

Getting buy-in

for building a design system

(and team of **f10** behind it)





Jan Toman

Design System Lead at Kiwi.com

Twitter: @HonzaTmn

Making travel better at



Previously working for



&



A bit of
context

August 2017

Hired as 5th designer.



Task

Prepare UI kit for growing design team.

The plan



To grow to 15 designers in the next 12 months.

Time frame

3 – 6 months long project.



A hand is shown placing a red puzzle piece onto a surface that appears to be a keyboard, with the entire scene tinted in a deep blue color. The text is overlaid on this background.

My very first challenge

**"How might I prove that design system
is worth a full-time investment?"**

The first
three months

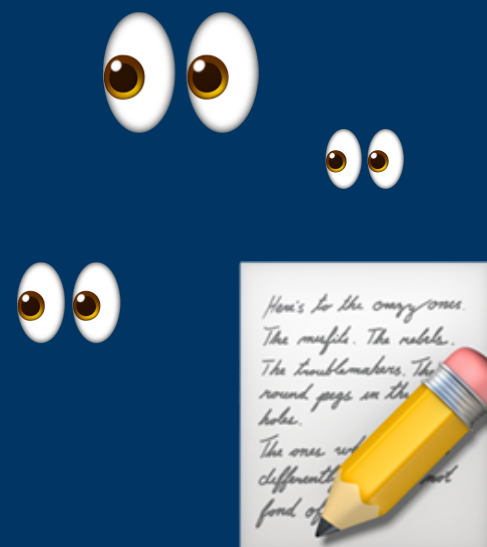




**Interface
audits**



**„Peak into other
design systems“**



**Talking
with people**

#what?!



Our internal research for a new design system & tips on how to do it

When we were defining a design system project, our goal was the usual one—to increase the speed and efficiency of our teams by improving consistency across our products.



Jan Toman

Mar 9, 2018 · 8 min read

<http://bit.ly/ds-research>



Top insights from research

(and how they affected future communication)



Existing styleguide



No one used it, though.



Fear for creativity

Fear that the design system will limit them and will lead to worse UX



Support from devs

They just hate coding something repeatedly.



A loot of tools

Our design files were everywhere and nowhere.



**Listen carefully.
Even small details matter.**



Lunch talks matter too

a.k.a using „silent persuasion strategy“





Priming

Mentioning keywords like „goals“, „roadmap“ or „accessibility“ now and then.



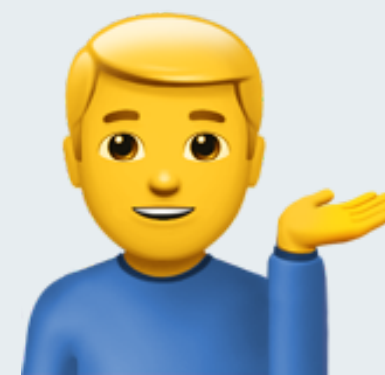
Building a case for coding

Setting the expectation that all components will be codified eventually.



It's here to help

It's not about limiting anyone creativity, it's the opposite.



Curator, not creator

Keeping designers in charge of decisions, be more a curator than creator.



Keeping designers in charge?

What does it mean in practice?





„We already have colors and text styles.“

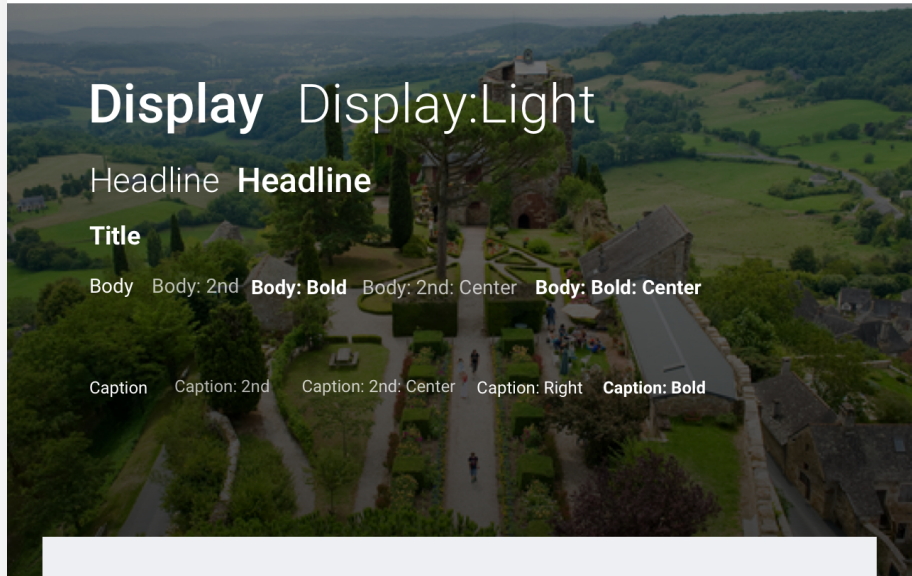


Typography

Make sure you have the right font installed. You should not be able to see any of the cyan guides.
Please download the latest Roboto at <http://www.google.com/design/spec/resources/roboto-font.html>

Roboto

Display Display:Light
Headline **Headline** **Headline:Highlighted**
Title **Title:Center** **Title:Success** **Title: Highlighted** **Title: Link**
Body **Body: Link** Body: 2nd **Body: Bold** Body: 2nd: Link Body: 2nd: Link: Right
Body: Center Body: 2nd: Center **Body: Bold: Center** Body: Center **Body: Link: Center**
Body: Link: Right
Caption Caption: 2nd Caption: 2nd: Center Caption: 2nd: Right Caption: 2nd: Link **Caption: 2nd: Link**
Caption: Bold
Note (Graphs and data) Note: Deactivated **Note: Hover** **Note: Selected**



Light theme default type color	Primary	#30363D	100%
Default light bg: #EDEF2	Secondary	#79818A	100%
	Disabled	#79818A	40%
Dark theme default type	Primary	#FFFFFF	100%
Default dark bg: typically it's photo or #30363D	Secondary	#FFFFFF	70%
	Disabled	#FFFFFF	30%

Basic Colors

Primary
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Grey
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Black White
White #FFF
Black #000

System Colors

Orange
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Green
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Yellow
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Additional Multicity Colors

Blue
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Purple
100%
90%
80%
70%
60%
50%
40%
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10%
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Pink
100%
90%
80%
70%
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50%
40%
30%
20%
10%
0%

Light Orange
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

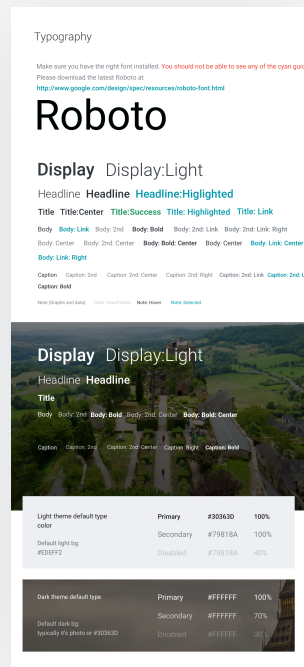
Light Yellow
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Light Brown
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Light Blue
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Light Red
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Task: Clear typography and colors.



