

From Survival to Growth: Enhancing Design Systems via Seamless Collaboration

Hi first

Who are we?



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Design System Architect
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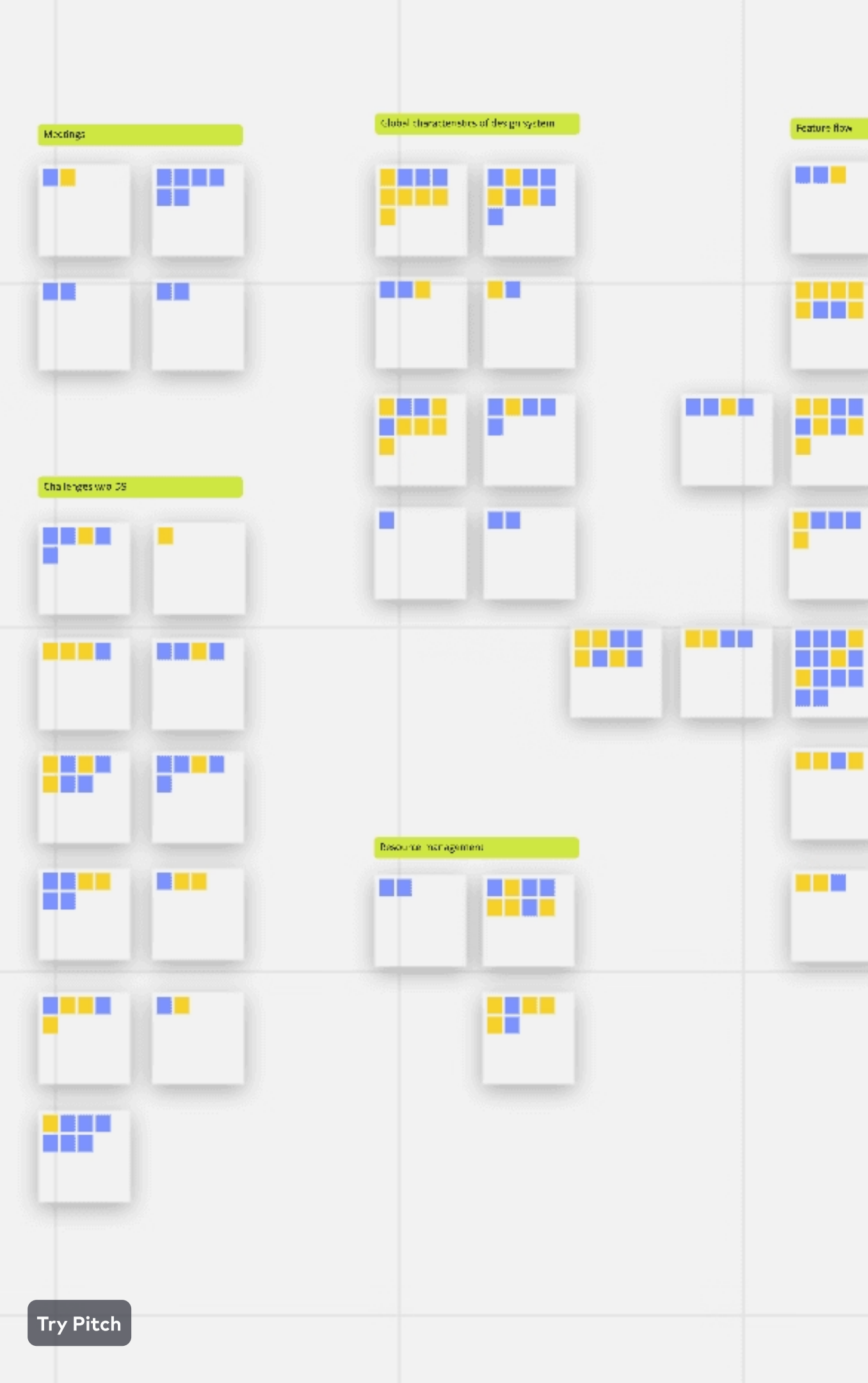
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Bridge the Gap

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Bridging the Gap: Crafting Seamless Collaboration in Design Systems

Try Pitch



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?



A man in a dark suit and white shirt is sitting at a glass conference table, pulling at his red patterned tie with his right hand. He is looking upwards with a strained expression. To his left, a woman with glasses and a grey blazer is looking down at papers on the table. To his right, another woman in a white blazer is leaning forward, also looking at the papers. The background shows a modern office with large windows and glass partitions.

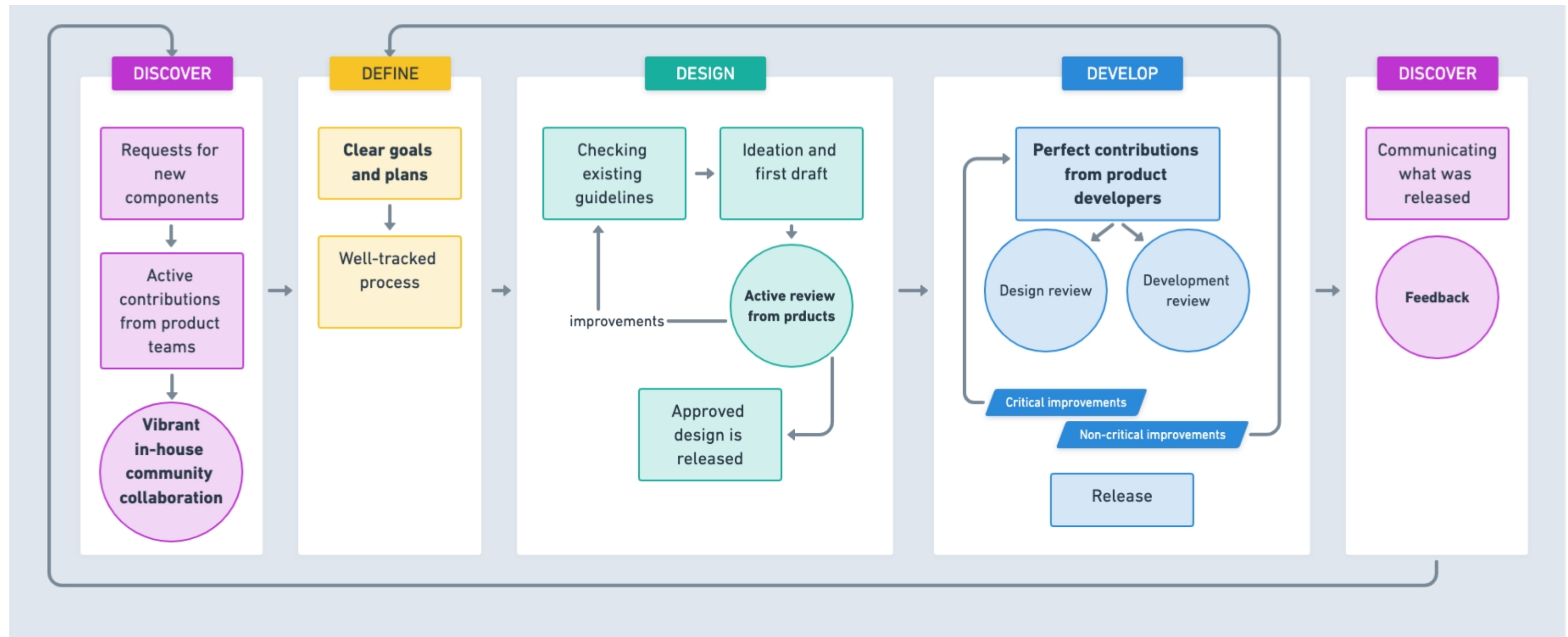
Design System is not recognized **as a PRODUCT**

