

## Design System Process

Increasing communication and satisfaction within a design system.

Creating a process that **streamlines product needs** directly into a design system.

## Design System Process / What is it?

Transamerica's design system is an NPM library, Sketch library and digital catalog that houses the code and usage for styles, components and patterns.

Its primary goal is to **serve as a single source of truth** for the **design and front-end teams**.

Primary Use Case



User Roles



## Design System Process / The Challenge

Biggest roadblock

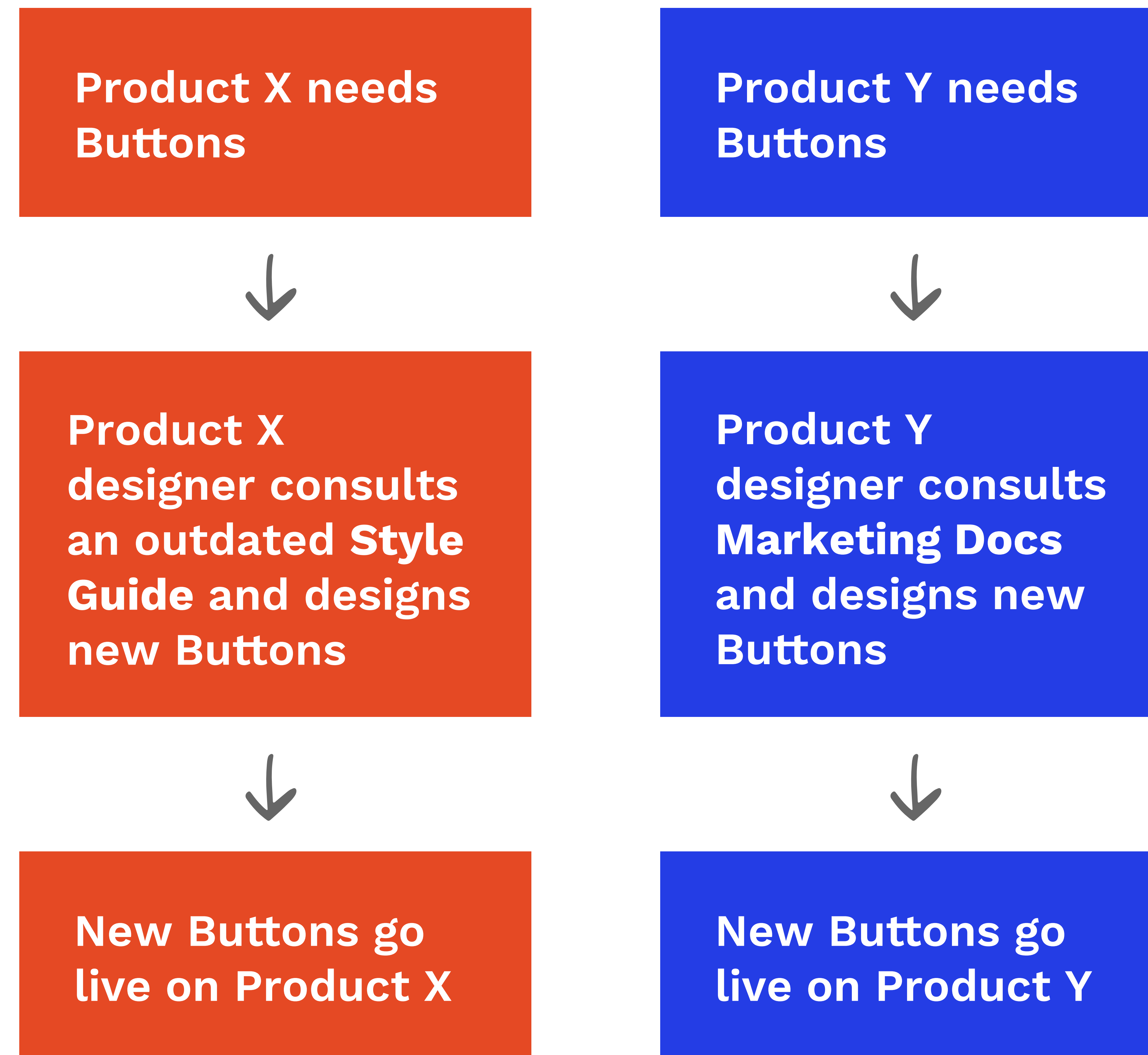
So often, **products would create the same component without communication.** They would take their own requirements into account, but no one else's, resulting in behavioral and visual inconsistencies between products.

