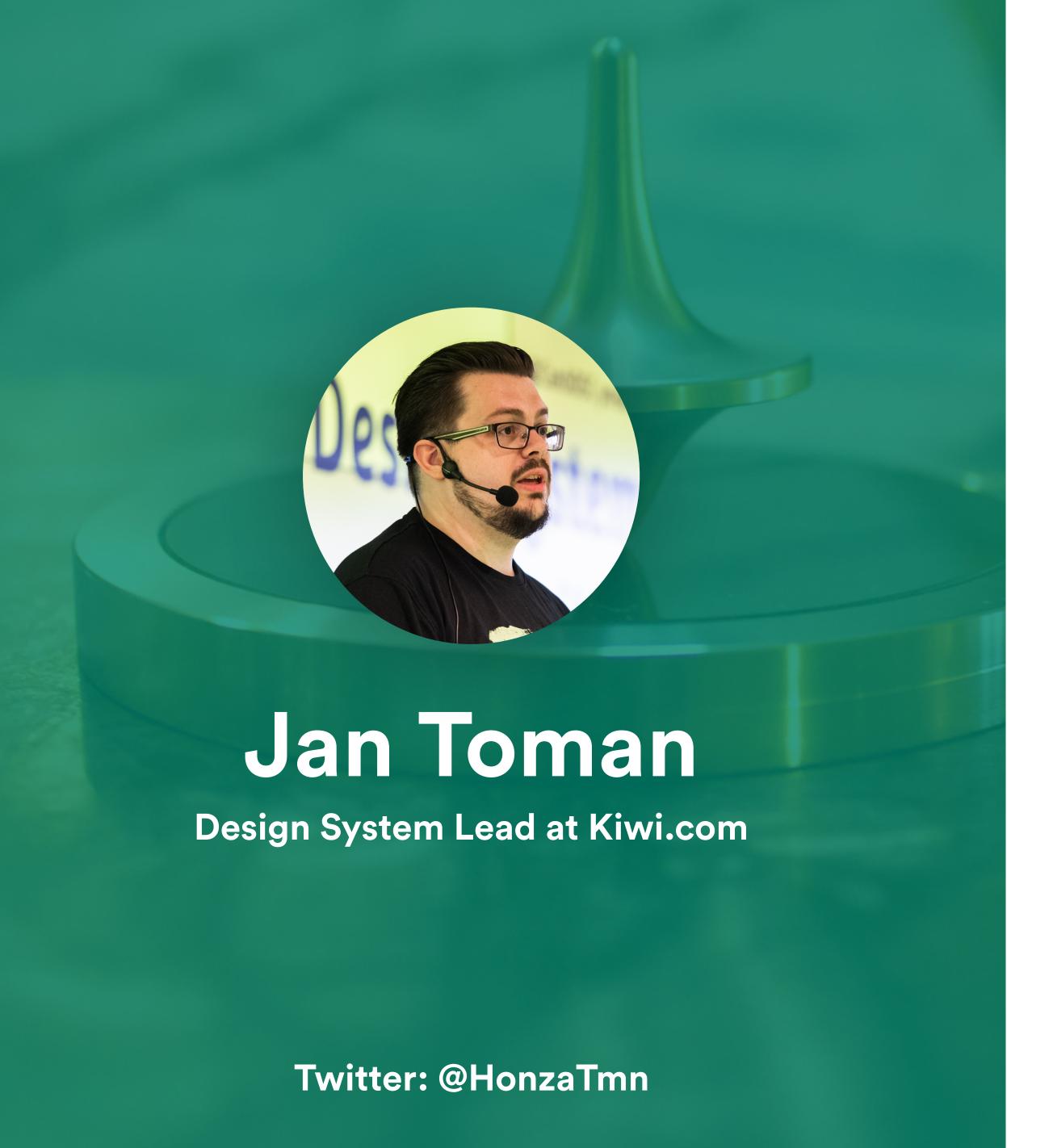
Design System Team at Kiwi.com Zero to five people in less than 2 years

How did I sell and create the team of 5 fully dedicated people only for Kiwi.com design system



