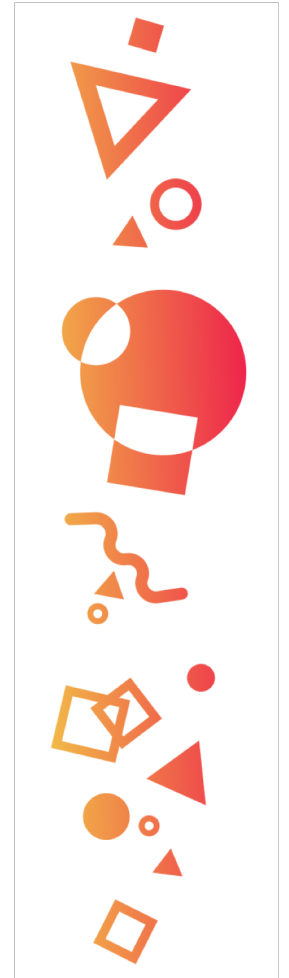# A Design System is Not Enough

What design systems can do
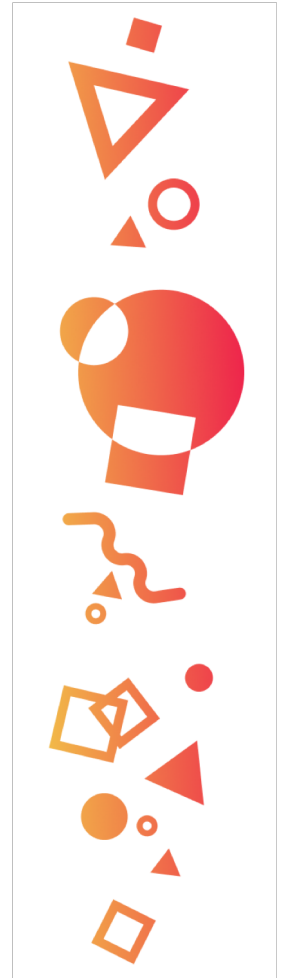and why you still need UX/UI design

Overview

- What is a design system?

- What are the benefits of using a design system?

- Are design systems magic?

- Do we still need designers?
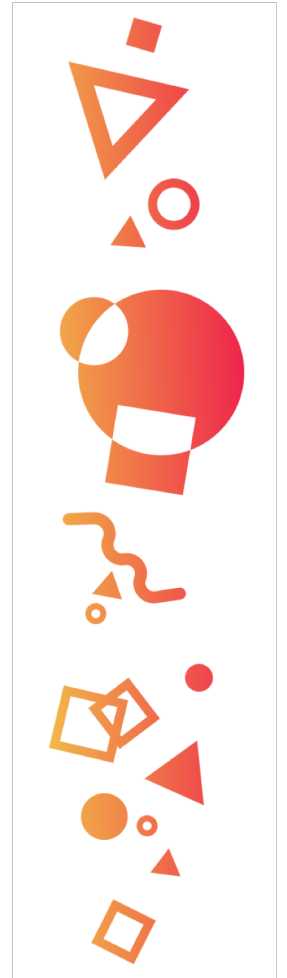
What is a design system

A simple breakdown

- Code - Reusable, repeatable components
- Standards & guidelines
- Unlimited possibilities

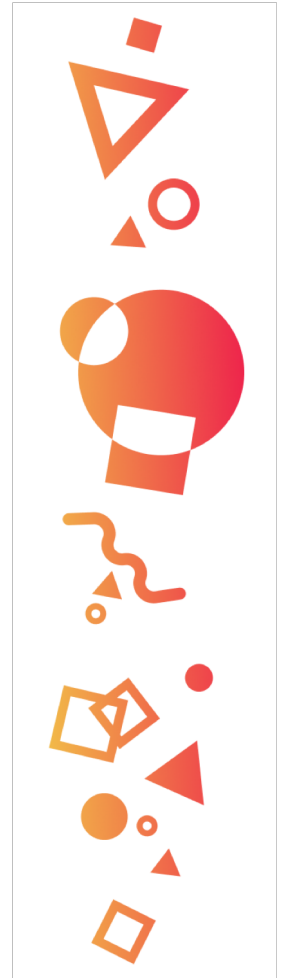# What is a design system

Rivet

- "Rivet is a focused set of front end UI components, as well as a place for documenting good UX, accessibility, and design practices. It serves as a developer's guide for when and how to use certain patterns and how to implement them in an accessible way."
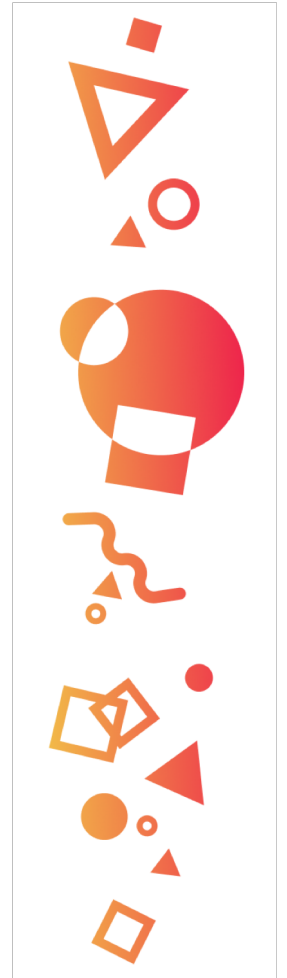
Benefits of a Design System

