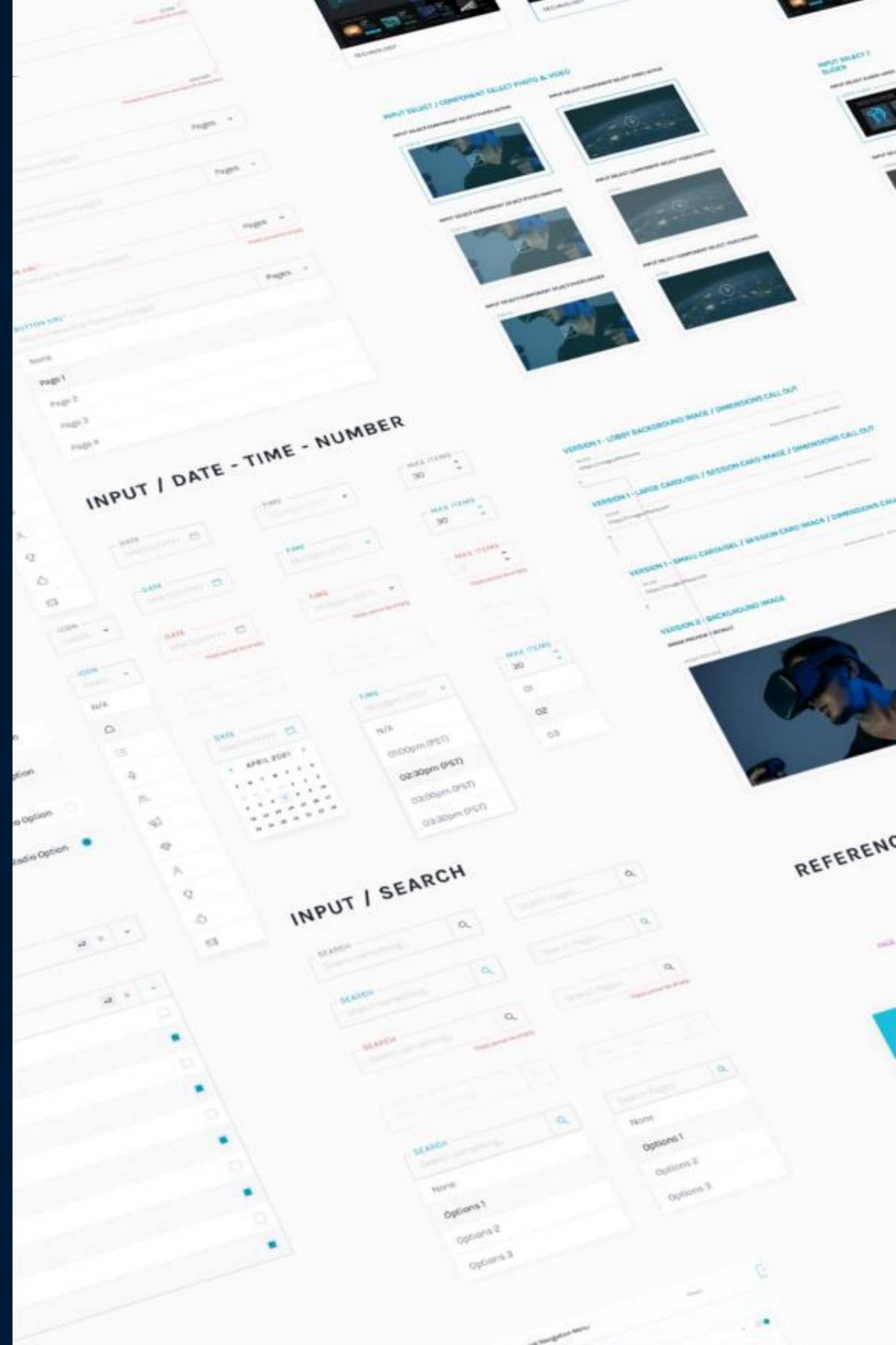


Design systems

Cohesive User Experience in Digital Ecosystems



Hyvää iltapäivää!

Husbanken

DSS

Jotun

Ruter

Kongsberg Digital

Nettbuss

NSB

Valgdirektoratet

NRK

Stortinget

Norrøna

Amedia

Vitus Apotek

KLP

Datatilsynet

Nordic Choice

Norgesgruppen

LO

DSB

Canal Digital



Ronny Siikaluoma

Principal Frontend Developer &
Lead Design Systems

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Principal Frontend Developer &
Lead Design Systems

What is a Design System?

System

“A system is a group of interacting or interrelated elements that act according to a set of rules to form a unified whole.” - Wikipedia