Making travel better at



Previously working for

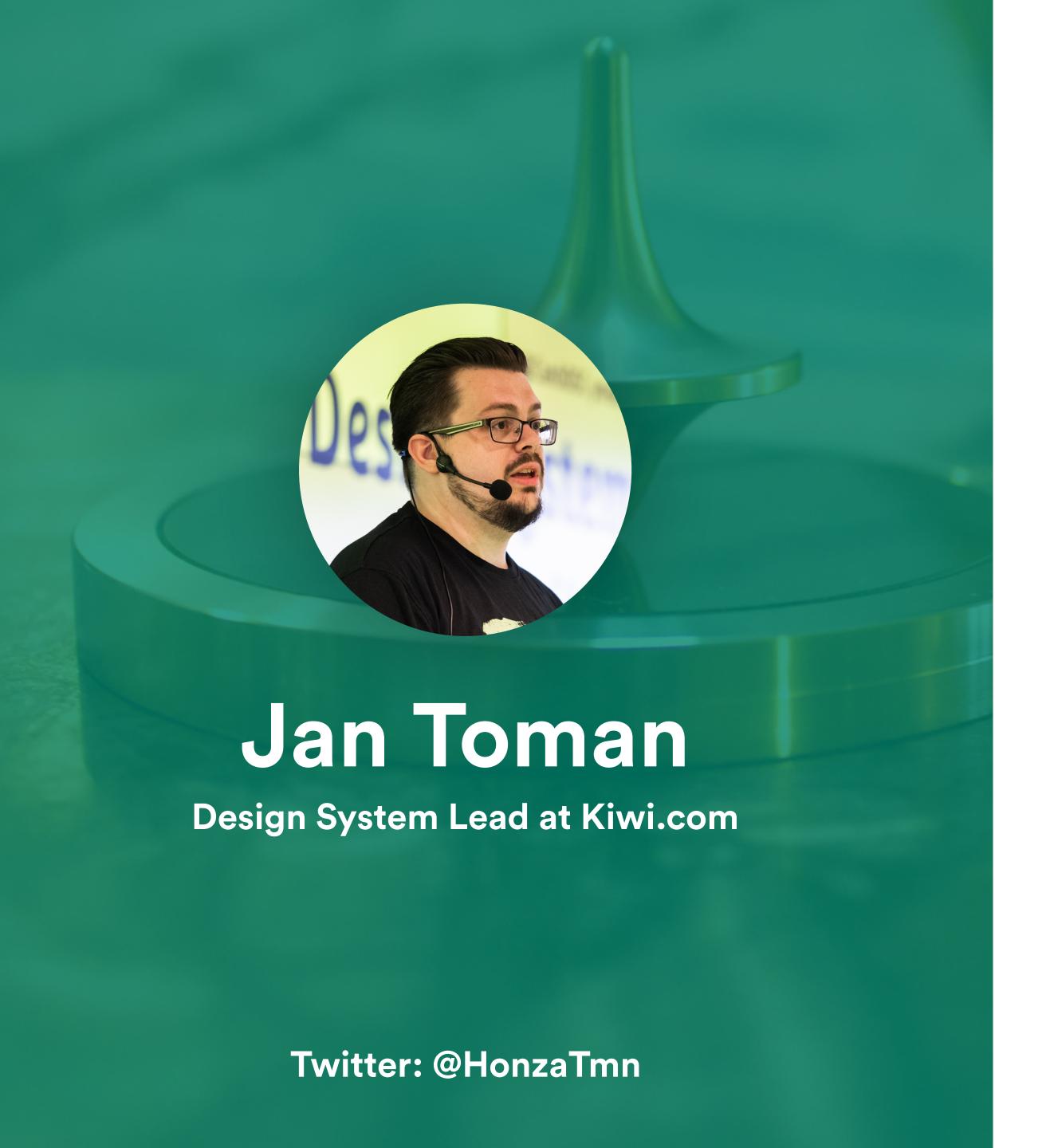












Outside of work



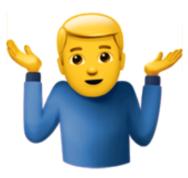
+ curating designsystemsjobs.com





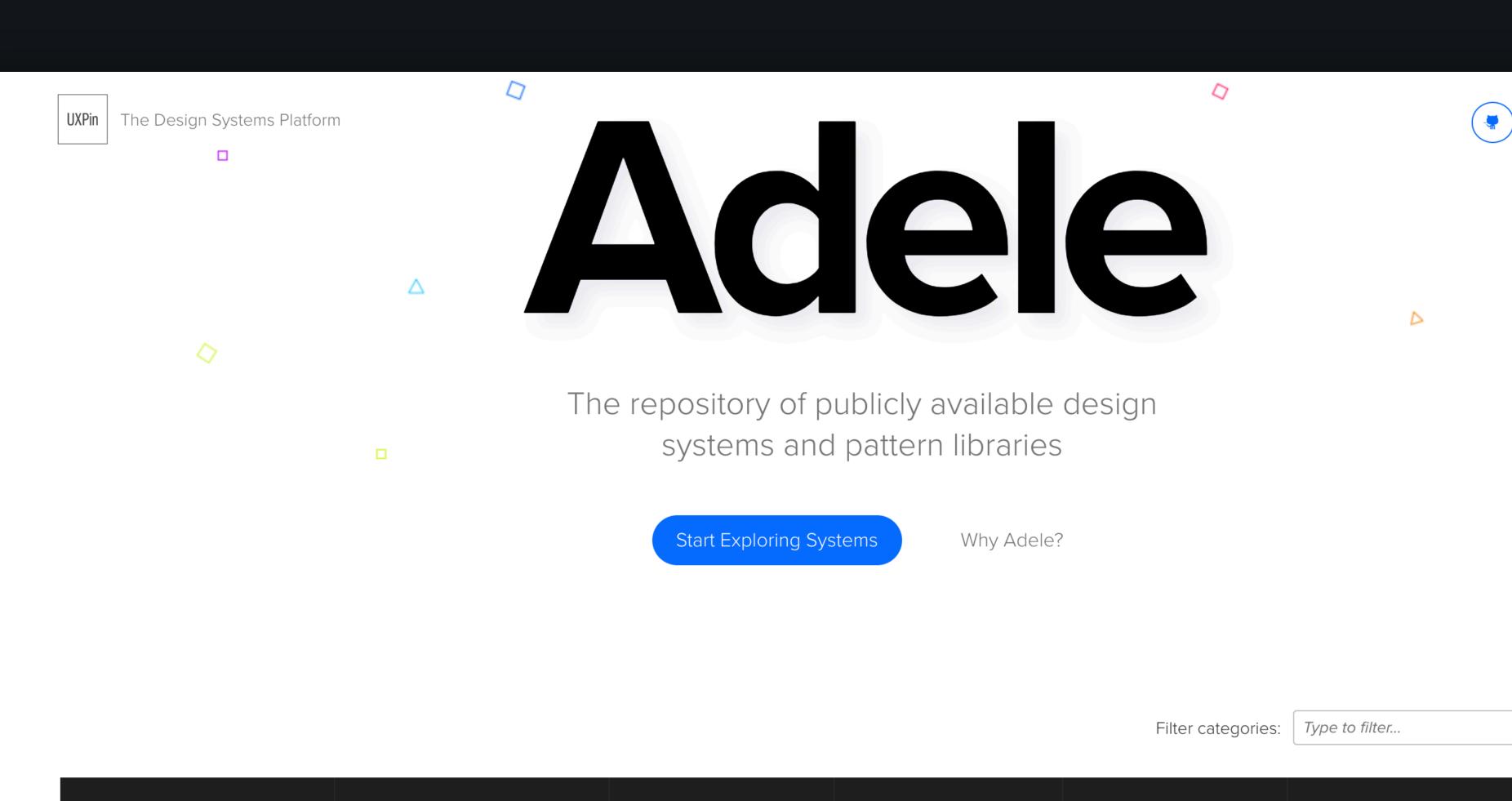






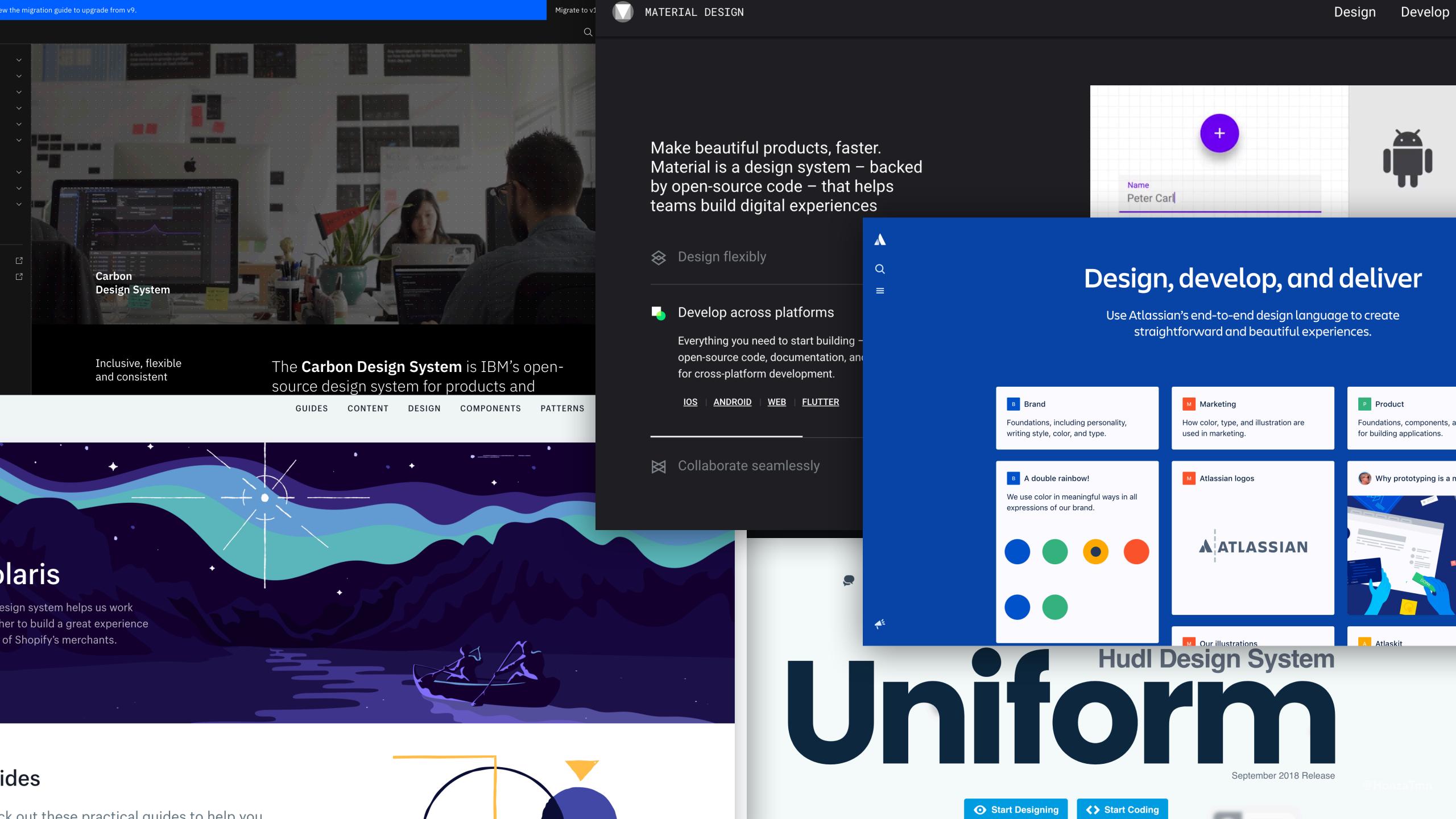


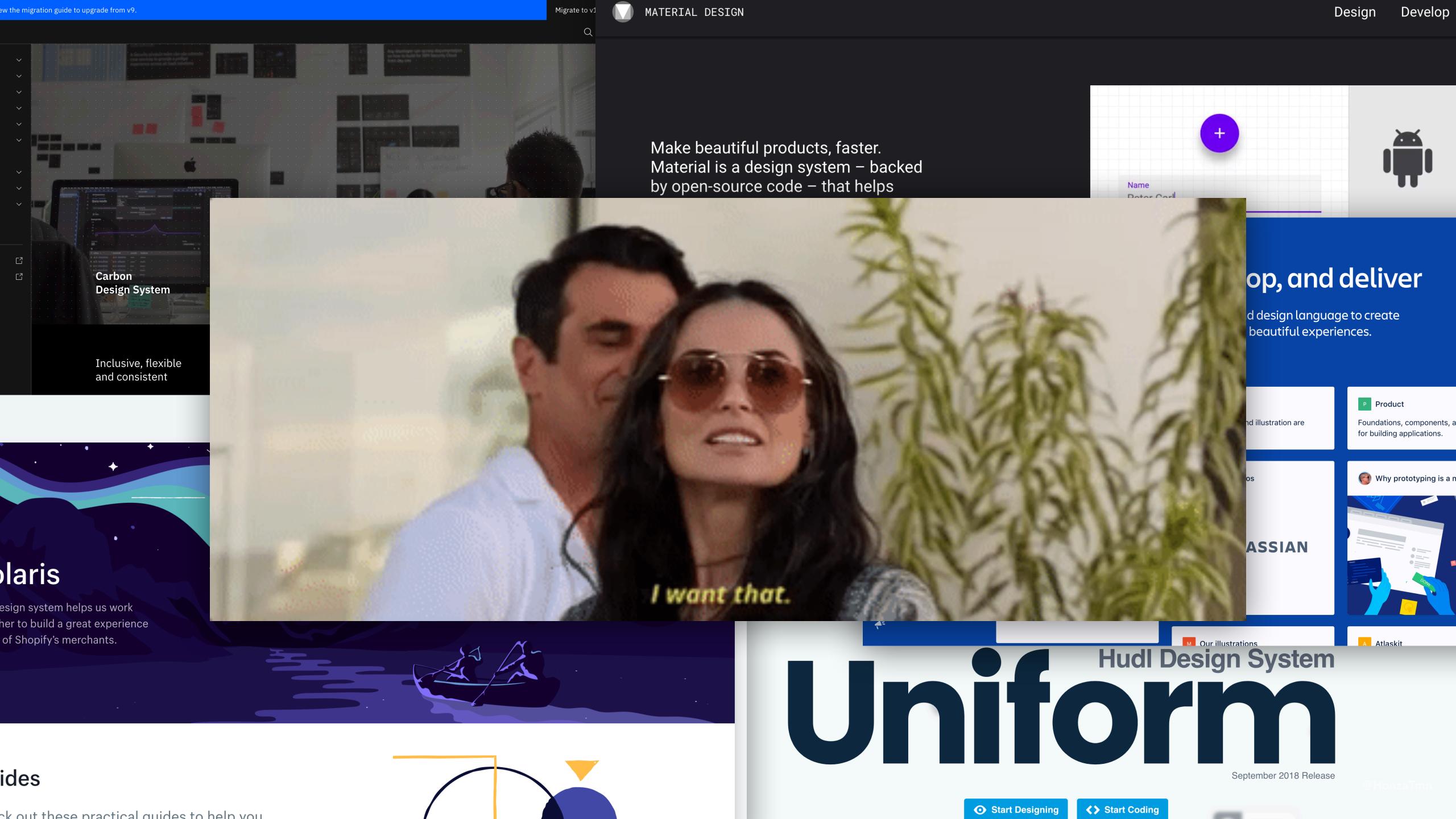
Design systems are popular.



JS Library/Framework A/Z Repository Code Depth Company System Components Typescri Type to filter... ΑII Type to filter... Type to filter... ΑII Type to filter... 다 GitHub HTML/CSS Dropbox 다 Scooter (Depracted) no yes no

See More: <>





"Change doesn't happen overnight."

Lot of people said that. I just agree.

Our journey to dedicated design system team

Current team: Lead, Ul designer, 3 front-end developers

A bit of context

- Hired to Kiwi.com in August 2017 as 5th designer
- The plan: grow from 4 to 15 designers in the next 12 months
- Partial responsibility: prepare UI kit for growing design team
- 3 6 months-long side project

Very first challenge

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

The first three months





Designing Kiwi.com









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

- There is already palette and typography defined (however, no one used it).
- Designers are afraid of limiting their creativity with design system.
- bevelopers support it, as they hate to code something again. And again.
- There is a lot of tools. Our design files are everywhere and nowhere.

Takeaway: Listen carefully. Watch what happens around.

"Slow persuasion" strategy

- of Mentioning keywords like "goals", "roadmap" or "accessibility" time to time.
- Set the expectation that it will be codified.
- Repeating that the main goal is to help, not to limit anyone in anything
- 🗽 Keeping designers in charge of decisions, be more a curator than creator.

Takeaway: Hallway talks matter.

What did it mean "keep them in charge"?

