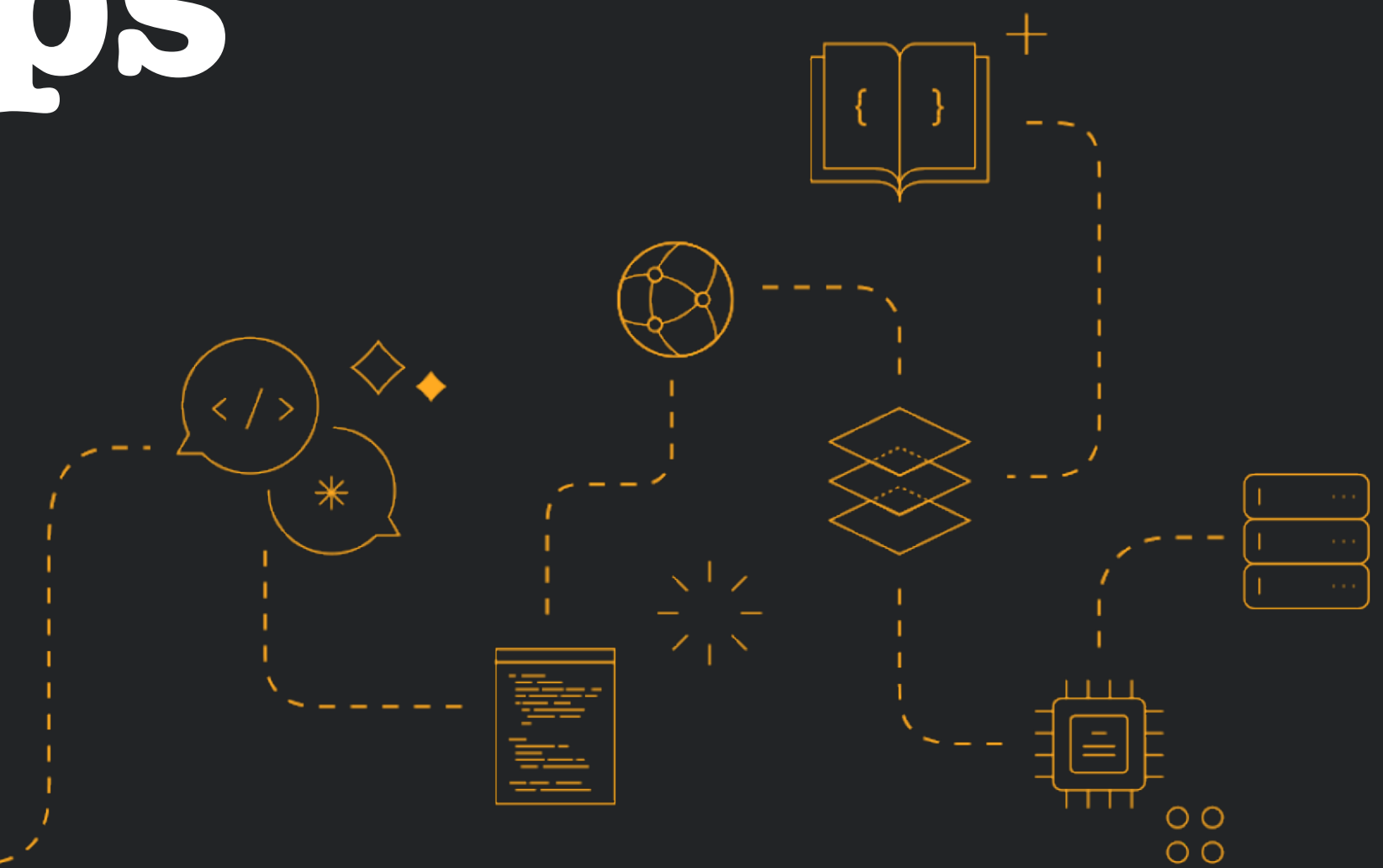




Building Email Design Systems with Baby Steps

<https://noti.st/tedgoas>



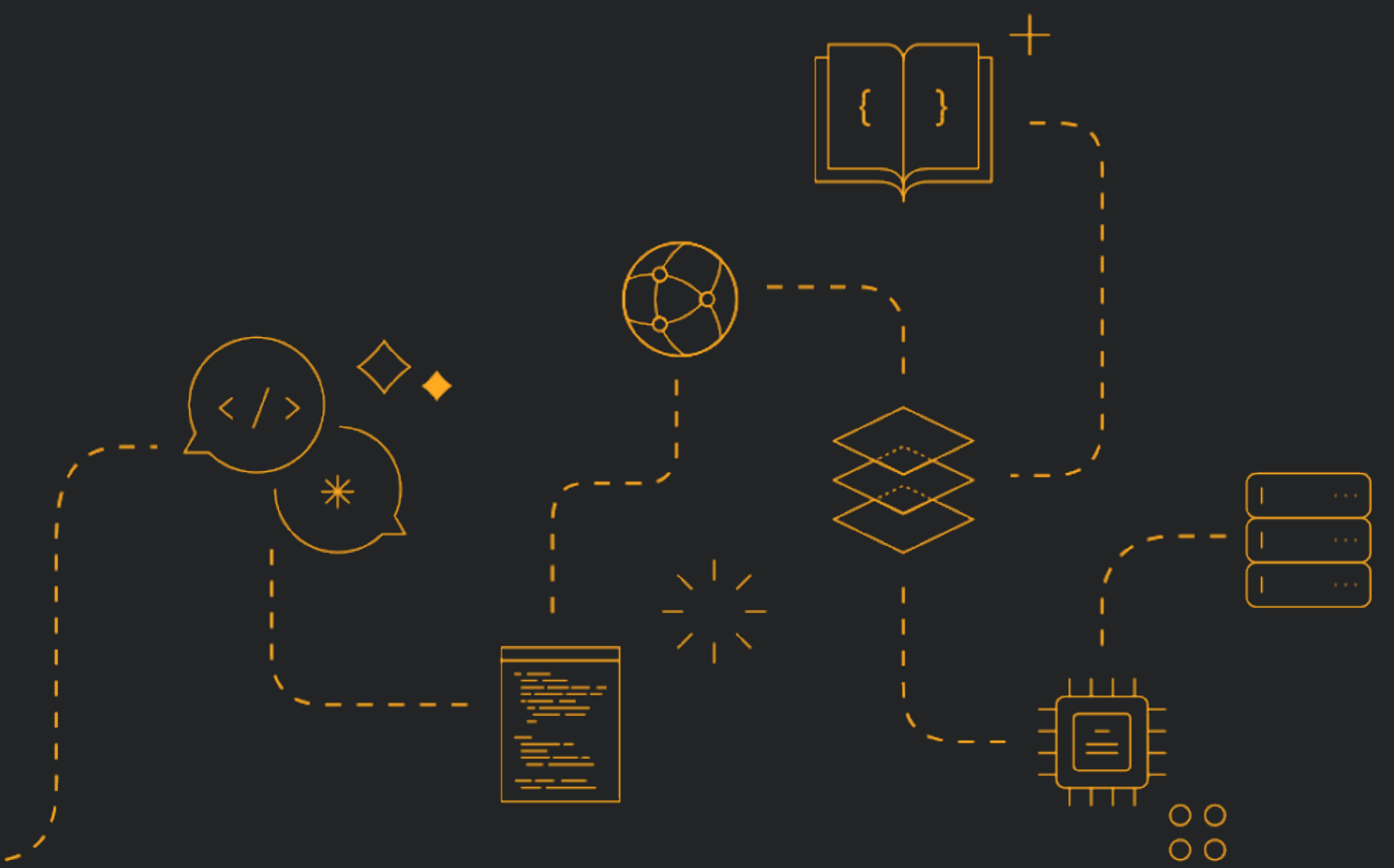


Ted Goas

Principal Product Designer, Stack Overflow

@TedGoas

