

Lean Design Systems

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Hello

Please raise your hand if you are currently working with a design system

If you are working in-house, please keep your hand up

The logo for 'code' is written in a bold, lowercase, sans-serif font. A small registered trademark symbol (®) is located at the top right of the word.The BBC logo consists of the letters 'B', 'B', and 'C' in a bold, white, sans-serif font, each contained within its own black square. The squares are arranged horizontally and separated by thin white vertical lines.The logo for 'The co-operative bank' features the word 'The' in a small, blue, sans-serif font above the words 'co-operative' and 'bank'. 'co-operative' is in a bold, blue, sans-serif font, and 'bank' is in a smaller, blue, sans-serif font below it.

I've worked at Code Computerlove, the BBC and I'm currently freelance at the Co-operative Bank.

I'm currently introducing the Lean UX practice there, to help improve their ways of working.

code[®]



ASDA



BBC



brother.



Go-Ahead

HILLARYS

hmv

At Code, design systems were business as usual

Center Parcs

BBC
Teach

BBC
FOOD



Design system for three BBC products.

Design systems are HARD

Time consuming

Costly

Stakeholder buyin

Design systems create a shared understanding

Creating a shared understanding is hard.

But things are a easier as a team

Why a design system?

- **Makes prototyping a breeze**
- **Provides a common language**
- **Speeds up the workflow**

Grab components quickly

Designer developer relationship

Tray of lego

**Spend more time solving
problems for our users**

What really matters



Story about how even a large world-renowned org can suffer from miscommunication and chaotic deadlines. (who knew?)

Gussed it: hero is the design system



Once upon a time, there was four teams development teams. Two in Salford, and two in Glasgow.

Revise with flashcards

BBC
Bitesize



Worked on improving

80% kids

20th year of service


BBC Sign In News Sport Weather Shop Earth Travel More Search

Bitesize

Home > KS2 > Science > Forces and motion > Pushes and pulls

How do levers work?

Duration 02:33



Description **Classroom Ideas**

Children investigate how levers work, using tag of war

More Clips

- How does friction work as a force?
- How is friction created?
- Pushes and pulls (slip compilation)

