

GENIUS SPORTS SERVICES AWAY DAYS

# DESIGN SYSTEMS



"I look forward to a future where we have a very consistent style guide. Where the margins and paddings of a new component are always predictable. But that future is not today."

TOMMY BARTH  
FRONT-END DEVELOPER  
LOS ÁNGELES

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WHAT IS A DESIGN SYSTEM?



# STANDARD DEFINITION

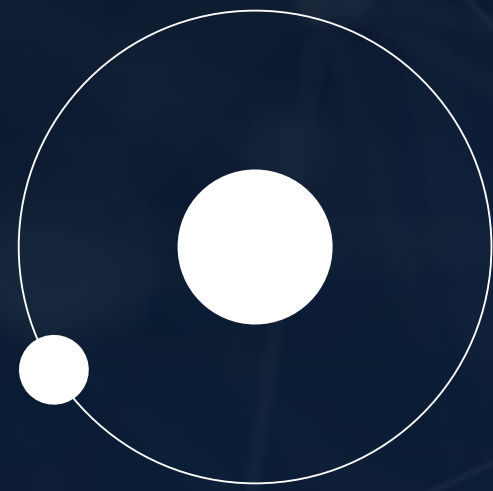
A design system is a collection of reusable components, guided by clear standards, that can be assembled together to build any number of applications.