**& UPTOWN
AVE LINE**

TO EAST SIDE
AND IRT
LIFSE STAIRWAY

OF LEXINGTON AVE.
PTOWN TRAINS
AR END OF PLATFORM
OWN TRAINS

ER EDGE OF PLATFORM

ESCALATOR-STAIR
IRT DOWNTOWN



59

LEY

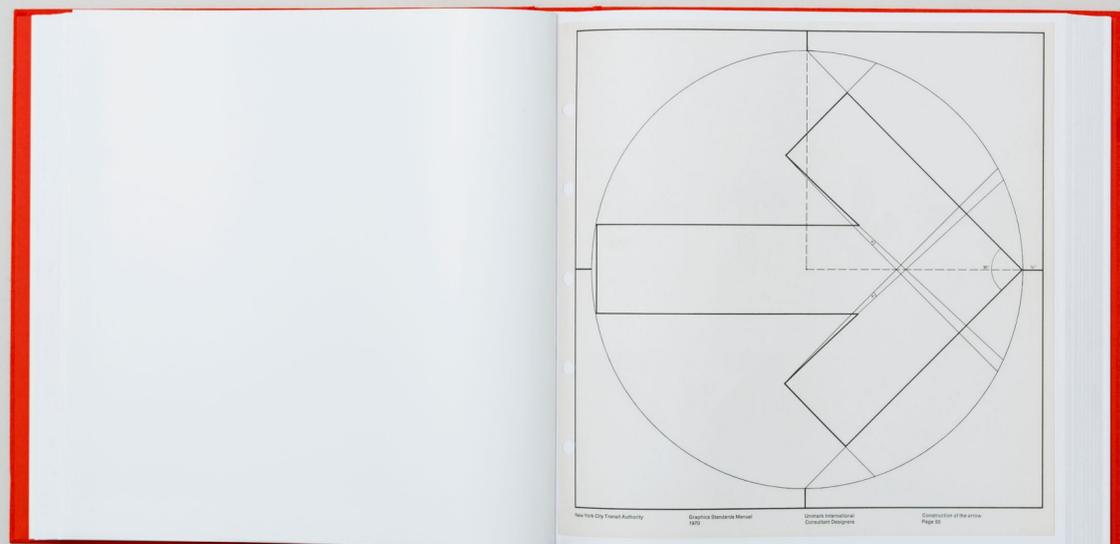
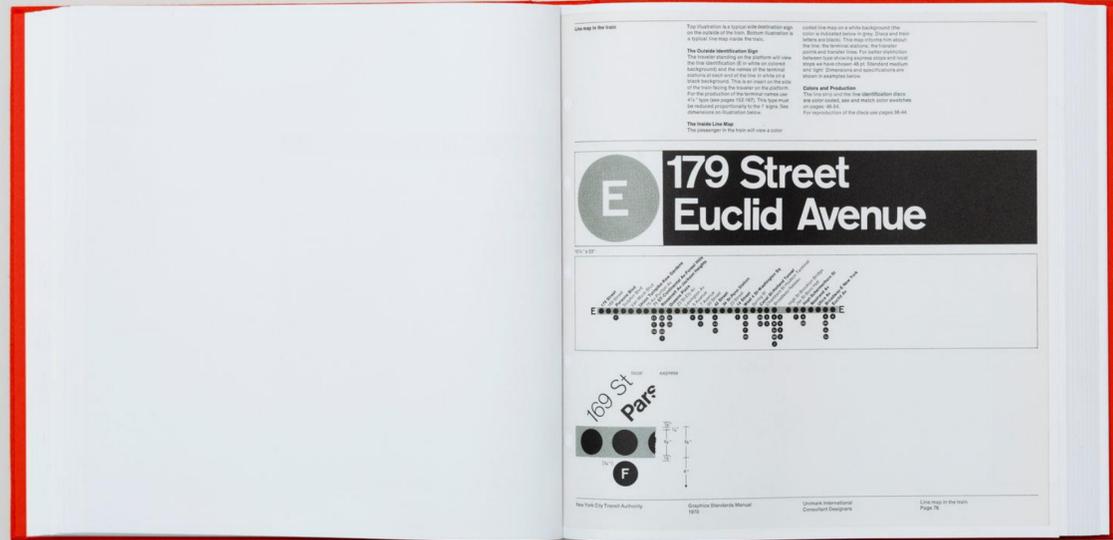