Text 36px bold for main headers

**Text 32 px for price summary in price box
in bold**

Text 28px bold for main modal headers

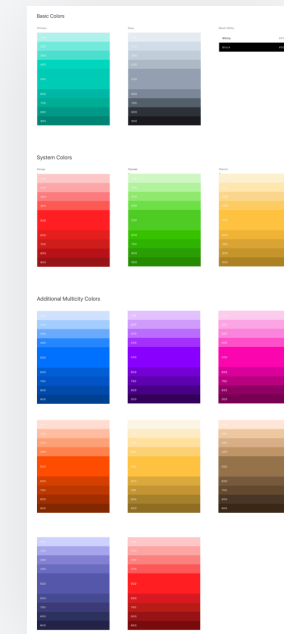
Text 20px bold for secondary headers

Text 18px bold for other secondary headers

Text 14px as primary style for text
in medium weight
in bold weight

Text 12px as secondary style for text
in medium weight
in bold weight
IN BOLD WITH UPPERCASE
in italic style

Text 11px as addition style for text
in medium weight
in bold weight
in italic style



Main color palette (without some shades)

Cloud

Cloud Light	#171b1e
Cloud	#e8edf1

Ink

Ink Lighter	#bac7d5
Ink Light	#7f91a8
Ink	#46515e
Ink Dark	#171b1e

Teal

Teal Light	#9CDAD3
Teal	#00a991
Teal Dark	#00826F

Green

Green Light	#e7f3e8
Green	#127f22
Green Dark	#065d12

Red

Red Light	#fae8e8
Red	#d21c1c
Red Dark	#650808

Blue

Blue Light	#E0F6FF
Blue	#10709f
Blue Dark	#07405c

Orange

Orange Light	#fcf1cd
Orange	#f9971e
Orange Dark	#a93610

„This is work-in-progress.“

KIWI.COM English USD - \$ Help Manage My Booking

ROUND-TRIP ONE-WAY MULTI-CITY CITY-HOP 1 adult

From: Copenhagen + 250km To: Anywhere

Depart: Thu, Mar 24 - Fri, Apr 23 Return: 2 - 10 nights

Create Price Alert Filters

Recommended	Cheapest	Shortest
\$99.41 5h 50 min	\$7.12 26h 50 min	\$102.27 5h 35 min

\$99.41 CphLionAir 8:30 PM - 11:20 PM Mon, Mar 28 2 h 50 min Copenhagen (CPH) → Barcelona (BCN)

5 nights in Barcelona

\$102.27 Vueling 10:30 AM - 1:15 PM Sat, Mar 26 2 h 45 min Copenhagen (CPH) → Barcelona (BCN)

8 nights in Barcelona

Ryanair 1:45 PM - 4:35 AM Sun, Apr 3 2 h 50 min Barcelona (GRO) → Copenhagen (CPH)

KIWI.COM English USD - \$ Help Manage My Booking

Booking number: 123 491 03 Booking confirmed

TUE, AUG 13 - FRI, AUG 17 PASSENGERS: 1

Brno ↔ Barcelona

Print your e-ticket and keep it with you for the duration of your journey. Download

Additional services

- Add baggage
- Get insurance
- Pick a seat

Show 5 more

Flights Change Flight

CphLionAir	8:30 PM - 11:20 PM Mon, Mar 28	2 h 50 min	Brno (BRN) → Barcelona (BCN)
CphLionAir	11:30 PM - 12:30 AM Sat, Apr 2 - Sun, Apr 3	3 h	Barcelona (BCN) → Brno (BRN)

Baggage Add Checked Baggage

- 2x Cabin 42x32x20 cm 10kg What's cabin baggage?
- 2x Checked 20kg (weight limit only) What can be inside?

Passengers

Check your personal details and see checked-in details, visas and additional services.

Mr. Jakub Sobotka 12/09/1995 VISA NEED CHECK-IN

Contact details jakub.sobotka@kiwi.com

[Invoice](#)
[Confirmation email in English](#)
[Refund application form](#)

KIWI.COM English USD - \$ Help Manage My Booking

Brno ↔ Moscow

Flight

DEPARTURE Duration: 44h RETURN Duration: 26h 20m

Sat, Apr 8 5:25 PM Brno BRQ 6:35 PM London STN 2h 10m 27h 45m layover + Kiwi.com Guarantee	Sun, Apr 16 - Mon, Apr 17 8:40 PM Bali Denpasar 7:35 AM Amsterdam AMS 16h 55m 2h layover + Kiwi.com Guarantee
Sun, Apr 9 4:15 PM London STN 6:20 PM Amsterdam AMS 1h 5m 2h 35m layover + Kiwi.com Guarantee	Mon, Apr 17 9:35 AM Amsterdam AMS 9:45 AM London STN 1h 10m 4h 5m layover + Transfer covered by airline
Sun, Apr 9 - Mon, Apr 10 8:55 PM Amsterdam AMS 7:25 PM Bali Denpasar DPS 16h 30m	Sun, Apr 9 1:50 PM London STN 5:00 PM Brno BRQ 2h 10m

Total \$73.54

1x Passenger \$73.54
 1x Cabin baggage FREE

+420 603 541 668
 Online and on-call 24/7

1. Passenger

First name: e.g. Peter Last name: e.g. Brown

Nationality: United States Gender: Select Date of birth: MM/DD/YYYY

Passport or ID number: Write here... Passport or ID expiry date: MM/DD/YYYY No Expiry

Baggage

Cabin baggage	35 x 20 x 20 cm, 10 kg	FREE
Add cabin baggage	35 x 20 x 20 cm, 10 kg	+\$ 8
Add checked baggage	85 x 30 x 40 cm, 15 kg	+\$19.58

Travel insurance from AXA Comparison and Terms of Use

- No insurance
- Travel Basic + \$30
- Travel Plus + \$50

Medical expenses, Trip cancellation, Assistance services, Lost baggage, Air travel insurance

Add another passenger

Contact details of Martin Halk

Email: E.g. name@domain.com Phone: +1 111 222 333

Visa requirements

Germany Airport transit visa - may be required for: 1. Passenger Info (EN)

Russia May be required for: 1. Passenger Info (EN)

Please note that a visa or airport transit visa may be necessary for travel. Requirements found here are for reference purposes only. Contact the embassy or your foreign ministry for more information.