A key part of my role is to create a system that is modular and flexible enough to be used in any number of unpredictable ways. In order to do so, **I needed to break silos and redefine the current process.**

The Challenge!

# Design System Process / Previous Solution

## Previous Design Process



# Design System Process / Previous Solution

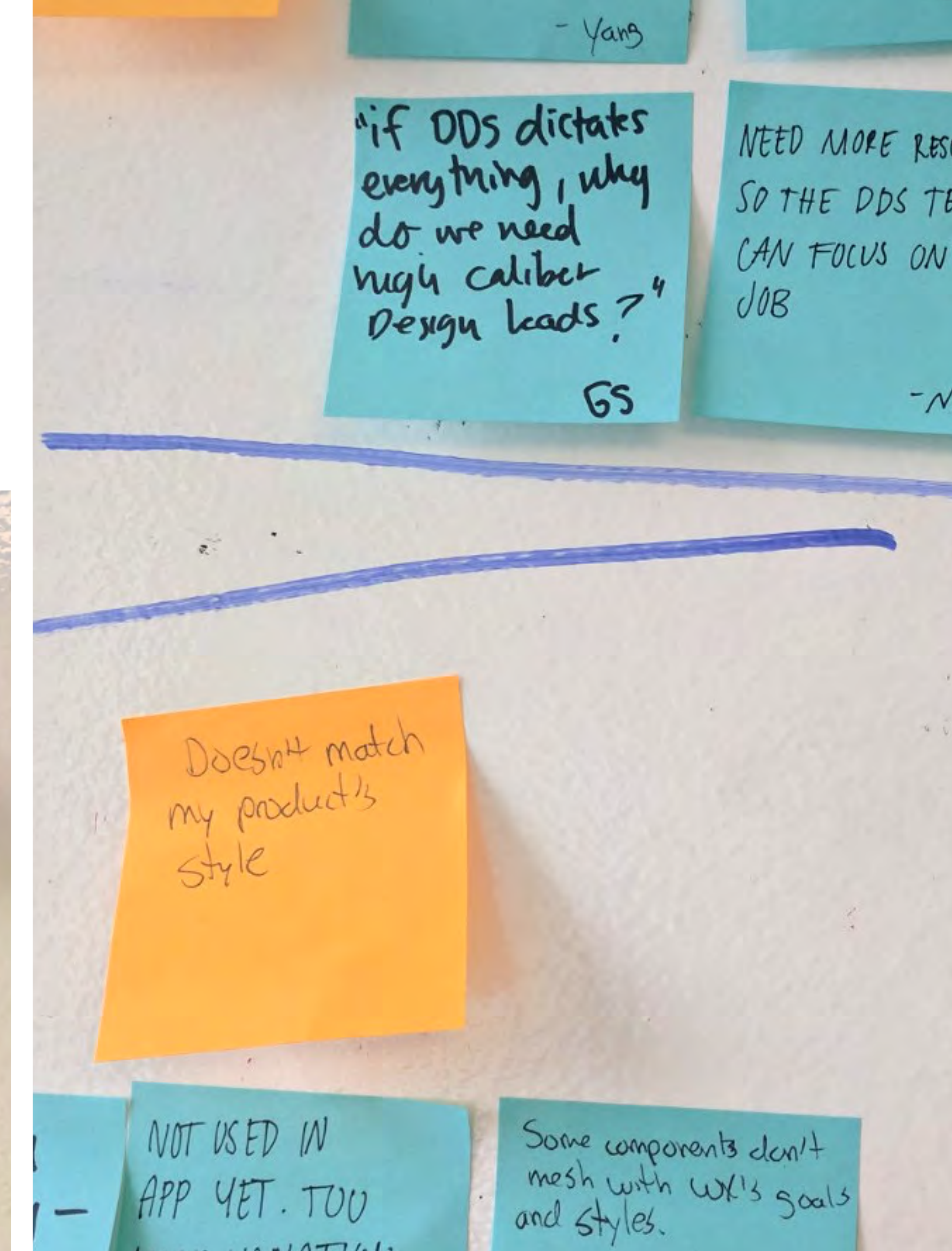
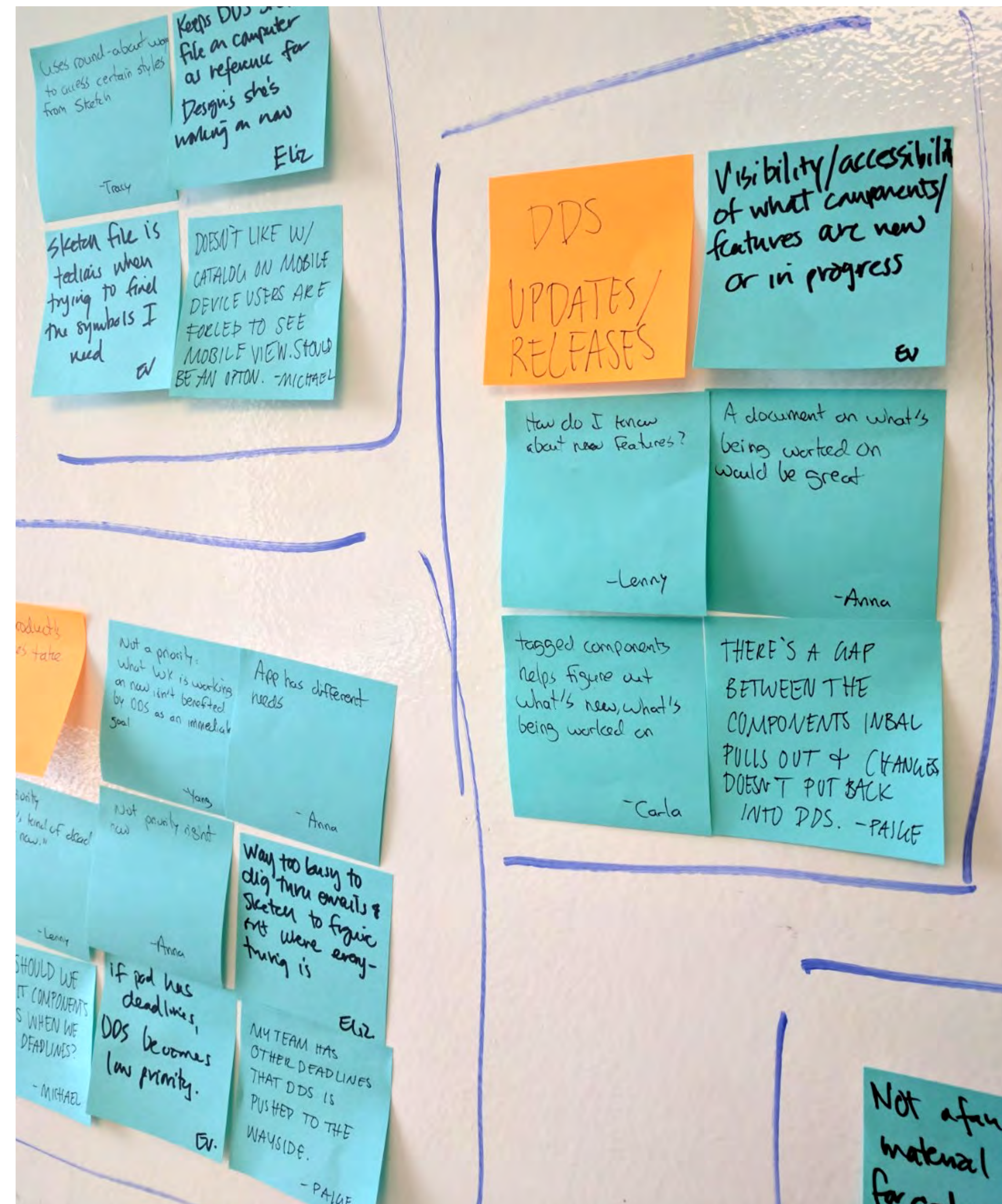
## Previous Design Process



# Design System Process / User Interviews

I truly realized that we needed to rethink our process when I started sensing a lot of frustration and confusion with the design system. In simple terms, **it was failing, and I wanted to know why.**

My first step was to work with our researchers to **conduct a round of interviews** with all product developers and designers **to figure out their key frustrations.** We then categorized their feedback.