because of

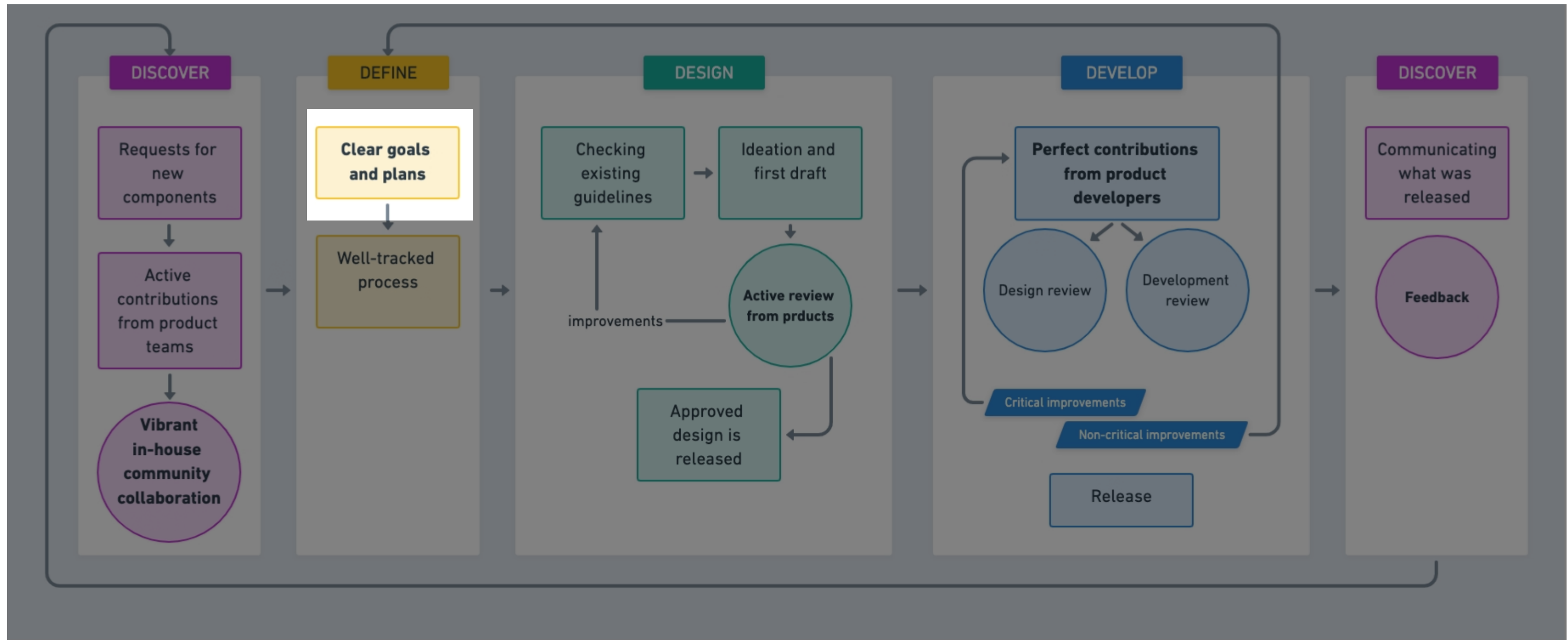
**COLLABORATION
BREAKDOWNS**

From Survival to Growth: Enhancing Design Systems via Seamless Collaboration

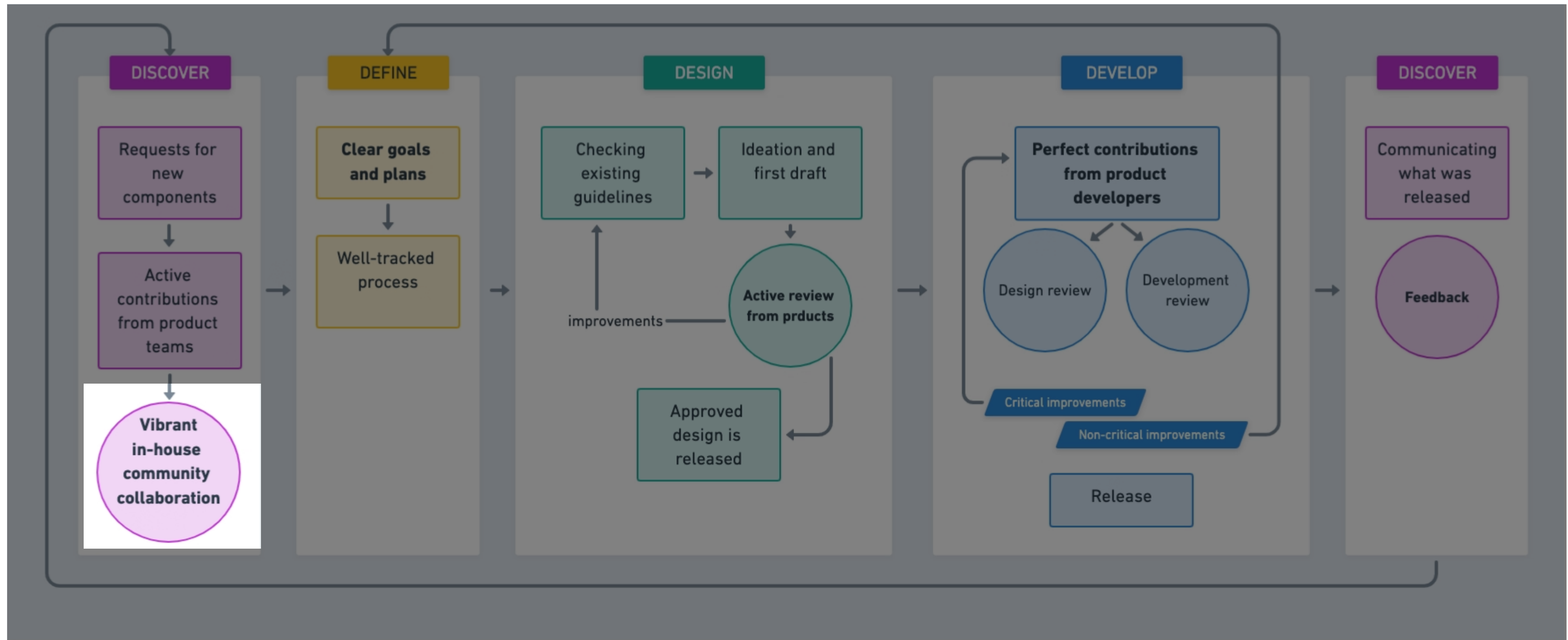
This is what we want



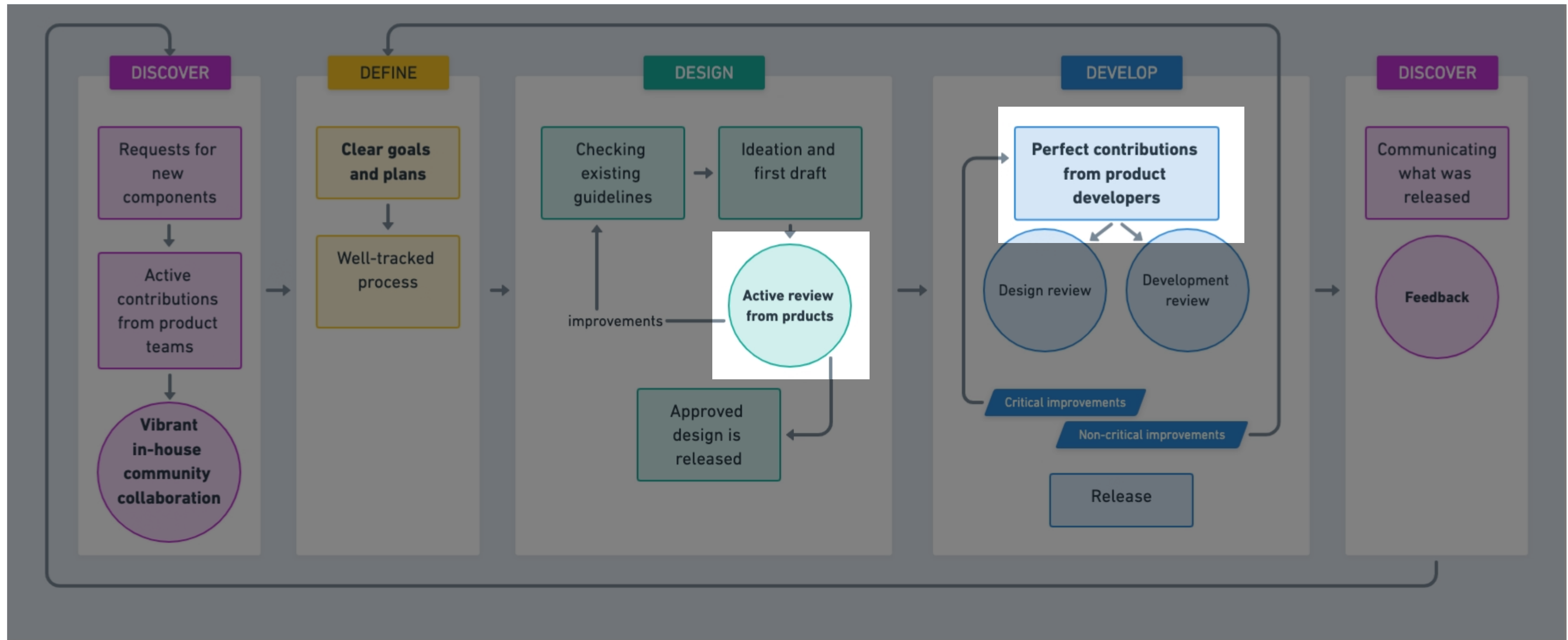
This is what we want



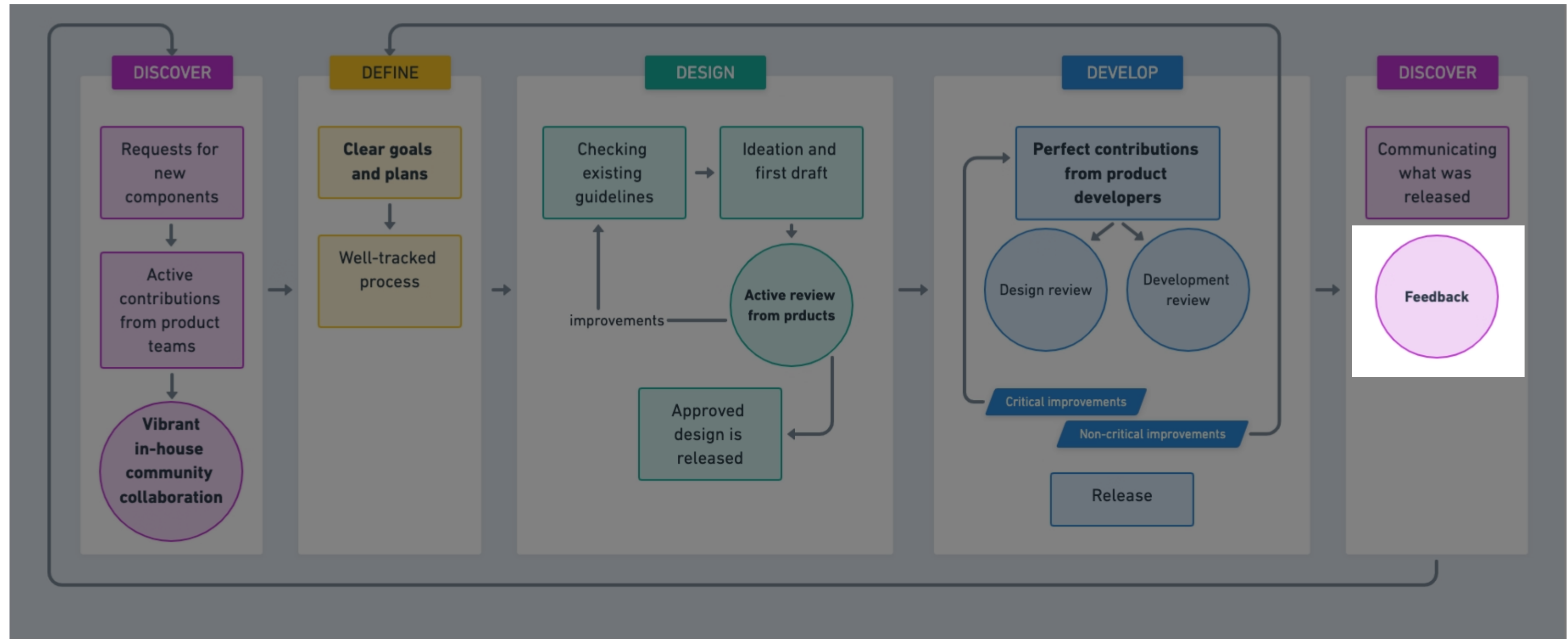
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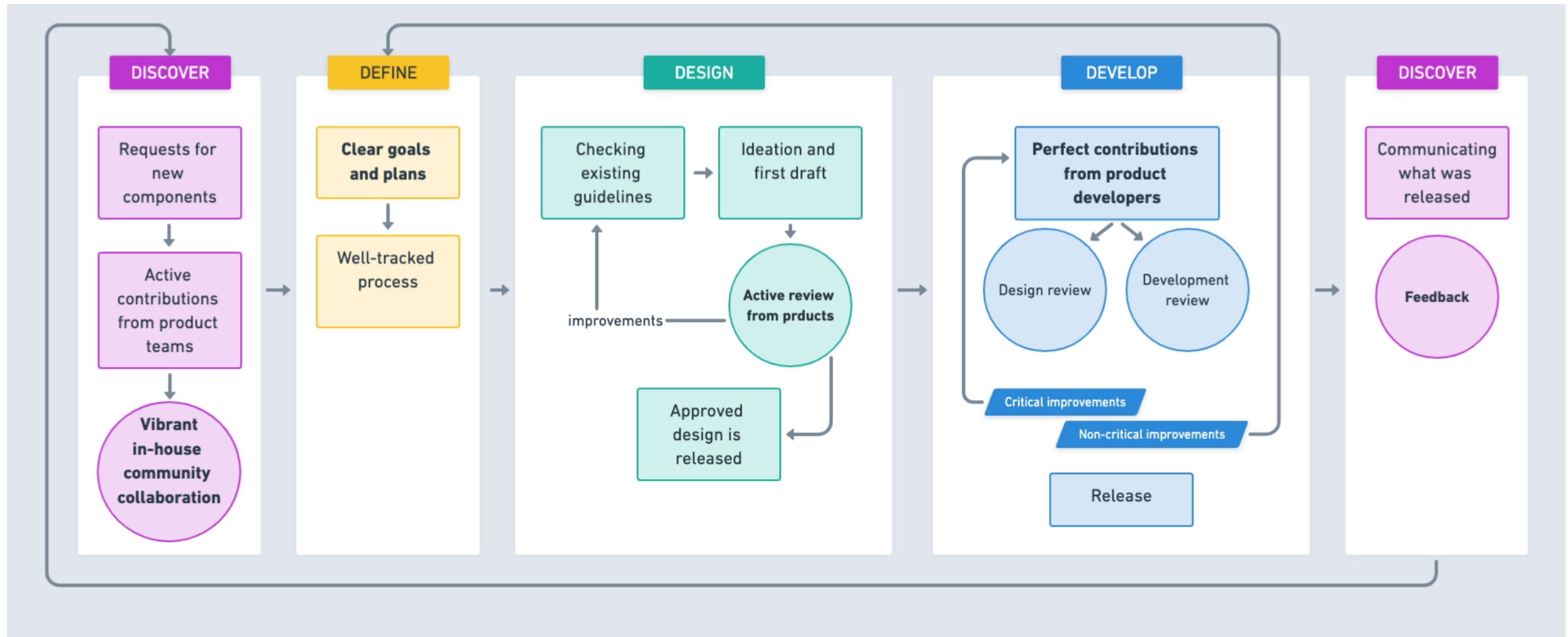
This is what we want



This is what we want

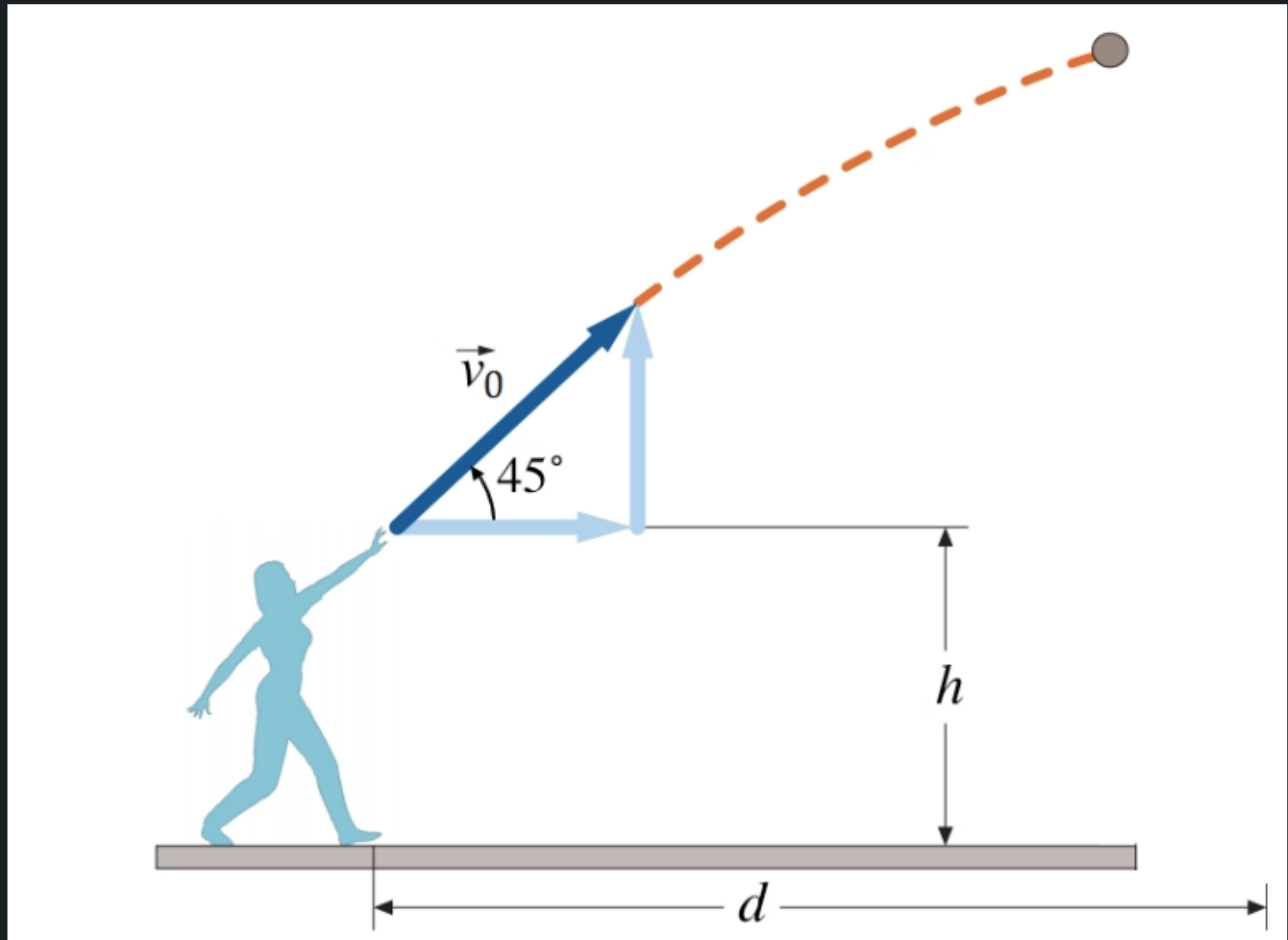


This is what we want





What Could We Do?



Collaborate vertically



Collaborate horizontally

Into Design Systems

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Collaborate vertically

Try Pitch



Communicate the value

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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/>



data!

1. Collect design system adoption data

- + Ready-made solution
- + Custom-made solution

2. Process and interpret

- + Business-specific metrics
- + Reliable calculations

DIRECTOR'S CUT!