All KS2 Pushes and pulls videos

Links

Outdated

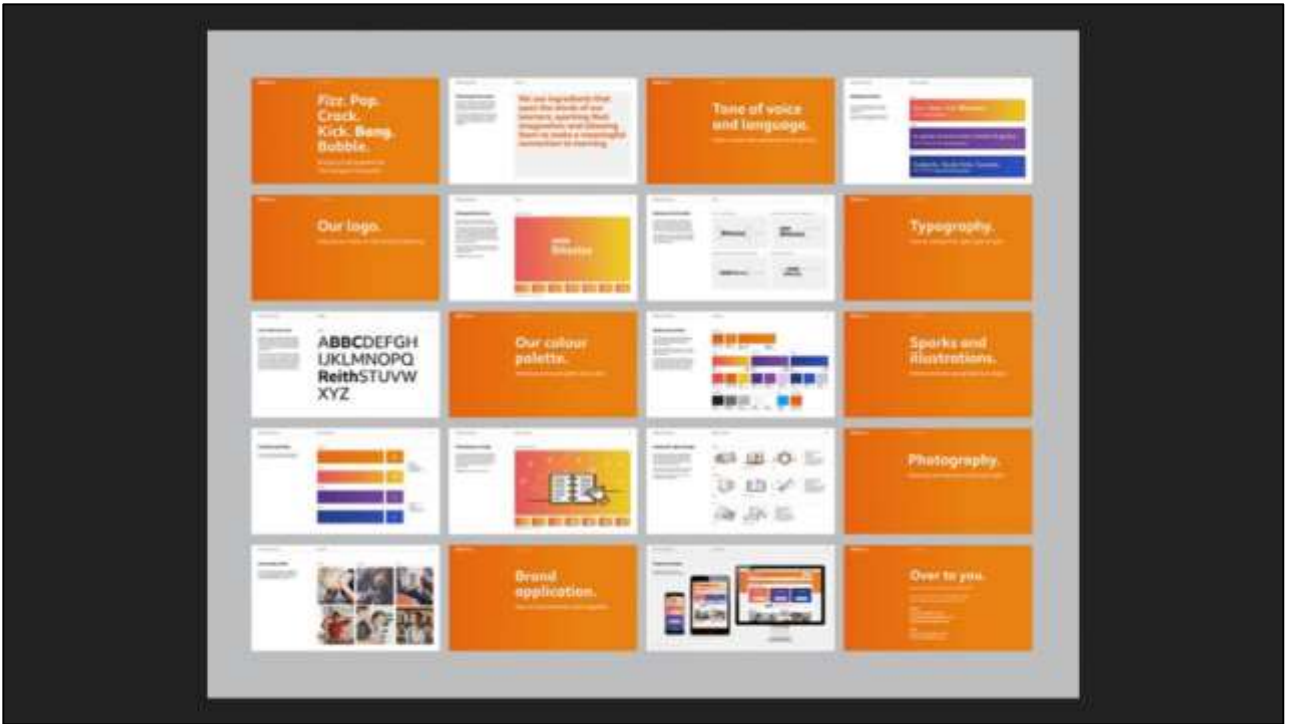
Year on year

Powers that be



New brand, complete

Rufus Leonard



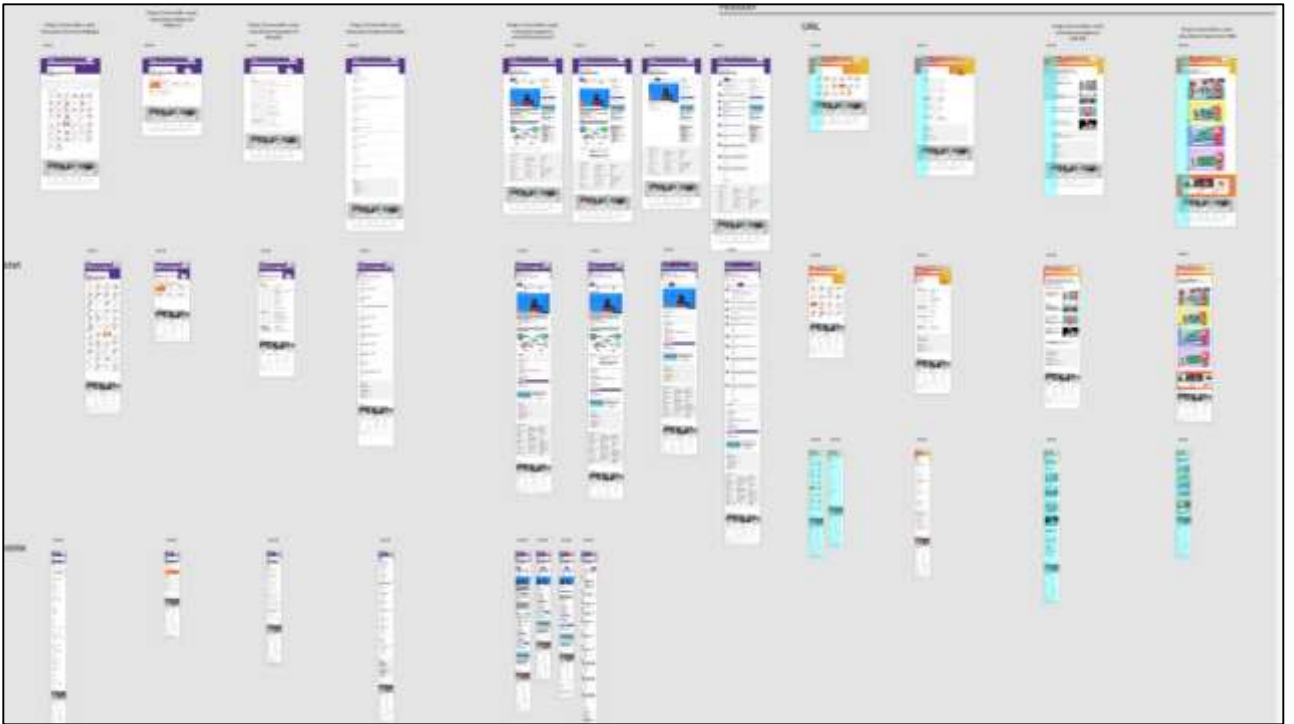
Different age groups

Tested with kids



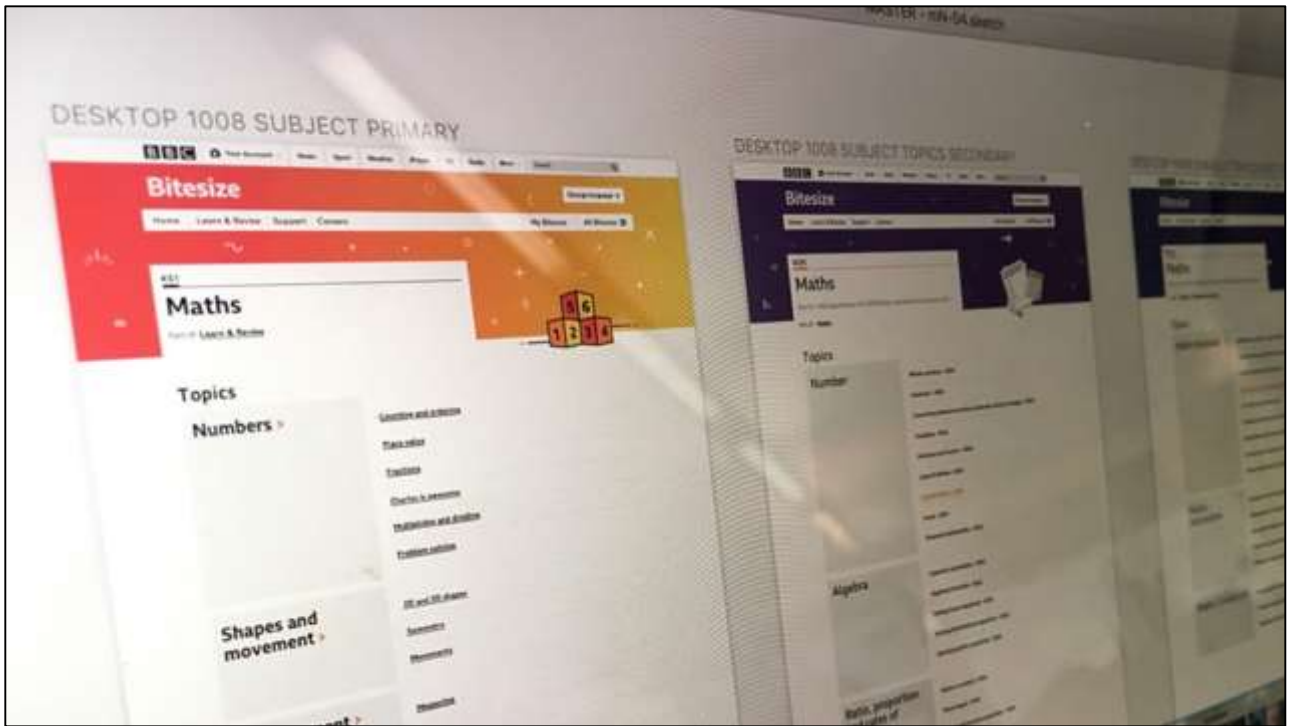
Chance to create something great

Make revising interesting. Fornite