Use promo code Need an invoice?

Payment

Credit card number: 1111 2222 3333 4444

Expiry date: MM YY Security code: 123

Cardholder's name: E.g. Michael Smith

I accept Kiwi.com's Terms and Conditions and agree with the immediate performance of their services. I also acknowledge that I cannot withdraw from this service agreement.

I do not want to receive the best deals and updates. More

Check your booking Pay \$73.54 (USD)

„You decide if it’s enough.“

If not? Iterate, improve, let them check again.

Palette after a year of iterations

Main color palette (without some shades)

Cloud

Cloud Light	#171b1e
Cloud	#e8edf1

Ink

Ink Lighter	#bac7d5
Ink Light	#7f91a8
Ink	#46515e
Ink Dark	#171b1e

Teal

Teal Light	#9CDAD3
Teal	#00a991
Teal Dark	#00826F

Green

Green Light	#e7f3e8
Green	#127F22
Green Dark	#065d12

Blue

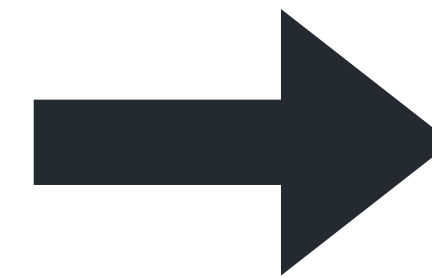
Blue Light	#E0F6FF
Blue	#10709f
Blue Dark	#07405c

Red

Red Light	#fae8e8
Red	#d21c1c
Red Dark	#650808

Orange

Orange Light	#fcf1cd
Orange	#f9971e
Orange Dark	#a93610



Product Light #E0E8F7	Product Light :hover #D6F0EE	Product Light :active #C0E8E4
Product Normal #00A991	Product Normal :hover #009882	Product Normal :active #008F7B
Product Dark #007F6D	Product Dark :hover #007060	Product Dark :active #006657
Product Darker #005C4E		
White #FFFFFF	White :hover #F1F4F7	White :active #E7ECF1
Cloud Light #F5F7F9	Cloud Light :hover #E3EAEF	Cloud Light :active #D6DEE6
Cloud Normal #E8EDF1	Cloud Normal :hover #D9E1E8	Cloud Normal :active #CAD5DF
Ink Lighter #BAC7D5	Ink Lighter :hover #A6B6C8	Ink Lighter :active #94ABBE
Ink Light #7F91A8	Ink Light :hover #52647A	Ink Light :active #465567
Ink Normal #46515E	Ink Normal :hover #181B20	Ink Normal :active #0B0C0F
Green Light #E7F3E8	Green Light :hover #D7EAD9	Green Light :active #C3DFC7
Green Normal #127F22	Green Normal :hover #238B31	Green Normal :active #1D7228
Green Dark #065D12	Green Dark :hover #1B4621	Green Dark :active #123016
Orange Light #FCF1CD	Orange Light :hover #FAE2C7	Orange Light :active #F8D3AB
Orange Normal #F9971E	Orange Normal :hover #F38906	Orange Normal :active #D67906
Orange Dark #A93610	Orange Dark :hover #712105	Orange Dark :active #531904
Red Light #FAE8E8	Red Light :hover #F4D2D2	Red Light :active #EE8989
Red Normal #D21C1C	Red Normal :hover #B91919	Red Normal :active #9D1515
Red Dark #650808	Red Dark :hover #5A0707	Red Dark :active #3E0505
Blue Light #E0F6FF	Blue Light :hover #C7EFFF	Blue Light :active #A8E5FF
Blue Normal #10709F	Blue Normal :hover #0161AC	Blue Normal :active #01508E
Blue Dark #07405C	Blue Dark :hover #003561	Blue Dark :active #002442
Facebook #3B5998	Facebook :hover #3B5490	Facebook :active #334F88

Small iterations. Often.

**It doesn't need to be perfect.
It never will be anyway.**

A hand is shown placing a red puzzle piece onto a blue keyboard. The background is a solid blue color. The text is overlaid on the image.

The effect of this strategy

**People believed in styleguide,
so they started to use it.**

#ikeaEffect

Next
3 to 6 months

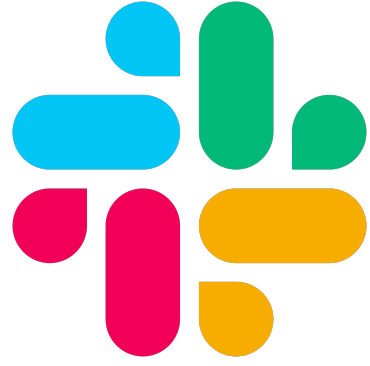




orbit-design-system

You created this channel on November 14th, 2017. This is the very beginning of the **# orbit-design-system** channel. Purpose: Info channel for design system updates and global announcements. ([edit](#))

[+ Add an app](#) [👤 Add people to this channel](#)



honza 19:36

@product_designers * Kiwi Kit for Sketch version 0.1 *

It's a first step and very small but it's a start of something awesome. **Now I need your cooperation** - try to use colors from the palette below and components from the Kiwi Kit and **if anything is limiting or not usable, just report it to me.** The goal of these first iterations is to re-create most used components from our UI so you can work with them easily in Sketch and focus on more complicated things.

How to install Kiwi Kit?

Just work with Abstract, as you are used to. Kiwi Kit was linked to all your projects so it should be accessible in your Sketch right now. Open "Symbol" drop-down, hover over "Kiwi Kit (Master @ ...)" and all mentioned symbols are already there.

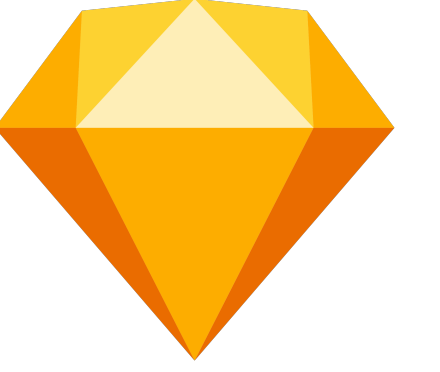
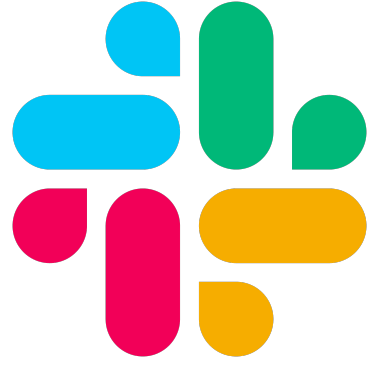
Current components in Kit

- 4 types of system messages (error, danger, success, info), w/ and w/o icons, w/ and w/o title
- 3 types of buttons (Large, Normal, Small), w/ and w/o icons + disabled state
- Few form elements (checkboxes, radio buttons)
- Few basic icons (alert, info, ...)