## Design System Process / User Interviews (Main Categories)

“

**Unclear on how to contribute, I don't know how to hand-off and I don't know how long it will take.**

“

**The system wasn't made for us, it doesn't address our needs.**

“

**No communication on what components are up next, how do I contribute to their backlog?**

The above quotes were the overwhelming answers for why the system wasn't working for them; we took these as **our main objectives to tackle**.

## Design System Process / Defining User Needs

To create a sense of ownership, we set up a team-wide workshop to define what their expectations, needs and desires were.

We defined our user needs and categorized them into our main objectives: Empathetic, Aware, and Versatile.



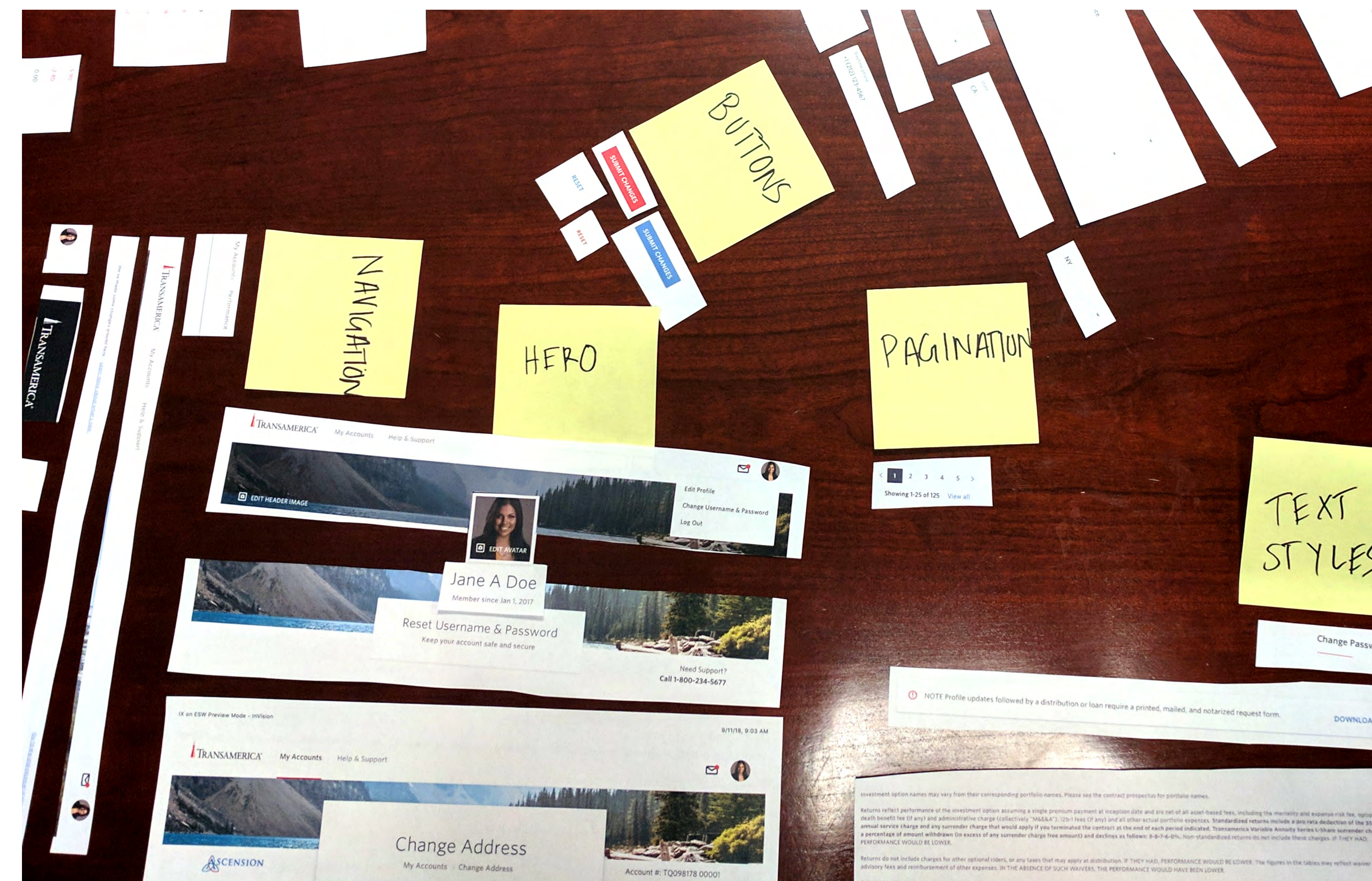


## Design System Process / Component Cut-Up

To address lack of communication for component priority, I implemented a quarterly Component Cut-Up to prioritize our backlog.