Bridge the Gap

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- 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

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>



€ 3 000 000

Speak numbers with business

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



Flowers need
time to bloom.
So do you ♡

Quando comen
a p

Climb Higher, Communicate Smarter!

MUITA PRESSA, LEMBRE



Into Design Systems

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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



Documentation

Documentation



User Research

Industry Research

Structure

Automation



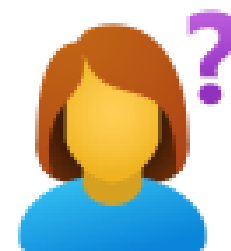
Cross-team survey



Live workshops with design system users



Collect analytics of design system documentation



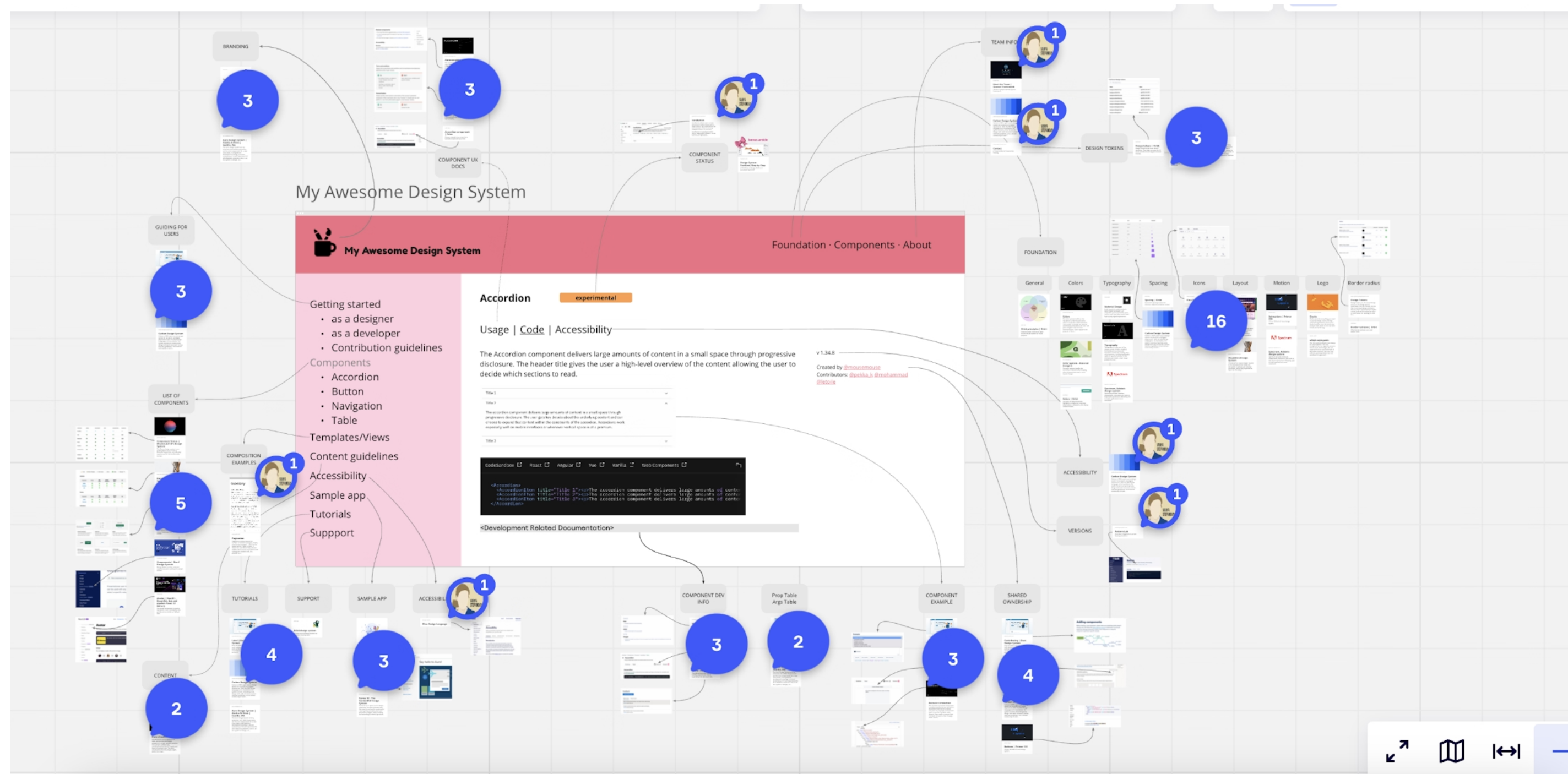
Tracking most common users questions

User Research

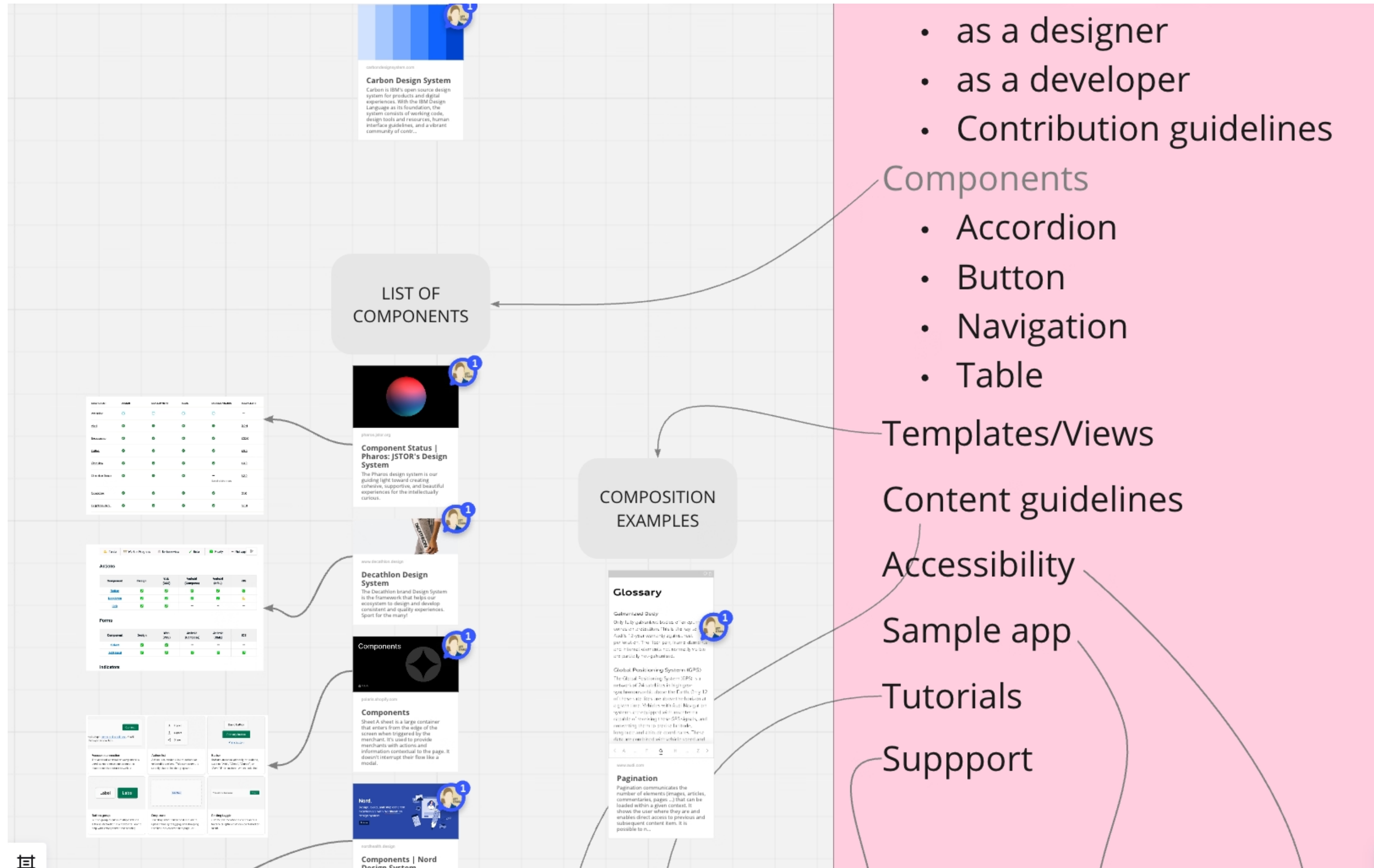
Industry Research

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
- ...