Sketch palette with 16 unified colors:

- Download palette here: <https://www.dropbox.com/s/19q0ere8jm6dxcr/kiwi-kit.sketchpalette?dl=0> (if you need help to install it to your Sketch just catch me and I'll help)
- Basic guidelines for colors are here: <https://marvelapp.com/79c0g9e/screen/36355252> (it's work in progress, your feedback from using these colors will be priceless)
- These colors should be enough to create anything you need, maybe expect the most complicated components (eg. calendar). If you'll find out that it's not possible, just ping me, we can discuss it and possibly update the palette if needed.
- I am currently testing Design System Manager for sharing palette and text & layer styles.

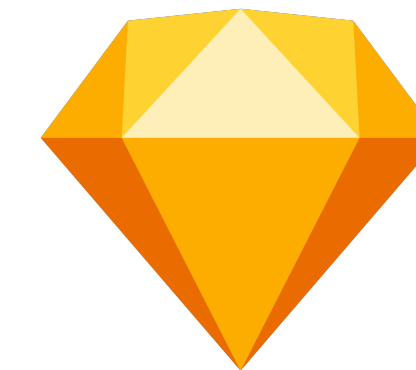




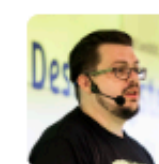
Next version

- Set of most used icons in our product UI
- Form components (inputs, select boxes, etc.)
- Your suggestions!

Let's try to use Kit and colors from sketch palette **Find the limits,** report everything you find and we can think how to solve it 😊 (edited)



**A lot of small
changes.
Often.**



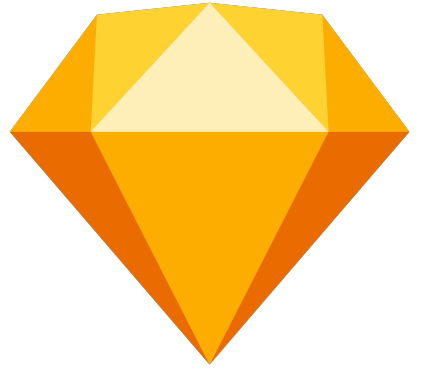
honza 14:42

[@product_designers](#) * Kiwi Kit for Sketch - version 0.1.1 *

- FIXED color for text in secondary buttons
- FIXED artboard height for small buttons
- ADDED normal buttons with icon
- ADDED normal buttons in disabled state

Thanks [@henne](#) for reporting! 🇺🇦

It should update in your Sketches automagically. 🛠️



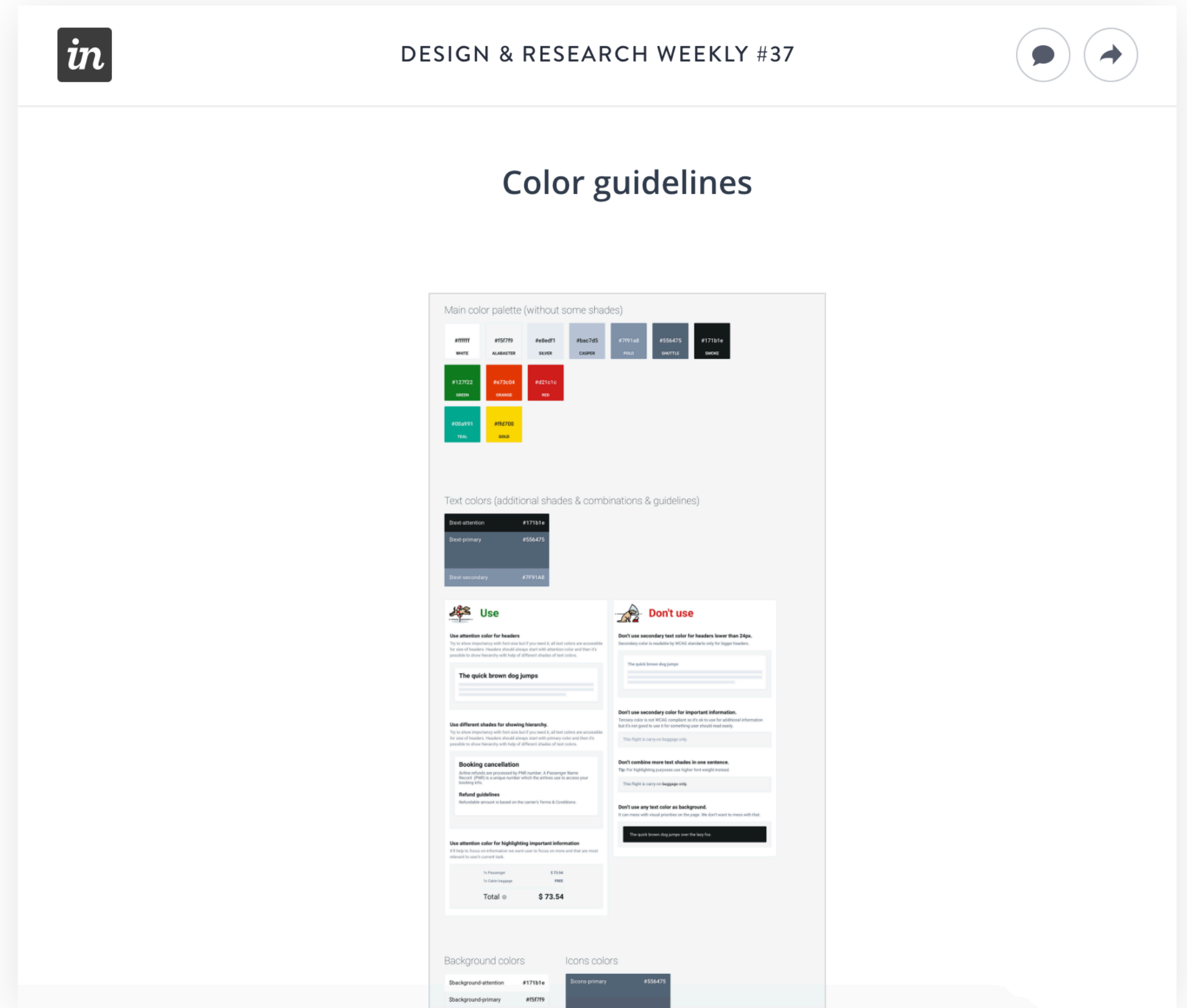
Giving them control. Again.