Main color palette (without some shades) Green Red Cloud Teal #171b1e Red Light Teal Light #9CDAD3 #e7f3e8 #fae8e8 Cloud Light Green Light #127F22 Cloud #e8edf1 #00a991 Green #d21c1c Teal Dark #00826F Green Dark #065d12 Red Dark #650808 Ink Blue Orange Ink Lighter #bac7d5 Ink Light #7f91a8 Blue Light #E0F6FF Orange Light #fcf1cd #46515e #10709f Blue #171b1e Ink Dark #07405c Orange Dark Blue Dark #a93610

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

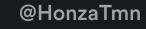
in italic style

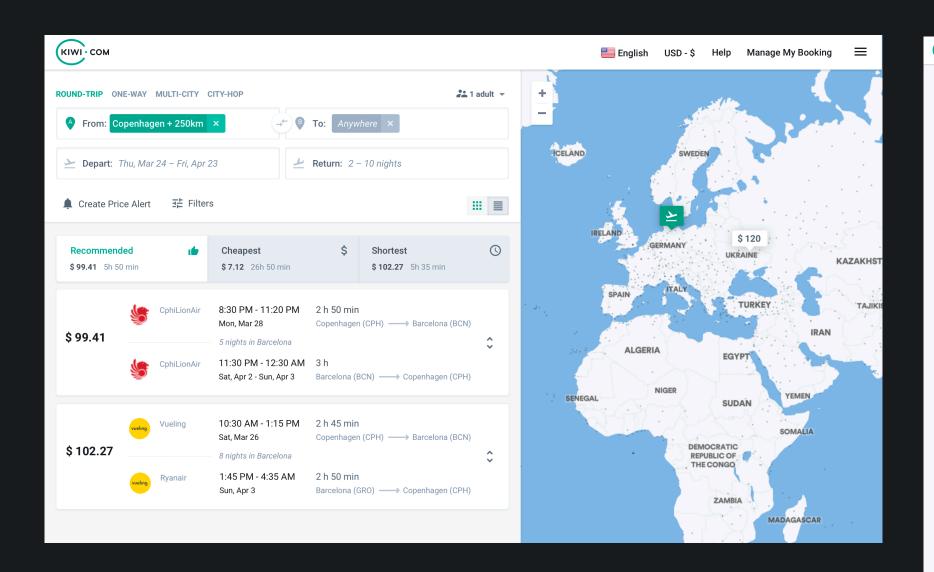
Text 11px as addition style for text

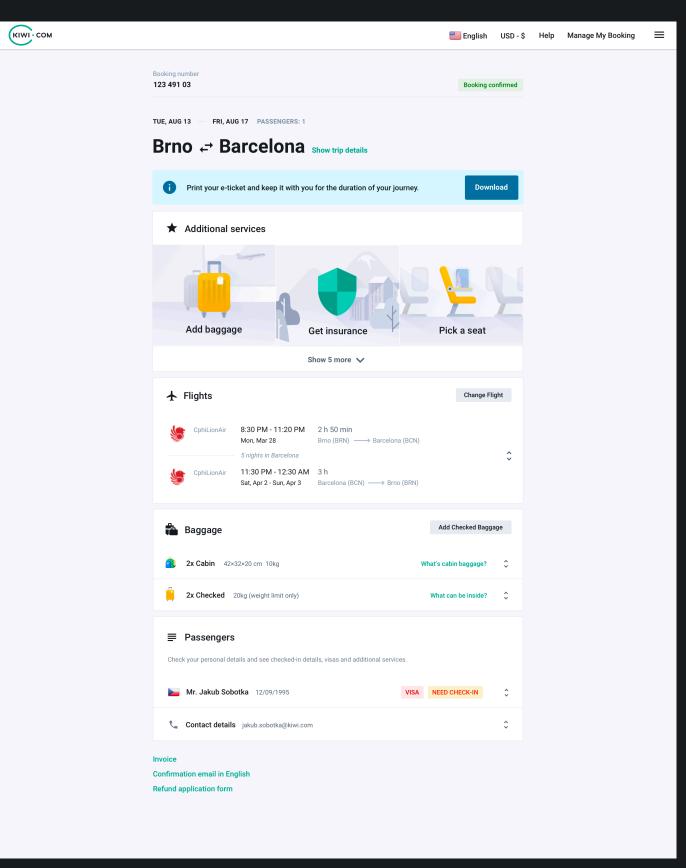
in medium weight

in bold weight

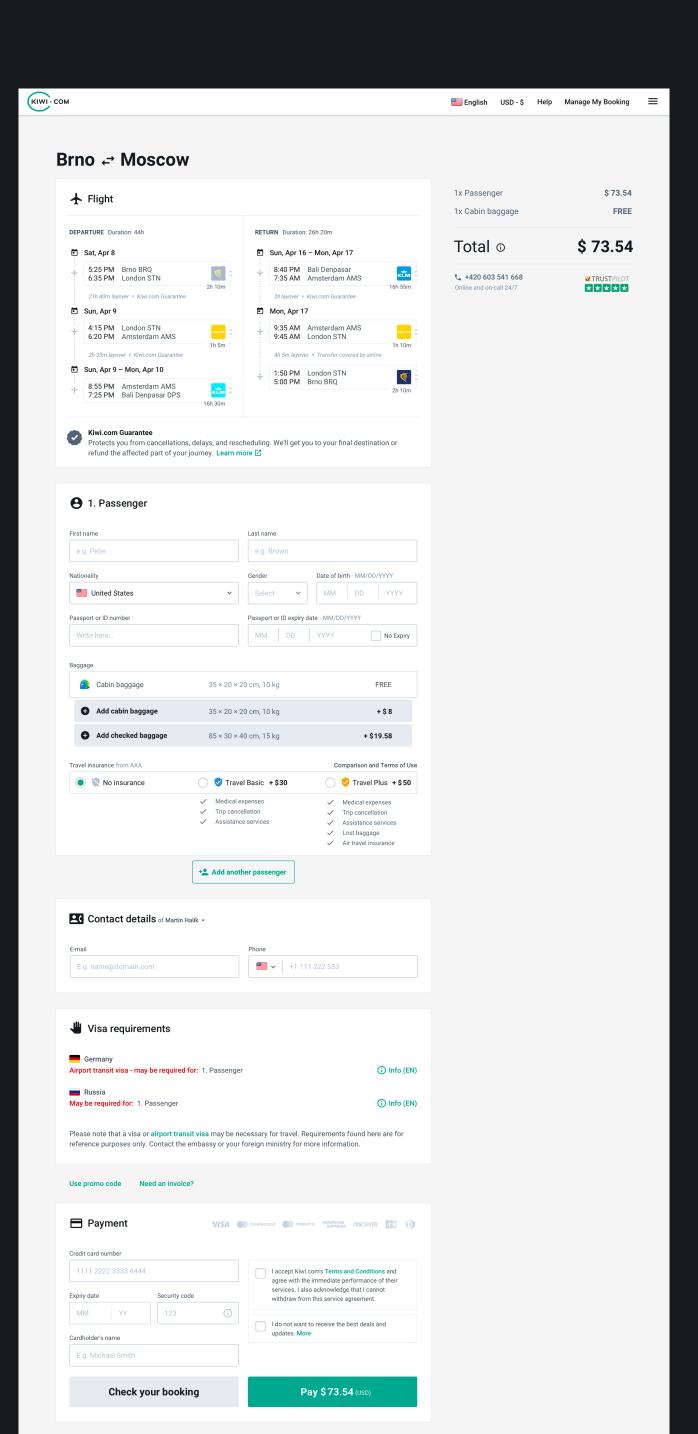
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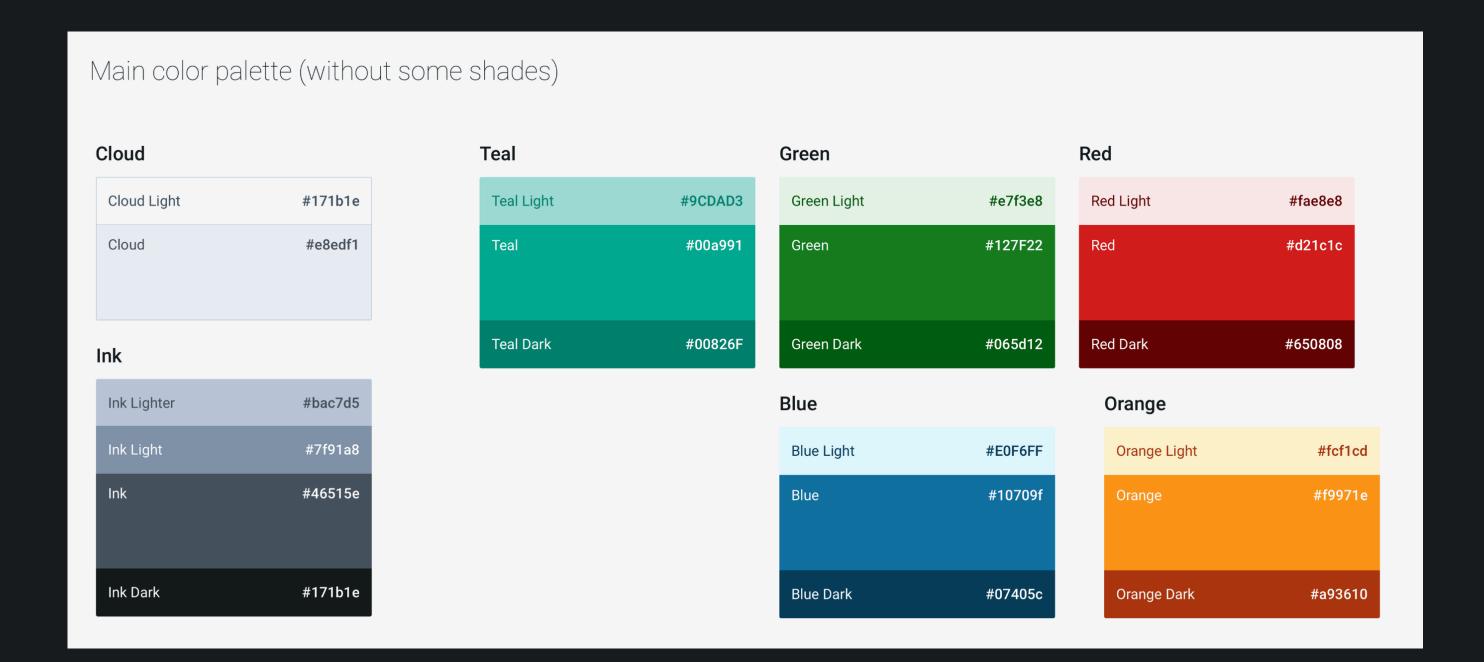






"You decide if it's enough."

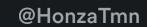






Takeaway: It doesn't need to be perfect. Iterate.

Product Light	Product Light :hover	Product Light :active
#ECF8F7	#D6F0EE	#C0E8E4
Product Normal	Product Normal :hover	Product Normal :active
#00A991	#009882	#008F7B
Product Dark	Product Dark :hover	Product Dark :active
#007F6D	#007060	#006657
Product Darker #005C4E		
White	White :hover	White:active
#FFFFF	#F1F4F7	#E7ECF1
Cloud Light	Cloud Light :hover	Cloud Light :active
#F5F7F9	#ESEAEF	#D6DEE6
Cloud Normal	Cloud Normal :hover	Cloud Normal :active
#E8EDF1	#D9E1E8	#CAD5DF
Ink Lighter	Ink Lighter :hover	Ink Ligter :active
#BAC7D5	#A6B6C8	#94A8BE