Developers & Designers

- Consistency
  - A button is a button is a button
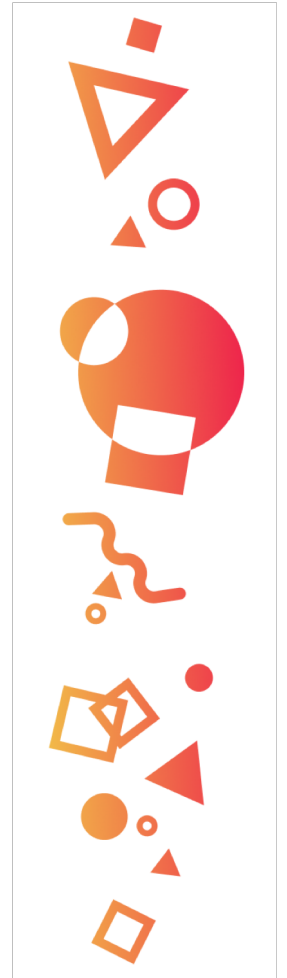
Benefits of a Design System

Developers & Designers

- Established color scheme
  - Color should have meaning and be used in ways that assist the user.
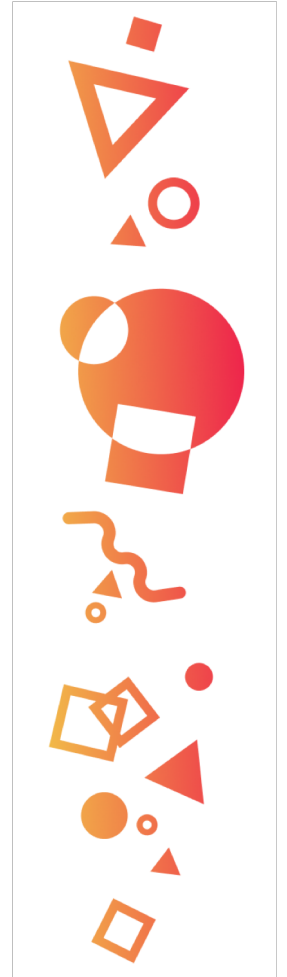
Benefits of a Design System

Developers & Designers

- Base level of accessibility

Benefits of a Design System

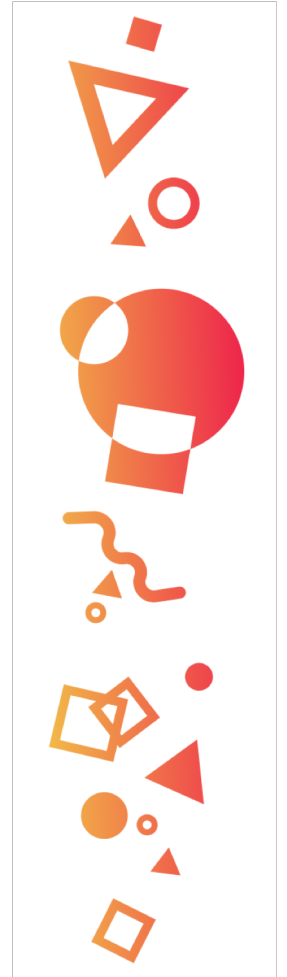Developers & Designers

- Templates for common, simple design patterns
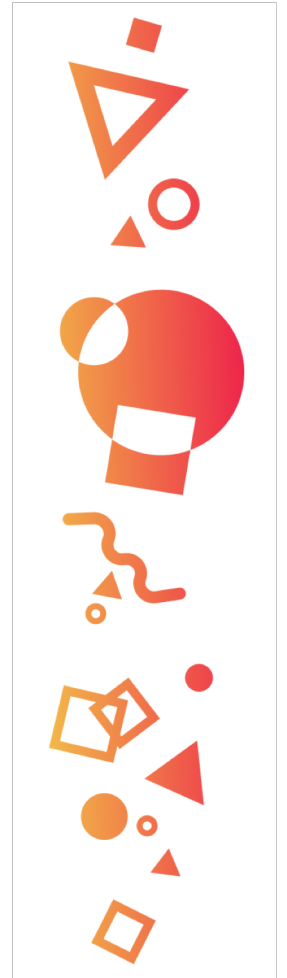
Benefits of a Design System