He / him





design system



 All

 Images

 News

 Videos

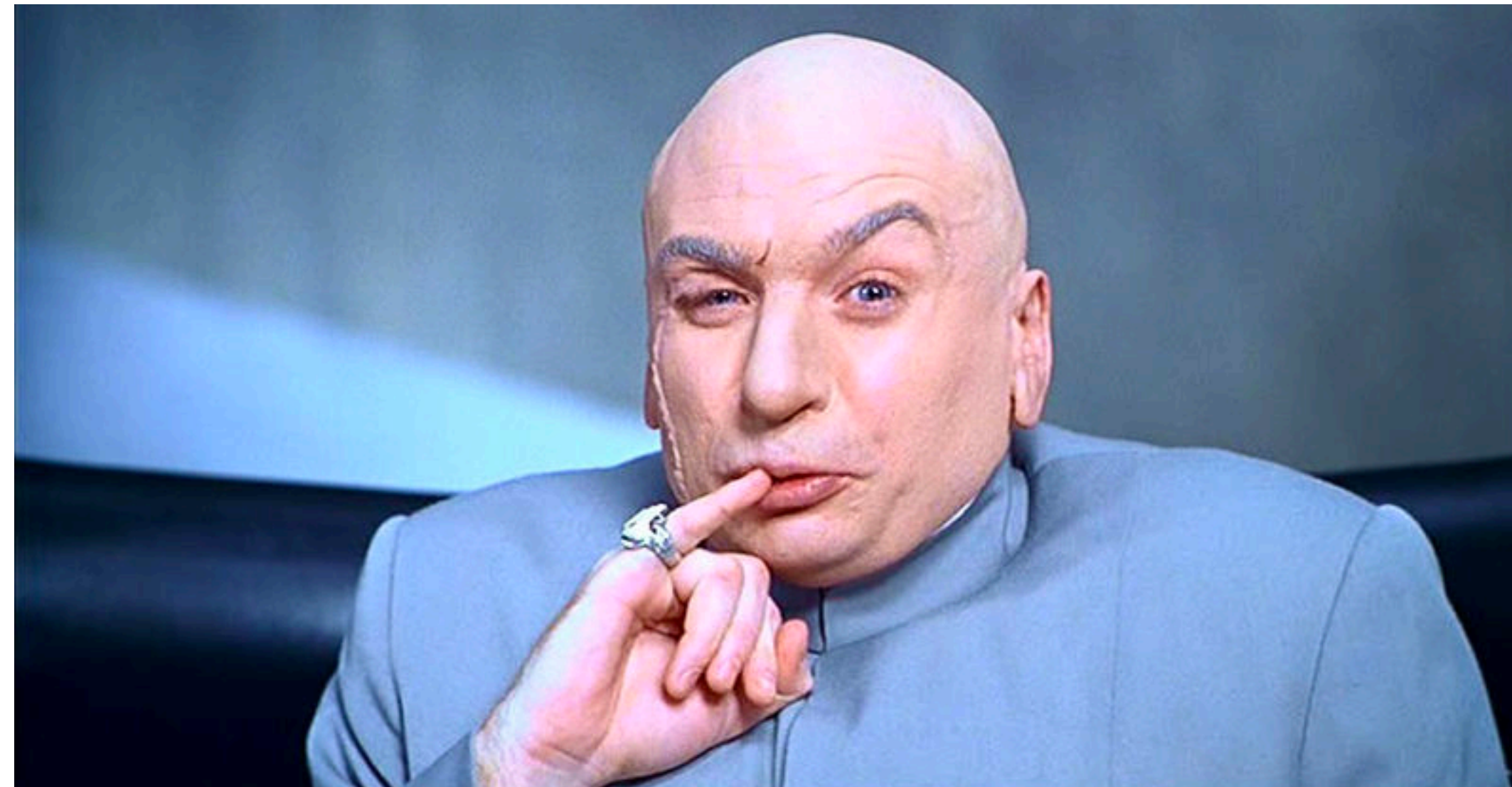
 Maps

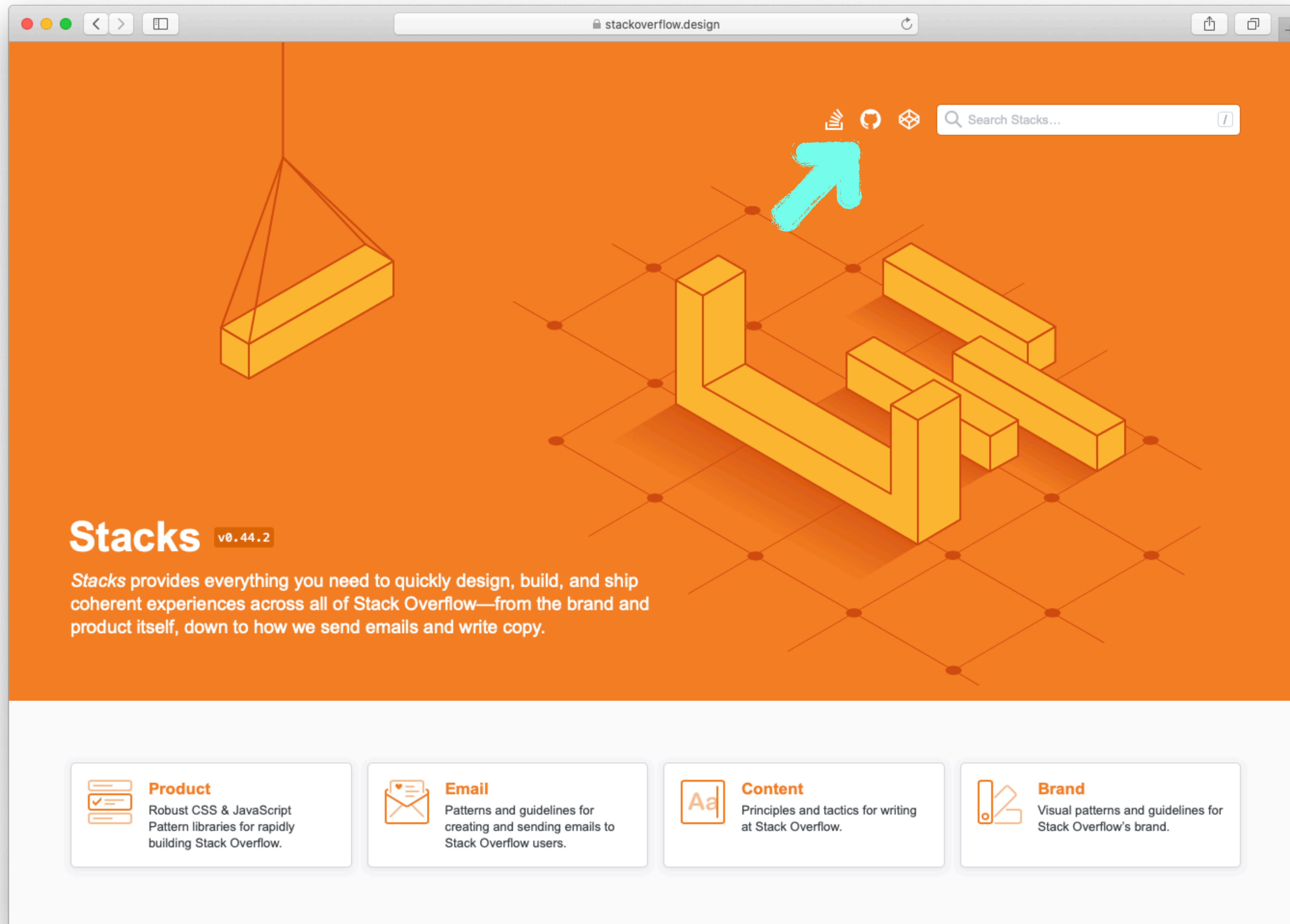
 More

Settings

Tools

About one hundred billion results (0.69 seconds)