SC6

New York City
Transit Authority

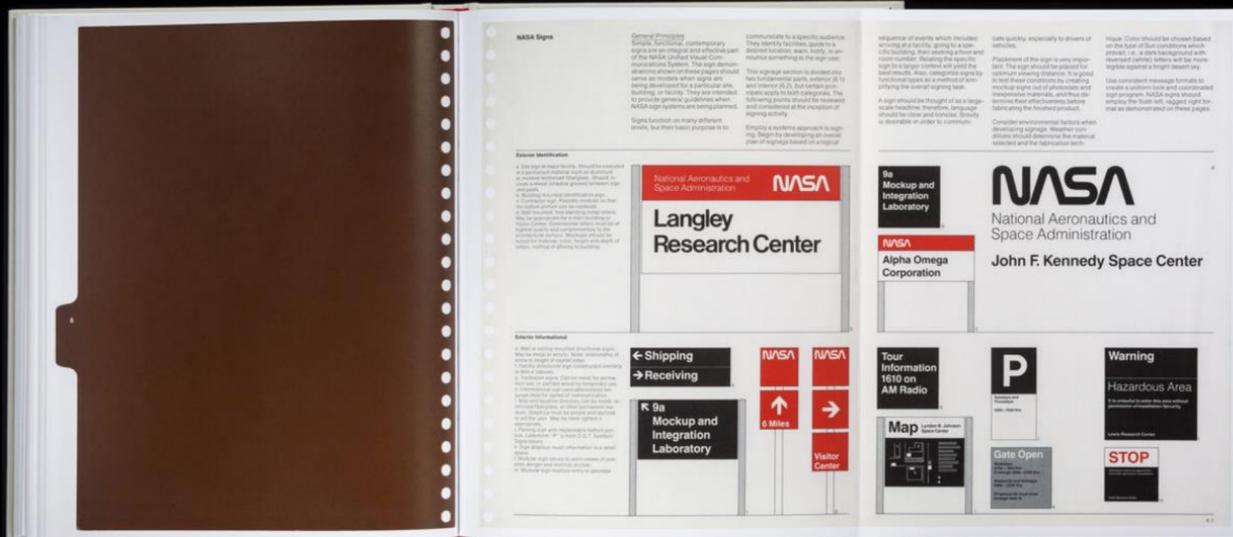
Graphics
Standards Manual

Designed by Massimo Vignelli
and Bob Noorda, Unimark, 1970

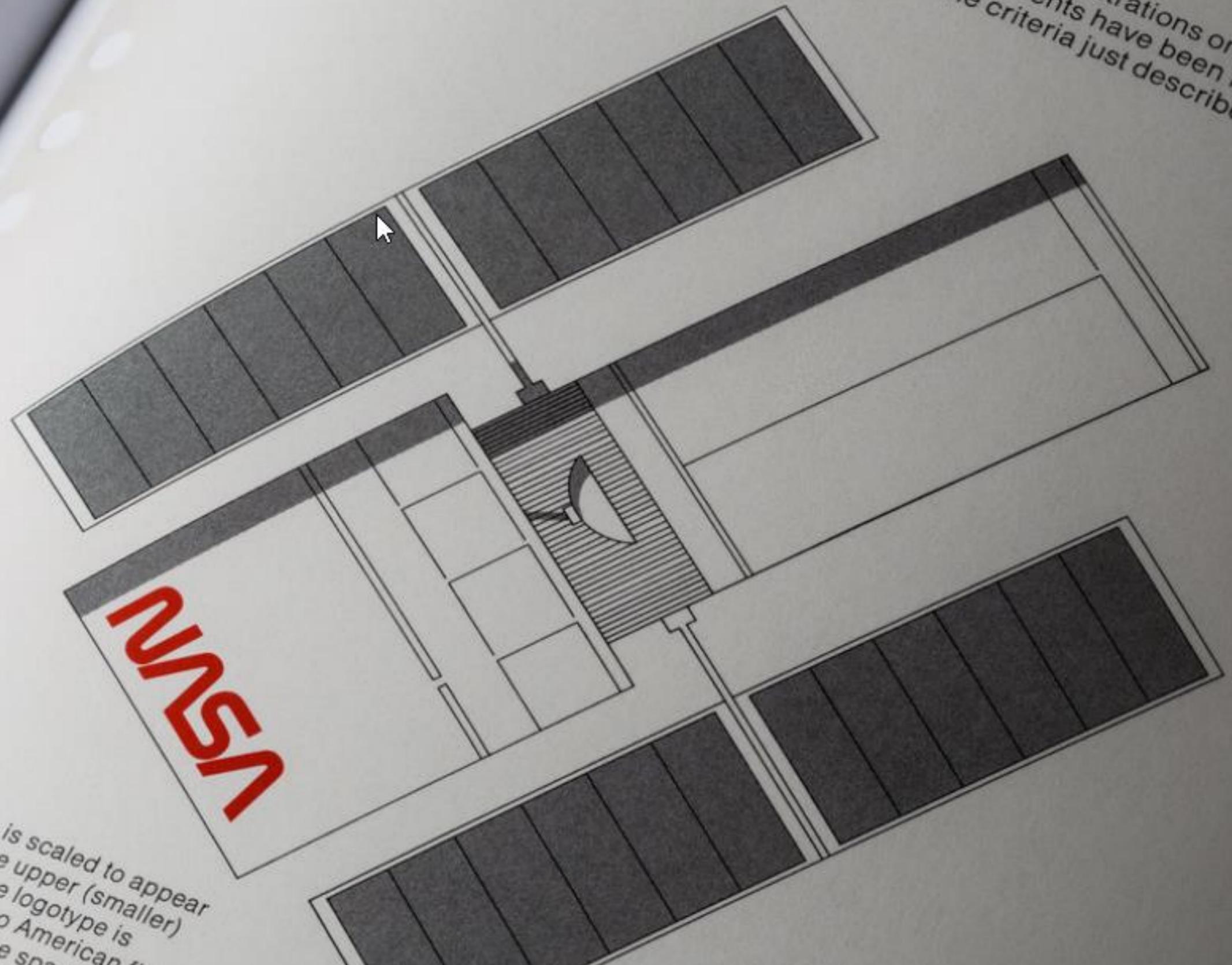


Designed by Richard Danne
and Bruce Blackburn,
Danne & Blackburn, 1975





... possible use
... Agency within the
... Visual Communications
In the model demonstrations on this
spread, judgements have been made
based on the criteria just described.



Space Telescope

Here, the NASA logotype is scaled to appear equal to the diameter of the upper (smaller) portion of the telescope. The logotype is applied in NASA Red since no American flag appears on the craft. On a large space station such as this, the logotype creates a graphic impact on land.

Ethan Marcotte

- «Responsive Web Design», May 25, 2010 – A List Apart
- «Responsive Web Design», Aug 23, 2011 – A Book Apart



Responsive Web Design

by [Ethan Marcotte](#) · May 25, 2010

Published in CSS, Interaction Design, Layout & Grids, Mobile/Multidevice, Responsive Design



