When a technology matures, design moves to the foreground because the underlying machinery has been commoditized.

John Maeda
Design in Tech Report
Hello.

Courtney @circlish

Amy @avainie
Who are you?
Have you used a design system?
Who loves a good design system?
Who is... still not sure?
How do you know if you need a design system?
Your site has 20+ button styles
Your site will evolve or grow over time.
You have a lot of project sharing or turnover
So...what is a design system?
8 ingredients = 50+ menu options!
Case Study
A design system in the wild.
Digital design system...

What are our ingredients?
Elements
Building Blocks
Why use a design system?

- Scalability
- Consistency
- Efficiency
- Teamwork
Scalability

Consistency

Efficiency & Teamwork
Consistency

Scalability

Efficiency & Teamwork
Scalability

Consistency

Efficiency & Teamwork
This design system has made my life rainbows and unicorns.

Dan Mouyard
Front-End Developer Extraordinaire
Scalability

Consistency

Efficiency & Teamwork
Benefits

- Scalability
- Consistency
- Efficiency
- & Teamwork
After Launch

The story continues...
Extending the system
Ask:

1. What already exists?
2. What is the significance?
3. How will it be used again in the future?
Guard the system, or it will unravel quickly.
It was vital to understand the genesis of the design system. After that, it was easy peasy to maintain and extend the system.

Sarah Coles
Designer Extraordinaire
How do you get buy in?
‘Scale’ a company’s design function through better managing/leading of designers and shareable design systems

John Maeda
Design in Tech Report
Frame it around investment.

- Developing & Refining System
  - Design System
  - Traditional Process
- Implementing System

Money

Time
Design System

- User Experience
- Development
- Design & Branding
- Governance
- Project Management
- Business Development
What about clients?
Teach your clients. Share your approach.
Tips and Tricks
Be consistent!
Be organized!
Document!

waaaaaaaaaaaaaaaaaaaaa!
Communicate!
Code!
Decide on the afterlife!
You have bigger fish to fry.
Like fun 404 pages and pre-loaders.
Who wouldn’t want more delight?
Ask us anything.

#DesignSystems

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