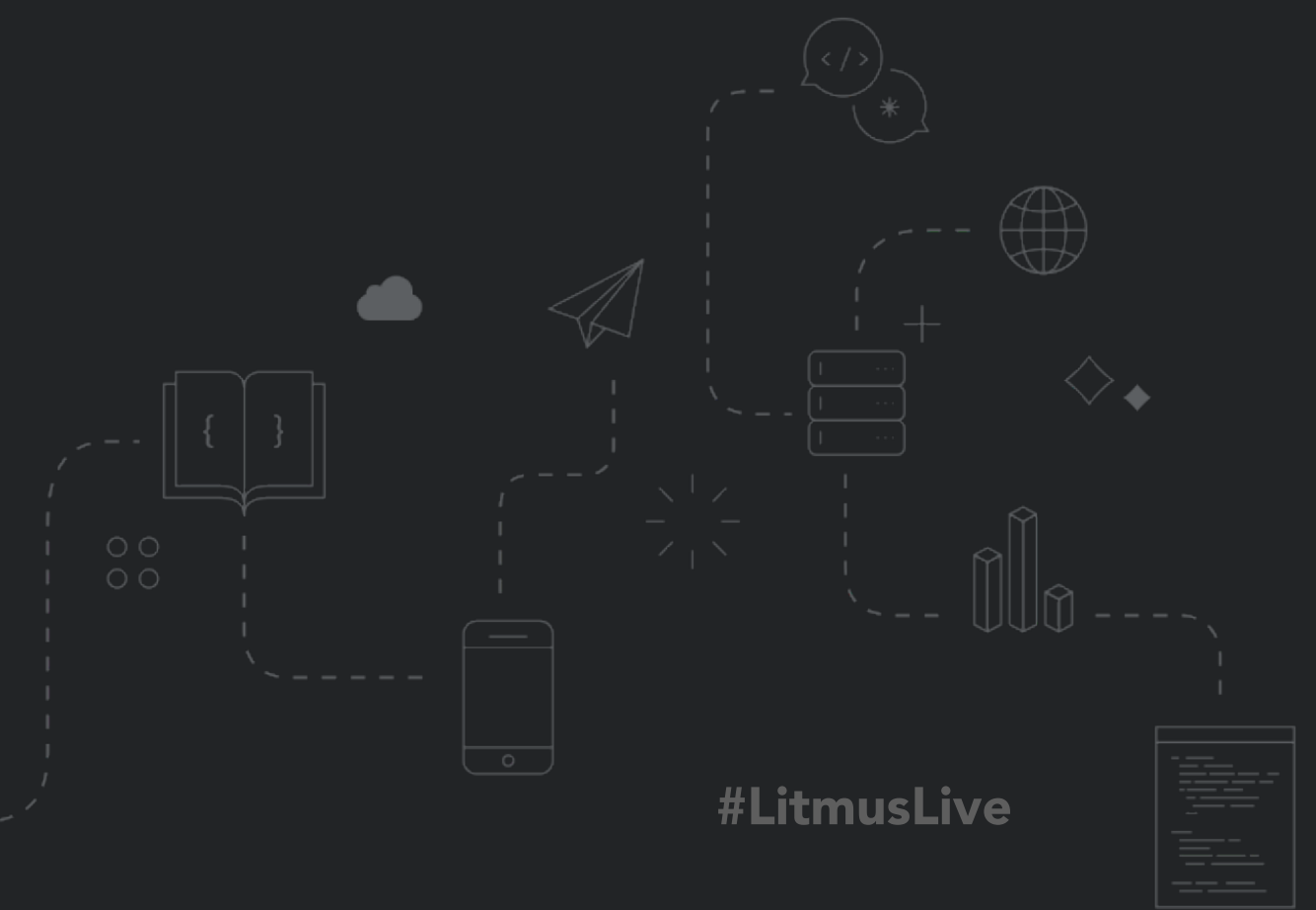


Make it official

Plan your approach

Build the documentation site

Tie it to your design software

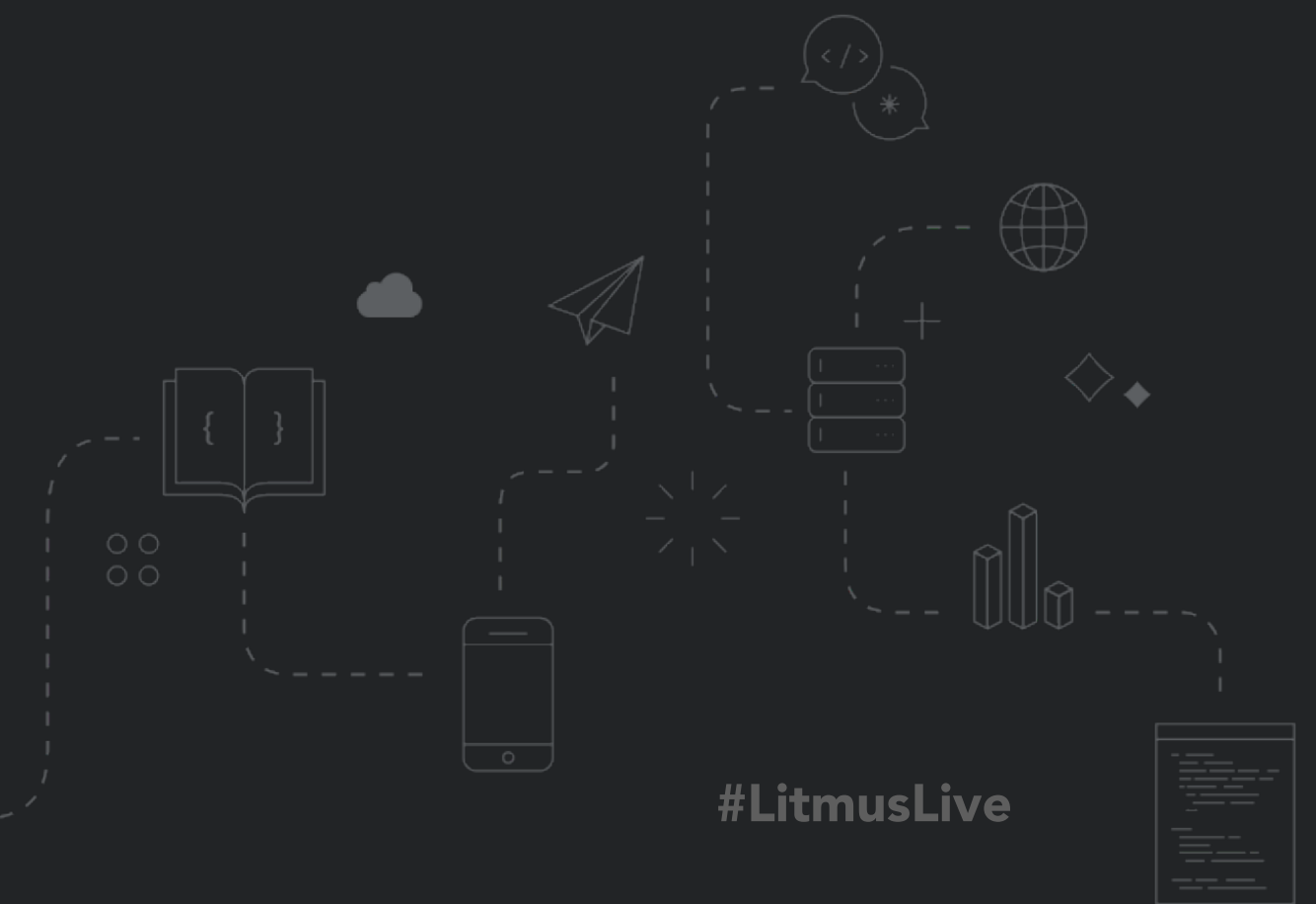


Make it official

Plan your approach

Build the documentation site

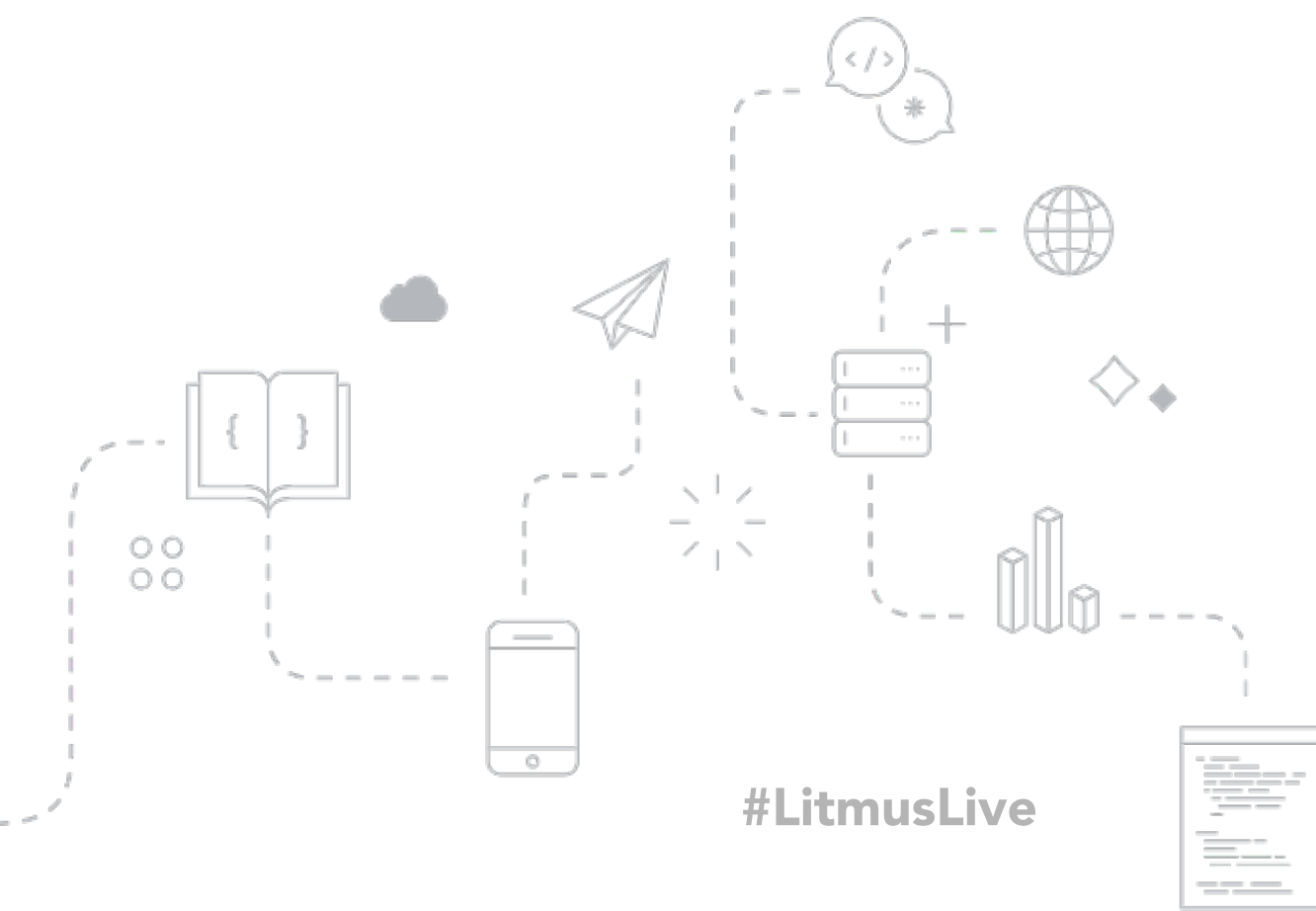
Tie it to your design software





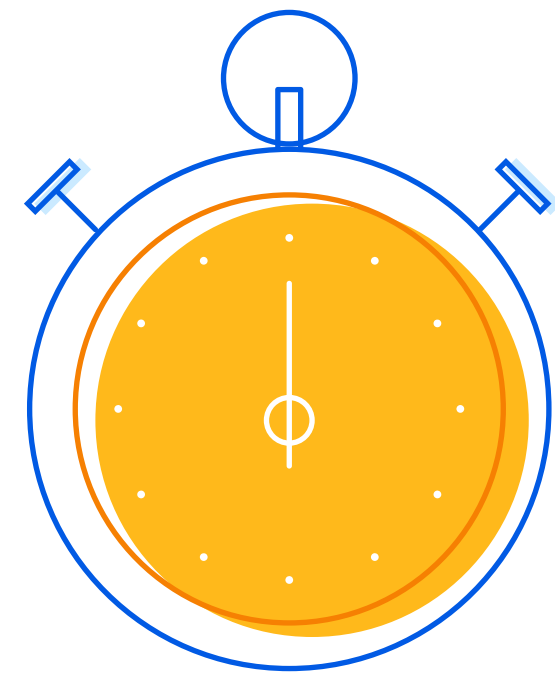
“If a design system is treated as a side project, it’ll probably fail.”

- Nathan Curtis





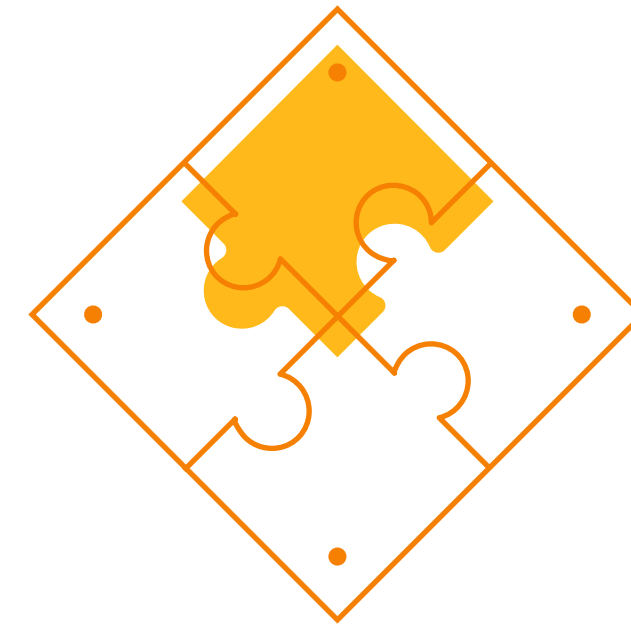
Legitimizing our design system



Time



Money



Consistency



Education



Allison Grayce
@allisongrayce

Manager:

"Oooh a design system! We need one!"

Designer:

"Right! I'll need a team dedicated-"

Nope.

"Ok one designer & a dev to build the-"

Nope.

"Ok a couple days blocked off-"

Nope.

"Ok I'll try to do it when I can."

Excellent!