What should be next? Vote below the post!

- 1 Form inputs
 - 2 Modal wrapper
 - 3 Cards (edited)
- 1 9 2 1 3 1



Silent weekly updates To management.





It's all about gaining trust.



-Do you trust me?
-I trust you.

December 2017

... more & more requests coming.



December 2017

**Me switching full-time
on improving UI kit**

Goal: support 9 designers



„Team“: 1 UX Designer

January 2018

**Junior developer is
joining our design team**

However, not for coding UI kit...



A hand is shown placing a red puzzle piece onto a keyboard. The entire scene is overlaid with a semi-transparent blue filter. The text is centered over the image.

Current challenge

**"How might I get someone
to code our UI components?"**



Using research insights



Support from devs

They just hate coding something repeatedly.





Support from devs

They just hate coding something repeatedly.



Meeting with lead engineer to discuss options





Our remote team will code UI components

„They need it anyway for their new project.“

„Team“: 1 UX Designer



Remote team coding UI kit



March/April 2018 – Retrospective

No time

Team's priority was to deliver their project, not a library of reusable components.



Partial coverage

Not every variation was done, so it was basically unusable by other teams.



Not compliant

Component's weren't pixel perfect, bad browser support, no test coverage.



No time

Team's priority was to deliver their project, not a library of reusable components.



Partial coverage

Not every variation was done, so it was basically unusable by other teams.

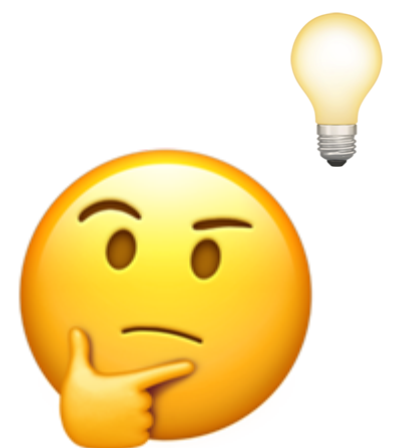


Not compliant

Component's weren't pixel perfect, bad browser support, no test coverage.



Meeting with lead engineer again





Our new junior developer will code UI components

+ that coder from design team will help too.

„Team“: 1 UX Designer

+

1,5 junior (but dedicated!) developers

What else was happening?



How did we ensure that our design system won't be forgotten?

Improving UI kit

New components, new variations,
a lot of UI kit improvements.



Orbit.Kiwi

Creating a single source of truth
for everything design systems related.



New name

Boosting the product feeling of our
design system by giving it a unique name.

Improving visibility

Presenting design system on „AllDevs“
(company platform for sharing knowledge)



Creating name



honza 19:29

After few discussion here, we selected three possible names. Now it's time to vote! 🎉

- 0 Kiwi Kit
- 1 Orbit
- 2 Atlas
- 3 Telescope

Deadline for voting is on Thursday at 10am. (edited)

1 9 2 8 3 1 0 2 4 1



Charizard 13:23

joined #orbit-announcements.



Charizard 13:24

simon | Our new logo ▾



Charizard 13:24

left #orbit-announcements.

Creating **identity**



Connecting the unconnected



:doesnt-look-like-orbit-to-me:



:orbit:



:orbit-heart:



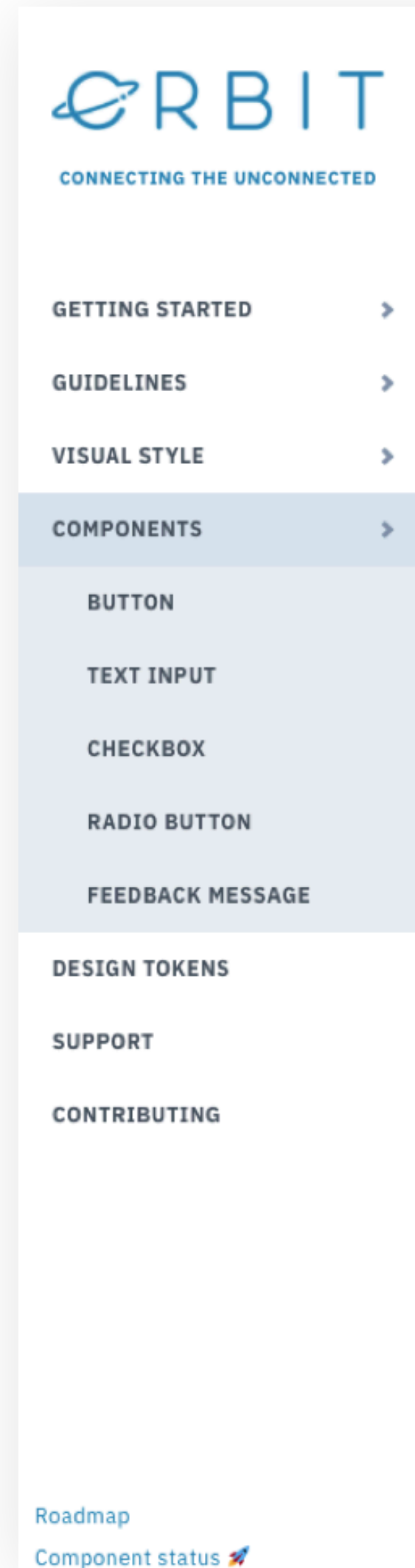
:orbit-real:



:orbit-storybook:

Orbit.Kiwi

Single source of truth.



ORBIT
CONNECTING THE UNCONNECTED

- GETTING STARTED >
- GUIDELINES >
- VISUAL STYLE >
- COMPONENTS >
- BUTTON
- TEXT INPUT
- CHECKBOX
- RADIO BUTTON
- FEEDBACK MESSAGE

DESIGN TOKENS

SUPPORT

CONTRIBUTING

Roadmap







Component status 🚀

Button

Button is simple component when we need to show what actions users can do on the page.

1. Basic button types

We have two basic attributes for buttons: **size & importance**. We have 3 sizes (large, normal and small) and 2 importance levels (primary and secondary). With combination of these attributes, we have 6 basic button types:

Primary Large 	Primary Normal 	Primary Small 
Secondary Large 	Secondary Normal 	Secondary Small 

✓ **Use primary large size only for most important action on the page**
There shouldn't be more than one large size button on the page. For every other important action (like adding another passenger or baggage) use normal size.