Developers & Designers

- Work reduction – no need to reinvent the wheel each time
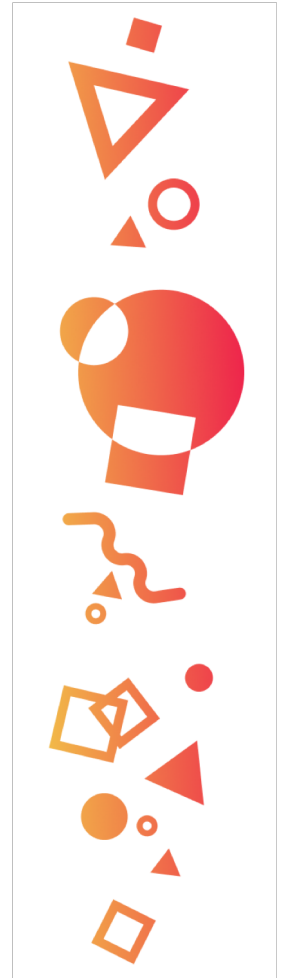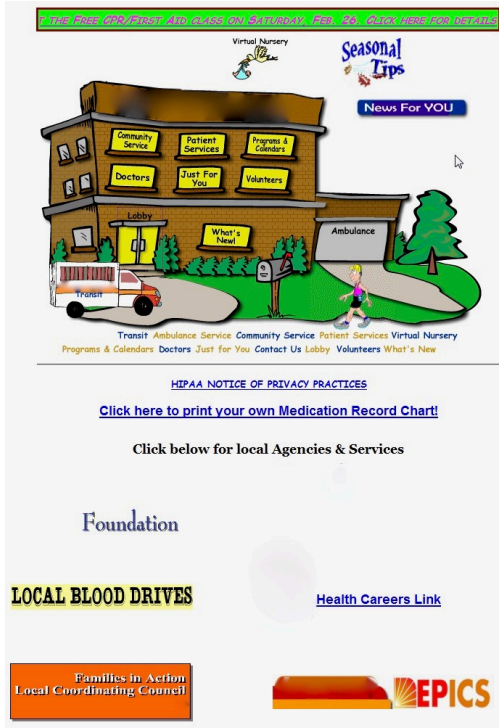
Benefits of a Design System

End Users

- Consistency

Benefits of a Design System

End Users

- Familiarity and trust
- Professional, clean design

Random color usage
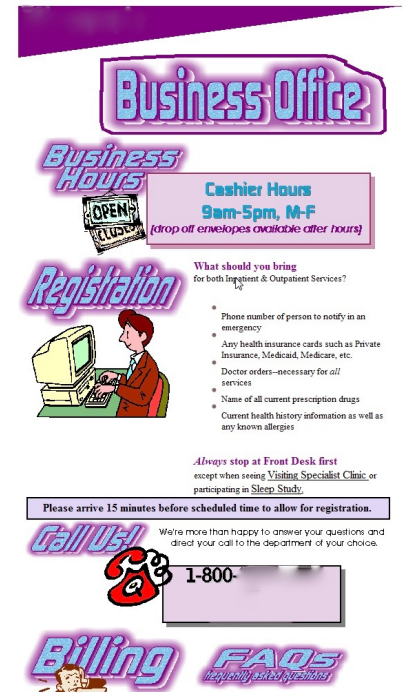Poor brand representation
Lack of clear navigation

Site Homepage

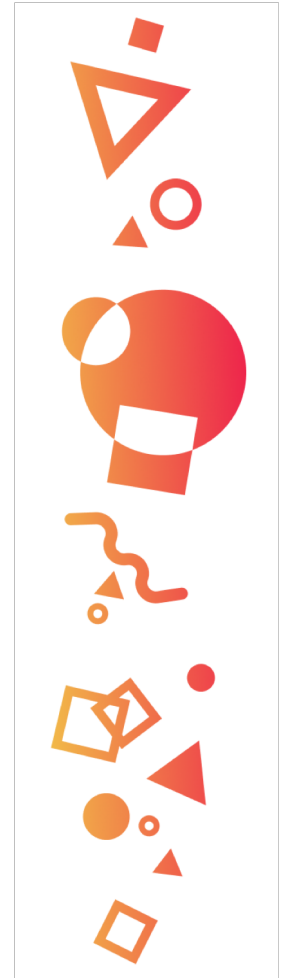**Note**: Identifiable logos and text have been removed from all images
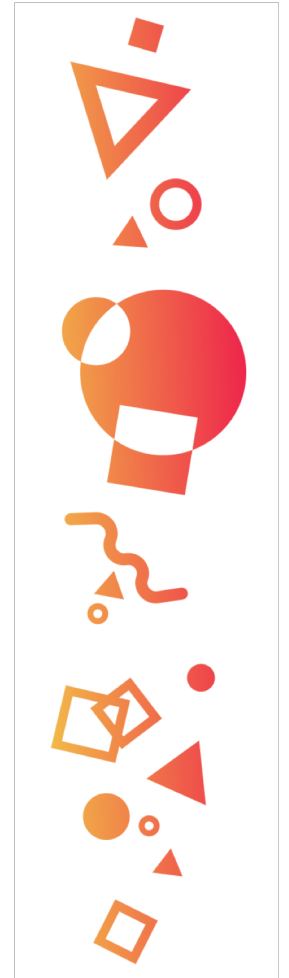
Benefits of a Design System
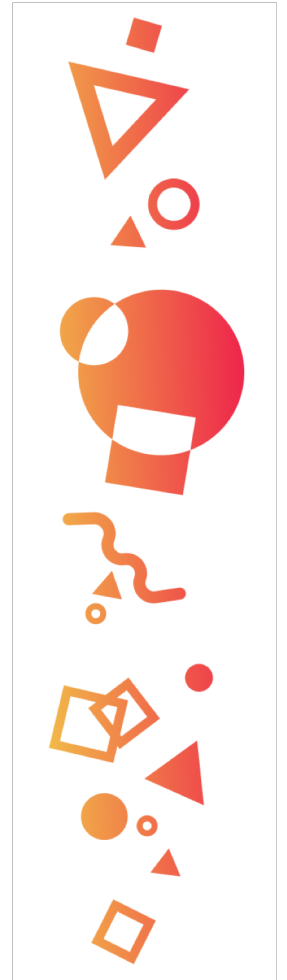
End Users