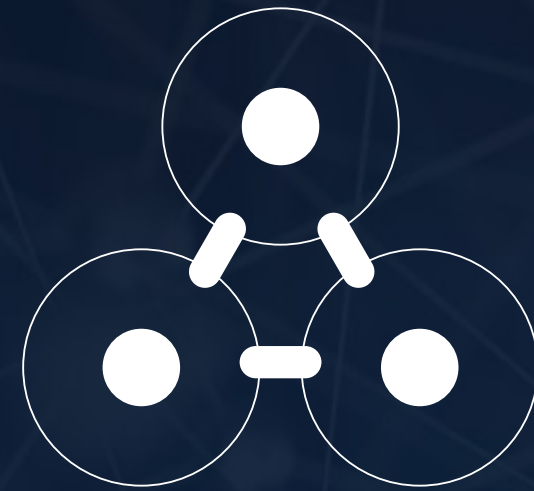
# ANATOMY OF OUR DESIGN SYSTEMS

GENIUS SPORTS  
DESIGN SYSTEMS

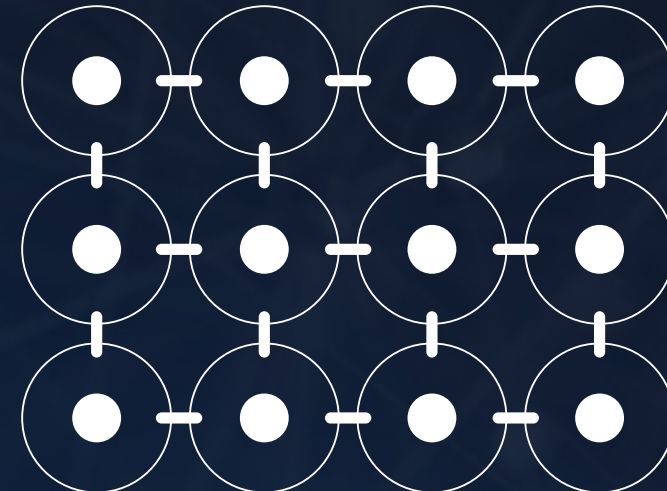
# THINK SMALL, BUILD BIG



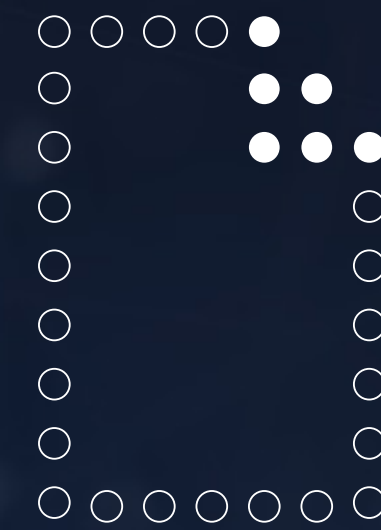
Atoms



Molecules



Organisms