FOUNDATIONS

- Design tokens
- Accessibility
- Localization
- Responsive design

RECIPES/PATTERNS

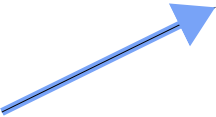
Reusable UI fragments composed of core components

GENERAL INFO

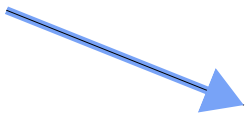
- Introduction
- Technical instructions
- Contributions
- What's new (Changelog)
- Roadmap
- ...



```
/** Component description, auto-generated from code comments */
export const ComponentName = (props) => {
  ..return <div>My awesome Component</div>
```



```
export interface ComponentProps {
  ../** Prop description and type, auto-generated from code */
  ..propName: string;
  ..anotherProp: number;
  ..isAwesome: boolean;
}
```



ComponentName

[Github](#) | [Figma Design](#) | [Guidelines](#)

Overview

Component description, aut-generated from code comments

```
import { ComponentName } from '@brand/package-mname';
```

Copy

Live Demo

Show code

Props

Name	Description	Default
propName	Prop description and type, autogenerated from code string	"default value"

Variants

Variant 1

Story description, generated from code comments

Table of Contents

- Overview
- Props
- Variants



Storybook 7+

Try Pitch



Swatches

Primary
Coral
primary #FF4705

Secondary
Ocean
secondary #0056B3

Dark
Darker blue-greys

Light
Lighter blue-greys

Control

Name	Description	Default	Control
primary	Is this the principle call to action on this page? boolean	false	<input type="checkbox"/>
label*	The button label. string	-	<input type="text" value="Button"/>
backgroundColor	For custom buttons string	-	<input type="color" value="#000000"/>
size	How large should the button be? small medium large	medium	<input type="radio"/> small <input checked="" type="radio"/> medium <input type="radio"/> large
onClick	Optional click handler (() => void)	-	-

```
<Button  
  label="button"  
  primary  
  size="medium"  
>
```

12px Was he a beast if music could move him so?

14px Was he a beast if music could move him so?

16px Was he a beast if music could move him so?

20px Was he a beast if music could move him so?

24px Was he a beast if music could move him so?

32px Was he a beast if music could move him...

40px Was he a beast if music could...

48px Was he a beast if music...

mobile

watch

add

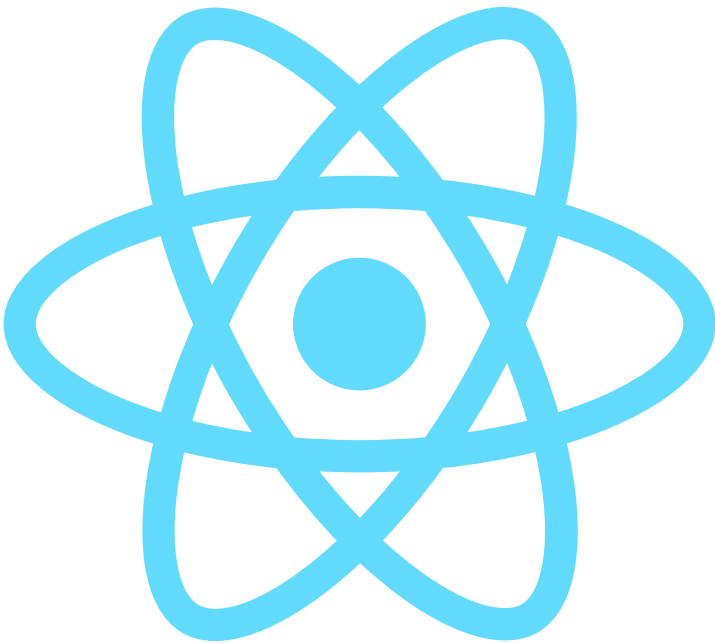
subtract

document

graphline

calendar

component



Doc Blocks

+

Custom Doc
Components



Engaging In-House Community

How to engage?

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- 💡 Onboarding
- 💡 Demos
- 💡 Updates on channels
- 💡 Feedback and Research
- 💡 ...

DIRECTOR'S CUT!

Design System Cafe

Hey Design and 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!