- Overall reduced cognitive load

What a design system CAN'T do

- Using a design system will NOT guarantee a great service/application
  - Horrible services can be created from great components!

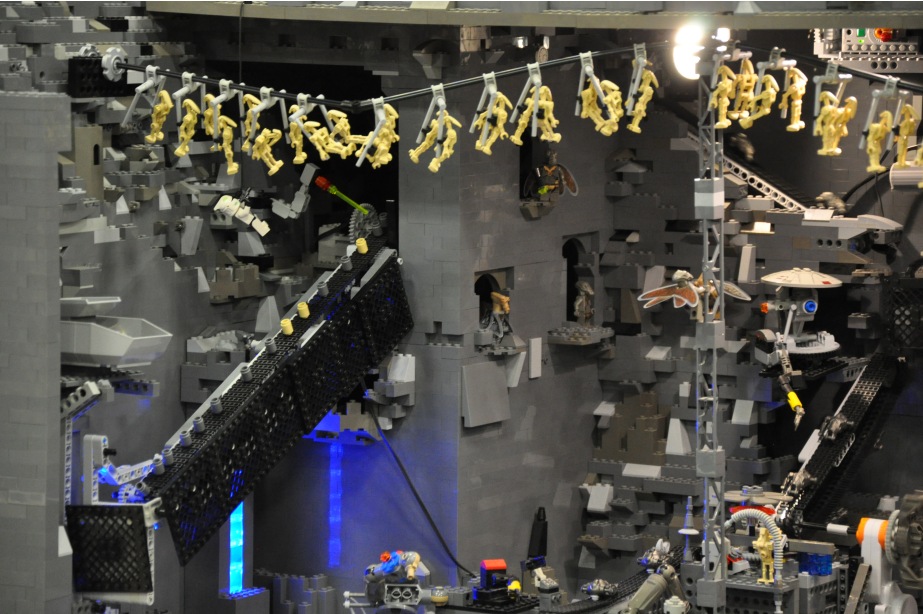# Example - Legos

Example - Legos

Example - Legos
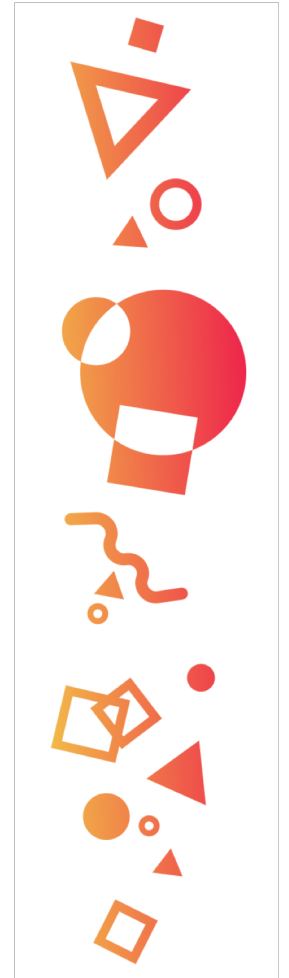
Example - Legos

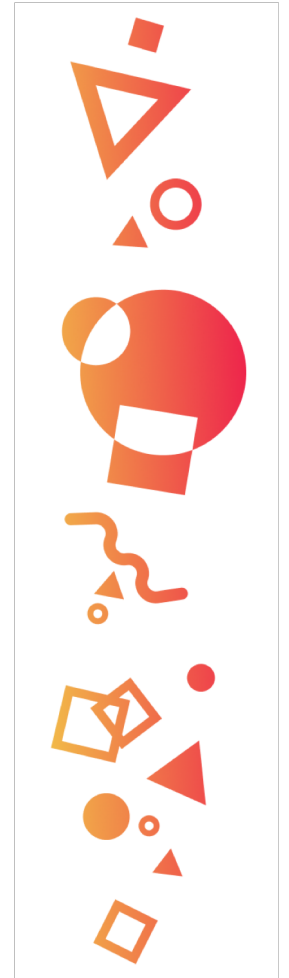Example - Legos

Example - Legos

Example -
Intended Design

What a design system CAN'T do

- Design systems will not provide every possible component/icon you may need.