“Participants get their hands dirty by cutting up page screenshots with scissors and then grouping, labeling, prioritizing, and archiving a candidate catalog of components your team can focus on.”

Nathan Curtis, The Component Cut-Up Workshop



## Design System Process / Component Kickoff (Worksheet)

To help **define our contribution process**, I created a component worksheet that would gather component use cases and requirements from each product team.

This was a first step for a contribution. We needed a single place to reference product requirements for a component to create a solution that addressed all needs.

**Step 2A**

### 3. Use Cases

How will the user be interacting with this? What does the user need? Where does this component live?

Via email and In app.  
As a user, I need to log in to my account to see any important notifications related to my individual retirement account(s).  
As a user, I want to be alerted when new notifications are posted to my account(s). (i.e. toasts)  
As a user, I want to receive important notifications related to my individual retirement account(s) via email so that I don't have to log in.  
As a user, I want to pause or stop my emails from my individual retirement account(s) because I receive too much spam.  
As a user, I want to know the status of a loan I have submitted.  
As a user, I want to know the status of a withdrawal I have submitted.  
As a user, I want to reach out to support about my account via chat so that I don't have to make a phone call. (pertinent?)  
As a user, I want to know the status of one of my open support tickets I've called in or chatted about.  
As a user, I want to update my communication settings for my individual retirement account(s) because my personal information has changed.  
As a user, I want to update my global communication preferences and have them apply to all my accounts.

**Step 2B**

### 3. Use Cases

What are the future use cases (if any)? Have you created anything similar?

Type here...

**Step 3**

### 3. Priority Level

How frequently is this component used?

Usage is relatively low current lower call volume.

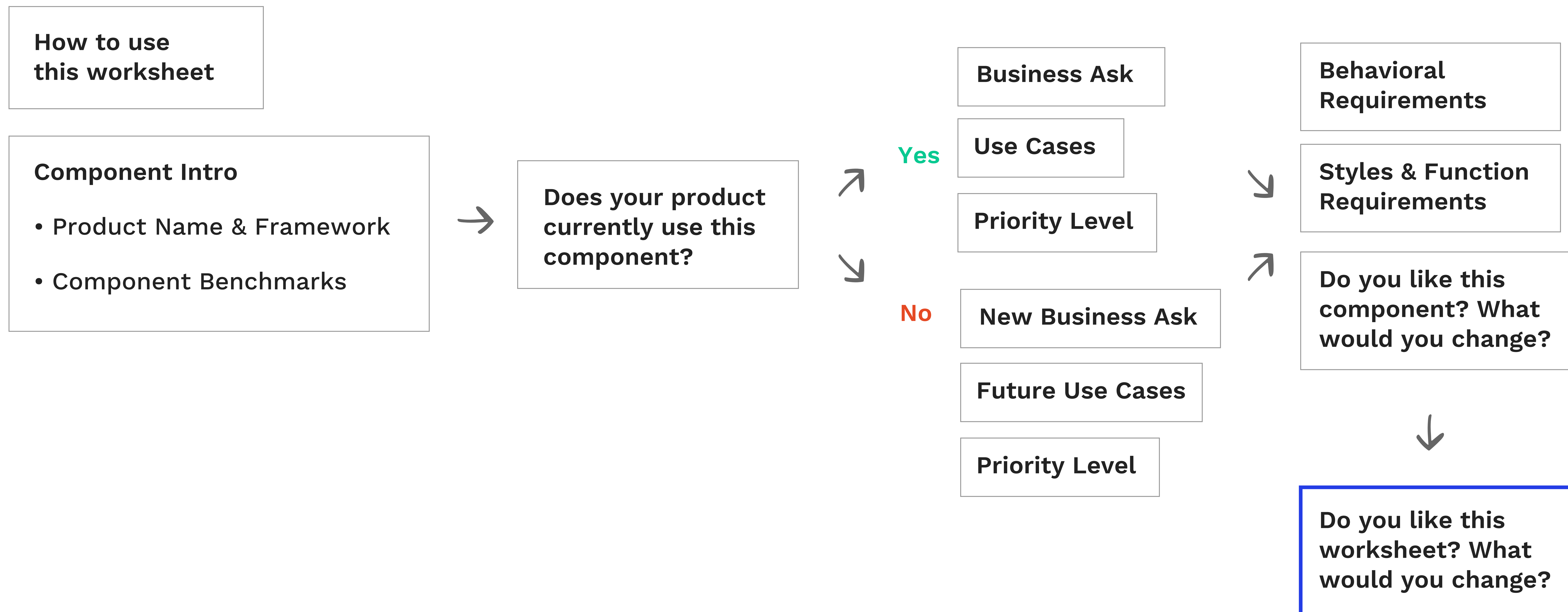
Users will also benefit from in these transactions typically in offline factors like forms, sign