Stressed brand

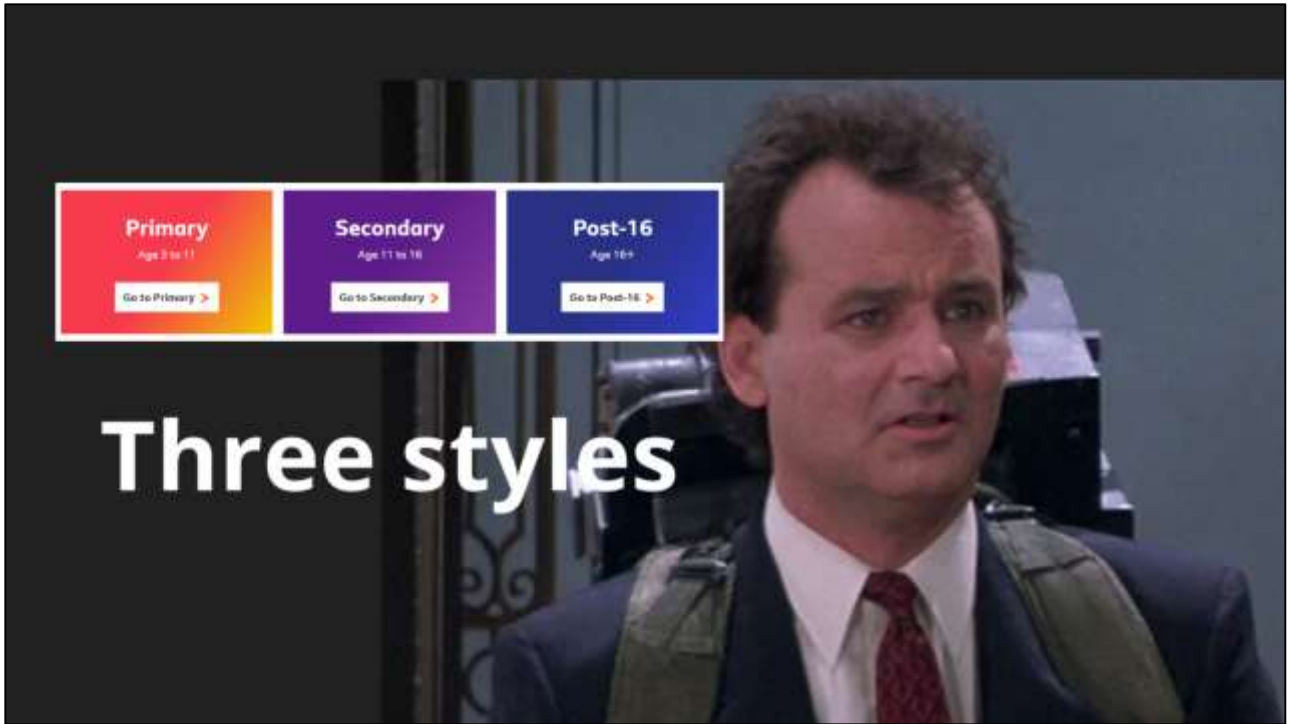
Break points



Coming together

However...

All was not well...



Not straight forward development

Three different styles (font / colour / sizing)



In an org as big as BBC

Politics, sign off, hoops

Not a long time at BBC



**Every.
Single.
Page.**

Tech stack

What happened next?