What a design system CAN'T do

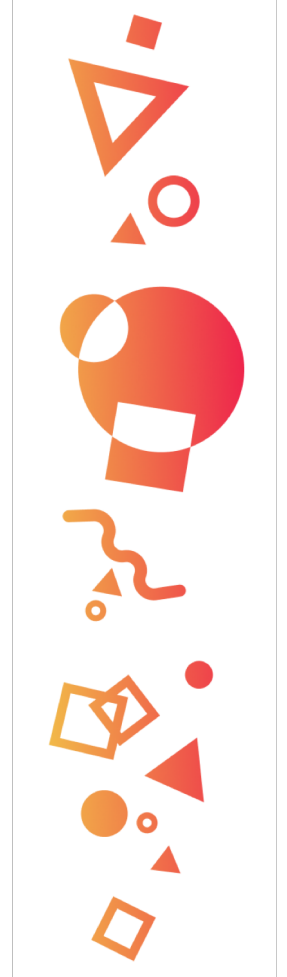- Design systems will not provide UI templates for every scenario your system may require.

What a design system CAN'T do

- Design systems cannot be finished
  - whatever design system you use will continually evolve (or be destined to become obsolete). So be prepared for changes!
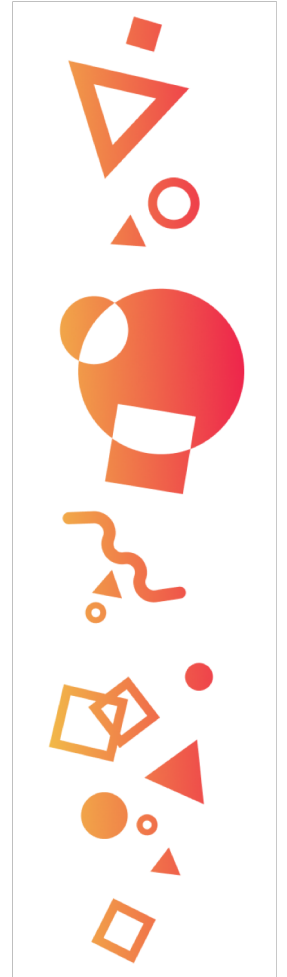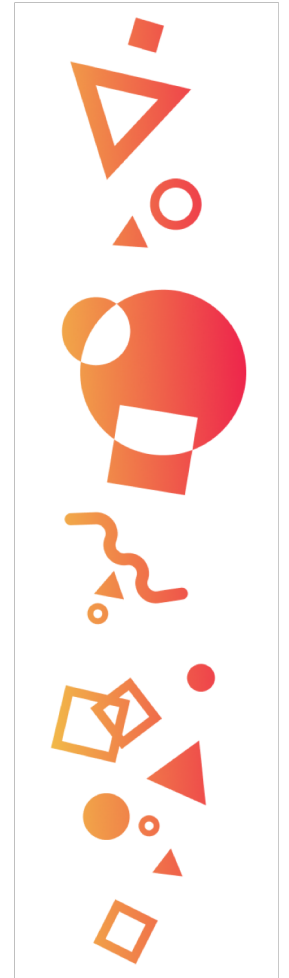
So… Where does that leave us?

With a need for an overall design strategy

that includes Rivet

but also includes user experience & design
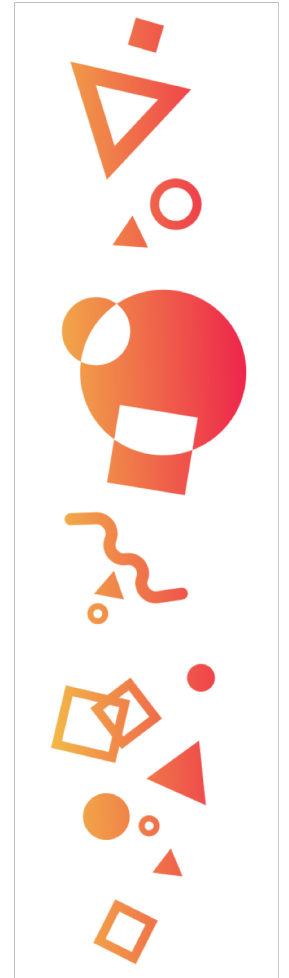
Design Strategy

We have to design

"The alternative to good design isn't no design, it's bad design."
- What Google's Material Design is Really About
- https://www.wired.com/insights/2014/12/google-material-design/

Design Strategy

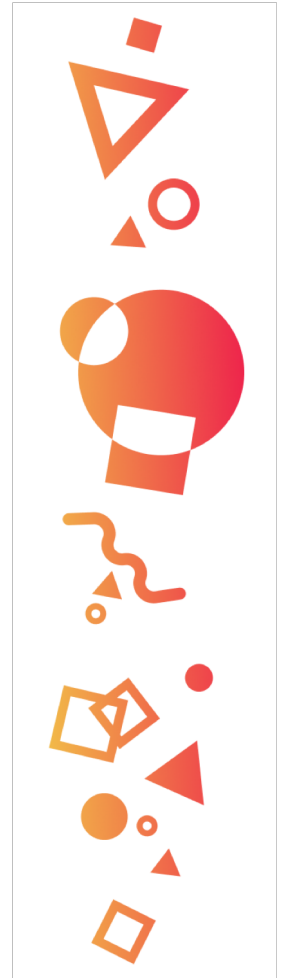What is the problem we are trying to solve?