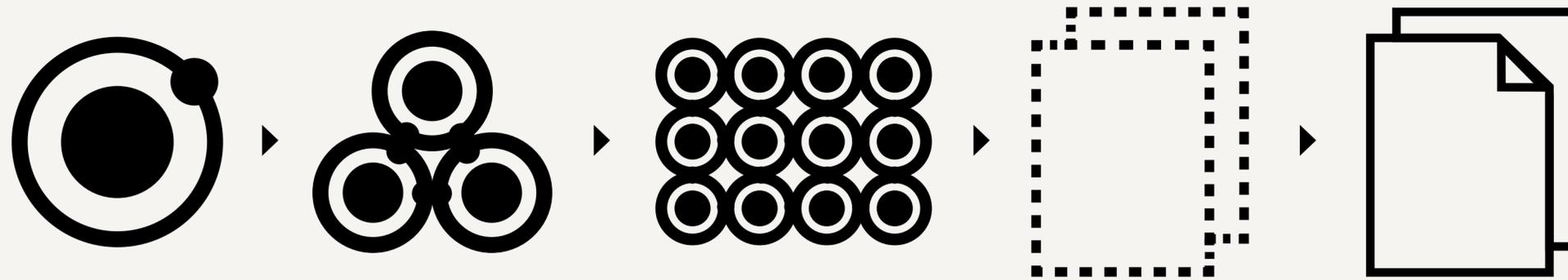
STEPHEN HAY

*“We’re not designing pages,
we’re designing systems of components.”*

ATOMIC DESIGN

Abstract

Concrete





SEARCH THE SITE

Label

A light gray rounded rectangular input field with a thin gray border, containing the placeholder text "ENTER KEYWORD" in a light gray, uppercase font.

Input

A red rounded rectangular button with the word "Search" written in white, centered text.

Button

SEARCH THE SITE

Search



ORGANISM



[Home](#)

[Products](#)

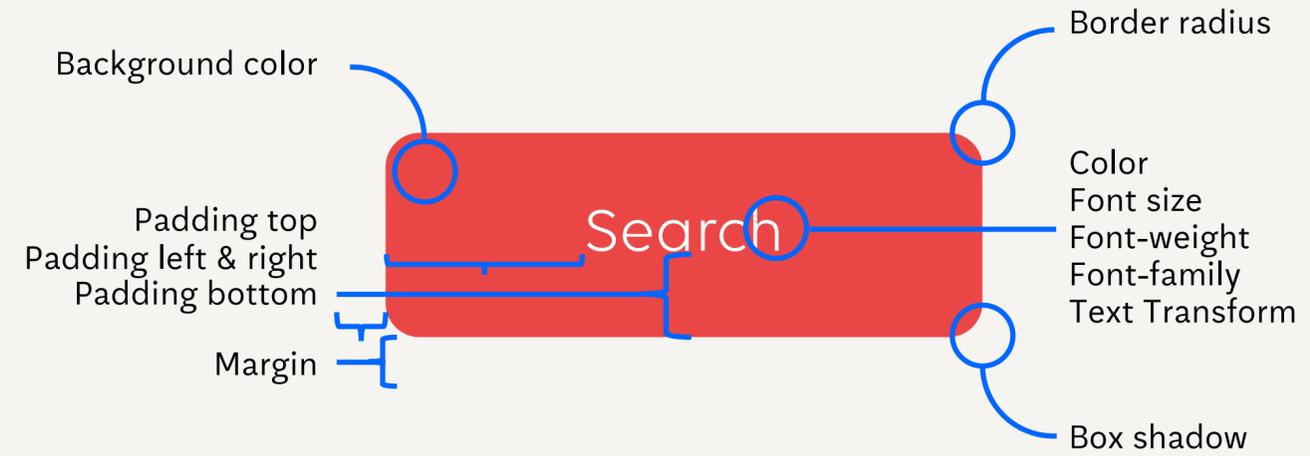
[Services](#)

[About](#)

[Contact](#)