Knowledge sharing

- invite your peers
- share screen
- do real task

Designer ↔ Developer

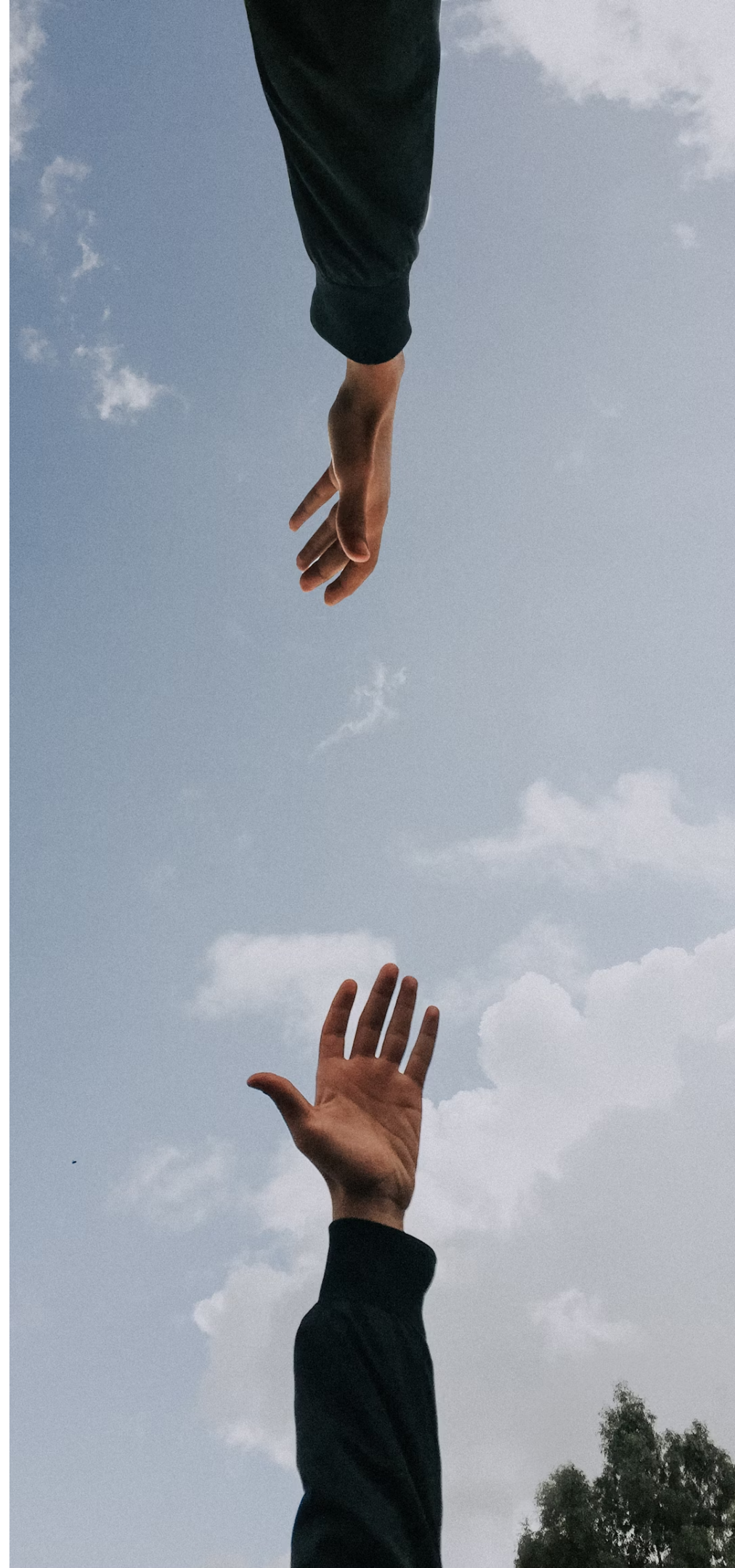


Design System Ambassador

DS team → Product team

Product team → DS team

Design System Associate

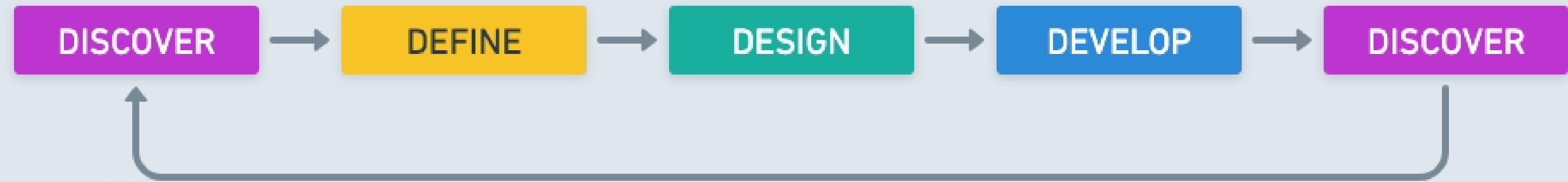


ideas

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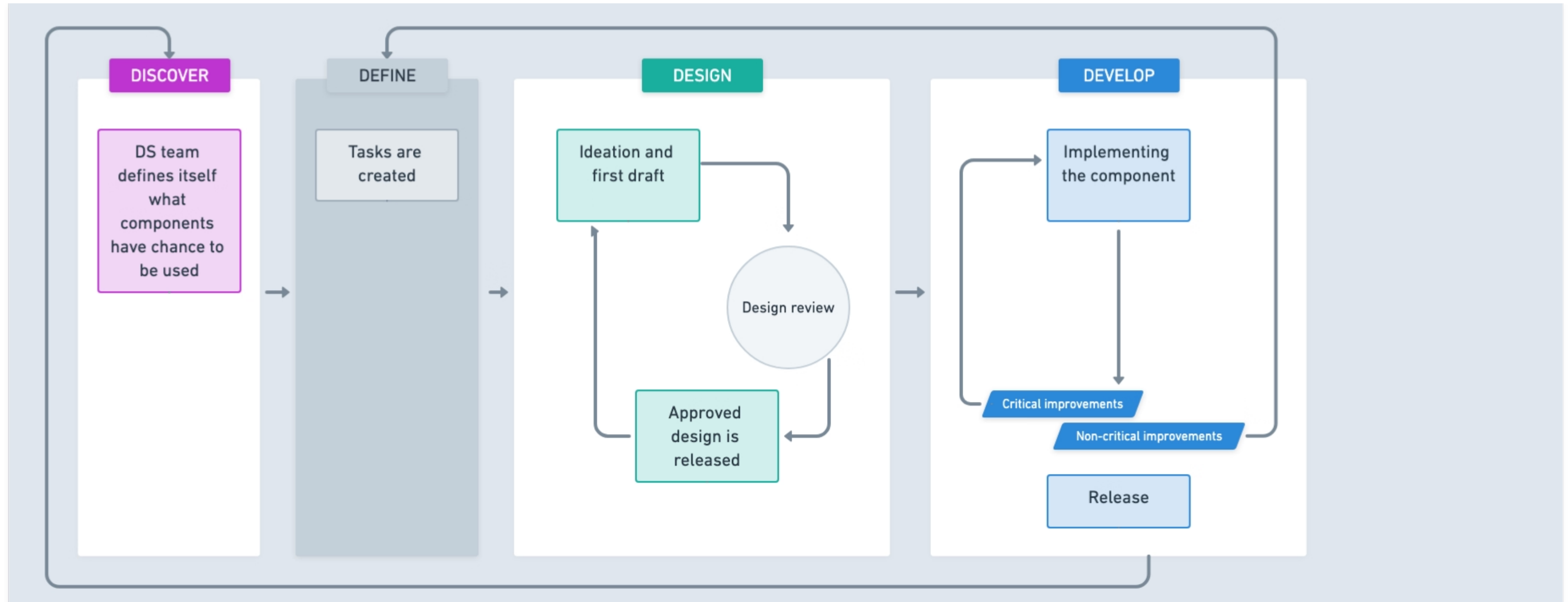


anything
else?



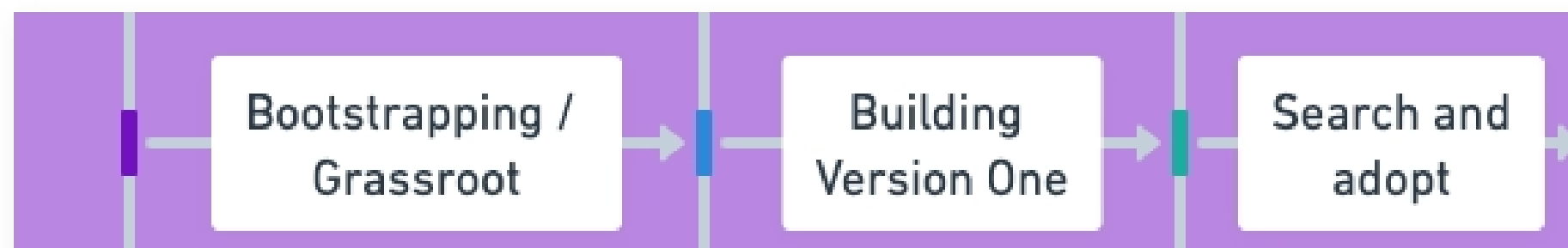
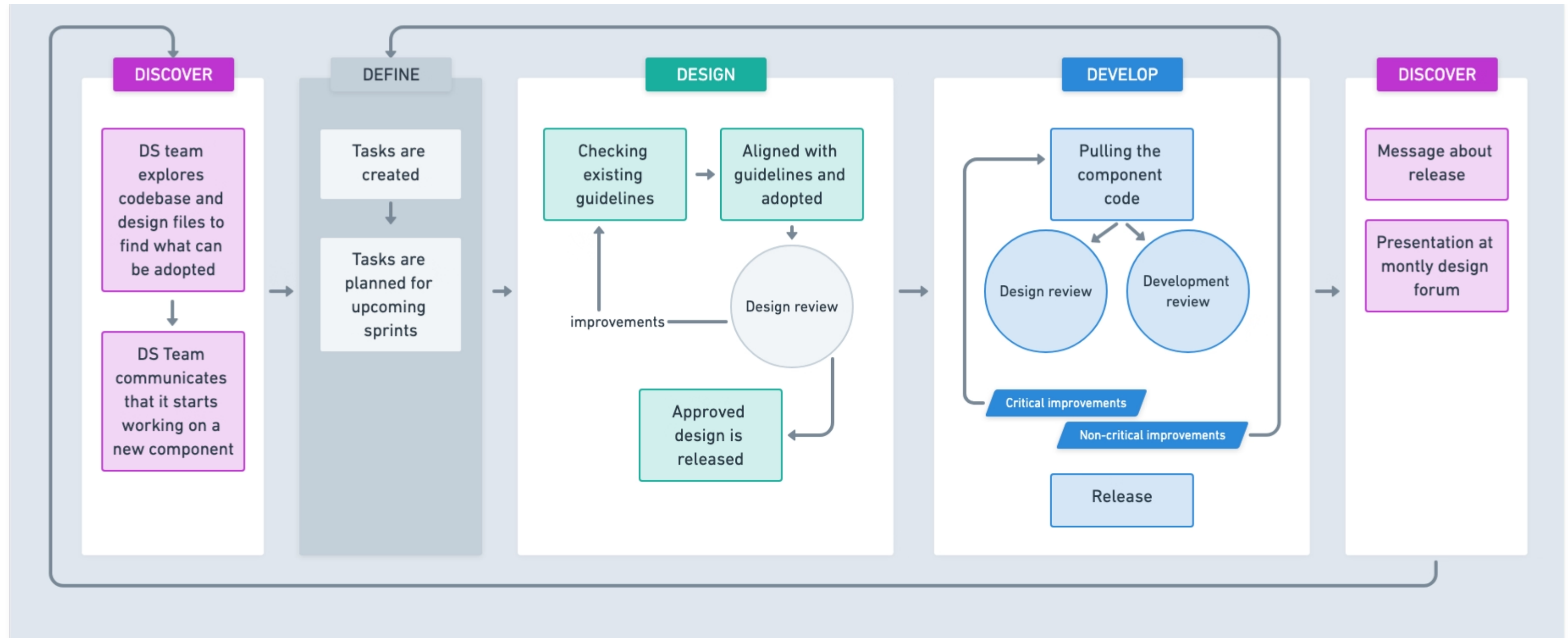
Design System Process Evolution

I do everything myself



← Maturity level

Pulling out contributions



Getting first contributions 🤩

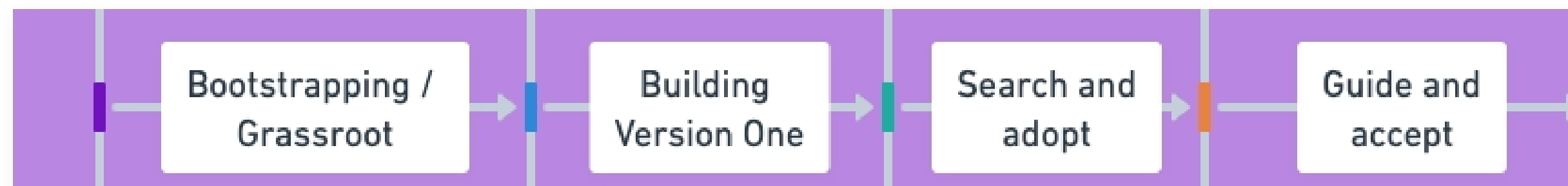
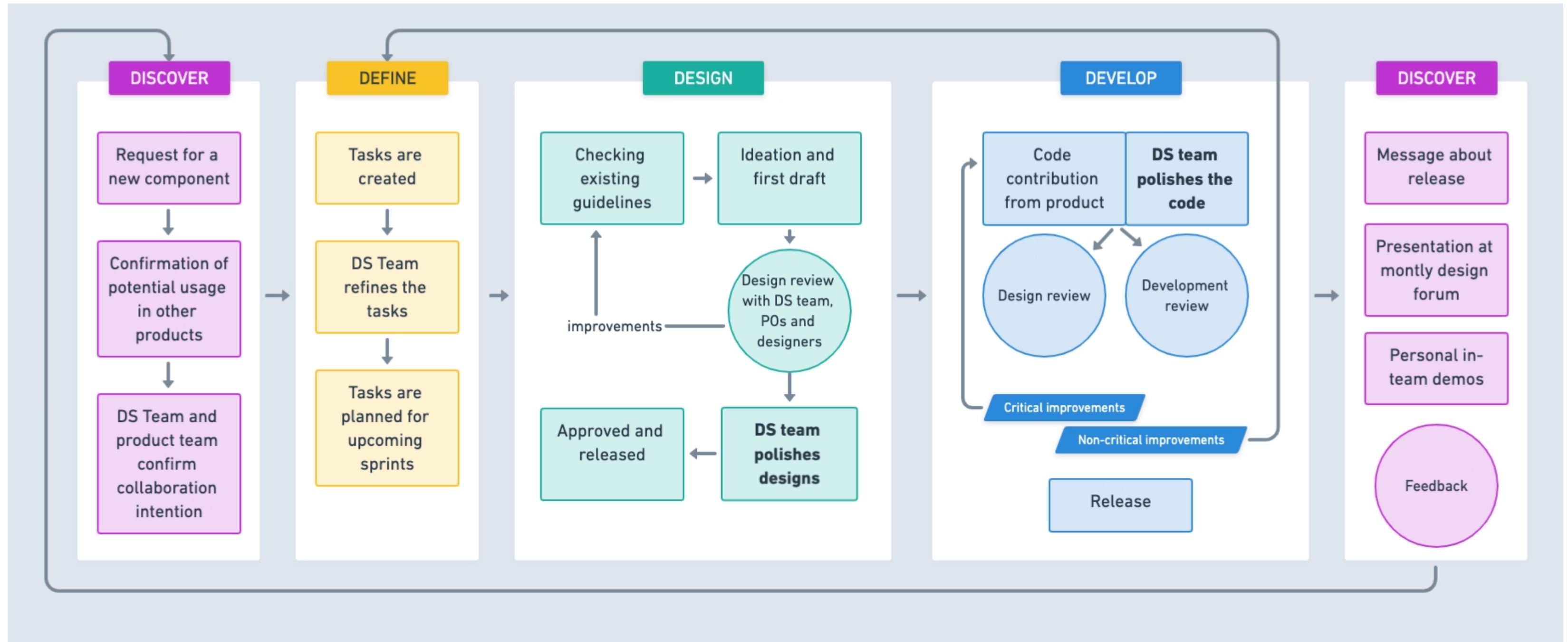