- Some questions to ask:
    - Has this problem been identified/verified by actual service users? (so is it an actual problem?)
    - Is this the most important problem associated with the service or should the time and resources be devoted to a different issue?
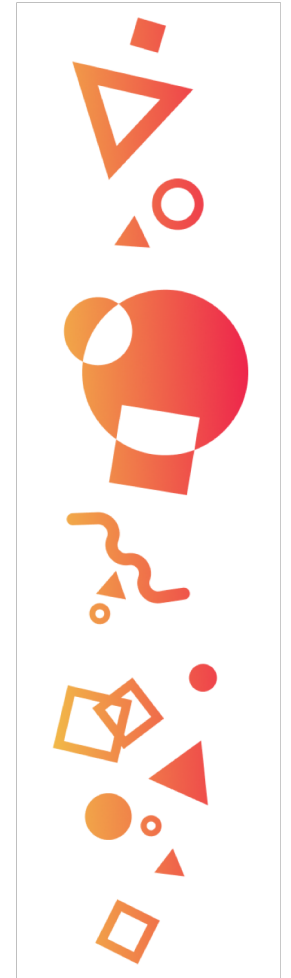
Design Strategy
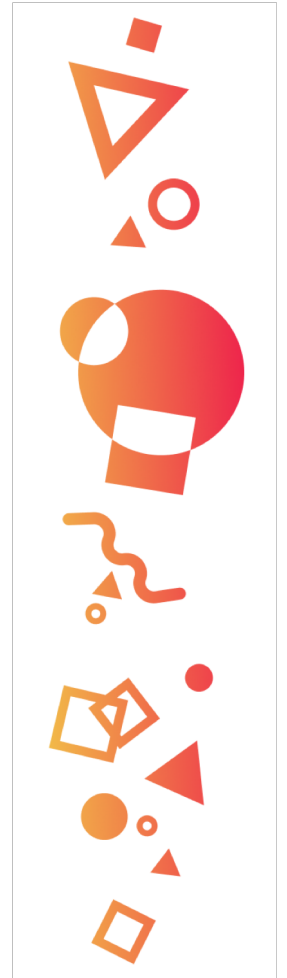
What are the requirements?

- Understand the problem space
  - What are the business requirements?
  - What does the user need to accomplish their goals?

Design Strategy

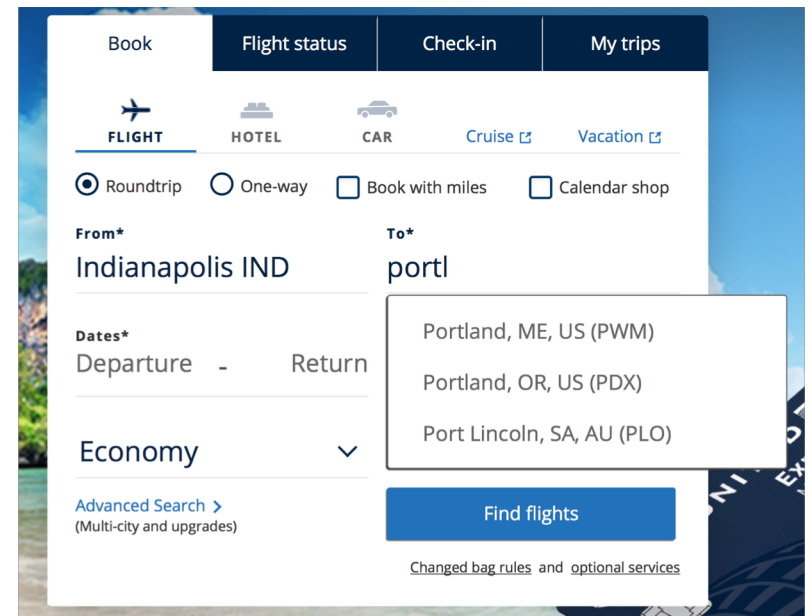Who is the target audience for our service?

- Students? Staff? Faculty? Superusers? All of the above?

Design Strategy

Who is the target audience for our service?

- Students? Staff? Faculty? Superusers? All of the above?
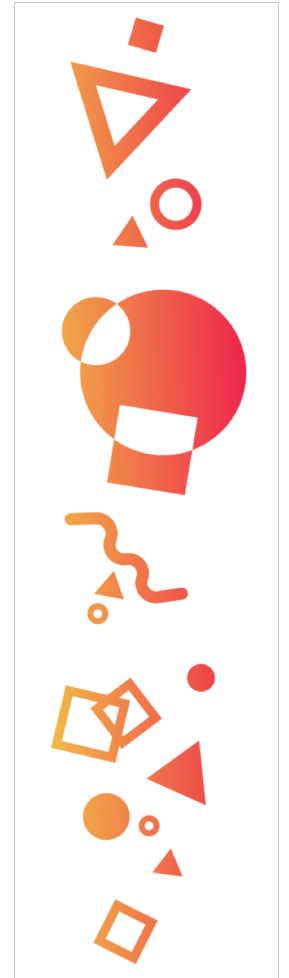- What do they know?