Lots of pressure on teams

Stress levels rising

Senior management flapping



Throw resource at the problem

BBC Food pause

Teams moved to Bitesize



Brand wasn't officially sign off

Uncertain decisions

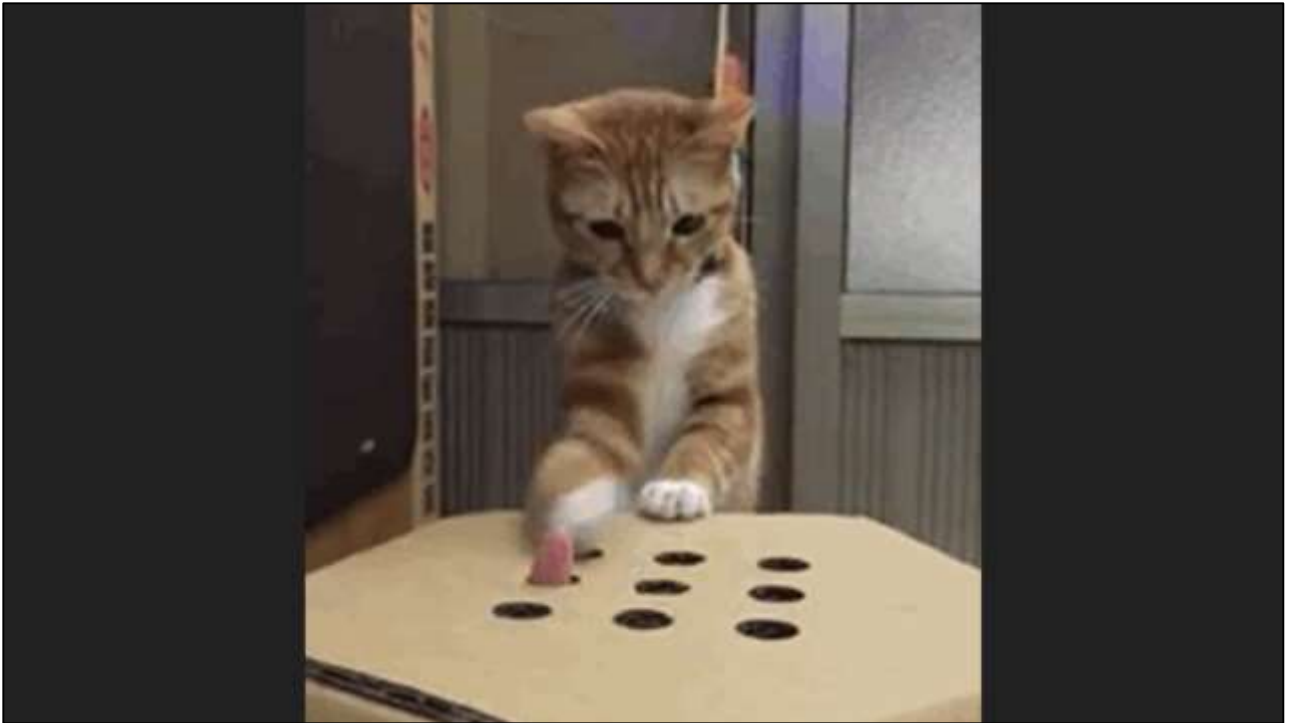
Crying out for clarity



Isolated conversations

Undocumented decisions

Duplicated effort



Old parts popping up

No one had ever seen

No consideration for them



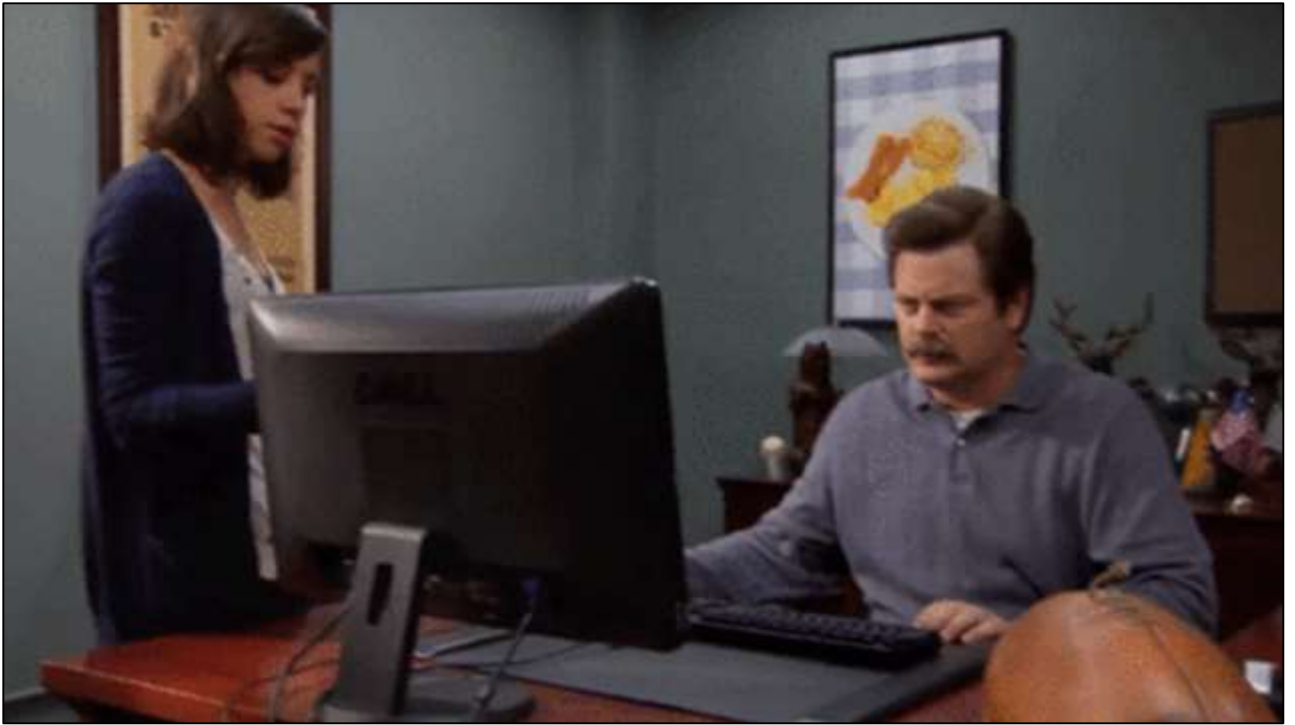
Frustrations were increasing as the designs kept changing.



This is how it felt

Going fast

Dangerously



No system.
No certainty.
No shared understanding.

Until...

Until...

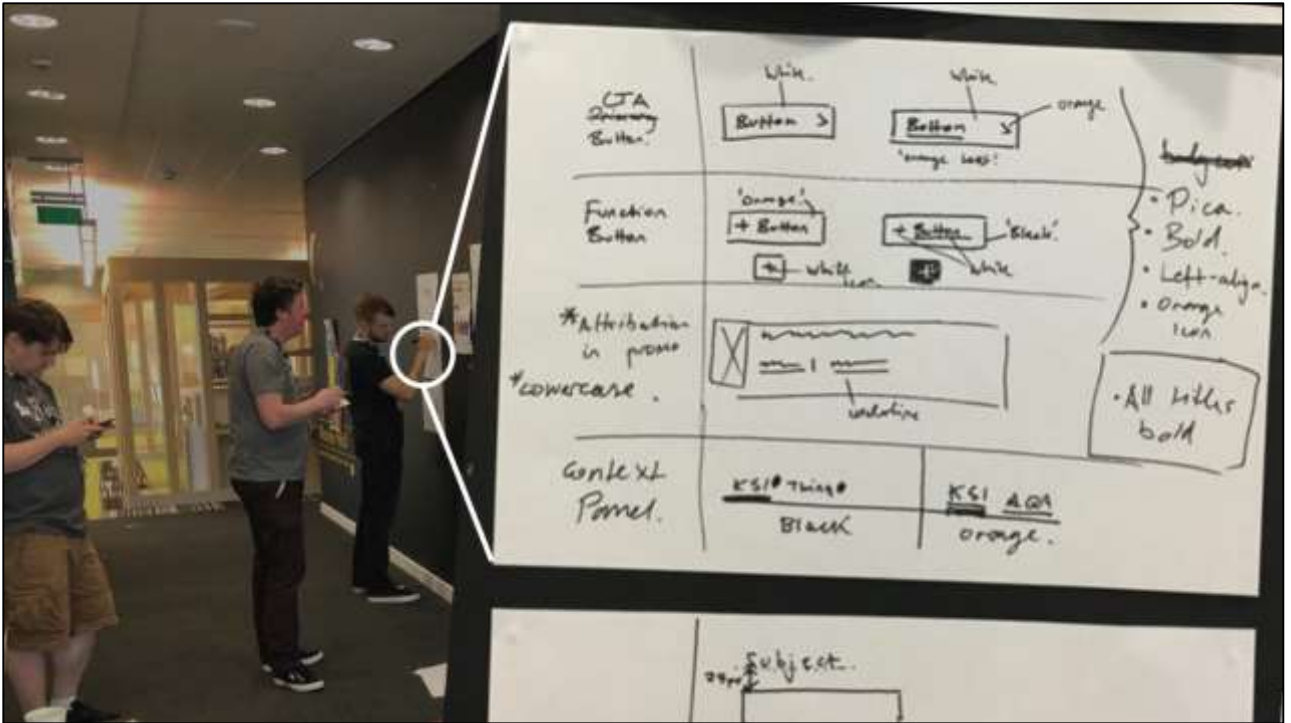
“Print it all out and put it on the wall”

David Cunningham
@davecunningham

Senior Designer at BBC



Comb (e.g. buttons)



Decisions together

Rough sketch (Lean!)