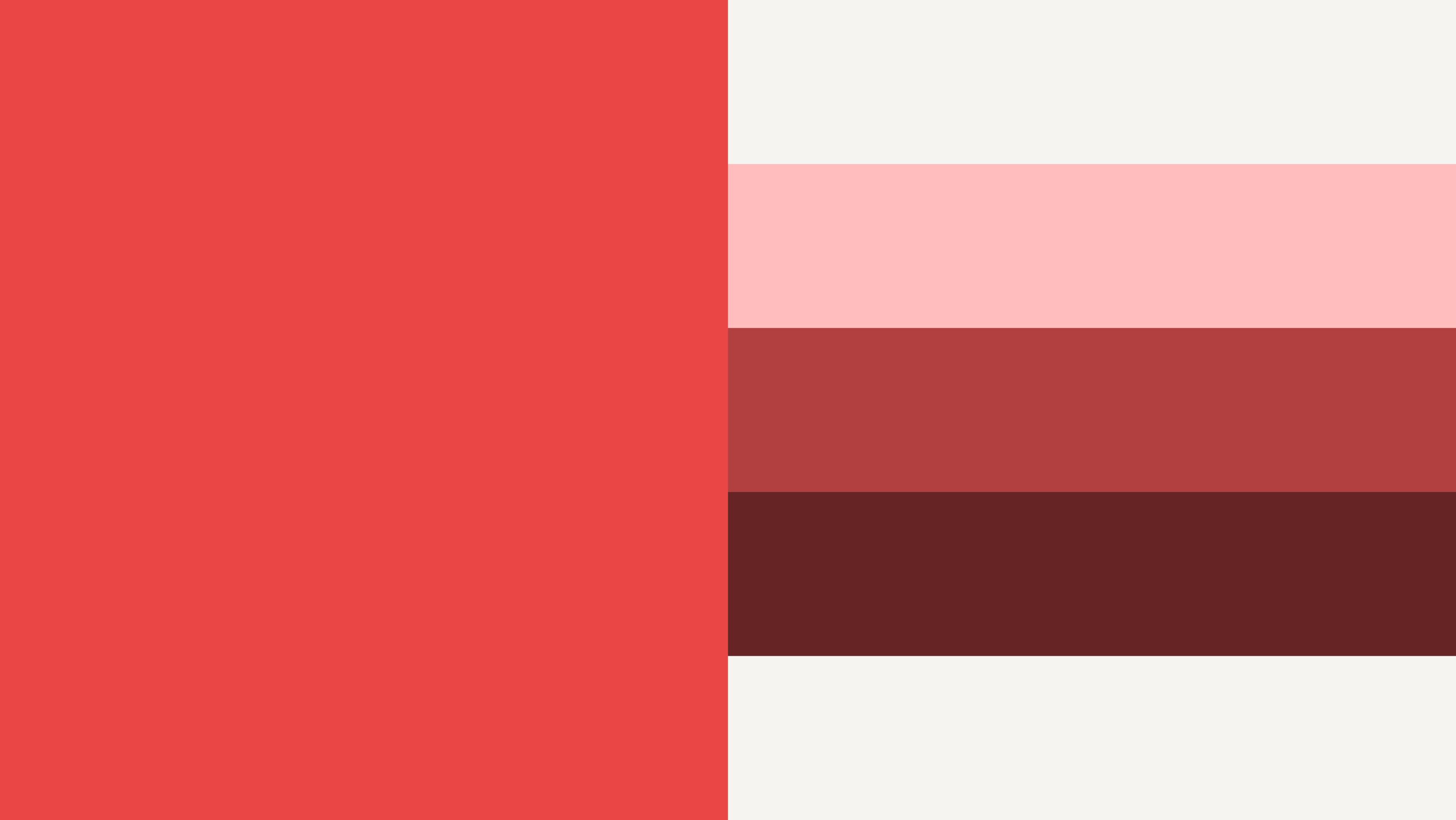
SEARCH THE SITE

Search

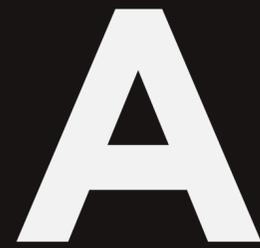


Search

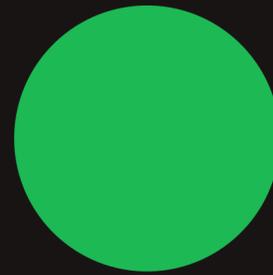
Search







Typography



Color

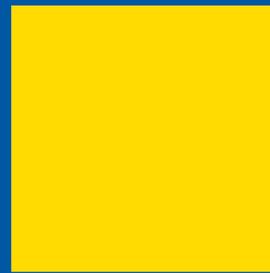


Iconography





Typography



Color



Iconography





Typography



Color



Iconography



JOTUN



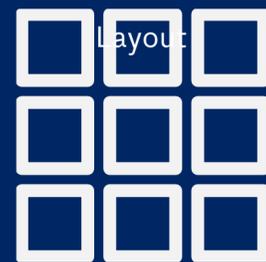
Typography



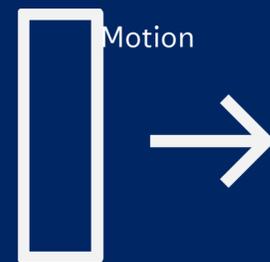
Color



Iconography



Layout



Motion



Imagery



Content

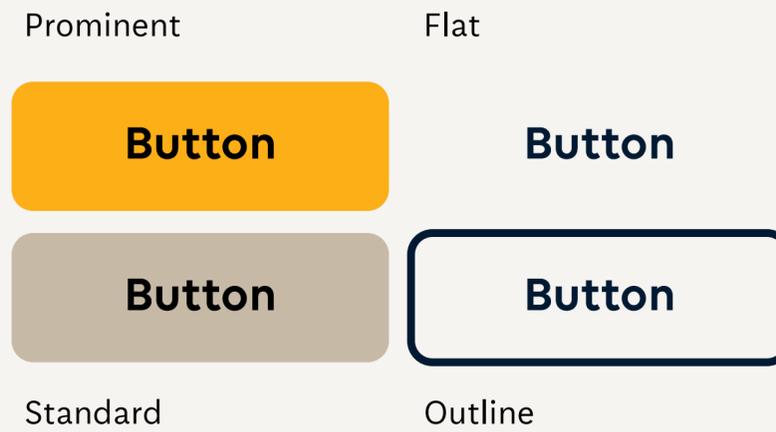


Etc.

Misconception: «Buttons are easy»



Misconception: «Buttons are easy»



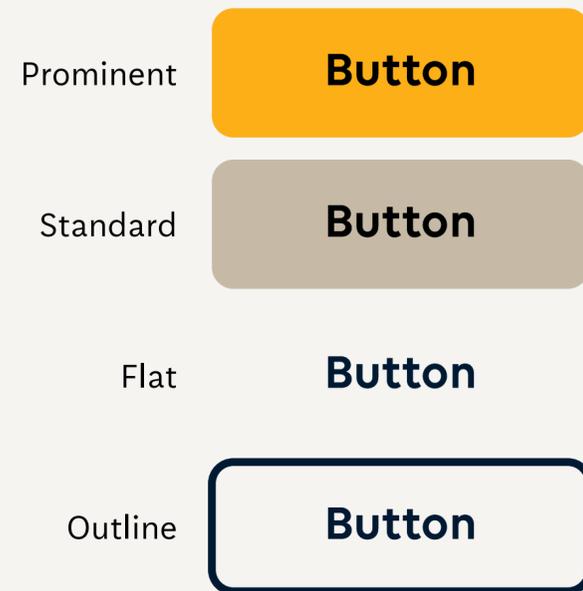
Misconception: «Buttons are easy»

| | Default | Hover | Active | Focus | Disabled |
|-----------|--|---|---|---|---|
| Prominent |  |  |  |  |  |
| Standard |  |  |  |  |  |
| Flat |  |  |  |  |  |
| Outline |  |  |  |  |  |