Ink Light	Ink Light :hover	Ink Light :active
#5F738C	#52647A	#465567
Ink Normal	Ink Normal :hover	Ink Normal :active
#252A31	#181B20	#0B0C0F
Green Light	Green Light :hover	Green Light :active
#EBF4EC	#D7EAD9	#C3DFC7
Green Normal	Green Normal :hover	Green Normal :active
#28A138	#238B31	#1D7228
Green Dark	Green Dark :hover	Green Dark :active
#235C2B	#1B4621	#123016
Orange Light	Orange Light :hover	Orange Light :active
#FDF0E3	#FAE2C7	#F8D3AB
Orange Normal	Orange Normal :hover	Orange Normal :active
#F9971E	#F38906	#D67906
Orange Dark	Orange Dark :hover	Orange Dark :active
#8E2A06	#712105	#531904
Red Light	Red Light :hover	Red Light :active
#FAEAEA	#F4D2D2	#EEB9B9
Red Normal	Red Normal :hover	Red Normal :active
#D21C1C	#B91919	#9D1515
Red Dark	Red Dark :hover	Red Dark :active
#760909	#5A0707	#3E0505
Blue Light	Blue Light :hover	Blue Light :active
#E5F7FF	#C7EEFF	#A8E5FF
Blue Normal	Blue Normal :hover	Blue Normal :active
#0172CB	#0161AC	#01508E
Blue Dark	Blue Dark :hover	Blue Dark :active
#004680	#003561	#002442
		Facebook :active

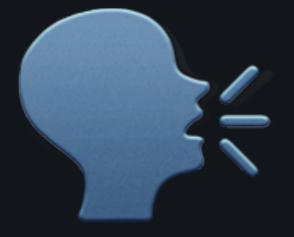


The effect of this strategy

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

3 – 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 <u>& Add people to this channel</u>





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, eport 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! | SE



It should update in your Sketches automagically. 🥁





Giving them control. Again.

What should be next? Vote below the post!

