# numerous

## The New Design System

Creating uniformity, scale and accessibility

A small but powerful company. Polly knew what needed to happen in order for their customers to get the best quality service.

They had a design system in place, but it was missing that **special attention to detail** to bring it all the way to the finish line.

So where do we start?

How about the beginning?

This will be fun.

The Project
**A New Design System**

My Role
**Lead UX Designer**

### A GLOBAL SOLUTION

Polly came to me with a need, a need for a design system that unified their product and gave them a set of predefined consistency, visual documentation and a seamless hand-off to engineering.

### THE HUMAN SIDE

I approached the UX team as well as the CEO and focused on understanding the company on a human-centric level, asking things like...

- Who is Polly?
- What is our message to our customers?
- How will our design system communicate our values?

With a small design system already in place, I wanted to make sure I was honoring the companies values, branding and overall personality sense for all involved.

### THE TECH SIDE

...and then comes the more technical questions. Now, I only ask these because I believe in understanding everyones position. It is vital in order to get things done in a manner that makes sense for all involved.

- What is our current tech stack?
- How do we code UI today?
- Who is our development team?
- Are there any libraries being used?

Lisa Haden
"Design is the beauty of turning constraints into advantages"

Lisa Haden
"It's about three dimensions and the five senses"

### THE POWER OF COLOR

Sun Flow
Ocean Mist
Cold Sky
Long Press Up

I'm a big advocate of giving personality a color, and when leveraging the psychology of color and applying it to a design system, the ripple effect goes far and wide.

We were searching for a primary color that communicated the taken focus Polly had as a company, but the friendly personality that their customers loved about them.

Polly was full of rich personalities. So I wanted to bring their existing branding into the mix, but add a bit of freshness to the palette.

### BUTTON STATES

Buttons offer different states of behavior, all communicating clearly to the user of state, emotion and excitement.

**Resting**

**Resting State**
Resting is the default state of a button. It is invoked on "Resting" because it has not yet engaged users but needs to awaken and calming UI user input.

**Hover**

**Hover State**
A button must have a hover state in order to communicate to the user that it is interactive and ready for user interaction. This provides a change in the cursor to the button and will always have a smooth transition from "resting" to "hover".

**Focus**

**Focus & Active State**
Focus is a combination of change after the user clicks on a button. This change is based on the Focus or Active state. Focus is a permanent change, unless the button is in an "Active" state.

**Disabled**

**Disabled State**
Disabled is a state in a button that is not available for interaction until a certain task is accomplished.

**Loading**

**Loading State**
A loading state button displays a spinner for the user to know this button is in the process of loading. Loading states should be short, and only last for a few seconds. In order to stop keeping from doing little tasks. During loading states, the button should be in a disabled state, so the user knows that it can not be engaged or hover it seems to the user what is currently loading. Loading states should be a distinct behavior.

*Example of loading being shown on a button*

**WHY IS THERE A TOOLTIP?**

Tooltips are used to provide the user transparency and a feedback mechanism to know what is currently happening within the UI. It's important to utilize tooltips in areas of the platform where the user is waiting for something to happen, or waiting for to do something to happen. Tooltips should never have more than 3 words. Tooltips should be short, to the point and communicative that the user can read and in order to get a clear idea of what, where or when.

### EXPLORING COLOR THEORY

Blue was already the companies primary color, but we experimented with different hues and saturation levels in order to convey trust and stability.

We also needed to closely evaluate accessibility to ensure all components adhered to AA compliance standards according to WCAG guidelines.

### COMPONENT INVENTORY ANALYSIS

Along with exploring color theory, I wanted to examine the current components used across the product to determine consistency, identify redundant elements, and reveal gaps where new components may be needed.

I wanted to make sure the design system was streamlined, ensuring consistency and efficiency in both the design and development processes.

### THE ANALYSIS

During the heuristic evaluation, as well as the component audit...

I noticed many components had been created multiple times and each one had a slightly different aesthetic behavior or functionality.

**Card Header**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consequat ut turpis tellus vitae, euismod sagittis mi, aliquam nunc. Massa phasellus tempus orci sagittis aliquet dolor amet sit, tincidunt.

**Card Header**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consequat ut turpis tellus vitae, euismod sagittis mi, aliquam nunc. Massa phasellus tempus orci sagittis aliquet dolor amet sit, tincidunt.

**CARD HEADER**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consequat ut turpis tellus vitae, euismod sagittis mi, aliquam nunc. Massa phasellus tempus orci sagittis aliquet dolor amet sit, tincidunt.

Different Treatments

One of the inconsistencies I found was the treatment of modal and form headers. The stylistic differences let me know that something was triangulated between design and development.

Figma Tokens and CSS Variables

In order to correct this issue, I proposed utilizing a token system within Figma, which would then translate to CSS variables within the CSS development files.

Previous Base Tokens | Semantic Tokens | Component Tokens | Alias Tokens | Data Tokens

But before I could propose this, I needed to communicate the need with engineering in order to find out what system was already in place.

Tony Stark
"People ignore design that ignores people."

## The Decision to Work Together

The design and engineering teams came to a unanimous decision to re-evaluate the way Polly was implementing designs. We agreed new methods needed to be adopted in order to create a cohesive product suite that was harmoniously aligned between design and development.

### THE BIRTH OF NUMEROUS

Numerous became the name of the design system, meaning "One of Many". The name itself communicated unity within the company as well as unity between Polly and our customers.

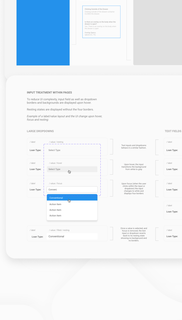
### A PART OF A BIGGER WHOLE

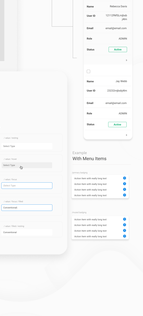
Version 1.0 of Numerous resulted in a new name, slogan as well as color palette that not only expressed uniformity, but collaboration. Working together towards the same end-goal, and that was creating amazing customer experiences.

### VISUAL COMMUNICATION

The Numerous Design System consisted of creating:

- 150+ new and re-imagined components
- 20+ new behaviors that leveraged modern design principles
- 10 new component functions that fostered a sense of familiarity
- A new visual documentation Figma file that could be leveraged by design and development teams

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