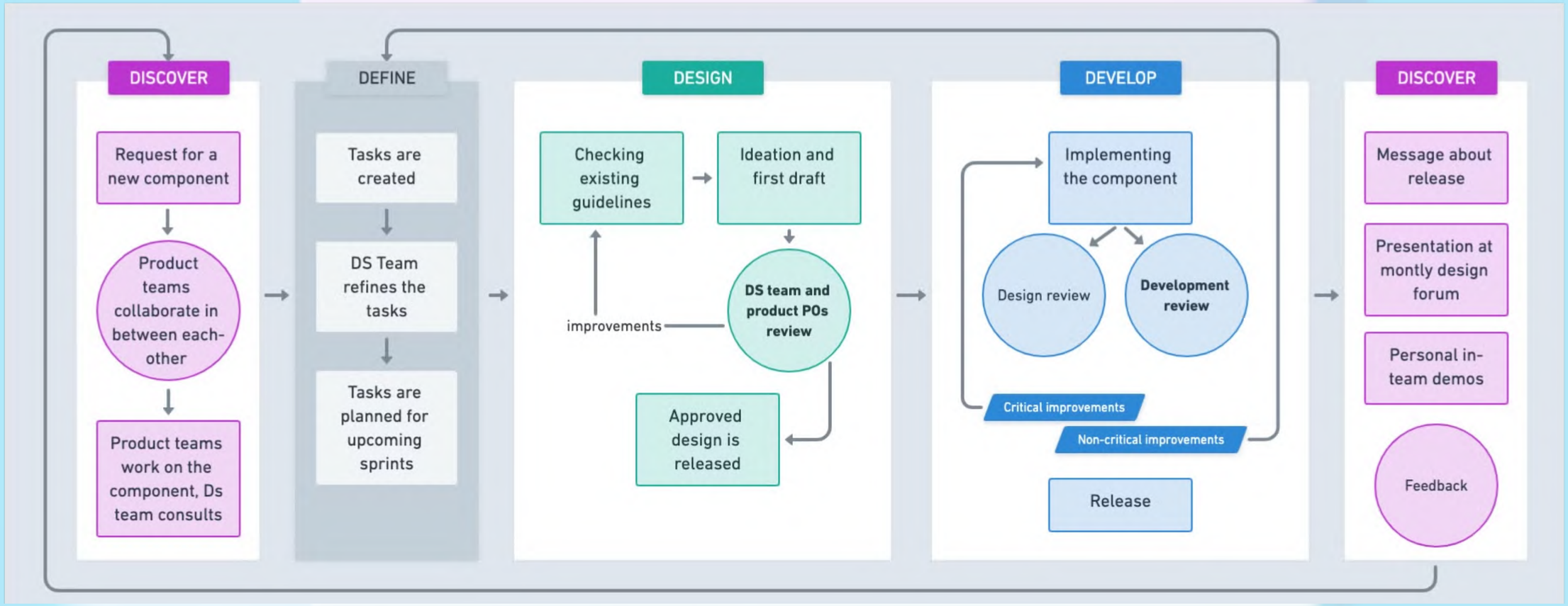
Gatekeeper → Guiding Guardian

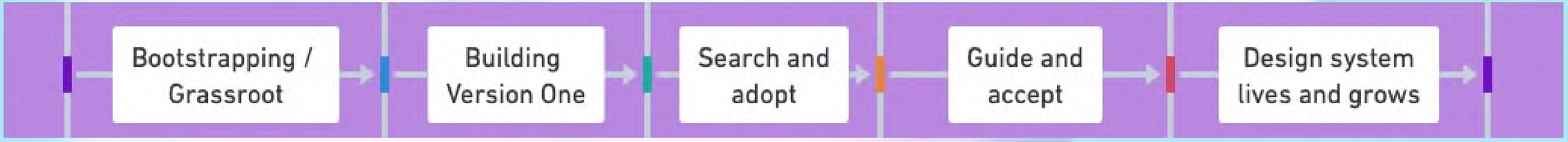


Gatekeeper → Guiding Guardian



Perfect Contribution





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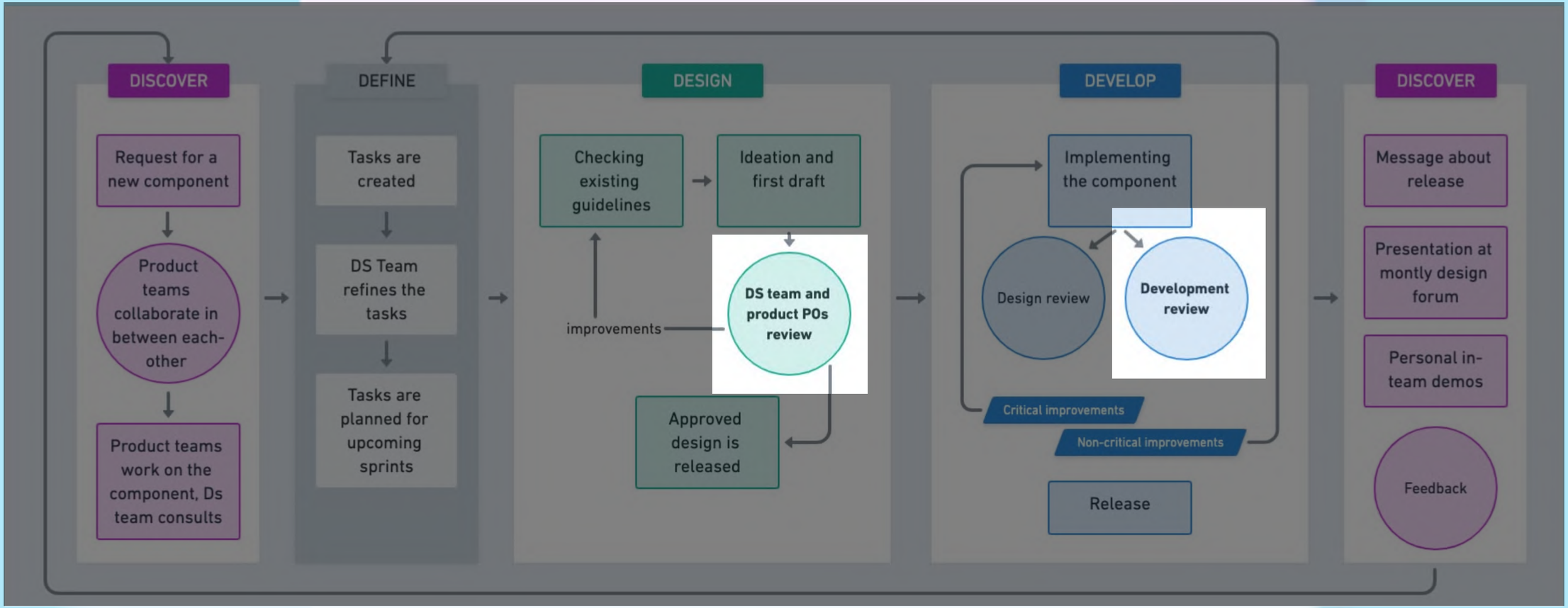
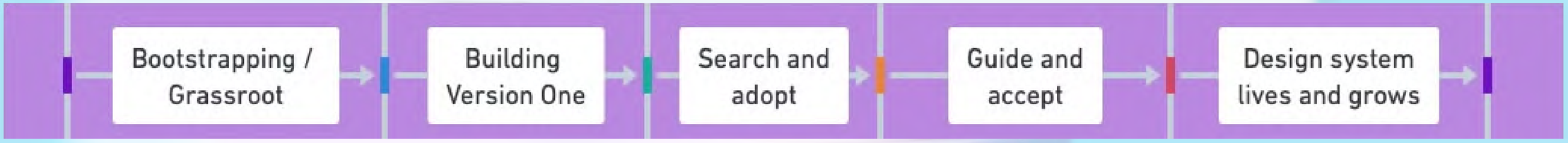
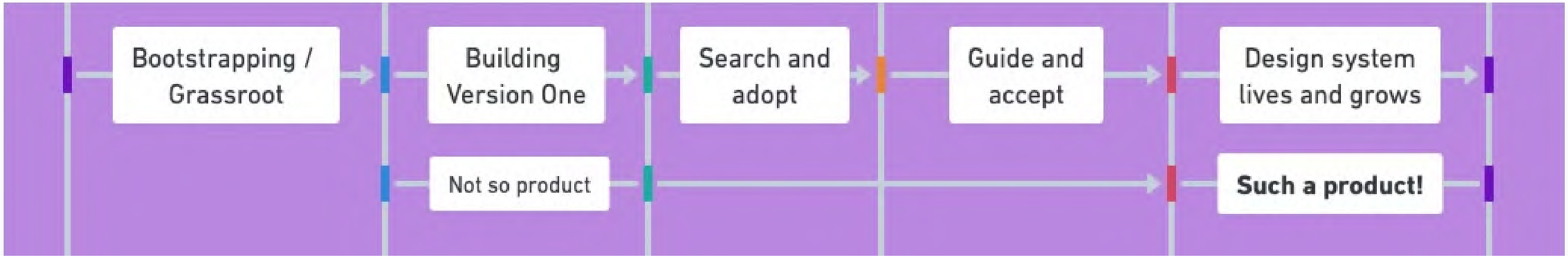
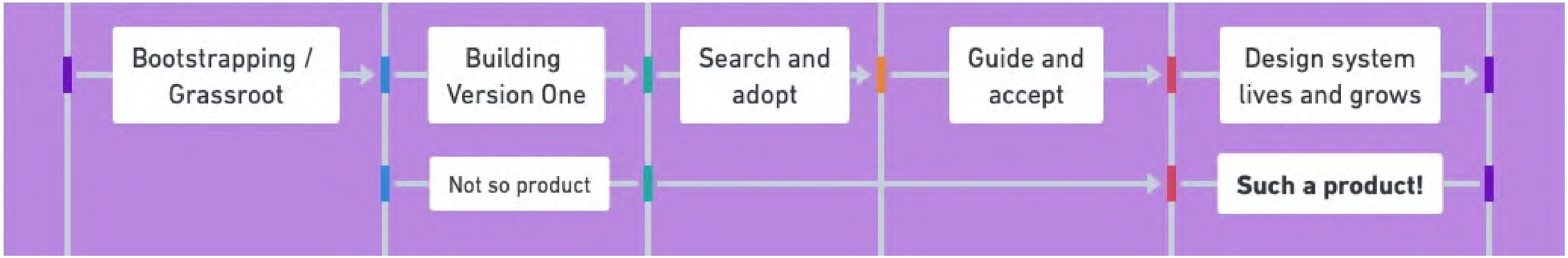




Maturity levels: jump, jump, jump



Maturity levels: the jump is made



collaborate vertically

collaborate horizontally

develop the process

A big, big thank you to our research participants!

And our (ex-)colleagues, with whom we learned a lot together

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Recap & Questions? Let’s keep talking.

Bridge-the-Gap.dev

talk materials 👉

👇

https://bridge-the-gap.dev/events/future-frontend-2024/

Pitch

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Create a presentation (It's free)