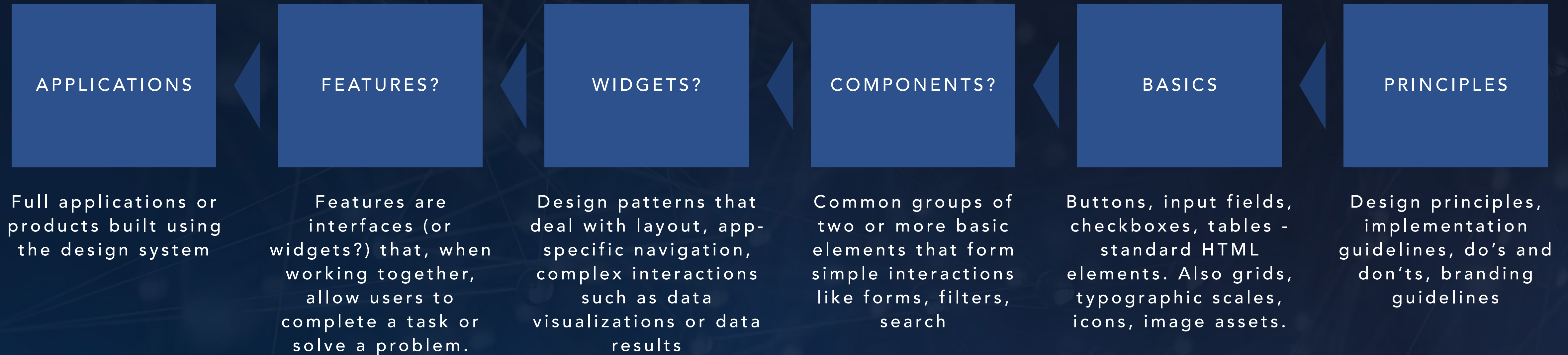


Templates



Pages

# OUTSIDE IN - A BETTER APPROACH?



# MORE THAN A STYLE GUIDE

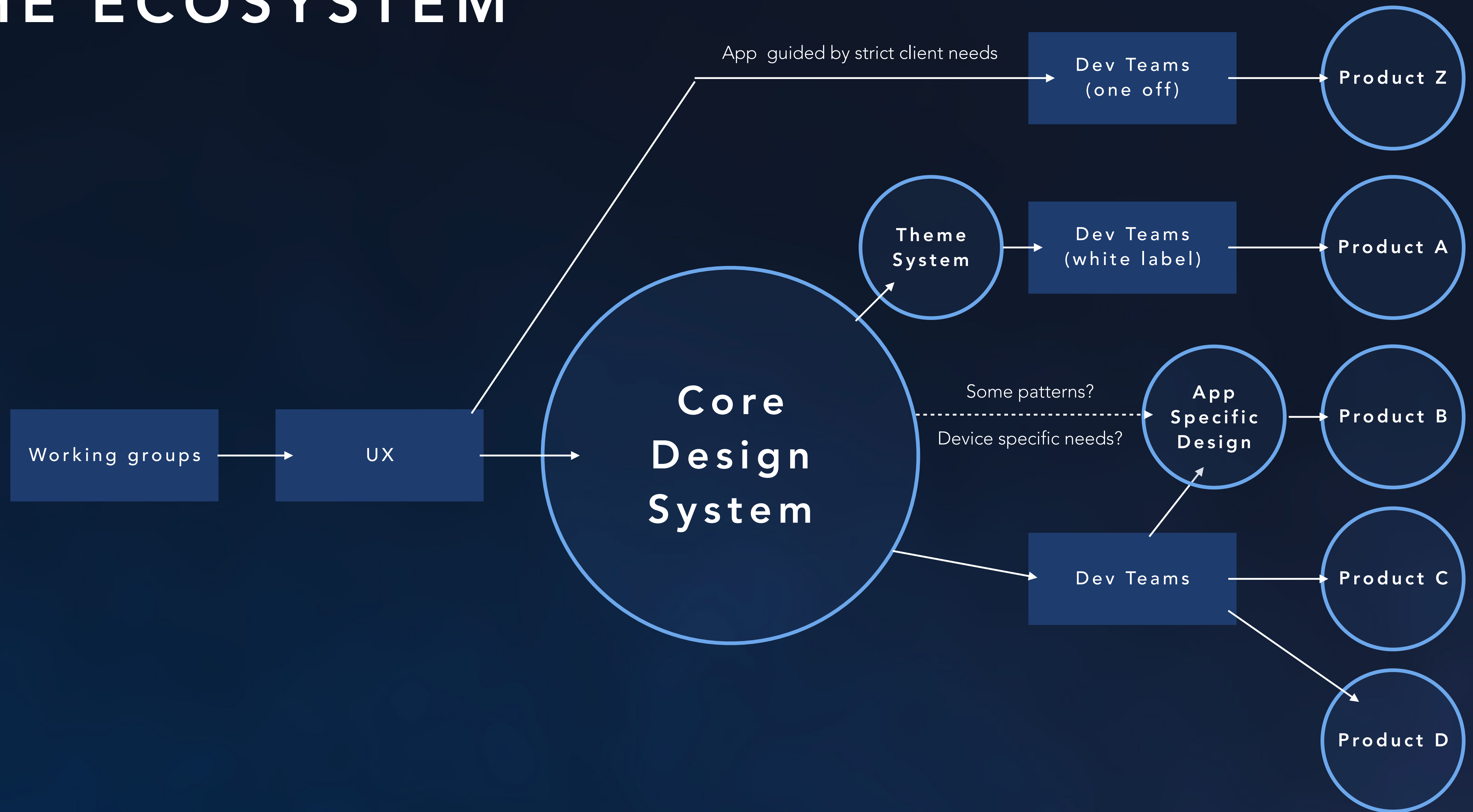
A style guide is an artifact of the design process necessary to direct visual representation.