✓ **Use secondary small buttons for additional actions on the page**
The secondary small button is great for actions like „Edit passengers“ in the Manage my booking section because it stands out from interface but don't take so much attention.

✗ **Don't use any small button as button for sending a form**
Sending a form is main action of the form, it should grab user's attention. Use primary large button instead.

- 1. Basic button types
 - 1.1 Basic combinations
 - 1.2 Buttons with icon
 - 1.3 Disabled state
- 2. Special button types
 - 2.1 Social buttons
 - 2.2 Destructive buttons
 - 2.3 Link button

Roadmap

Public for everyone

What's next?

Last update: 1st July 2019

Current term

We are focusing on this in the current quarter.

Release stable version of Orbit components

We have all common components ready, we're improving their accessibility and tokens coverage and then we will be able to release version 1.0.0.

Estimation: Q3/2019

Account in React Native

We are extending Orbit to React Native and React Native Web. That means not just prepare tokens, but also prepare components. This is just another step to support multi-platform components with Orbit. We will be directly supporting components from Account.

Estimation: Q3/2019

Improve Orbit.Kiwi documentation

Based on a lot of feedback we've got on Orbit documentation, we plan to add some new features to help people to navigate through docs better and add examples of component usage.

Estimation: Q3/2019

Support accessibility adoption

We have all basic stuff for a11y baked in Orbit, now we focus on passing all that into our production.

Estimation: Q3-Q4/2019

Near term

We will focus on this in 1-2 quarters from now.

Add calendar to Orbit

It should support all travel related features – single date, range, drag&drop.

Estimation: Q3/2019

Extend Orbit to emails

Emails have their own set of components and Orbit should approach them in the same way as we are preparing components to React for front-end teams.

Estimation: Q3/2019

Create guidelines for Sketch & Abstract

The main goal of Abstract was to easily find design when needed – but we have a bit of chaos in branches, commits and Sketch structure, so we need to clean it up.

Estimation: Q3/2019

Create content style guide

Create a content style guide and voice & tone recommendations for Orbit texts.

Estimation: Q3-Q4/2019

Component status

Public for everyone

Components

Last update: 30th June 2019 (Week 26)

Legend:

✓ (done), 🕒 (in progress), ⚪ (skipped, as is not needed for Account)

ETA: Estimated release week

Component	Design	Specification	React	React Native
Text	✓	✓	✓	🕒 ETA: ?
Heading	✓	✓	✓	🕒 ETA: ?
Icon	✓	✓	✓	🕒 ETA: ?
TextLink	✓	✓	✓	🕒 ETA: ?
Alert message	✓	✓	✓	🕒
Button	✓	✓	✓	🕒
ButtonLink	✓	✓	✓	🕒
Card	✓	✓	✓	🕒 ETA: ?
Card expandable section	✓	✓	✓	🕒 ETA: ?
Carrier Logo	✓	✓	✓	⚪
Checkbox	✓	✓	✓	⚪
Radio button	✓	✓	✓	⚪
Select	✓	✓	✓	🕒
InputField	✓	✓	✓	🕒
InputFile	✓	✓	✓	⚪
Textarea	✓	✓	✓	⚪
Modal	✓	✓	✓	🕒
Tile	✓	✓	✓	⚪
TileExpandable	✓	✓	✓	⚪
Loading	✓	✓	✓	🕒 ETA: ?

- Getting started
- Visual style
- Design tokens
- Components
- Content
- Guidelines
- Support

- Changelog
- Components
- Resources
- Request enhancement
- Report bug (on Github)

Blast off

Welcome to the Orbit design system, an internal shared repository for design patterns and guidelines at Kiwi.com. Orbit aims to bring order and consistency to all of our products and processes. We elevate user experience and increase the speed and efficiency of how we design and build products.



Orbit.Kiwi is still a work in progress. There's still a lot to do. Any feedback and help is highly appreciated.

Quick links



Orbit UI for Sketch



Orbit Storybook

Orbit Principles

With Orbit we maintain the following principles:



Push forward

When working on something, we want to assess all the solutions already in use across our products, synthesize them, and build solutions that fit best.



Build for users

Investing time into reusable components gives us the opportunity to improve the accessibility and usability of our products.



Use established patterns

We encourage experimentation. We welcome new solutions. But, our focus is on using patterns and vocabulary that are familiar to our users.



Peer review

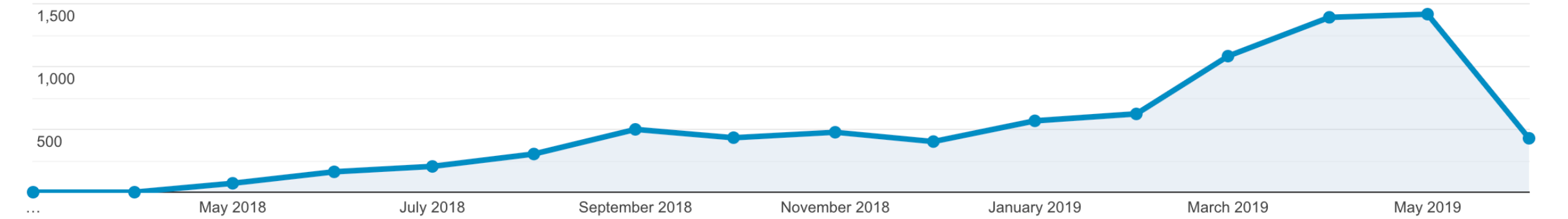
Orbit is an evolving project, as such we're always looking for better, more efficient ways to build our products. Peer review is a necessary part of Orbit's continued growth.