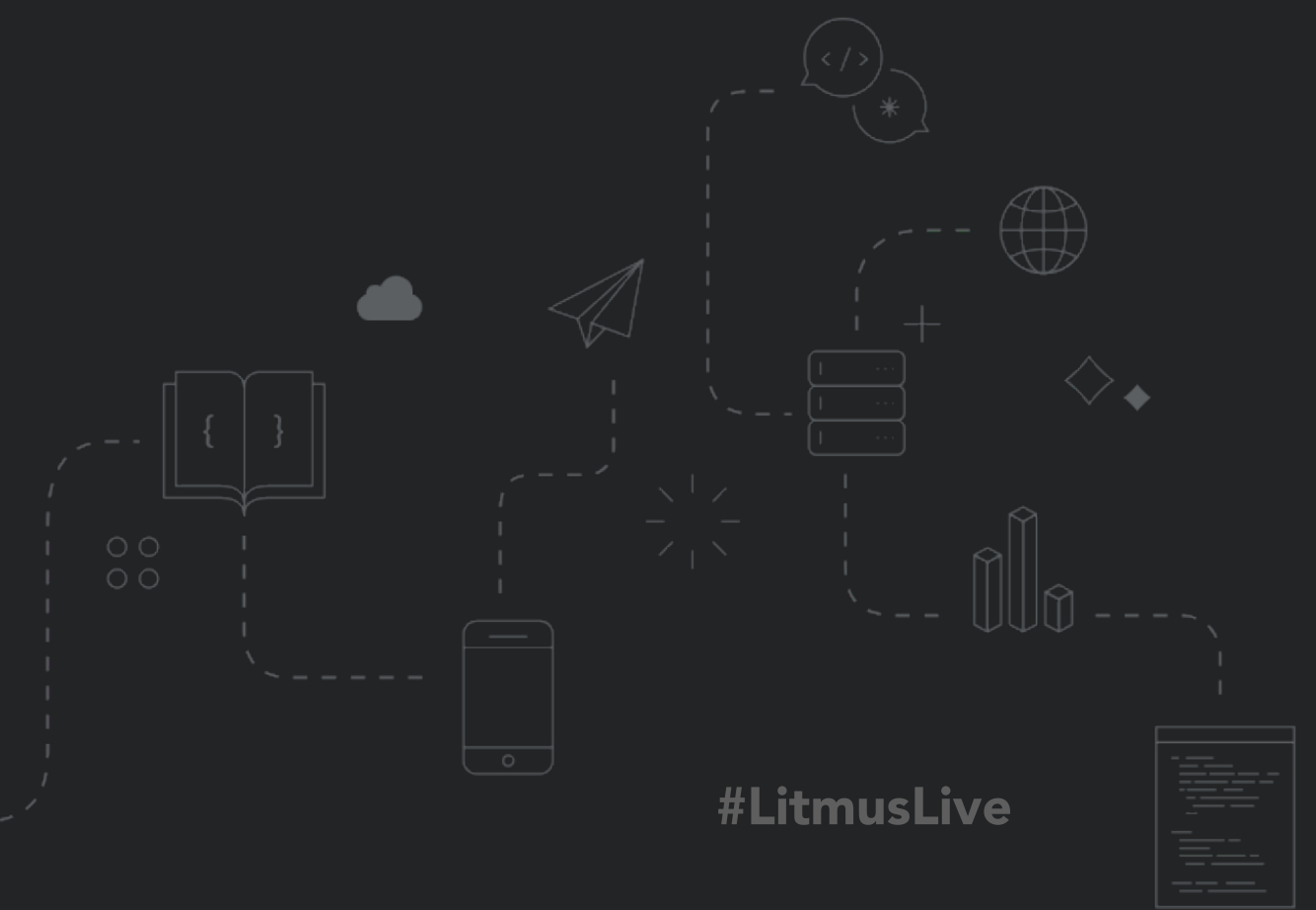
UI toolkit has only buttons, forever.

Make it official

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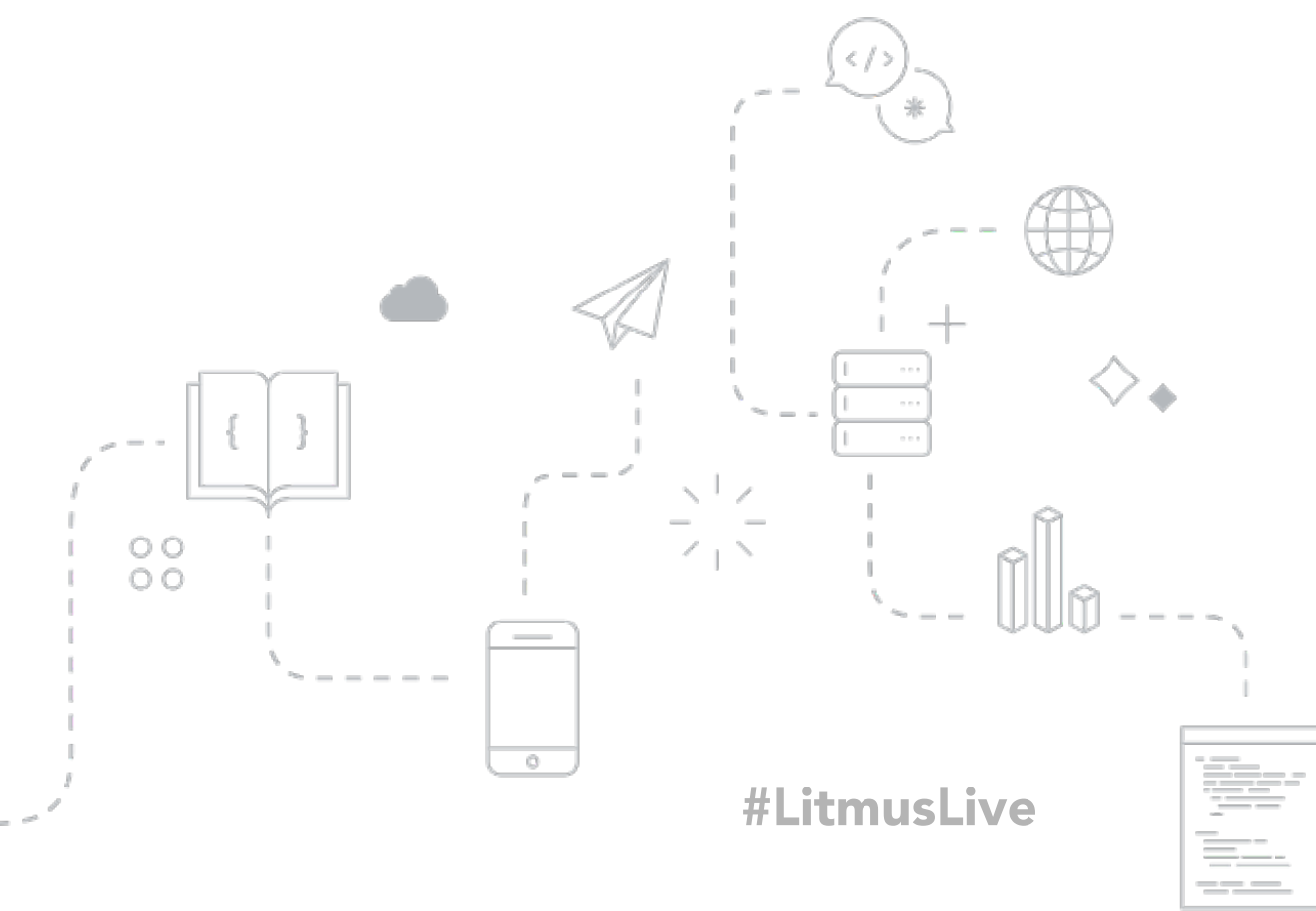


Welcome email	●	●	●	●							●				●		
Product announcement	●		●	●			●		●		●	●	●		●		
Feature update	●	●	●	●				●			●	●			●		
Flash sale		●		●	●	●						●	●				
Weekly deals	●	●		●	●	●					●		●	●			
Drip Nurture #1	●		●	●				●			●	●	●		●		
Drip Nurture #2	●		●	●	●				●		●				●		
Loyalty Email	●		●	●		●	●			●	●	●		●	●		
	Title	Subtitle	Body text	Footer text	Caption	Tag	Link	Ordered List	Unordered List	Block quote	Pull quote	Button	Hero image	Thumbnail image	Background image	Icon image	Brand Logo



“Don't start at the abstract level, start at the extract level.”

- Dan Mall



Stacks / Email Share

File Edit View Insert Format Tools Add-ons Help Last edit was on June 21, 2018

100% | Title | Arial | 24 | B I U A

Outline

- Analytics
- Discuss what reside...
- Other
- Provide instructions ...
- Stacks Documentation...
- PROBLEM
- SOLUTION
- GOALS
- PURPOSE
- Analytics A few grap...
- Design
- Code
- THE TEMPLATE
- COMMON QUESTIO...
- Why can't I depend o...
- How does CSS In...
- How can I space ...
- So this is Hybrid D...
- How do I prepare i...

g. 2 even columns (thumbnail + text)

h. 2 uneven columns (thumbnail + text)

i. Job listing

j. Candidate Card (with badge options)

5. FAQ

a. The rest of the questions we've been working on

23 May 2018

Feedback

Getting Started

- The links in header are inconsistent.
- Remove right sidebar navigation for "Getting Started" page. It's misleading.
- Remove link to Slack
- Add section to talk about when to use templates and when to use components

Templates

- Show a preview of email
 - This could be a screenshot or an iframe. What are the benefits of each? Aaron had an opinion here.
- Provide more than just a kitchen sink. Provide simple templates that cover "needs"
 - Transactional Template
 - Marketing Template
 - *Special* Template
 - Kitchen Sink

Analytics

- Discuss what resides in this section. What is useful? What can be public?

Other

- Provide instructions on working with different email providers (e.g., Hubspot, Iterable, etc)

Ted Goas
May 1, 2018 Resolve

The code for these are *really big*... should we explain what these are, show a visual, and point to the Advanced template for code?

Piper Lawson
May 25, 2018 Resolve

I'm not sure how or what this means, but I included it.

Stacks Documentation Share

insert Format Tools Add-ons Help Last edit was on June 21, 2018

0% | Title | Arial | 24 | B I U A

Email Design at Stack Overflow

PROBLEM

Email templates at Stack Overflow are in a state of disarray. Old templates are not mobile friendly and break in many email clients. Many don't share code. Present day product teams are approaching email design piecemeal, resulting in inconsistent design and messaging across our product.

SOLUTION

Email can seem like a tangled mess, and you will deal with some crazy parameters. This project will help explain email code patterns and set guidelines for teams to create consistently designed, on-brand, properly rendered emails.

GOALS

1. Standardize design for all future emails so we're all on the same page.
 - a. **Solution:** Evolve this doc and move it into [Stacks](#).
2. Provide code patterns for designers and engineers to create email on their own.
 - a. **Solution:** Create a Master template with the most common patterns, make available in [Stacks](#).
 - b. **Maybe:** Create isolated code snippets for common elements.
3. Update or retrofit legacy emails.
 - a. **Solution:** Audit existing emails.

PURPOSE

Analytics

A few graphs on email client popularity from Iterable (Dev Marketing), SendGrid (Dev Transactional), and Hubspot (Careers). [More information about where to find email metrics can be found here.](#)

Design

1. Your analytics should dictate what email client you focus on. Eg. if you don't have many Outlook users, maybe don't stress over a bug in Outlook 2003.
2. Emails don't need to look the same in every email client.
3. When building hybrid emails, maths must be spot on. So...
 - a. Make emails 660px wide. This provides flexibility for multi-column layouts.

Kristina Lustig
Apr 19, 2018 Resolve

This section covers a LOT of ground. Some of this seems like it'd make more sense up when you're defining the problem, and maybe this section could function better as a "Approach" section where you outline the parts of the solution.

Ted Goas
Mar 13, 2018 Resolve

Is this a good idea?