A design system is a living product with a roadmap & backlog. It's an iterative process that combines UX, visual design, development, management and consensus around source of truth.

**It's built to serve an ecosystem.**

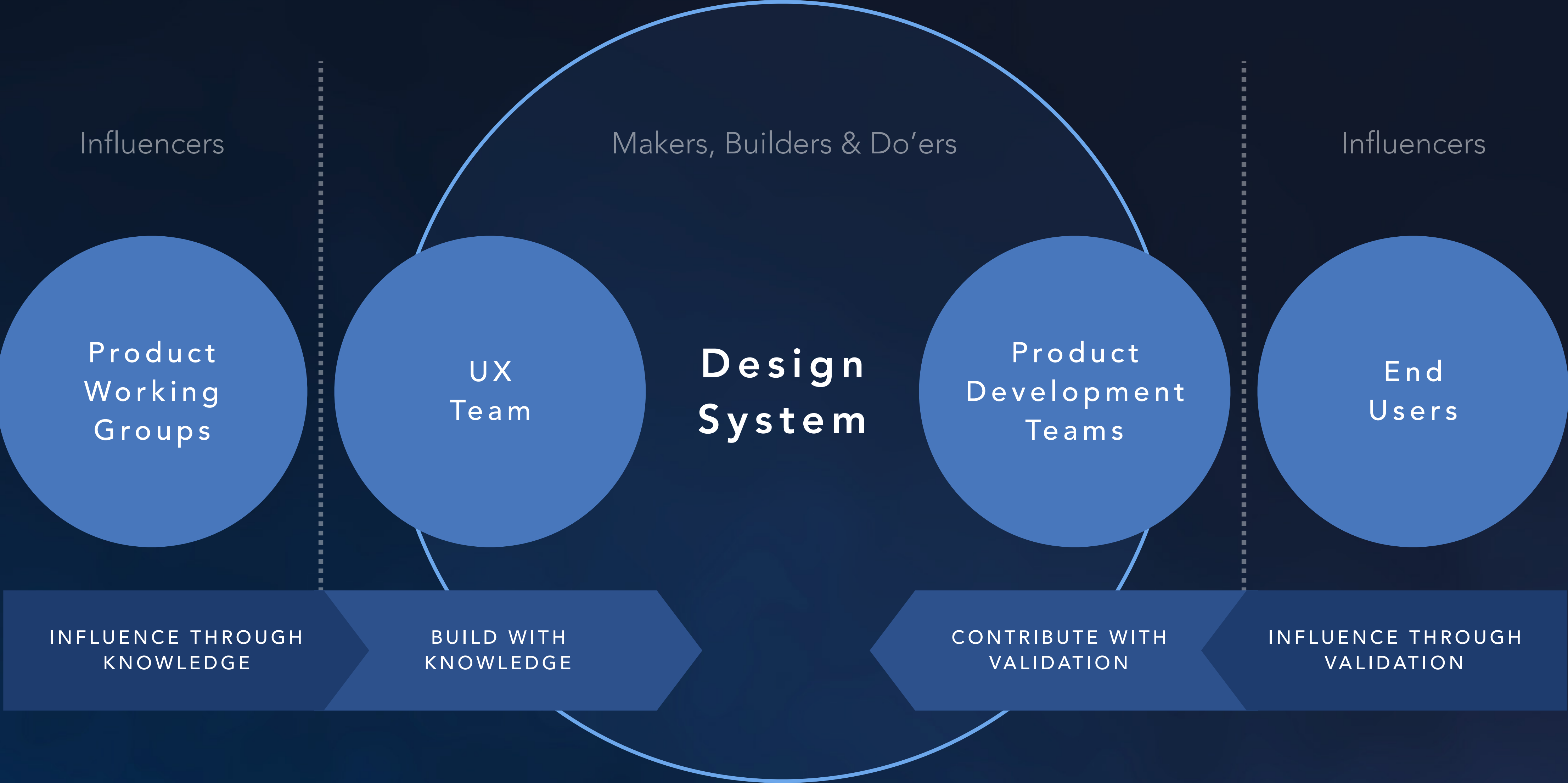


# THE ECOSYSTEM





# CONTRIBUTION TO THE DESIGN SYSTEM







ONE SYSTEM TO RULE  
THEM ALL?



# BENEFITS

- **Increase Productivity**

By introducing design systems, development teams have a resource to help quickly build applications using tested, validated and cohesive patterns.

- **Bridging The Gap**

Designers have a resource to quickly reference existing patterns to build out UI's that can quickly be prototyped and turned into development ready code.

- **Contribute to the design process**

Developers and working groups have influence and get to actively contribute to the design process as well as help define what goes into (and out of) the design system.

- **Collaborate with designers**

You get to work with probably the coolest people in the company.

- **Save time**

Remove the need to do things that don't bring value and allow people to focus on what they are actually trying to achieve. Need to make a major change in design pattern across multiple products? No problem!

- **Save money**

When you save time, you save money on resources.

- **Improve quality, consistency and accessibility**

Design systems give teams proven UI, UX, and code patterns that work across all relevant browsers and accessibility needs.

- **Improve creative workflow**

Designers get to work on the cool stuff, and come up with amazing ideas when they're not constantly re-inventing the wheel on each new product.



# MORE BENEFITS

- **Design systems are “instant-expert” guides.**  
Their documentation helps bring new teammates up to speed quickly without having to dig through an entire project, one screen at a time. Reduce ramp-up time! YAY!
- **Design systems are detail checks.**  
A well-structured system gives designers an overview of the whole project, sans-context, to help them make sure everything speaks the same language. Comparing details at a glance will reveal inconsistencies. For example, do buttons of various colors fit the forms in which they’re placed? Does the typography use a pleasing scale? Heck, are round corners used consistently? Is that the same color blue? Do we use comic sans effectively throughout the application?
- **Design systems start the right conversations.**  
Working with stakeholders on design systems moves meetings towards visuals that lead people to the project’s goals. That’s because designing individual components helps designers get faster feedback than asking people to review entire pages. Smaller chunks are easier for stakeholders to digest, analyze, and comment on.
- **Design systems are value-adds.**  
Both on and offline, they prevent confusion among users or customers about what the brand stands for — and even prevents the question, “is the organization changing on me?”

# CHALLENGES

- Design systems can't solve all problems
- Dependent on adoption across all product teams
- Needs dedicated resources eventually
- Constant upkeep and maintenance
- They're a living, breathing product with a backlog...
- Require significant support and buy in from lots of people
- Turn into gremlins if fed after midnight
- Will not make me funny



QUESTIONS?