\* Call volume for the above is

Add screenshots here

# Design System Process / Component Kickoff (Worksheet) - Flow

The worksheet is very large and detailed, so here's a simplified flow.



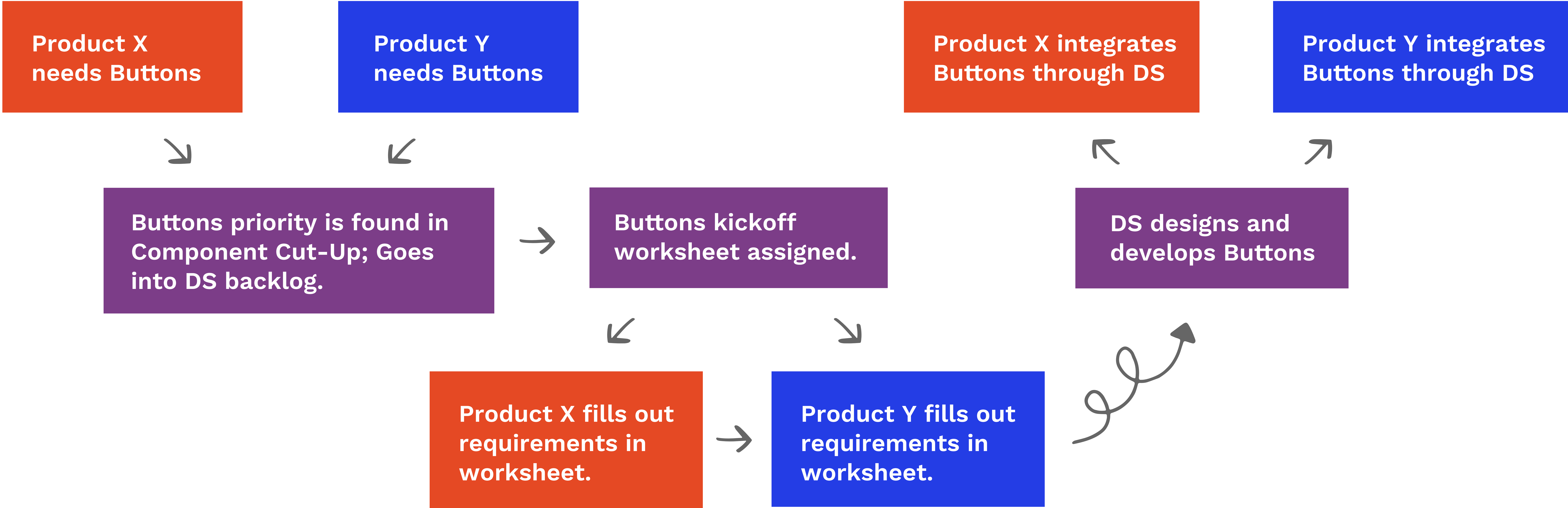
**Design System Process / Final Solution**

# **Final Solution Streamlined Process Flow**

# Design System Process / Final Solution

START

END



## Design System Process / Measured Success

### COMMUNICATION

Overall, I began to see communication increase between product teams when they began working on new patterns and components.

Contributing designers began to implement the process and I received feedback each time on ways to improve it. This was a success to me because they saw the future value of this process and wanted to refine it.

### SATISFACTION

The first round of components were well received and teams began to adopt them in designs more easily than the style guide.

### LESSONS LEARNED

These things take lots of time! I learned this process flow will always be further reiterated on and a lot of this is just trial and error, but we all need to start somewhere!