Design Strategy

Context matters

- Is this a 'Walk up and use' system?

- Frequency of use

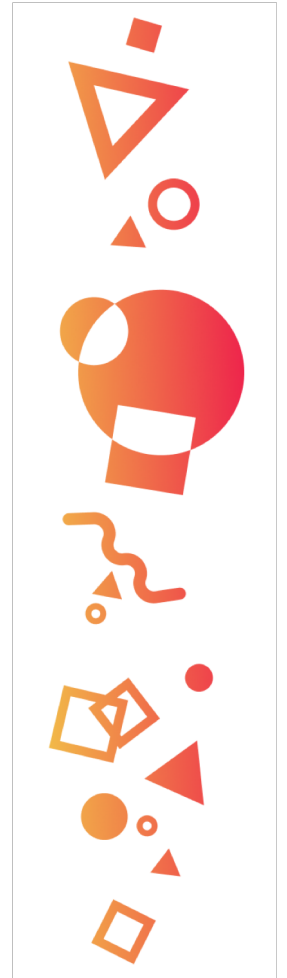- Importance of the task

- User expectations

Design Strategy

Process

- How will the user get through their task?
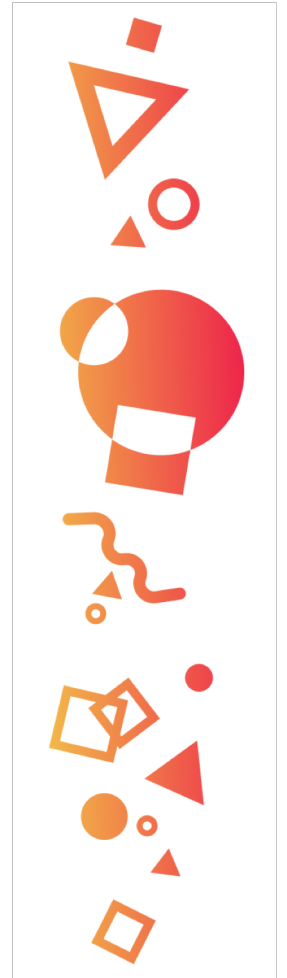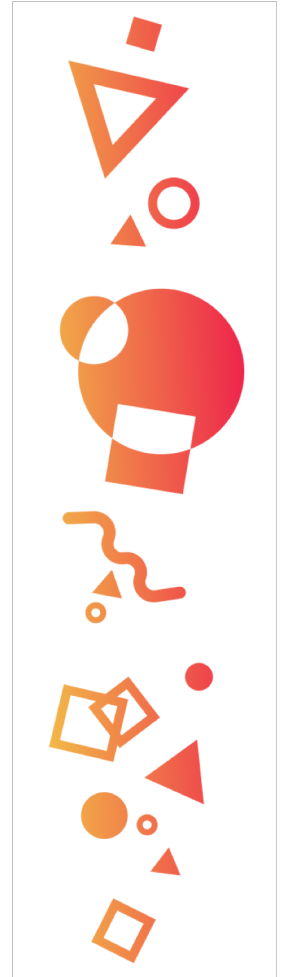- Simplify!

Design Strategy

UI design

- After determining the process, we still have the interface to design.
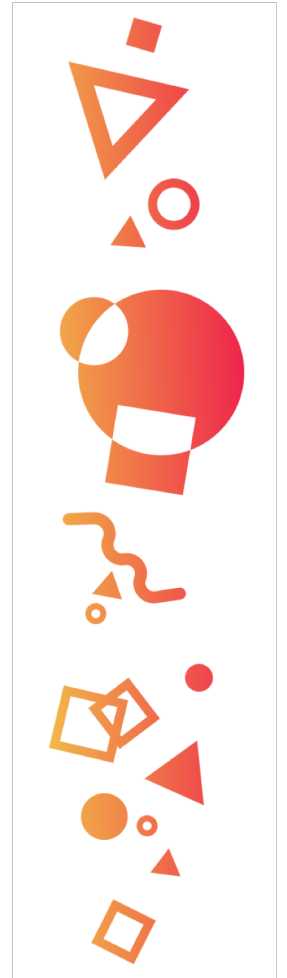
Design Strategy

Feedback

- It's pretty rare to get it all right the first time.
    - Get feedback from your users.
    - Get feedback from your stakeholders.

Design Strategy

Iterate

- Make changes based on the feedback and then get more feedback on the changes.

Design Strategy – Summary of the High Level Steps

- Understand the problem to be solved

- Identify requirements – business and user

- Determine a plan for the best solution - the process - based on context, users, timeframe, etc.