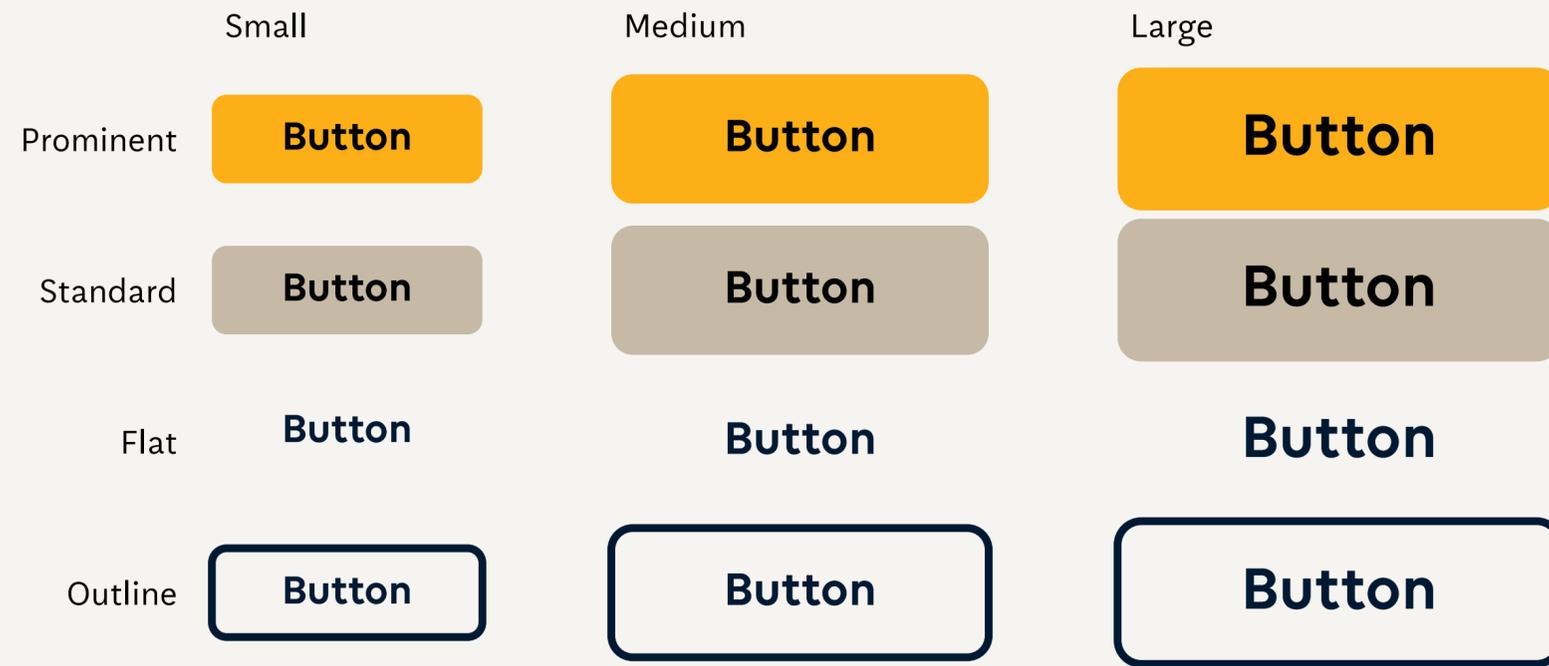
Misconception: «Buttons are easy»

| | Default | Icon Left | Only | Icon Right |
|-----------|---------------|-----------------|------|-----------------|
| Prominent | Button | ↓ Button | ↓ | Button ↓ |
| Standard | Button | + Button | + | Button + |
| Flat | Button | 🔍 Button | 🔍 | Button 🔍 |
| Outline | Button | ★ Button | ★ | Button ★ |

Misconception: «Buttons are easy»



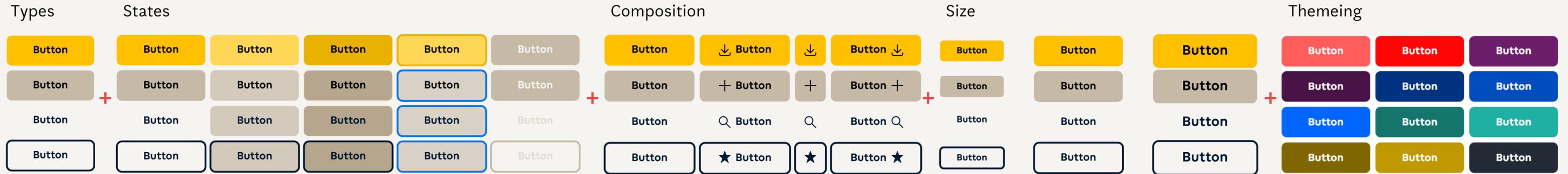
Misconception: «Buttons are easy»



Misconception: «Buttons are easy»



Misconception: «Buttons are easy»



- + Elements (<button>, <input>, <a>)
- + Accessibility
- + Responsive
- + Cross device, cross browser

The «cost» of buttons

| | |
|------------------------|--|
| 200 hours | Insight, design, develop, test, bugfix, QA, deploy, docs |
| x 900 NOK /hour | Cost pr resource |
| 180 000 NOK | Total cost pr product team |
| x 5 | Product team |
| 900 000 NOK | Total cost for product portfolio |



(Opinionated guesstimate)

And the result...hrmf...