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

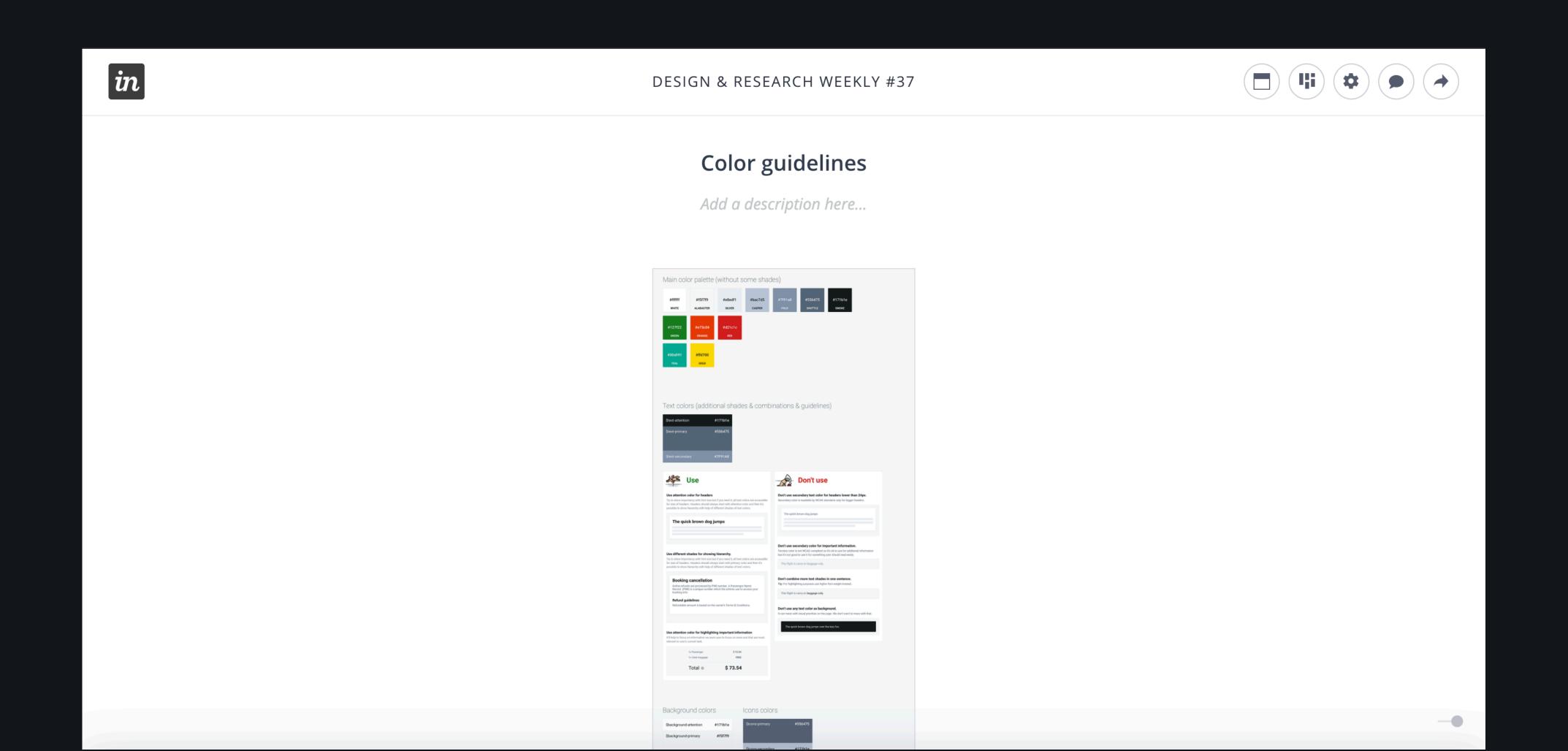






Silent updates to managament

Through existing channels – company newsletter.



@HonzaTmn



December 2017

Situation: more requests for new components and variations

December 2017

Situation: more requests for new components and variations



Me switching full-time on design system

as support role for 9 designers and their onboarding

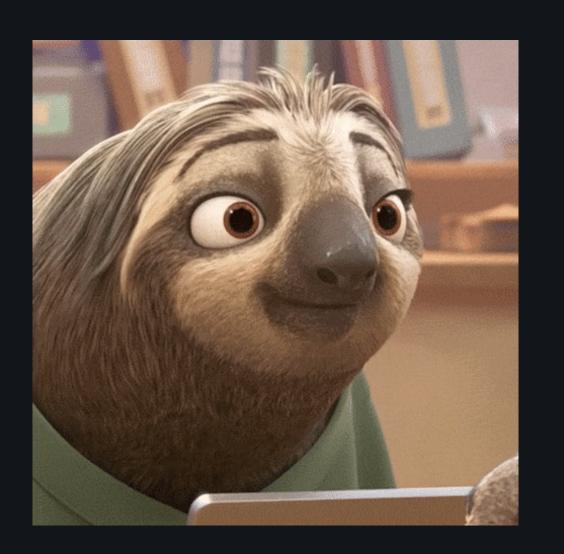
"Team": 1 UX Designer

January 2018

Six months after my start.

January 2018

Junior Front-end Developer is joining design team.



January 2018

Junior Front-end Developer is joining design team.



Current challenge

"How might I prove that we need someone for coding components?"

Using insights from my research

Using insights from my research



Meeting with lead engineer

"Team": 1 UX Designer



Remote team, building components when building a different project



Two months after start with remote team.

March/April 2018

Some components coded, not fully completed.

Quality of coding was questionable.

There just wasn't time (because they needed to work on other projects)

Meeting with lead engineer



One junior developer will code components

+ that junior developer from design team will help too.

"Team": 1 UX Designer



1.5 frontend developers (junior)

What else was happening?

- Adding adjustments of UI kit in Sketch, new components, new variations.
- Creating name for our design system => branding => more product feeling.
- Publishing Orbit.Kiwi => single source of truth for design system
- Presenting design system on "AllDevs" => company platform for sharing

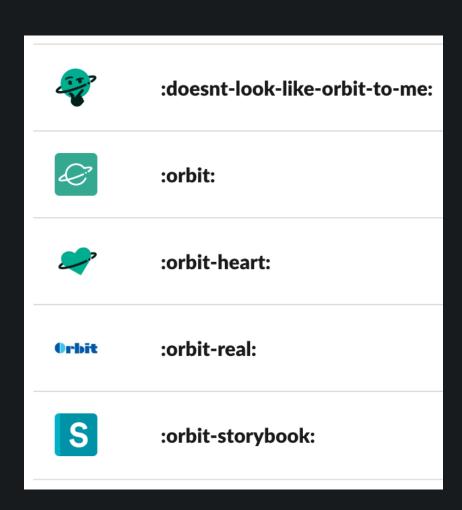
= Improving visibility of the whole project.

Creating name identity

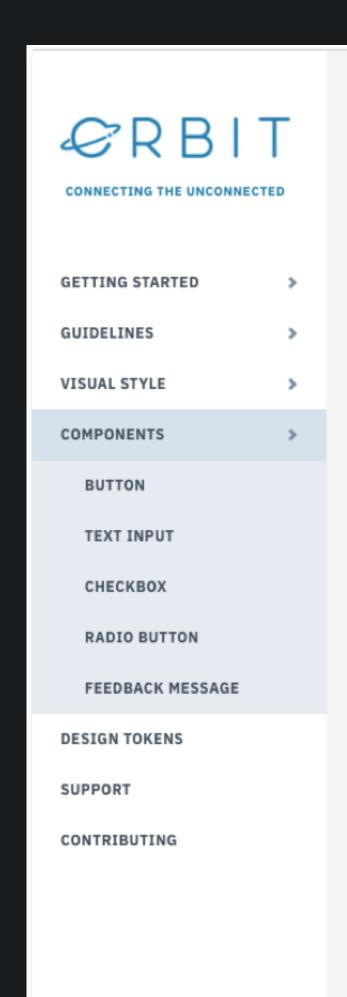


Connecting the unconnected





Orbit.Kiwi – Documentation page

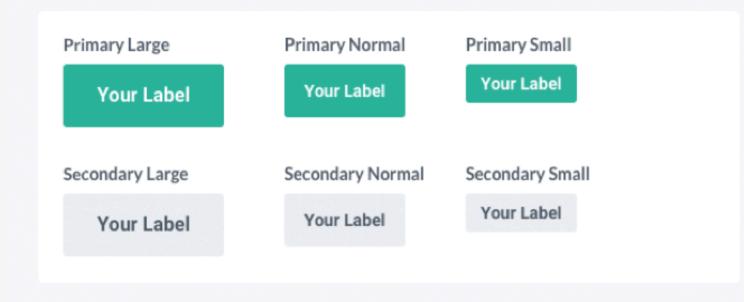


Button

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:



- 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
- 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.