Courtney Cotten
Apr 19, 2018

Yeap.

Joshua Hynes
Apr 19, 2018

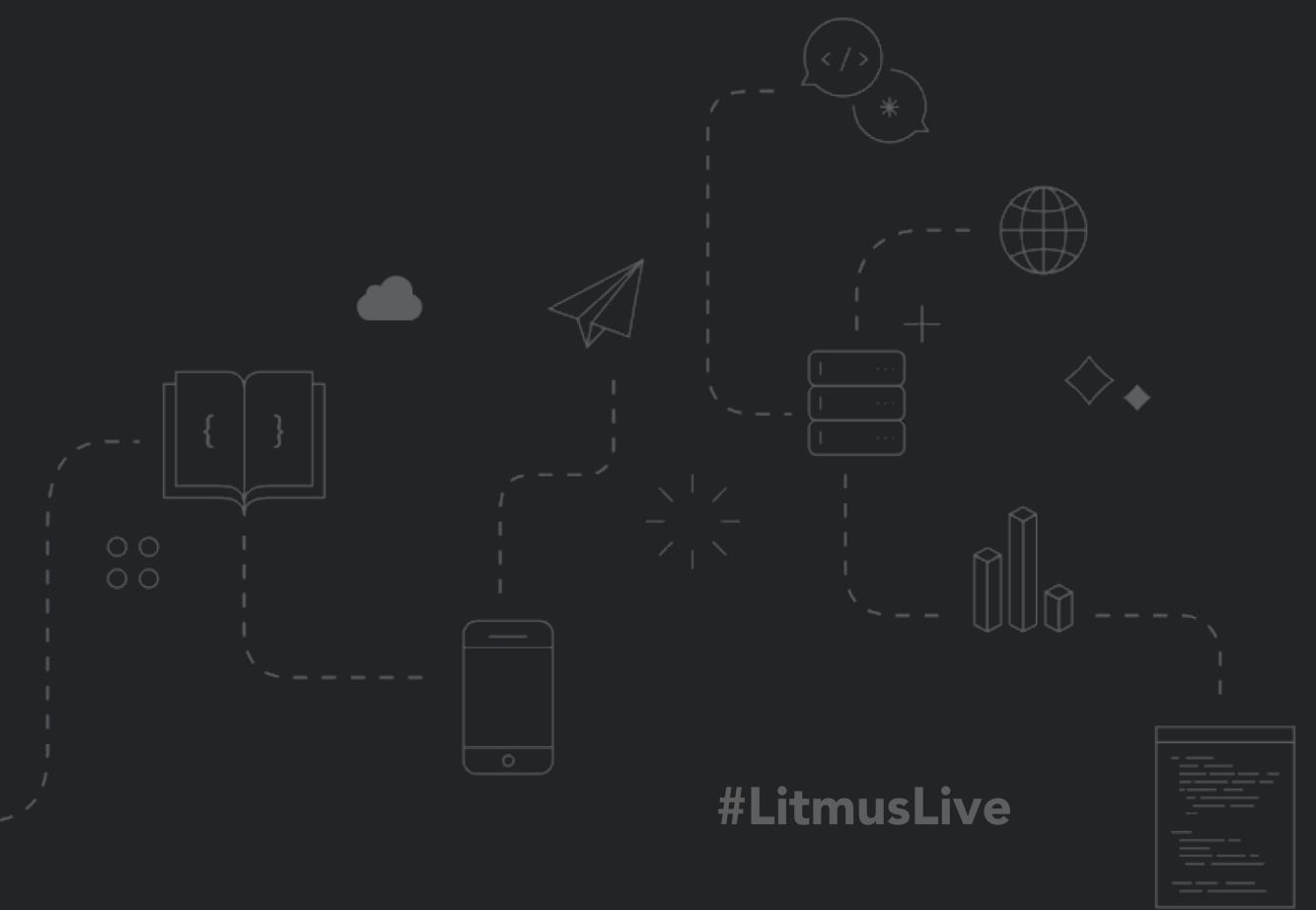
Yeah, I would agree. Email components would be very helpful.

Make it official

Plan your approach

Build the documentation site

Tie it to your design software



Navigation sidebar:

- Home icon
- Search icon
- Menu icon
- Packages (selected)
- Overview
- CORE
 - Analytics next
 - Avatar group
 - Avatar
 - Badge
 - Banner
 - Blanket
 - Breadcrumbs
 - Button
 - Calendar
 - Checkbox
 - Code
 - Comment
 - Datetime picker
 - Drawer
 - Dropdown menu
 - Droplist
 - Dynamic table
 - Empty state
 - Feedback collector
 - Flag
 - Form
 - Global navigation

Page

TYPESCRIPT ❤️

A component for building page layouts. Also includes the Grid and GridColumn components.

Install	<code>yarn add @atlaskit/page</code>
npm	@atlaskit/page
Source	Bitbucket
Bundle	unpkg.com

LATEST

11.0.9

Changelog

Patch Changes

- [patch]35d2229b2a:
 - Adding missing license to packages and update to Copyright 2019 Atlassian Pty Ltd.

Page provides layout for other components

Usage

```
1 import Page, { Grid, GridColumn } from '@atlaskit/page';
```

Basic



Main heading

Lorem ipsum dolor sit amet and consectetur adipiscing elit. Blanditiis voluptatum perspiciatis doloribus dignissimos accusamus commodi, nobis ut, error iusto, quas vitae nesciunt consequatur possimus labore! Mollitia est quis minima asperiores.

Sidebar

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Blanditiis voluptatum perspiciatis doloribus dignissimos accusamus commodi, nobis ut, error iusto, quas vitae nesciunt consequatur possimus labore! Mollitia est quis minima asperiores.

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Lorem ipsum dolor sit amet and consectetur adipiscing elit. Blanditiis voluptatum perspiciatis doloribus dignissimos accusamus commodi, nobis ut, error iusto, quas vitae nesciunt consequatur possimus labore! Mollitia est quis minima asperiores.

Sidebar

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Blanditiis voluptatum perspiciatis doloribus dignissimos accusamus commodi, nobis ut, error iusto, quas vitae nesciunt consequatur possimus labore! Mollitia est quis minima asperiores.

Navigation sidebar with icons for home, search, and menu. The main menu is titled "Packages" and includes an "Overview" link. Below this is a "CORE" section with a list of components:

- Analytics next
- Avatar group
- Avatar
- Badge
- Banner
- Blanket
- Breadcrumbs
- Button
- Calendar
- Checkbox
- Code
- Comment
- Datetime picker
- Drawer
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Page

Examples Design docs

TYPESCRIPT ❤️

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```

Basic

</>

Main heading

Lorem ipsum dolor sit amet and consectetur adipiscing elit. Blanditiis voluptatum perspiciatis doloribus dignissimos accusamus commodi, nobis ut, error iusto, quas vitae nesciunt consequatur possimus labore! Mollitia est quis minima asperiores.

Sidebar

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Blanditiis voluptatum perspiciatis doloribus dignissimos accusamus commodi, nobis ut, error iusto, quas vitae nesciunt consequatur possimus labore! Mollitia est quis minima asperiores.

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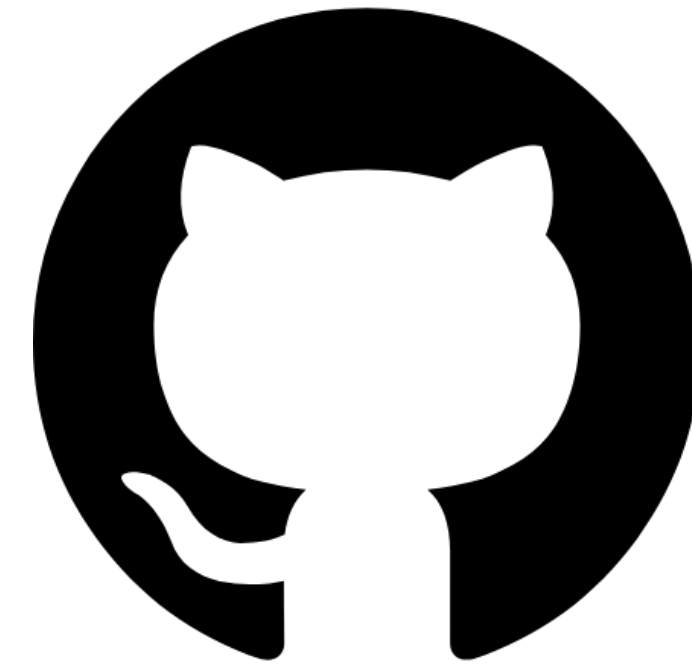
Some code
+ Some guidelines
+ A link

= A design system

HTML



CSS



{less}



UNPKG



netlify

name.com

HTML



CSS



{less}



UNPKG



netlify

name.com



WEB

EL

IT'S SIMPLE
UNTIL YOU MAKE IT
COMPLICATED

- Jason Fried, 37signals

STARTUPVITAMINS

imgflip.com

Unlock

Headline text maximum characters with spaces 57

600 x 300

Powered by HTML.COM

Button max char 19

Headline text maximum characters with spaces 57

Subheadline text max character count with spaces 66

600 x 300

Powered by HTML.COM

Button max char 19

Module body copy: centered text - max characters with spaces 188, left aligned - no maximum but email standards recommend 5 sentences maximum. Lorem ipsum dolor sit amet, consectetur adis.

Headline text maximum characters with spaces 57

Subheadline text max character count with spaces 66

200 x 50
Powered by HTML.COM

1360 x 600

Powered by HTML.COM

Praesent laoreet malesuada cursus.

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent laoreet malesuada cursus. Maecenas scelerisque congue eros eu posuere. Praesent in felis ut velit pretium lobortis rhoncus ut erat.

- A list item.
- Another list item here.
- Everyone gets a list item, list items for everyone!

Centered Primary Button

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent laoreet malesuada cursus. Maecenas scelerisque congue eros eu posuere. Praesent in felis ut velit pretium lobortis rhoncus ut erat.

Powered by HTML.COM

310 x 310

Powered by HTML.COM

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

310 x 310

Powered by HTML.COM

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

200 x 200

Powered by HTML.COM

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent

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Powered by HTML.COM

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent


200 x 200

Powered by HTML.COM

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent

New Tab

Search with Google or enter address



Firefox

Search the Web

Current Repository **Stacks** | Current Branch **develop** | Fetch origin (Last fetched 16 minutes ago)

Changes | History

0 changed files

No local changes

There are no uncommitted changes in this repository. Here are some friendly suggestions for what to do next.