Stopp/Linje

Stopp/Linje

Skriv linjenummer

Reset søkefilter

Se alle nyheter

Flytt

Velg kategori

Refundér

Message

13.03.2018

Avbryt

Reset søkefilter

Clear all

Ja

Vi er med!

Follow

+ Nytt avvik (n)

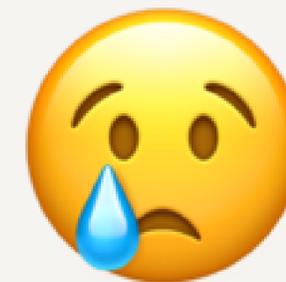
Logg inn

None

1. 440 Eidsvoll stasjon [buss] - Oslo Lufthavn [buss] (1)

Nei

Velg kategori



Popover MediaBlock Link Badge Divider

Input RadioButton Tags Checkbox Figure Select

Fieldset Spacing Footer Label Table

Cta Search Datepicker Pagnation Modal Tooltip

FormGroup Entry

TextArea Buttons Tabs Slider Navigation

Quote Byline Field Switch SkipLink

Card HelpText Loader

Dropdown Image Lists FileUpload

Callout Panel Breadcrumb ProgressBar

Accordion Message Radio Grid FormBlock

Legend Typography AspectRatio Header Stepper

Icons Figure



Design System Maturity



Online Manual

Manually updated code snippets, downloadable assets



Static

A one-time PDF of your brand guidelines



Inconsistent

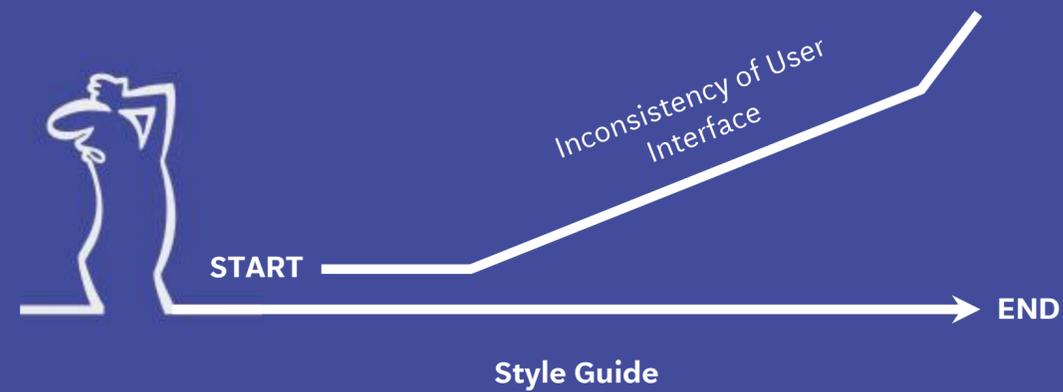
The absence of a design system

NATHAN CURTIS

“A style guide is an artifact of design process.

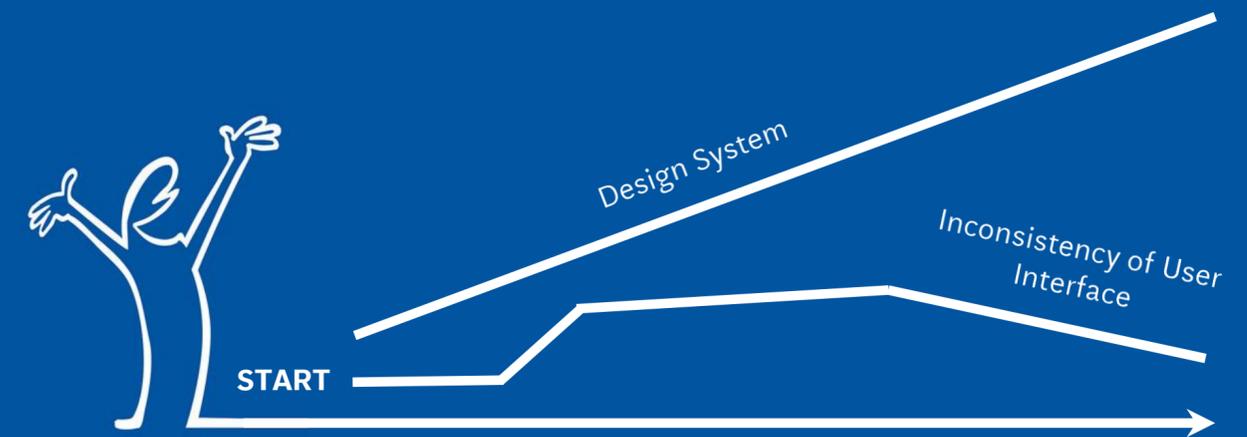
A design system is a living, funded product with a roadmap & backlog, serving an ecosystem.”