Basic button types

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

Roadmap & components status

What is next for Orbit

Last update: 16th May 2019

Current

Strategy Consistency

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.

ETA: Q2/2019

Improvement

Accessibility adoption

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

ETA: Q2-Q3/2019

Velocity

Login in React Native

We are extending Orbit to React Native

Near term

Partners / White labels Strategy

Improve Themer for easier usage

We should support all theming features that Orbit provides – design tokens, all colors, etc. We should also improve usability and understandability of the whole page.

Consistency

Improving Figma UI kit

Orbit for mobile is partially implemented in Figma, but our support for this tool was very limited. We need to improve that.

ETA: Q319

Consistency Velocity

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

Future

Consistency

Email components

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

ETA: Q319

Adoption

Support design tokens adoption

We already have a few questions how to work with design tokens or even request from other teams (eg. React Native) if we can provide some consistent variables. We need to cover it somehow in better guidelines for how-to-use design tokens.

ETA: Q219

Design Quality

Form inputs across platforms

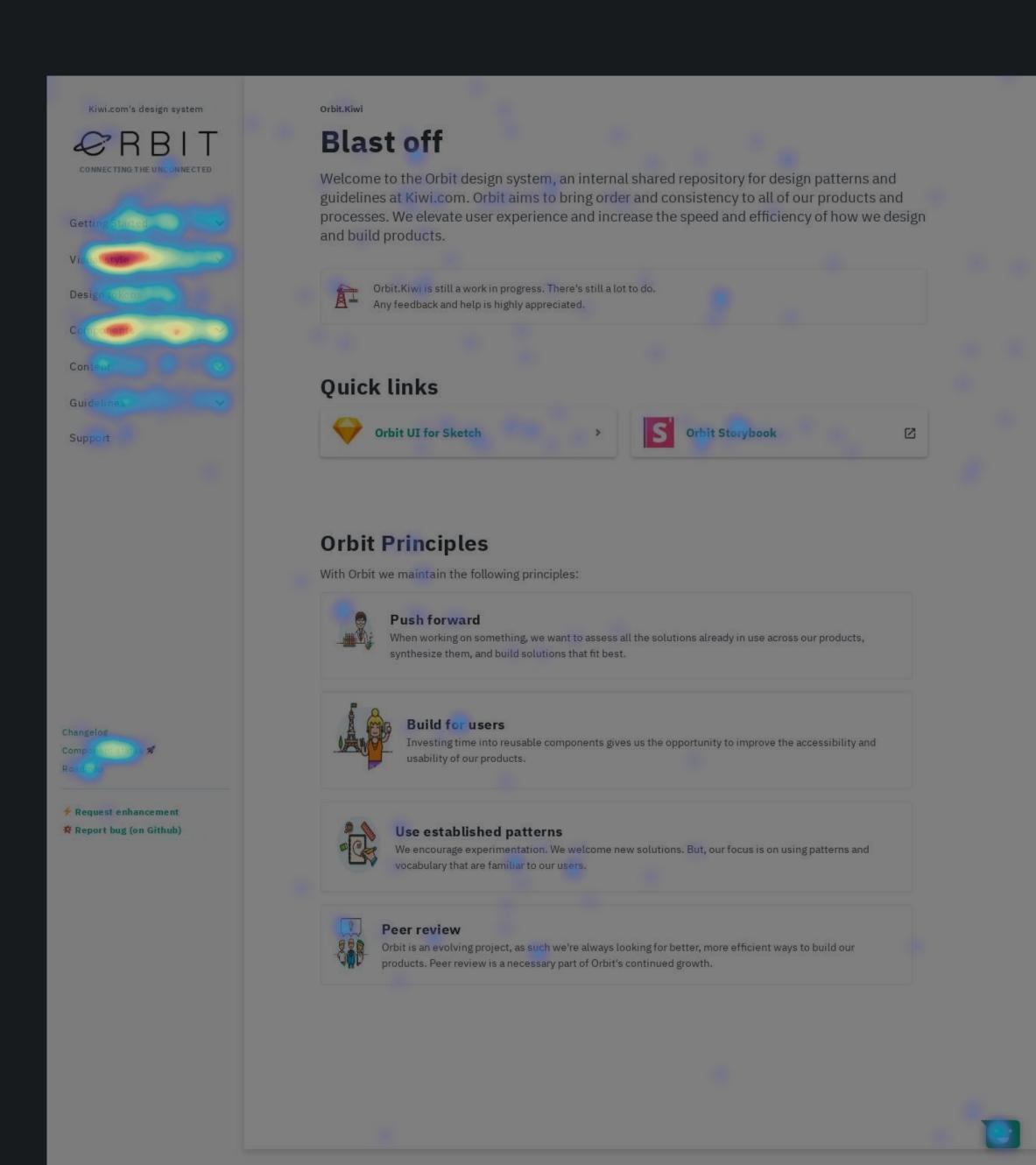
Components

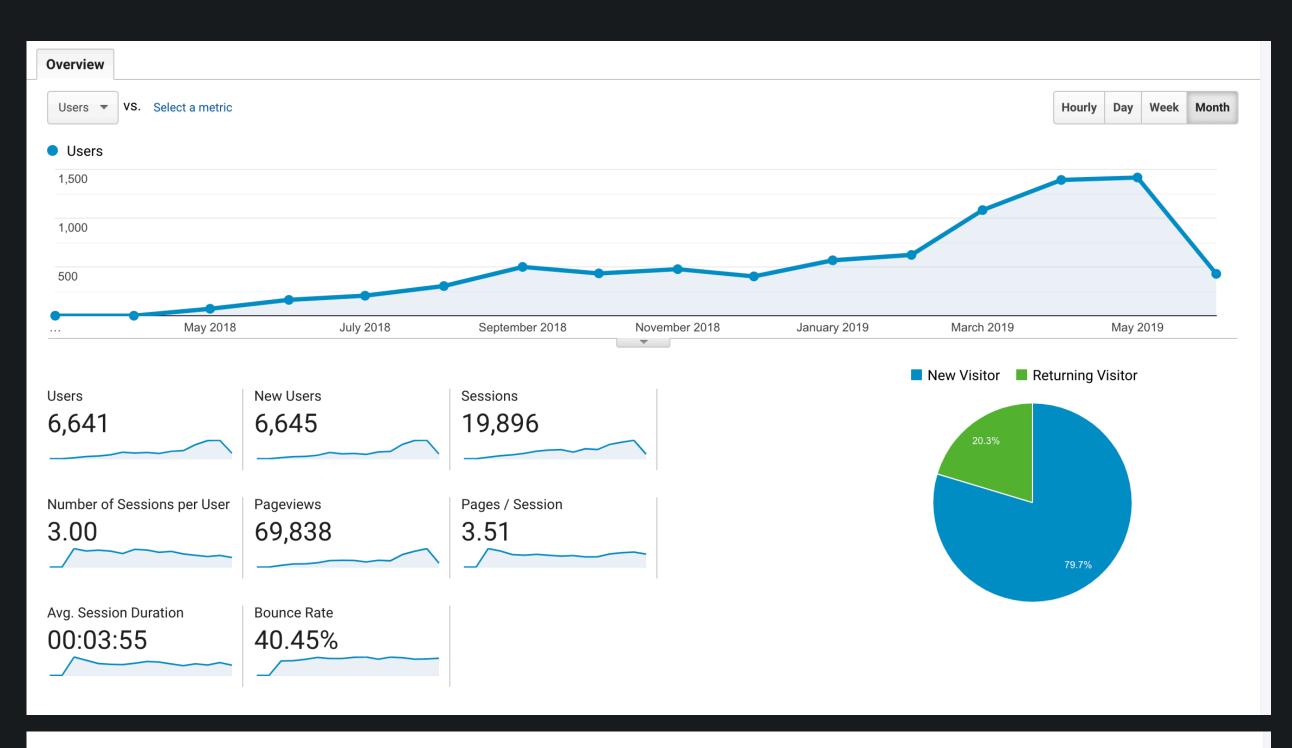
Last update: 3rd June 2019 (Week 23)