- Open the repository in your external editor**
Select your editor in [Preferences](#)
Repository menu or `⌘⇧A` Open in Visual Studio Code
- View the files of your repository in Finder**
Repository menu or `⌘⇧F` Show in Finder
- Open the repository page on GitHub in your browser**
Repository menu or `⌘⇧G` View on GitHub

Summary (required)

Description

Commit to develop

Messages from Firefox



Bookmark a recipe at home. Check it at the market from your phone. Every bookmark you save is in synced devices.

Add more commits by pushing to the `feature/dark-mode` branch on `StackExchange/Stacks`.



This branch has not been deployed

No deployments



All checks have passed

1 successful check

[Hide all checks](#)



 **deploy/netlify** — Deploy preview ready!

[Details](#)



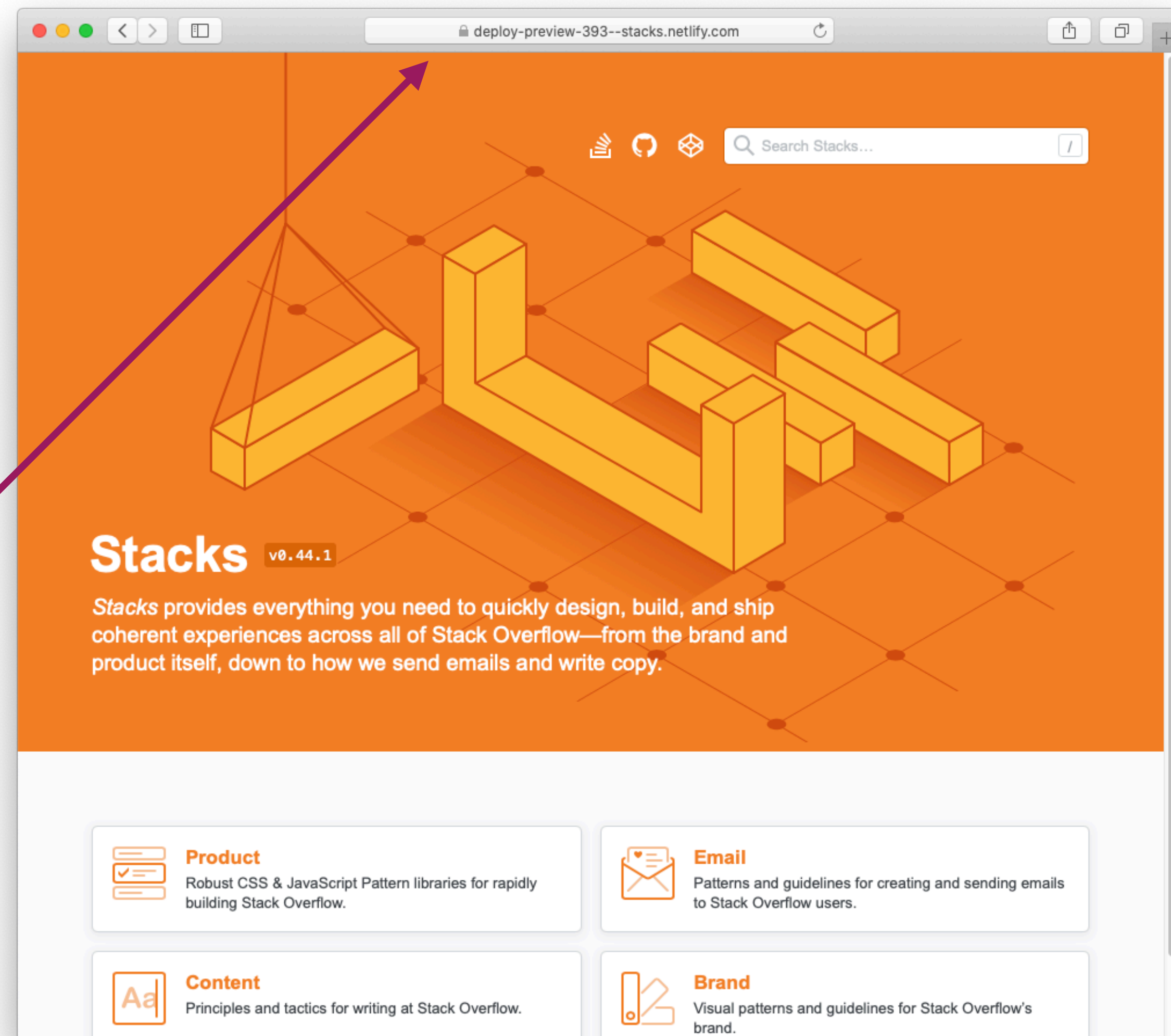
This branch has no conflicts with the base branch

Merging can be performed automatically.

Merge pull request

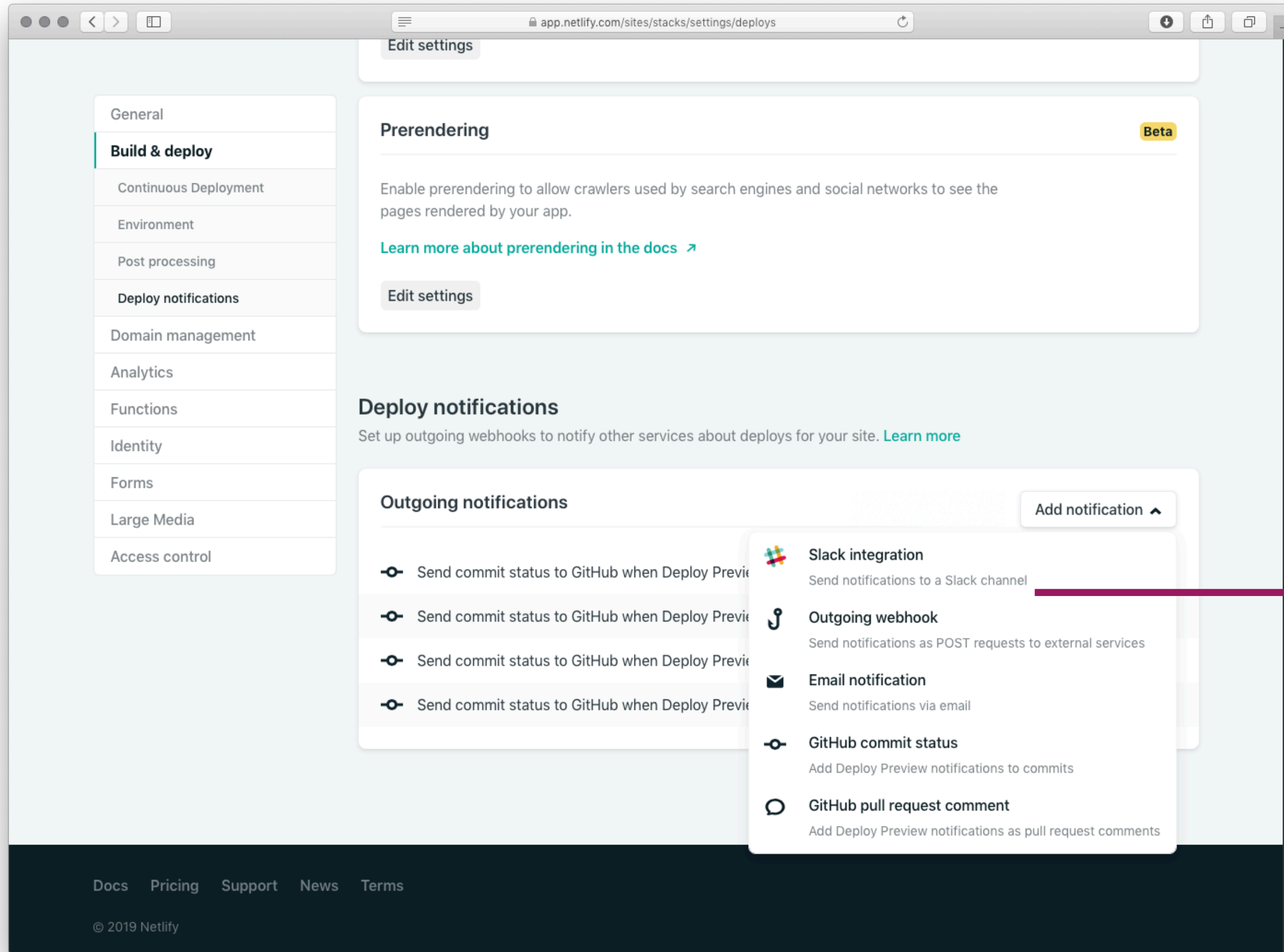


You can also [open this in GitHub Desktop](#) or view [command line instructions](#).



Courtney Cotten 🦄 10:20 AM

I am so spoiled by Netlify previews now. I hate reviewing things locally.



Design/Stacks APP 11:01 AM

[Stacks:email/themed-tags] 4 new commits from Ted Goas

- [6b00c5](#) Documenting themed tags
- [607fc8e](#) Add examples and code for theming
- [5g6dc09](#) More examples for default tags
- [ca194vb](#) Edit and abbreviate explanation on how we create themed tags



Design/Stacks APP 11:05 AM

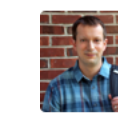
[StackExchange/Stacks] Pull request submitted by Ted Goas

This PR documents recent exploration and testing on how we display themed tags in email. This expands support for default tags...

```
<td>
  <a href="#" style="display: inline-block; border: 5px solid #E1ECF4; margin: 0 1px 4px 0; background: #E1ECF4;">tag-name</a>
  <a href="#" style="display: inline-block; border: 5px solid #eff0f1; margin: 0 1px 4px 0; background: #eff0f1;">tag</a>
  <a href="#" style="display: inline-block; border: 5px solid #f9ecee; margin: 0 1px 4px 0; background: #f9ecee;">another-tag-name</a>
</td>
```

...but more importantly defines and explains how we create themed tags in email:

```
<td>
  <a href="#" style="display: inline-block; border: 5px solid #EFF0F1; border-color: #2b8a3e01; margin: 0 1px 4px 0; background: #EFF0F1;">tag-name</a>
  <a href="#" style="display: inline-block; border: 5px solid #EFF0F1; border-color: #2b8a3e01; margin: 0 1px 4px 0; background: #EFF0F1;">tag</a>
  <a href="#" style="display: inline-block; border: 5px solid #EFF0F1; border-color: #2b8a3e01; margin: 0 1px 4px 0; background: #EFF0F1;">another-tag-name</a>
</td>
```



Ted Goas 11:08 AM

Here's that PR I mentioned in our meeting ^^ happy to discuss here or in GitHub



Design/Stacks APP 11:48 AM

[StackExchange/Stacks] New comment by phoebe-leung on issue #380: Themed tags in emails

I read the original workaround on Slack and what really helped me understand was the screenshot showing the error that happens when you don't use the workaround. This might be because I wasn't super familiar with how the tags worked in the first place though.