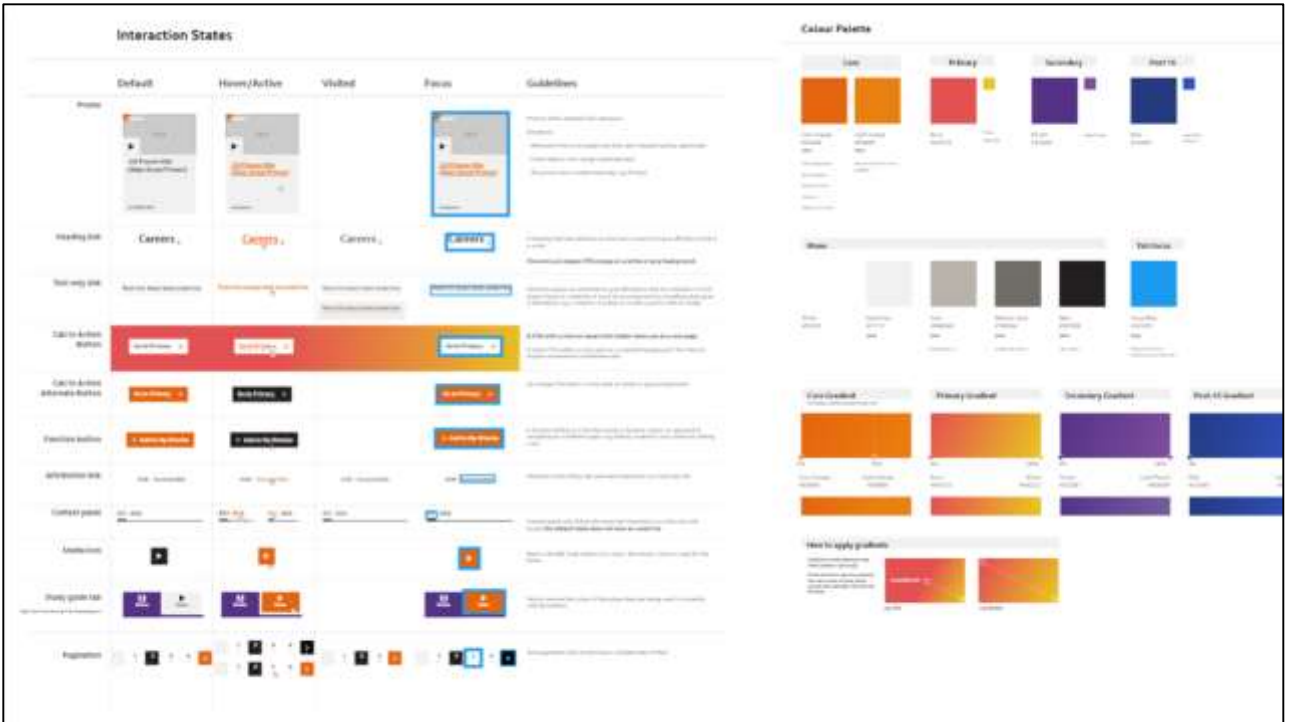
Physical- Marie Kondo

Interaction States

	Default	Hover/Active	Visited	Focus	Guidelines
Promo					<p>Promos follow standard GEL behavior</p> <p>Deviation:</p> <ul style="list-style-type: none"> - Attribution link is not uppercase (links aren't taught reading uppercase) - Hover state is same orange underlined text - The promo has a content level tag, e.g. Primary
Heading link	Careers >	Careers >	Careers >	Careers >	<p>A heading that also behaves as a link has a chance to give affordance that it is a link.</p> <p>Choices are always CTA orange on a white or grey background.</p>
Text only link	Text link black bold underline	Text link orange bold no underline	Text link black bold underline Text link black bold underline	Text link black bold underline	<p>Text links require an underline to give affordance that it is clickable. If a link doesn't have an underline, it must be accompanied by something that gives it affordance, e.g. a chevron, a button or inside a promo with an image.</p>