Overview

Users vs. Select a metric

Hourly Day Week Month

Users



Users

6,641



New Users

6,645



Sessions

19,896



Number of Sessions per User

3.00



Pageviews

69,838



Pages / Session

3.51



Avg. Session Duration

00:03:55

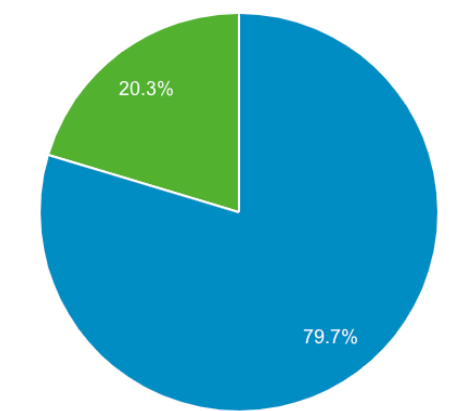


Bounce Rate

40.45%



New Visitor Returning Visitor



Page Title	Pageviews	% Pageviews
1. Orbit.Kiwi – Connecting the unconnected	13,018	18.64%
2. Colors – Orbit.Kiwi	5,090	7.29%
3. Icons – Orbit.Kiwi	4,260	6.10%
4. Design tokens – Orbit.Kiwi	4,194	6.01%
5. Button – Orbit.Kiwi	4,061	5.81%
6. Brand Kiwi.com – Orbit.Kiwi	2,817	4.03%
7. Alert message – Orbit.Kiwi	2,676	3.83%
8. For designers – Orbit.Kiwi	2,014	2.88%
9. Typography – Orbit.Kiwi	1,985	2.84%
10. Badge – Orbit.Kiwi	1,780	2.55%

July 2018

Almost one year after my start





**Company sees us
as „Orbit team“**

1 Product / UX

+

2 React Developers

+

1 UI Engineer

Full-time focus. A few months later.

October 2018



40 components ready

In Sketch & coded in React,
all tested and maintained.



New users

New internal „clients“:
business development, marketing,
community & event team



Improving adoption

Product teams started replacing
old components in code.

Good feedback

Getting a lot of good feedback
from all over the company.



**Motivation to
continue is high**



From team and also the company.

No accessibility

And it's starting to be a problem.



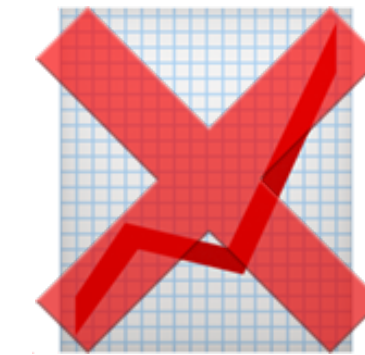
Missing design docs

However, we have bigger issues.



Slowing down delivery

There is just too many people using it and we don't have time to cover all requests



No strong metrics

And company is starting with OKRs, so we need to figure out metrics too.

No accessibility

And it's starting to be a problem.



Slowing down delivery

There is just too many people using it
and we don't have time to cover all requests



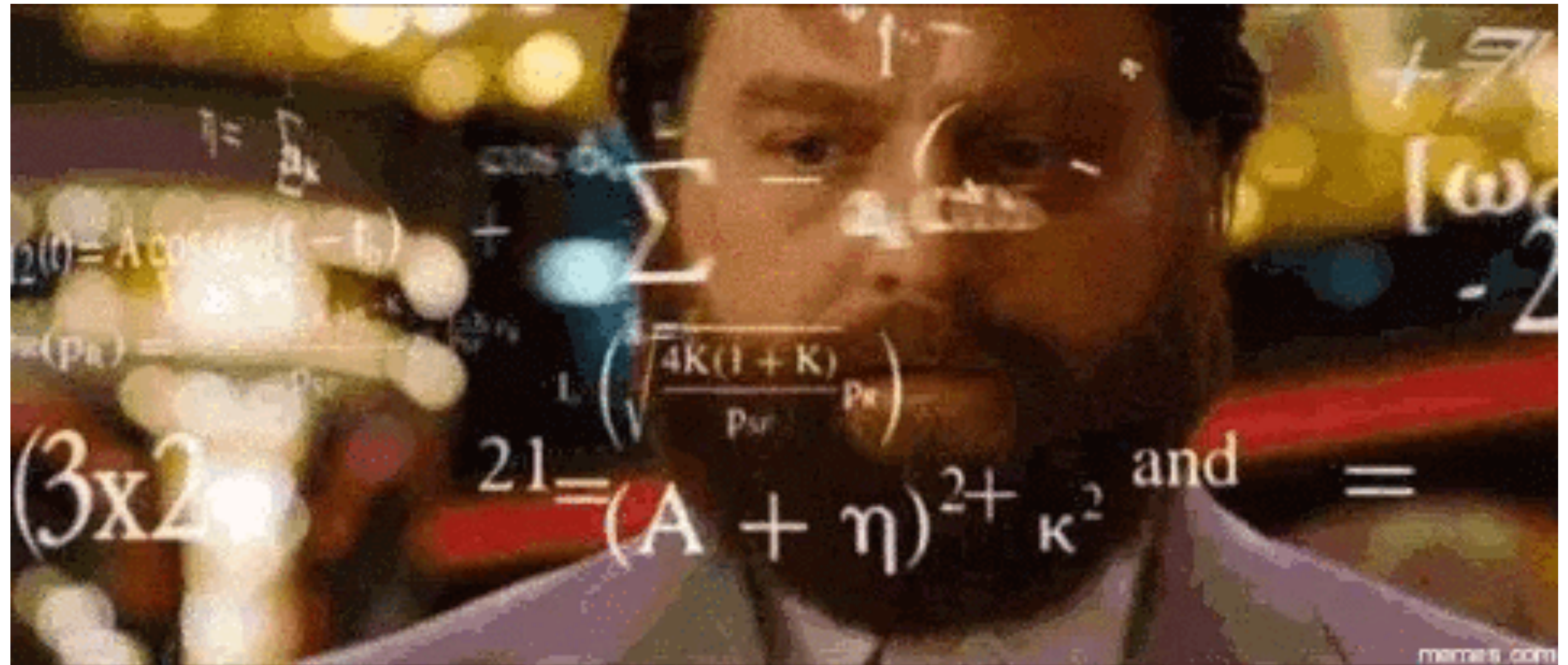
Solution: hiring 3rd developer





No strong metrics

And company is starting with OKRs, so we need to figure out our metrics too.





No strong metrics

And company is starting with OKRs, so we need to figure out our metrics too.

At least OKRs are defined.