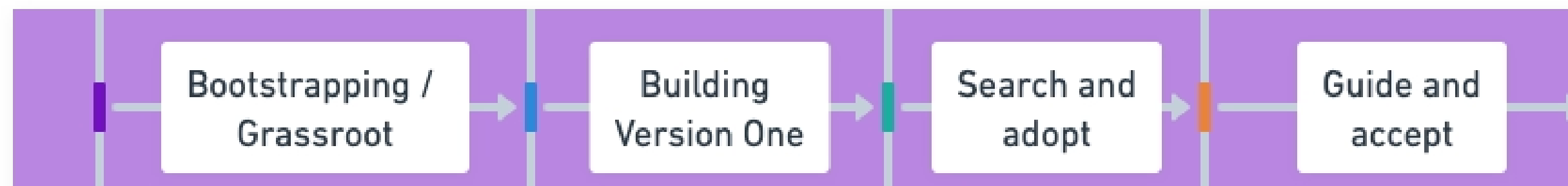
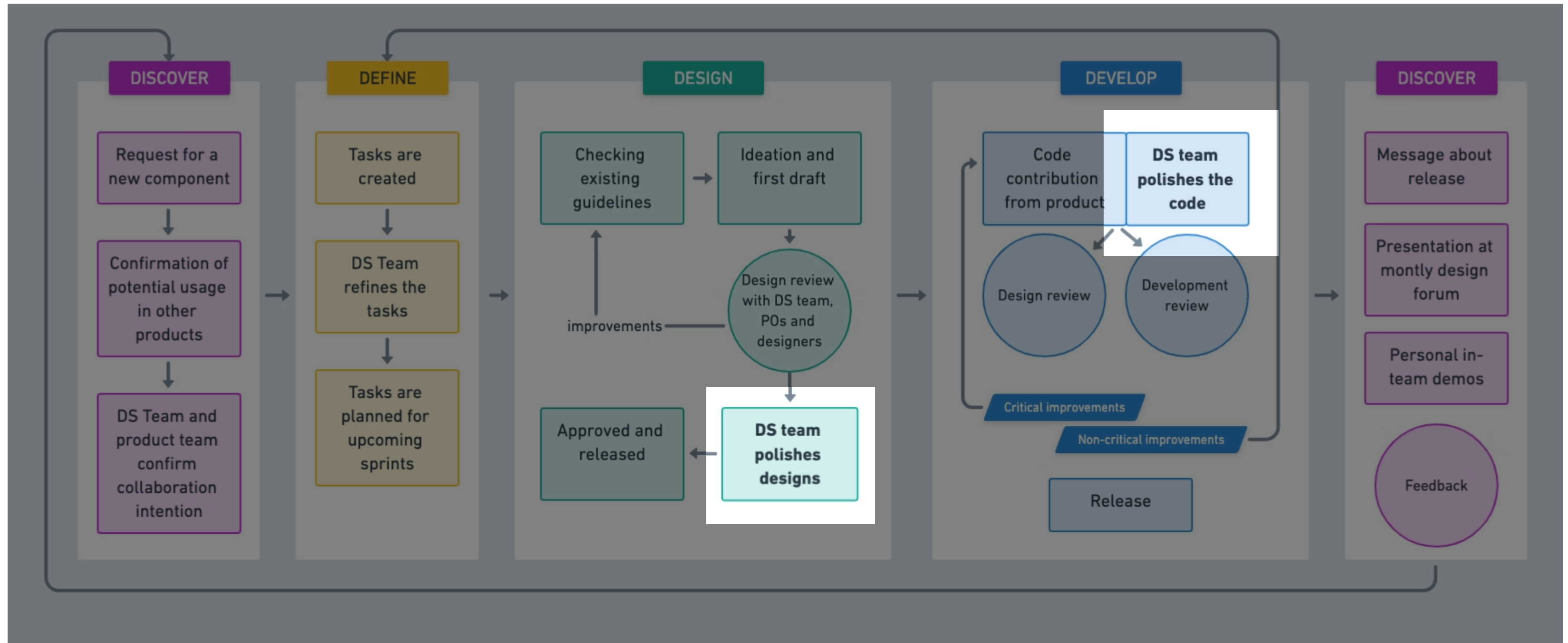
GATEKEEPER