Static



Static artifact can never respond to a **constantly growing inconsistency** of the interface

Dynamic



Design System is a **process** that improves and **controls growth of inconsistency**

Design System Maturity



Automation

Reusable components is part of application build process

This is the «chasm» that is hard for organizations to cross



Online Manual

Manually updated code snippets, downloadable assets



Static

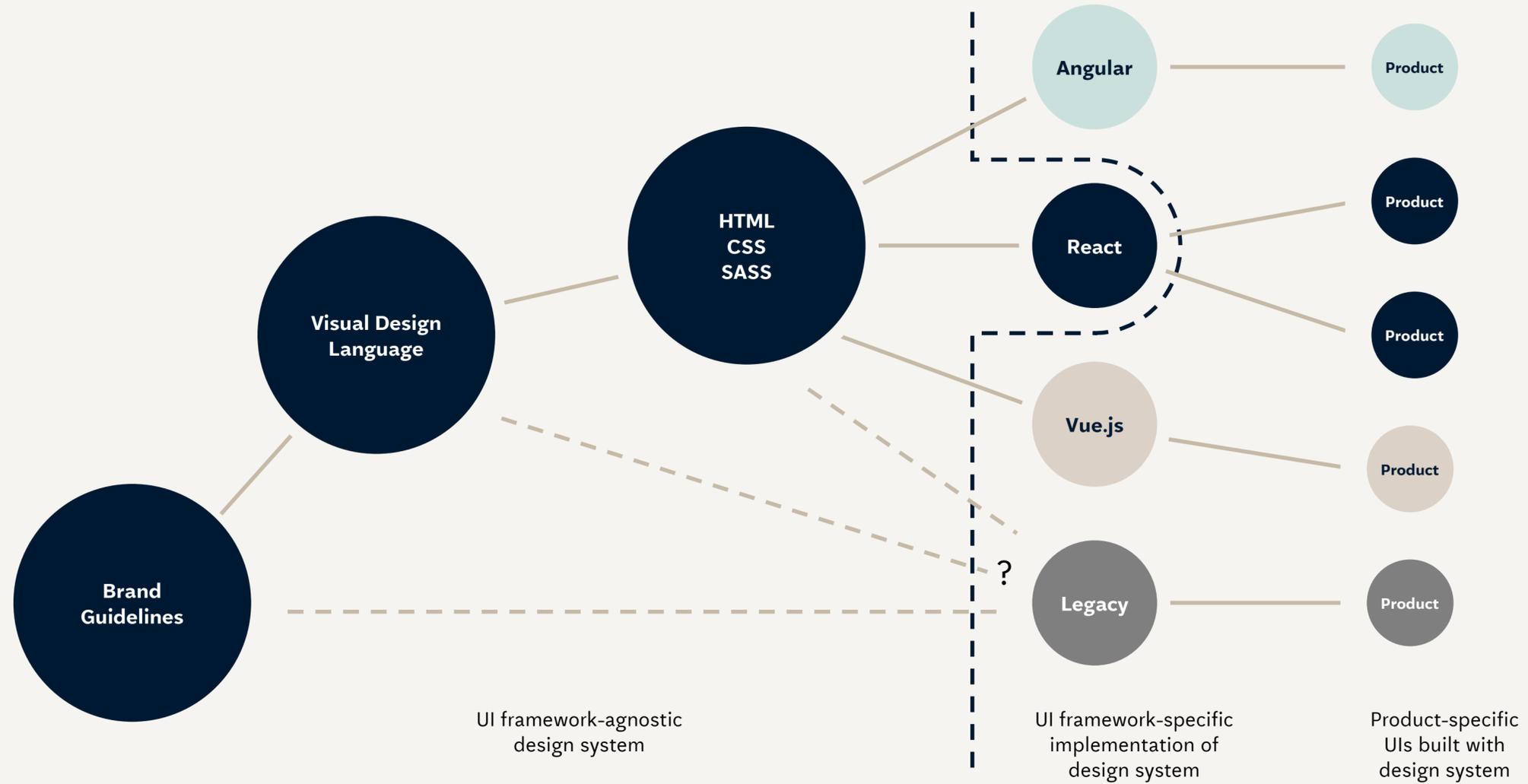
A one-time PDF of your brand guidelines



Inconsistent

The absence of a design system

Design System Reach



Design System Maturity



Living design system

Process is built into your organization and maintained as a service



Automation

Reusable components is part of application build process

This is the «chasm» that is hard for organizations to cross



Online Manual

Manually updated code snippets, downloadable assets



Static

A one-time PDF of your brand guidelines



Inconsistent

The absence of a design system

San Francisco, CA

Partly Cloudy



68°

SE 7 mph
Humidity 70%

FRI



65
52

SAT



62
55

SUN

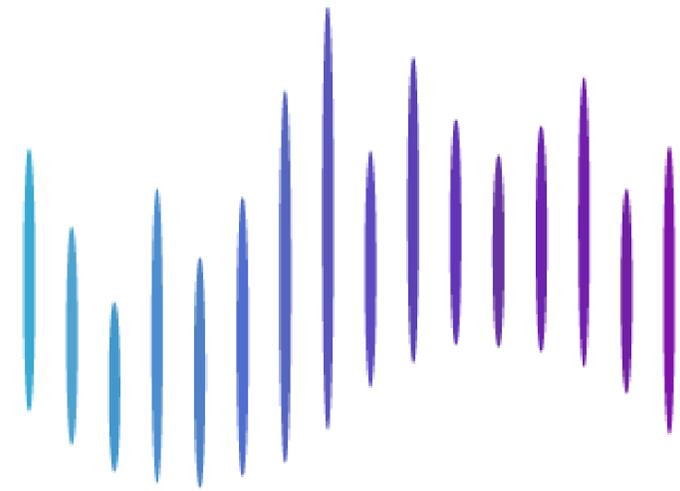


66
54

MON



68
54



Norwegian Design Systems

A curated list of design systems, pattern libraries,
and style guides from Norway

<https://github.com/siiron/norwegian-design-systems>

Kiitos paljon!

Ronny Armas Siikaluoma

Principal Frontend Developer & Lead Design Systems

ronny.siikaluoma@noaignite.com

@siiron