Company objective	Company Key Results (Company Sub-Objectives)	Company KR owner	Team Objective (Company sub-key result)	Team objective owner	Team Key results	Team Key result Owners	initial value (Q2)	targets (Q3)
Increase Efficiency	KR22 Deliver on time all projects and features planned	Petra	Make design and development faster	Honza Toman	Deliver UI components to cover at least 80% of Account feature	Honza Toman	0	80%
					Deliver reusable Calendar component	Luděk Vepřek	FALSE	TRUE
					Design modular components that covers 80% of transactional email templates	Will Kolmačka	0	80%
					Launch Global Hackathon websites that are covered 100% by Orbit	Filip Daniško	0	100%
					Convert 30% of main components to plain HTML/CSS to support future Kiwi Lite	Tom Hapl	0	30%
			Release all planned features of Orbit Components 1.0.0	Luděk Vepřek	0	100%		
			Improve quality of Orbit documentation	Honza Toman	Improve overall satisfaction with documentation by 10%	Honza Toman	69,7%	76,67%
					Document error validation flow	Will Kolmačka	0	90%
					Document 100% of new components API on Orbit.Kiwi	Luděk Vepřek	0	100%
					Have 90% API consistency between RN and React components	Luděk Vepřek	0	90%
Increase Efficiency	KR7 Decrease the ratio of "technical debt in days" and "net revenue (without force majeure costs)"	Stanley	Improve maintainability of Orbit packages	Honza Toman	Merge 3 main Orbit repositories into monorepo	Tom Hapl	0	3
					Implement Orbit code linter for improving Orbit code compliance	Tom Hapl	0	?
					Launch Orbit Dashboard for monitoring adoption & breaking changes with all planned features for first version	Filip Daniško	0	100%
Scalability	KR13 Retain talent in the company	Katka	Improve Orbit open source visibility	Honza Toman	Have 400 stars on Github for Orbit components	Honza Toman	148	400
					Open source 2 more tools used in Orbit team	Tom Hapl	FALSE	TRUE
					Write 3 articles on code.kiwi.com (or design.kiwi.com)	Honza Toman	0	3
					Launch Orbit Themer 1.0 with 3 predefined themes	Will Kolmačka	FALSE	TRUE
Company Growth	KR1 Transportation vertical net revenue increase	Olix	Improve accessibility of Kiwi.com	Honza Toman	Add SkipNavigation with the main actions to 3 main views in flows	Filip Daniško	FALSE	TRUE
					Support keyboard navigation in main steps of booking flow	Filip Daniško	?	?
					Organize internal 1-day educational workshop (Orbit in general, covering also a11y development)	Filip Daniško	0	1
					Prepare 1 usability testing with blind users	Filip Daniško	0	1



think

“Nothing is invented and perfected at the same time.”


- John Ray

Fast-forward to


July 2019




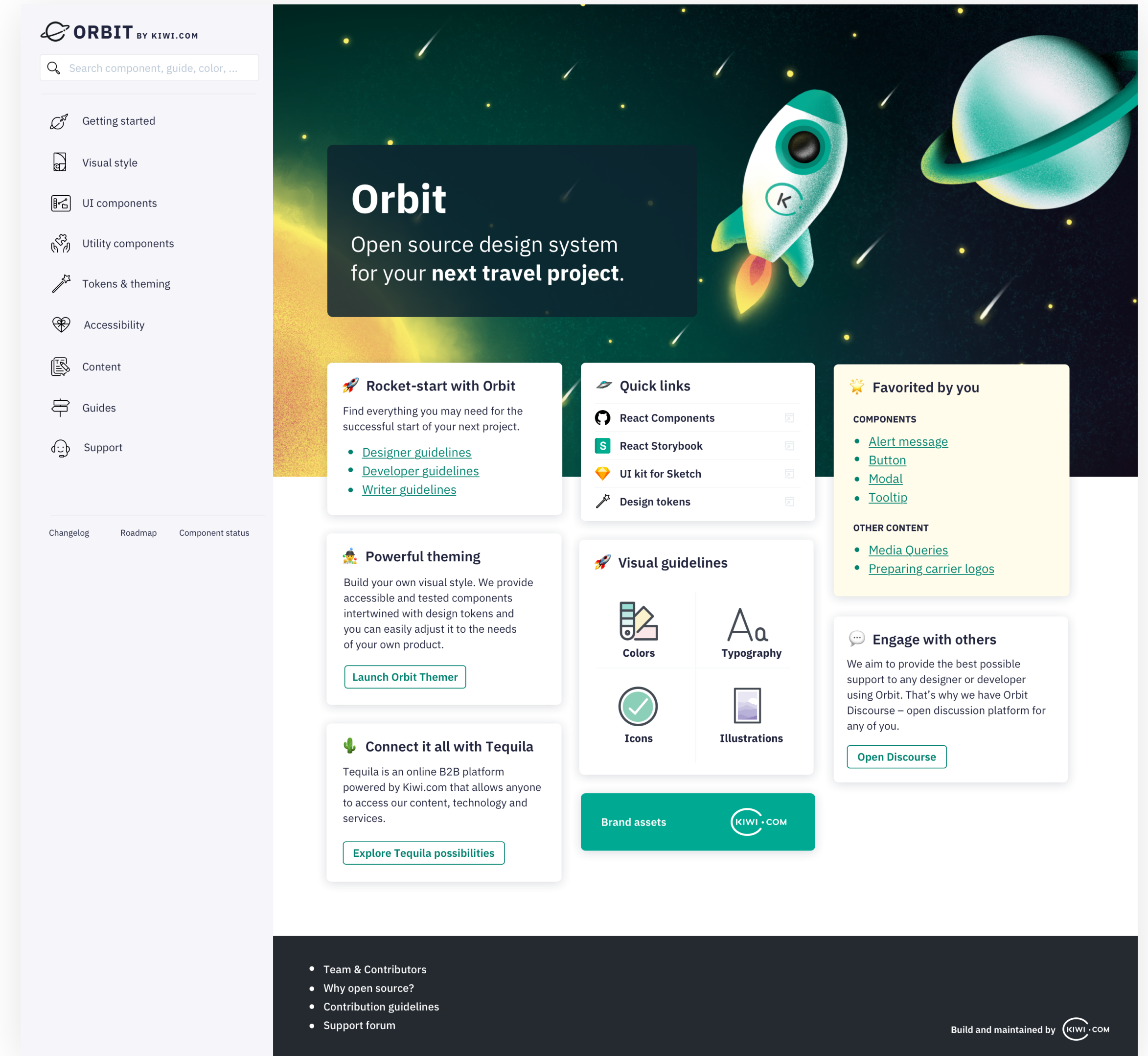
Current situation

 **Hiring Content Writer & project manager as full members of Orbit team**

 **React Native implementation of our components**

 **Publishing new documentation page with live examples & more features**
(working with data we've collected)

 **Internal one-day edu conference**
(trainings, accessibility, how to's, ...)



Current team

- 👨‍💻 3 React developers
- 👨‍💻 3 React Native developers
- 👨‍🔧 1 UI Engineer
- 🧙‍♂️ 1 Product Manager / UX Designer

+ we are looking for

- 👨‍💻 1 Content Writer
- 🦸‍♂️ 1 Project Manager



 Change doesn't
happ~~e~~n overnight 

Thanks



Thank you

+ reach out to me on Twitter: @HonzaTmn