Since it might be overkill to include a photo of why we need the workaround, I would suggest a more prescriptive instruction on what to do with the explanation coming afterwards. Below is just a suggestion, but I tried to make it formatted as 1) Do this and then... [Show more](#)

The popular approach to version control



Memorizing Six Git Commands

A Practical Guide



**Typing
out each
git command**



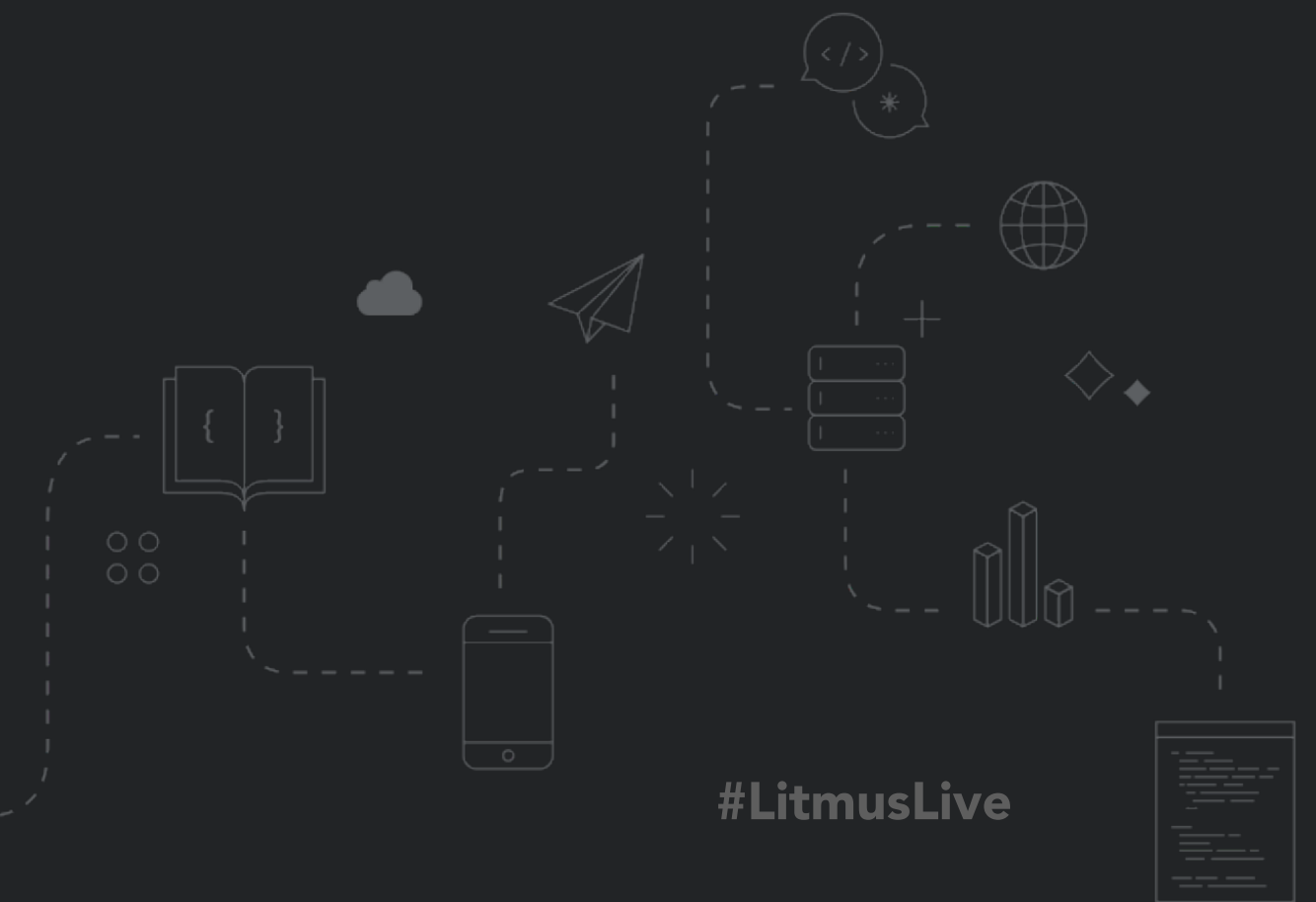
**Hitting the
up arrow until
you get to
the one you want**

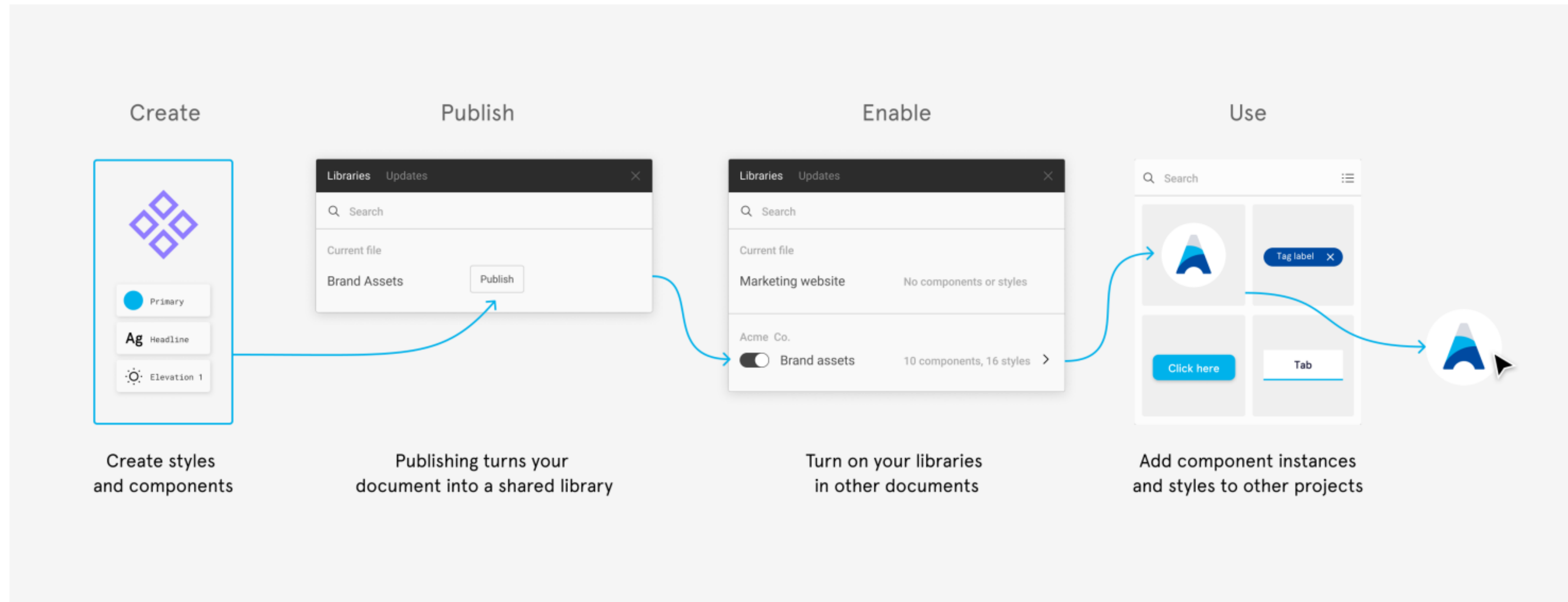
Make it official

Plan your approach

Build the documentation site

Tie it to your design software





Create styles and components

Publishing turns your document into a shared library

Turn on your libraries in other documents

Add component instances and styles to other projects

Layers Assets Page 1 v

Frame 1

email frame

Frame 1

Design Prototype Code

Background

E5E5E5 100%

Local Styles

To create a style, select a layer and click on the style icon in the inspector panel.

Export +



Frame 1

- T To see all security events, visit our security c...
- Rectangle 1
- T Hello! We received a request to reset your p...
- T Reset your password
- email frame

Frame 1

Reset your password

Hello! We received a request to reset your password. If this was initiated by you, please follow the link below to reset your password. Changes will take place immediately and you will not lose your current work. If you didn't make this request, you safely delete this email and optionally report it to us.

To see all security events, visit [our security center](#).

Background

E5E5E5 100%

Local Styles

To create a style, select a layer and click on the style icon in the inspector panel.