Legend:

✓ (done), **४** (in progress) **ETA:** Estimated release week

Component	Design	Specification	React
Alert message			
Button	✓	✓	✓
ButtonLink	✓		✓
TileExpandable	✓	✓	✓
Loading	✓		✓
List	✓	✓	✓
Tabs	<u>X</u>		
Calendar	X		
Pagination	✓	<u>T</u>	▼ ETA: W24
Breadcrumbs	✓	✓	✓
Input group	✓		
Badge	✓	✓	✓
Illustration	✓		
Separator	✓	✓	✓
Button group	V		✓





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

"Team": 1 UX Designer



2 frontend developers (both juniors)

+ one more senior developer as consultant to them

July 2018

"Team": 1 UX Designer



2 frontend developers (both juniors)

+ one more senior developer as consultant to them



"Team": 1 UX Designer



2 frontend developers



UI Designer

After 1 year – September 2018

After 1 year – September 2018

- 40 components in Sketch UI kit, all coded in React, all tested & maintained.
- Product teams started replacing old components in code
- la New internal "clients" business development, marketing, event team
- de Getting a lot of good feedback from all over company

= Team is very motivated to continue on improving design system.

After 1 year - September 2018

Missing accessibility support



Too many internal users, slowing down in reaction times —



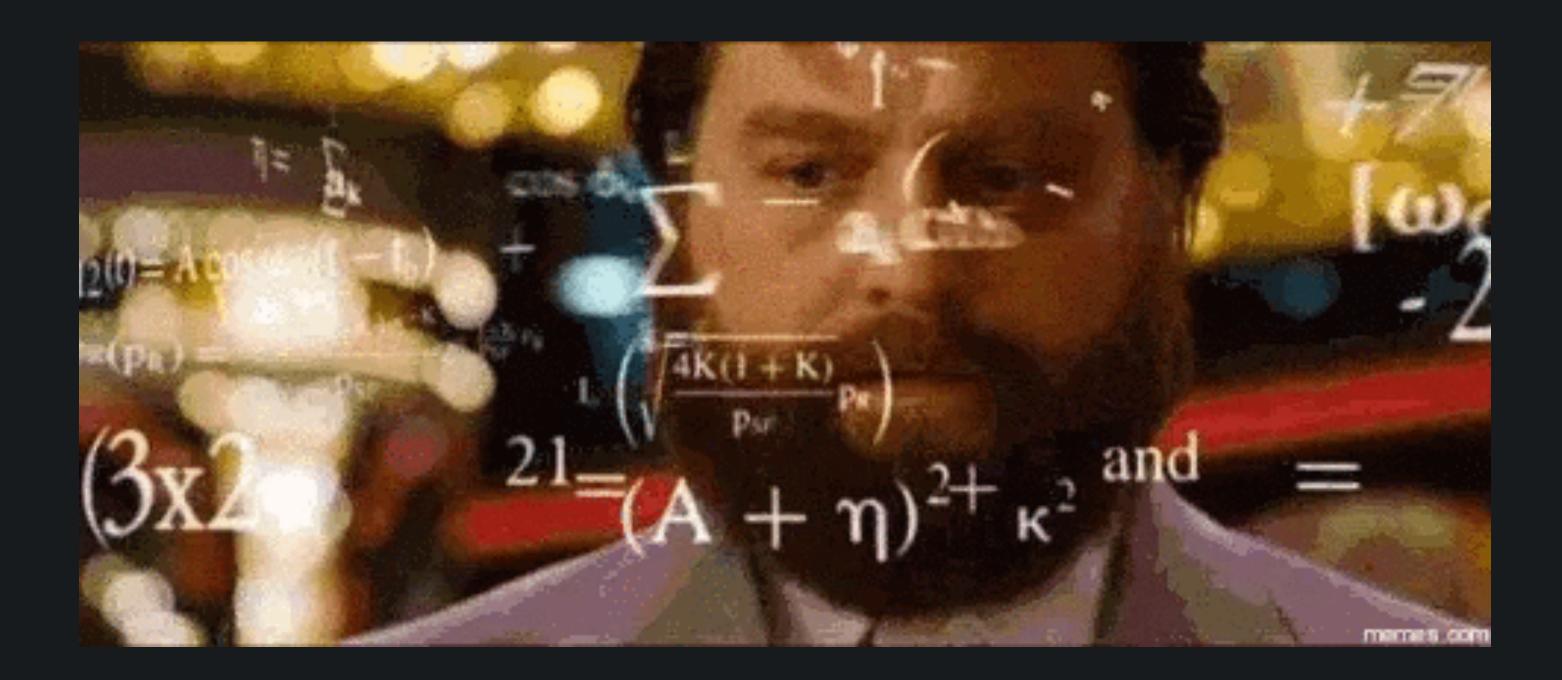
- **No strong metrics for business people**
- Missing design documentation just slight issue that time



= New challenges to solve.

After 1 year - September 2018

No strong metrics for business people



January 2019

January 2019

- Founding "Frontend & Design Platform Team"

 - fundependency from design and engineering (staying between them)
 - Starting with OKRs

Current team & structure

- Jan, Design System Lead managing roadmap & communication + what is needed
- William, Ul Designer managing Ul kit, improving visual style, testing design
- Luděk, FE Developer improving components, styles and theming
- Tomáš, FE Developer improving components, platform and automation
- Filip, FE Developer improving components, accessibility and tooling

Near future for our team

- Hiring Content Writer to own and improve content of documentation
- Internal one-day edu conference (trainings, accessibility, how to's, ...)
- Publishing new documentation page with more examples & features (working with data we've collected)
- React Native implementation of our components