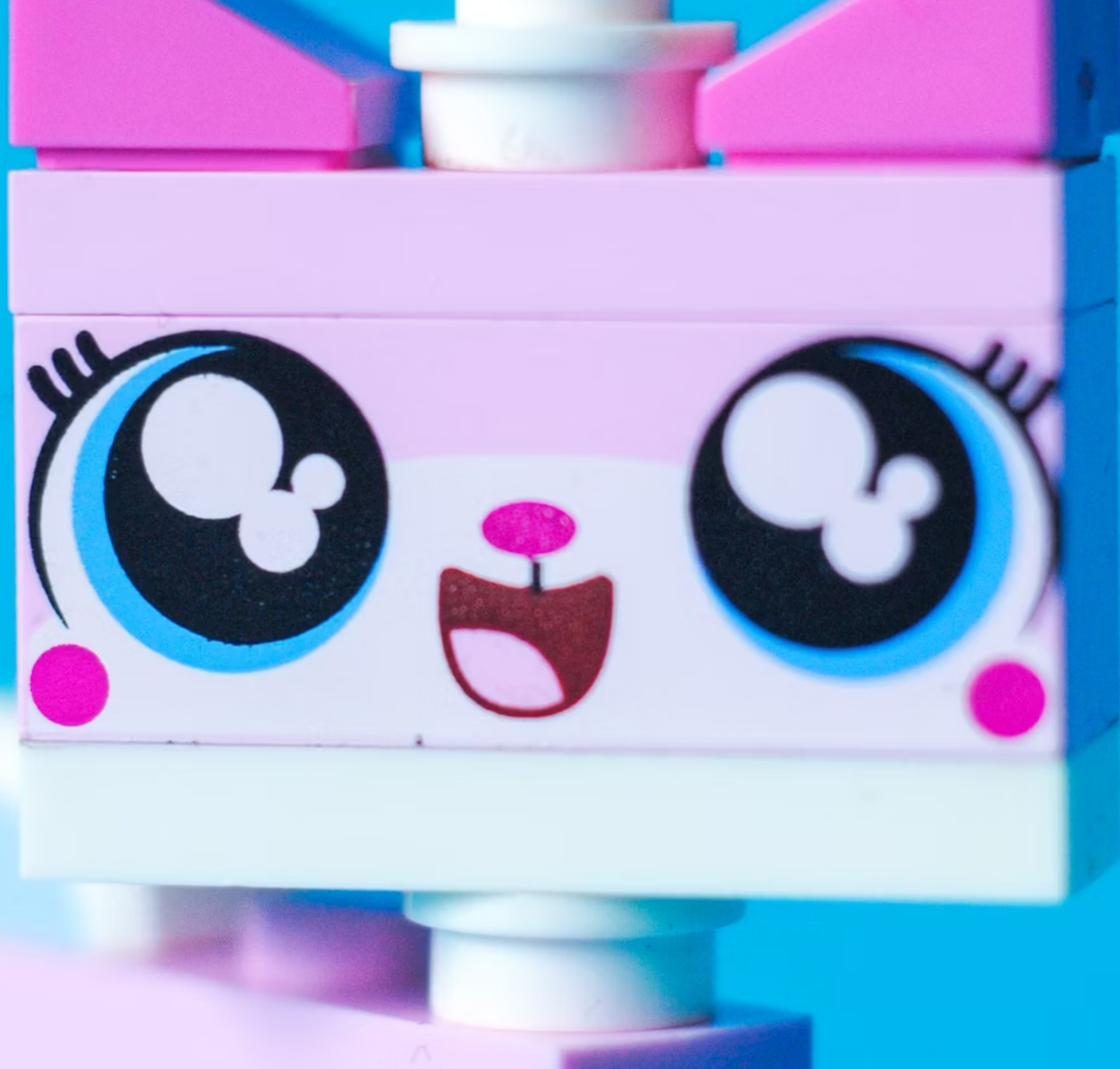
GUIDING GUARDIAN

Gatekeeper → Guiding Guardian

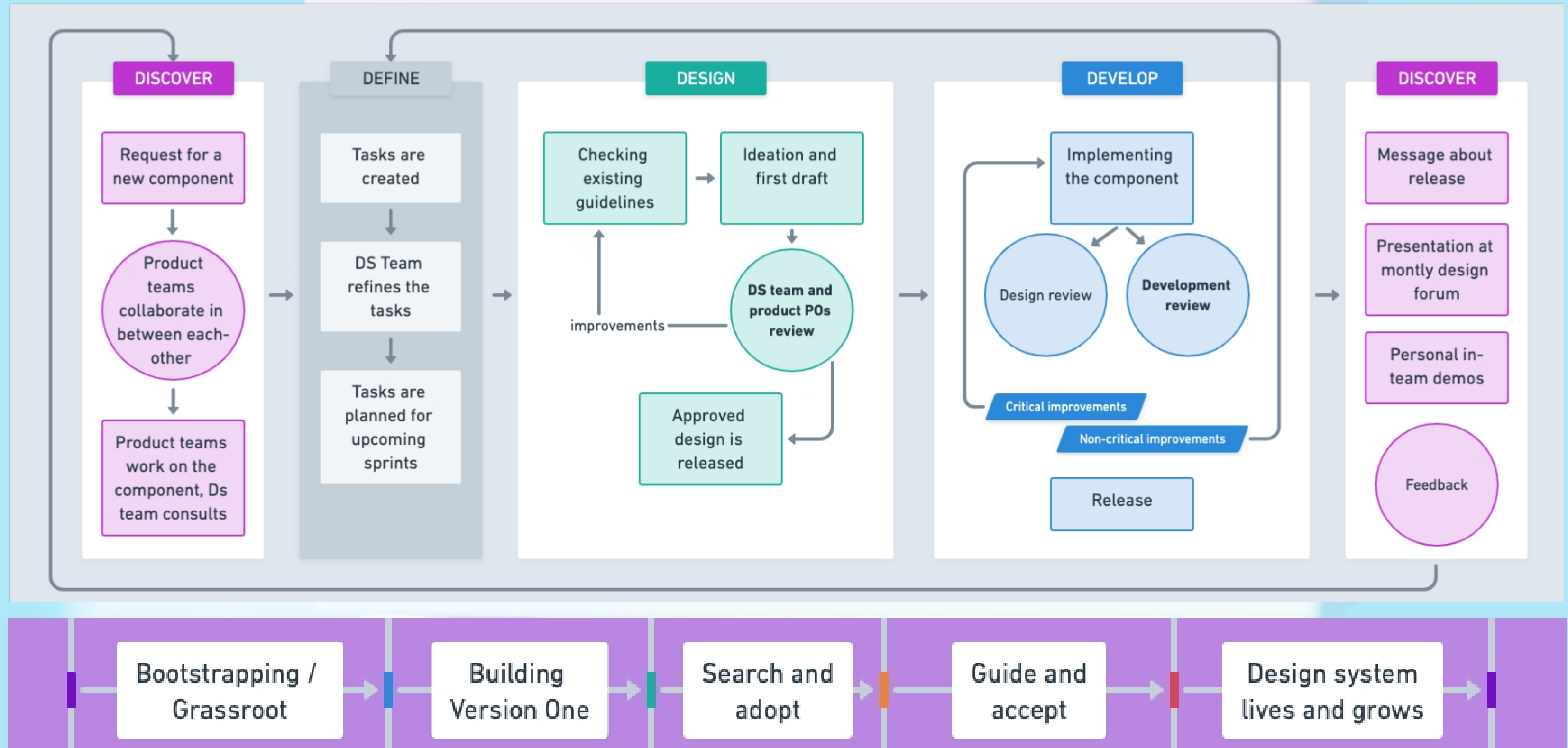


Gatekeeper → Guiding Guardian

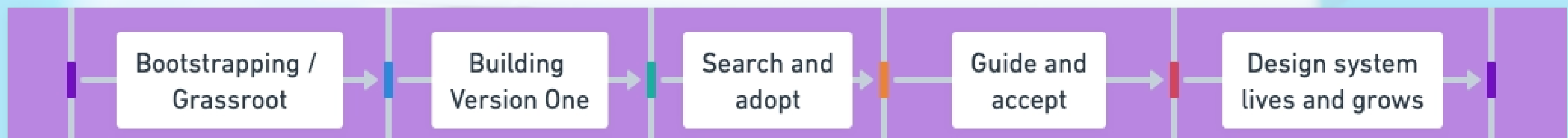
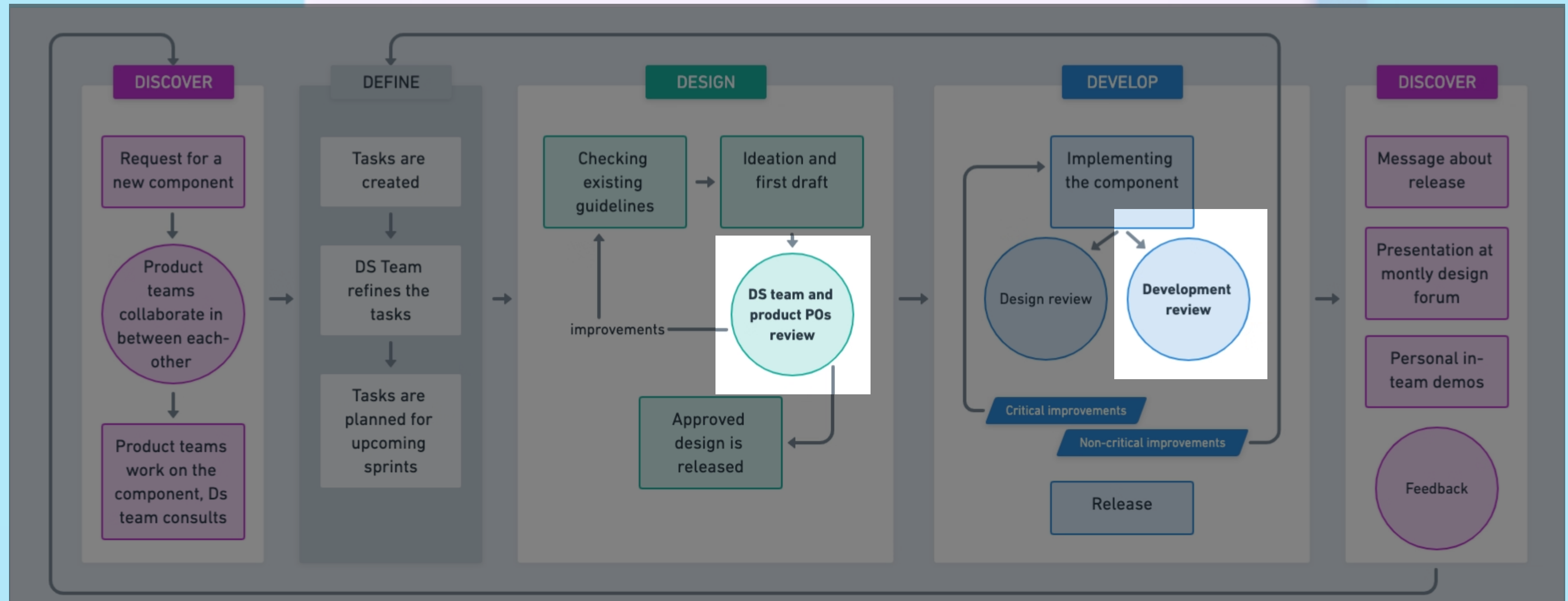




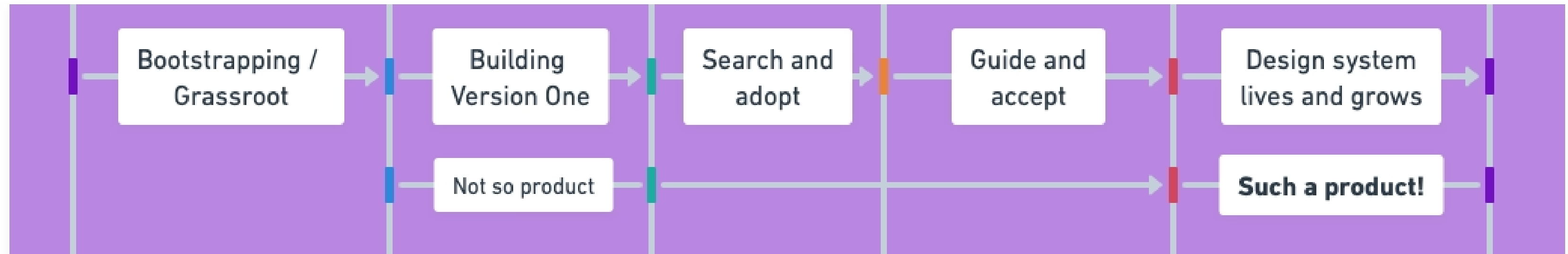
Perfect Contribution



Perfect Contribution



Maturity levels: jump, jump, jump



✓ collaborate vertically

✓ collaborate horizontally

✓ enhance the process

A big, big thank you to our research
participants!

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

Recap & Questions? Let's keep talking.

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Varya



Irina



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