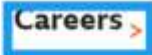




Started with the basics

Interaction states



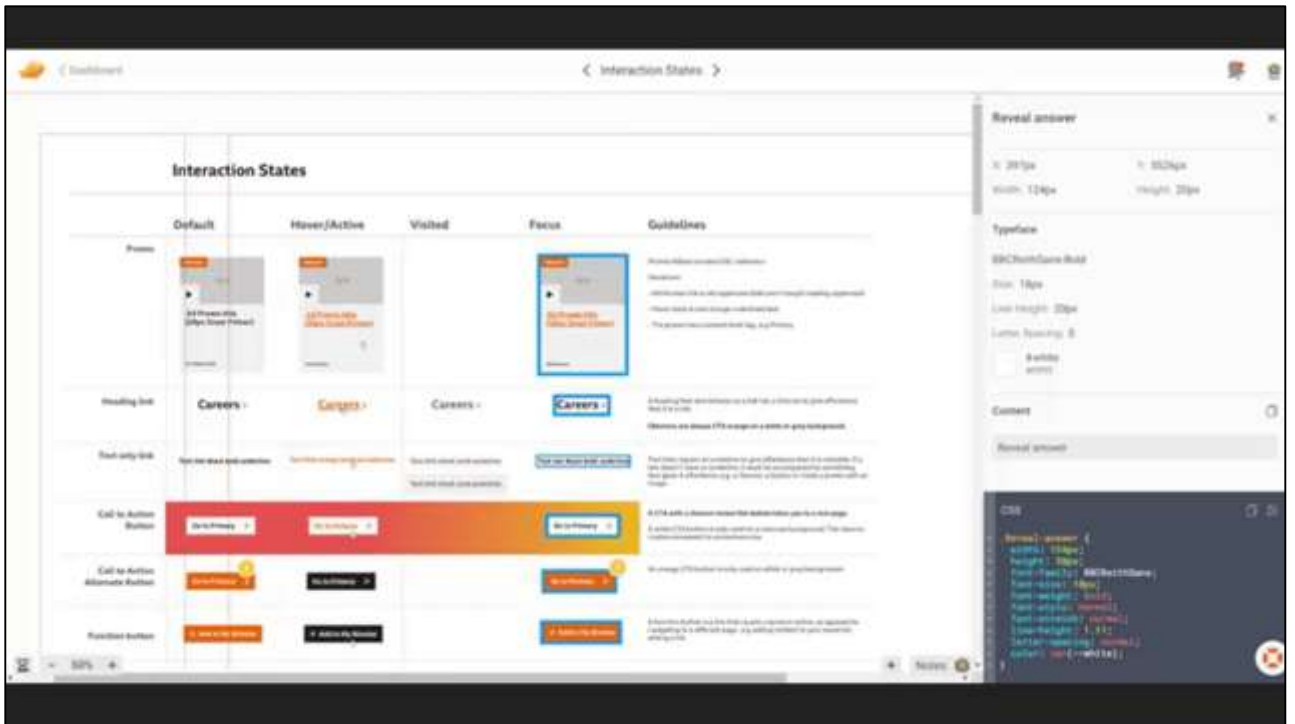
Two days

Source of truth

	<p>A heading that also behaves as a link has a chevron to give affordance that it is a link.</p> <p>Chevrons are always CTA orange on a white or grey background.</p>
	<p>Text links require an underline to give affordance that it is clickable. If a link doesn't have an underline, it must be accompanied by something that gives it affordance, e.g. a chevron, a button or inside a promo with an image.</p>
	<p>A CTA with a chevron means this button takes you to a new page.</p> <p>A white CTA button is only used on a coloured background. The chevron implies movement to somewhere else.</p>
	<p>An orange CTA button is only used on white or grey backgrounds</p>
	<p>A function button is a link that causes a dynamic action, as opposed to navigating to a different page. .e.g adding content to your saved list, editing a list.</p>