- Design the interface - Make use of Rivet

- Obtain feedback

- Iterate
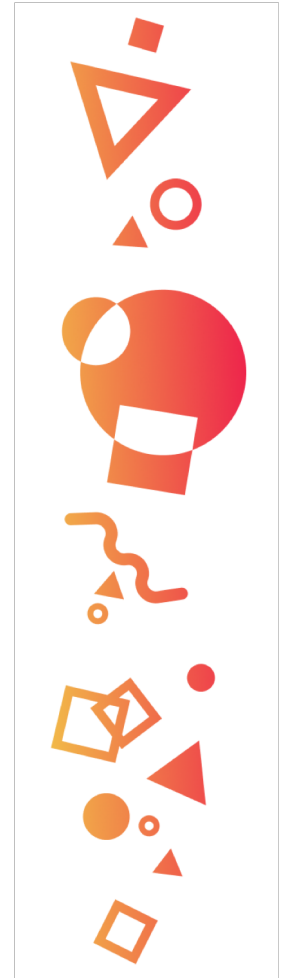
But – our team doesn't have a UX/UI designer

- Design still has to happen and someone is doing it (even if they don't call themselves a designer!).
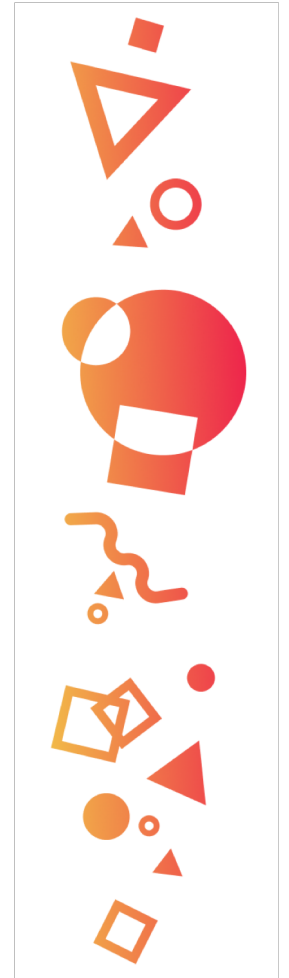
UX Office Resources – We can Help!

- **UXO Collaborative Design Sessions – weekly!**
  - Open to any staff member from any team/department
  - Dedicated time to get assistance with your Interactive application project
  - Resources available to assist with UX, UI design, accessibility, Rivet
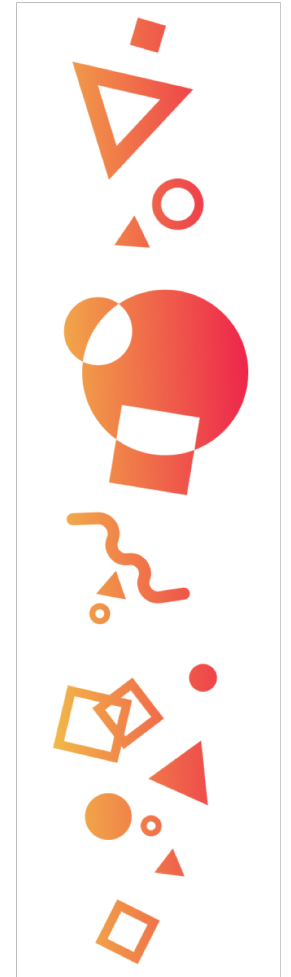
UX Office Resources – We can Help!

- **UX/UI Community of Practice – weekly!**
  - UX/UI designers meet to get input and feedback on their designs from other designers.
  - 45 minute meeting each week
  - Anyone acting in the capacity of a UX/UI designer is welcome to join and get feedback on their work.

- **Design Partner Program**
  - Each designer is paired with another designer from a different department
  - Meet once a week for ½ hour.
  - Discuss designs, standards.
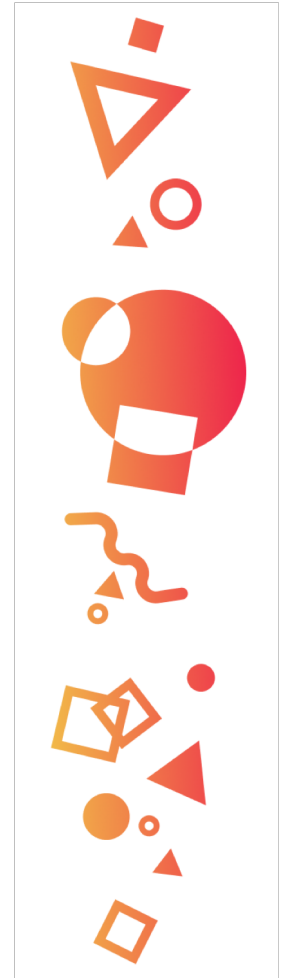 - Give and receive feedback on work

UX Office Resources – We can Help!

- Growing UX/UI Community
  - A lot of great staff at IU with a wide range of expertise
  - Staff list - https://ux.iu.edu/about/community/

Questions?

Contact

Tara Bazler, User Experience Architect

User Experience Office, Indiana University

tbazler@iu.edu

812.361.1810