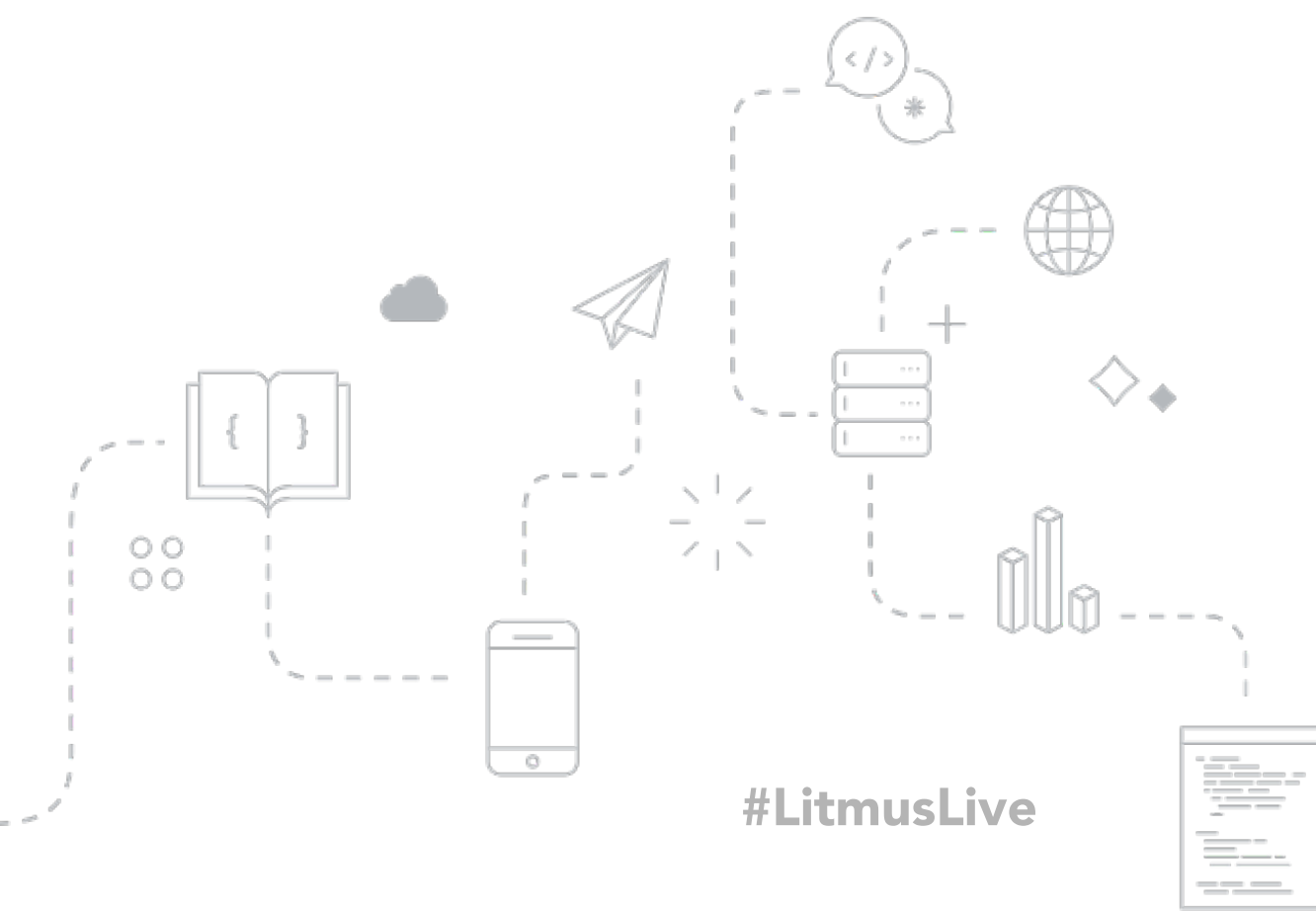
Export +





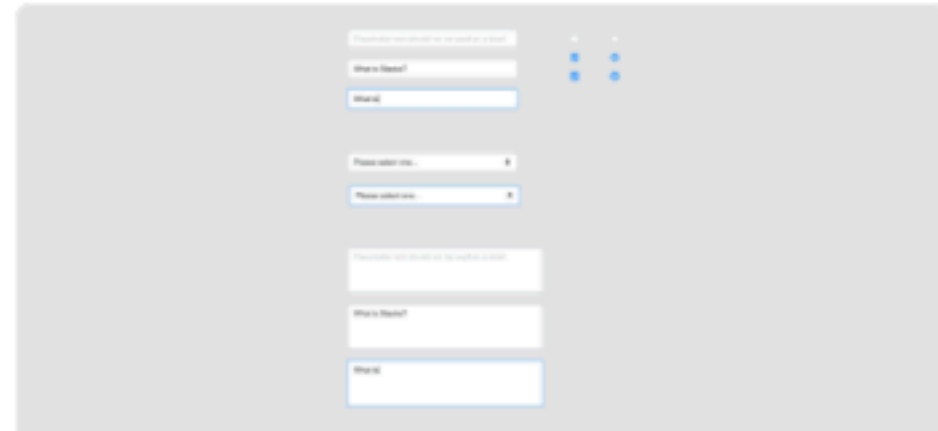
“A good design system takes care of the stuff you shouldn't reinvent and allows you to spend time on where it matters.”

- Dan Mall






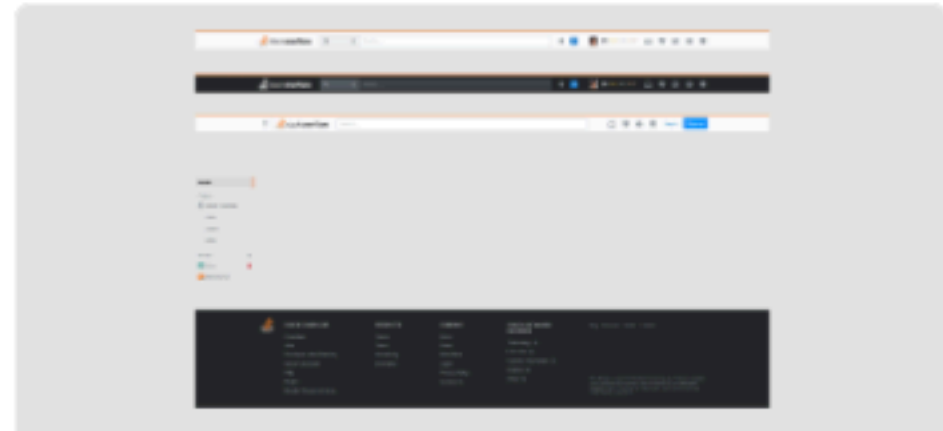
Icons
8 hours ago



Inputs
13 days ago




Modals
13 days ago



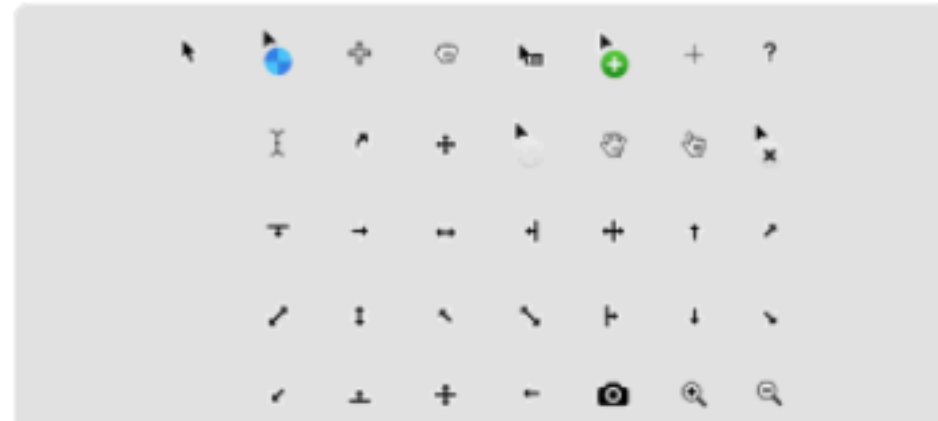
Chrome
13 days ago



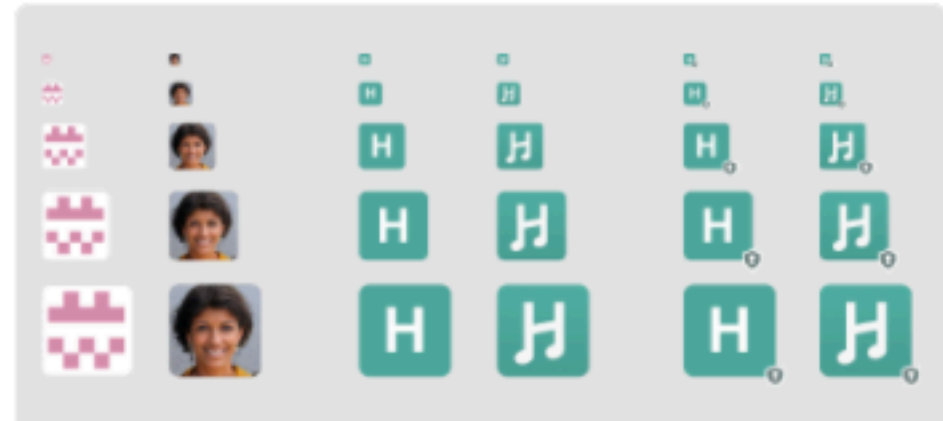
Colors
last month



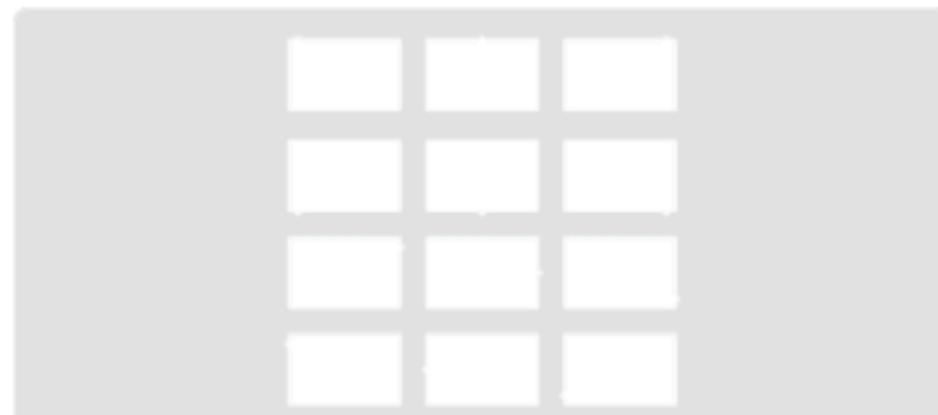
Typography
2 months ago




Cursors
2 months ago



Avatars
3 months ago




Popovers
3 months ago



Buttons
3 months ago

Layers Assets Page 1


- # Frame 1
 - ◇ Icon/AlertSm
 - ◇ Icon/LogoMd
 - ◇ Button/Button_Outlined
 - T Report this
 - ⇒ Rectangle
 - ◇ Button/Button_Primary
 - T Reset password
 - ⇒ Rectangle
 - T To see all security events, visit our security c...
 - Rectangle 1
 - T Hello! We received a request to reset your p...
 - T Reset your password
 - email frame 

Frame 1



Reset your password

Hello! We received a request to reset your password. If this was initiated by you, please follow the link below to reset your password. Changes will take place immediately and you will not lose your current work. If you didn't make this request, you safely delete this email and optionally report it to us.

 To see all security events, visit [our security center](#).

Design Prototype Code

Background

 E5E5E5 100% 

Local Styles

⋮ To create a style, select a layer and click on the style icon in the inspector panel.

Export 



Filter By: Reset

Contract Expiration Renewal Status Cross-sell / Up-sell Opportunity Location

#F1F6F8

Filter By: Reset

Contract Expiration Renewal Status Cross-sell / Up-sell Opportunity Location 32

- !** In fewer than 15 days
- !** In fewer than 30 days
- This Quarter 2014 Q1
- Next Quarter 2013 Q2

Select Dates 20

Clear All Apply

#F6F6F6

Proxima Nova 12 px Regular #666666

Proxima Nova 14 px Regular #E4E4E4 TO #FFFFFF

Proxima Nova 14 px Regular #0095D3 TO #0080B5

Proxima Nova 14 px Regular #006990

Proxima Nova 14 px BOLD #3333333

Proxima Nova 14 px BOLD #006990

Filter By: Reset

Contract Expiration Renewal Status Cross-sell / Up-sell Opportunity Location

This Quarter Proxima Nova 12 px Regular #333333



Photo by Perry Grone on Unsplash



Thank You!



@TedGoas