Documented the why

Not hidden away



Sketch to Zeplin

Glasgow

No longer had to keep referencing old outdated JPGs



Over night calm

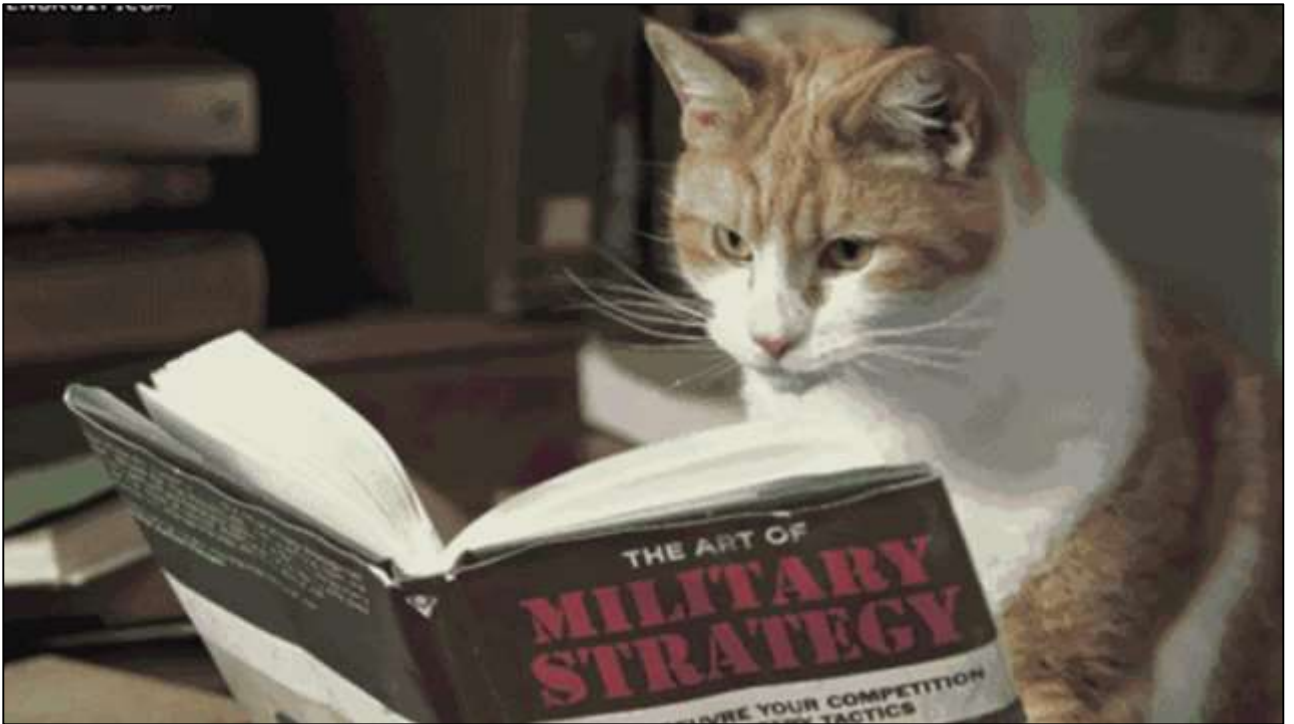
Shared understanding

Zeplin, and coming together - is what saved the day



Get on with it

No more wasteful conversation

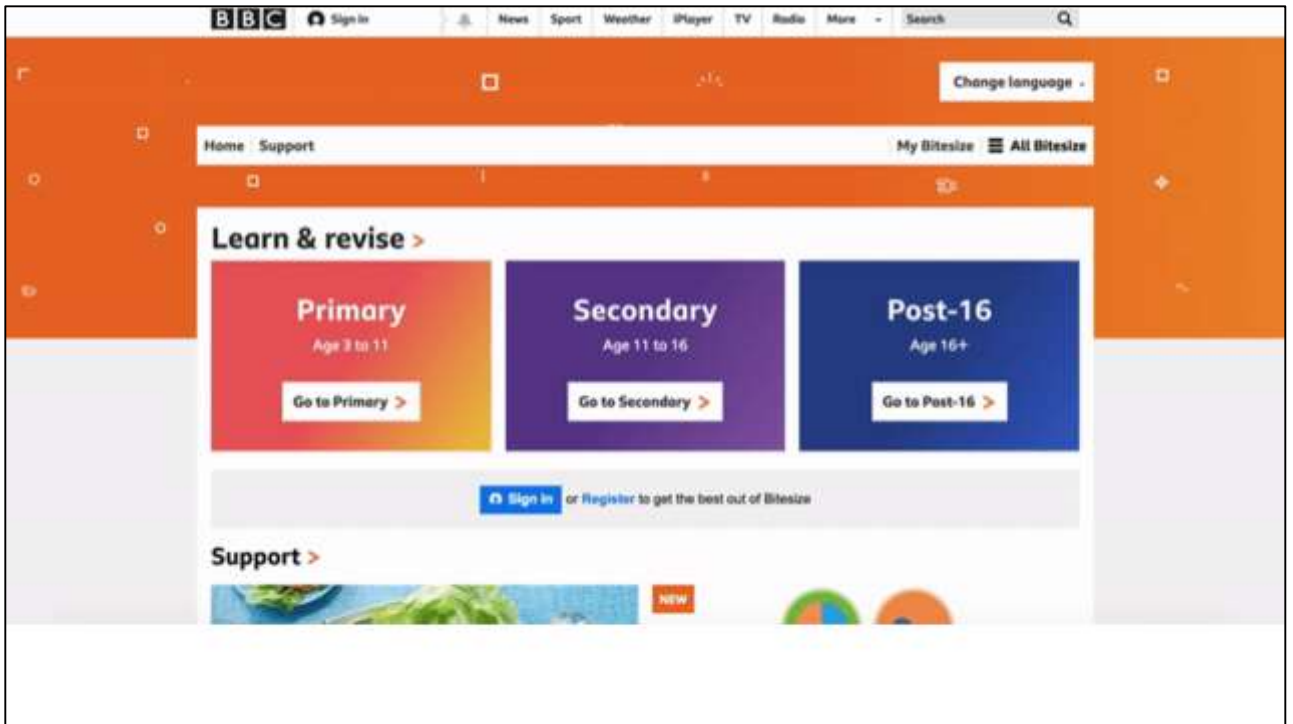


Answers were all there

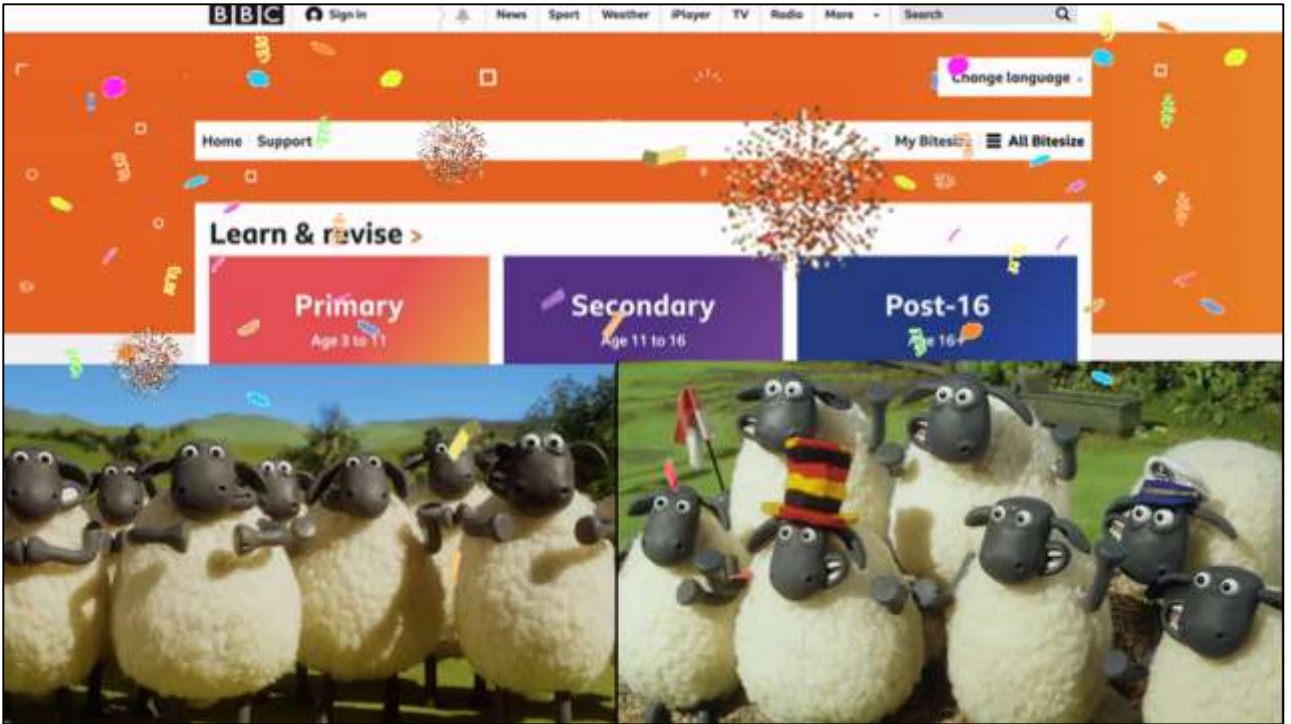
New things, updated system

60 days later...

Until...



Done in time for new school year



Relief - Proud coming together

Achieved our goal taking a Lean approach

So what next?

What next?

Source of truth



Sketch & Zeplin

Sketch?

Source of truth



Sketch & Zeplin



Live code

Live code are now your source of truth.

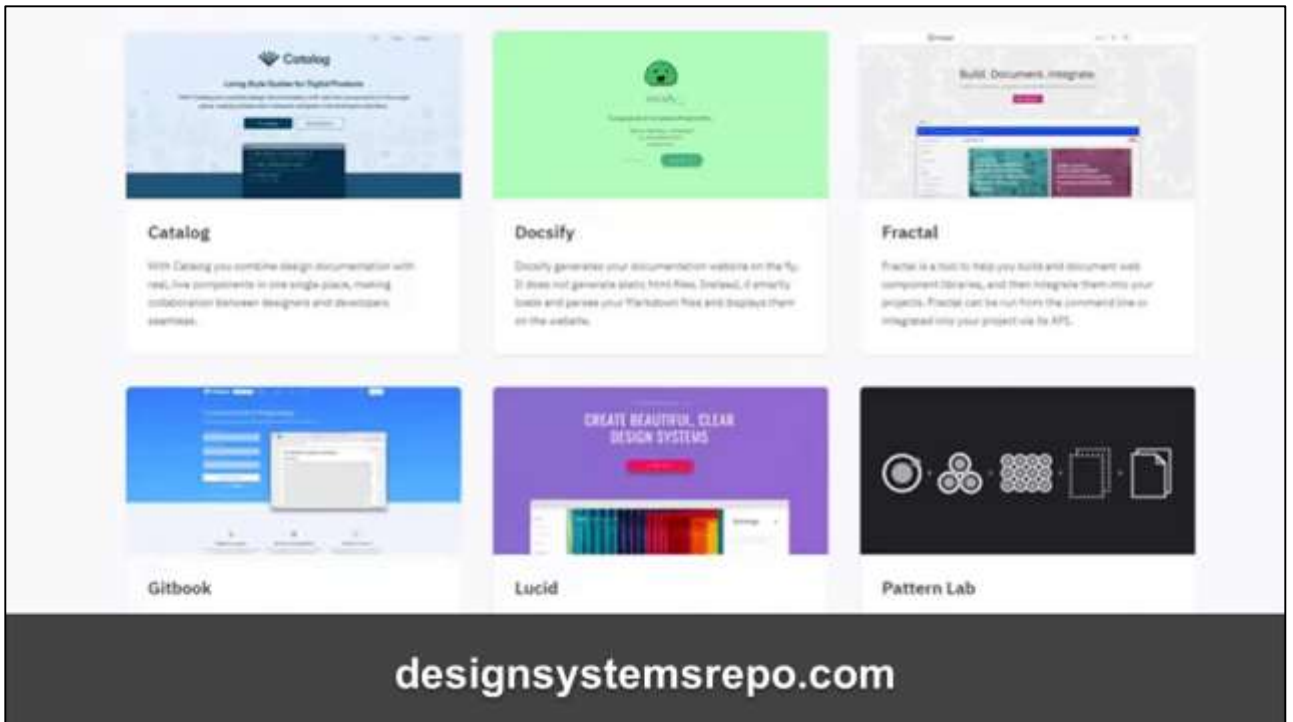
Served its purpose



Next...

A living design system!

Move documentation



Whatever suits your needs


Check out this link

My past experience

HTML Prototypes:

- Responsive
- Use participants own device
- 'True' interaction
- Screen readable
- Quickly editable
- Content focused
- Real code

What did we learn?



You already have a design system

You just need to excavate it

Print it out

Web page too

Similar components?




No excessive documentation.

No being dictated by one person.

Disjointed conversations slow everything down

Even if it takes a bit longer to get everyone together, a shared understanding is vital.

A photograph of three kittens looking upwards against a dark background. The text "Focus on what's important" is overlaid in white, bold font.

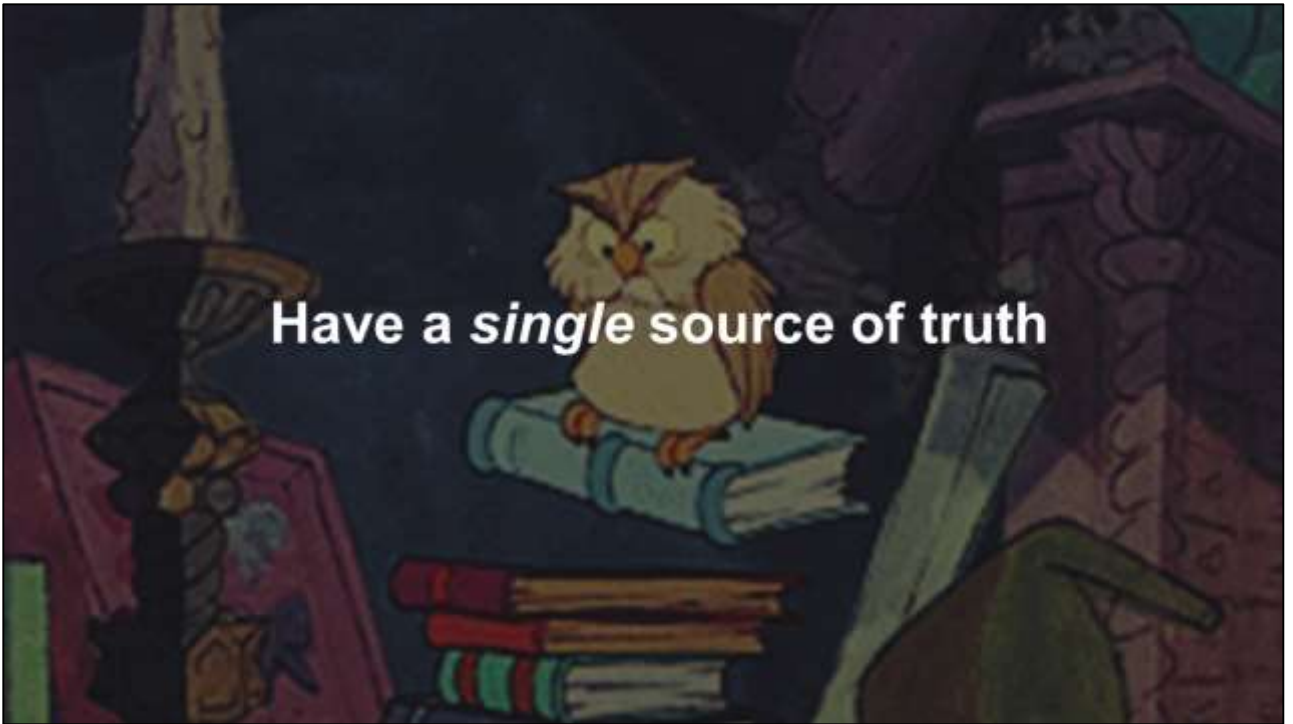
Focus on what's important

Don't do everything at once.

Can be tempting to try and make a complete design system.

Take small steps over time

Focus on what is needed right now



Removes a lot of headache

Prevents the unnecessary conversation

Might feel silly for asking

Cull the second source



Max/min value/waste

Remove wasteful activities

Focus on adding value

Less time designing / coding UI

**More time solving problems for
our users**

“Are you doing things that are solving your customers problems as soon as possible?”

Ultimate goal

Thank you! Questions?

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Questions?