



TIMELINE

3 months
(Dec 2022 - Feb 2023)



TEAM

Designers (Led this project)



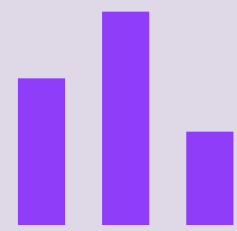
CONTRIBUTION

- User Research
- Component Library
- Pattern Library
- Internal Training

PROJECT OVERVIEW: PROBLEM, SOLUTION, & IMPACT ↓



THE PROBLEM



PROCESS

The existing component library was not being utilized



FATIGUE

Building from scratch leaves less time for team to focus on the content



CONSISTENCY

The information & visual hierarchy of the report look different across projects

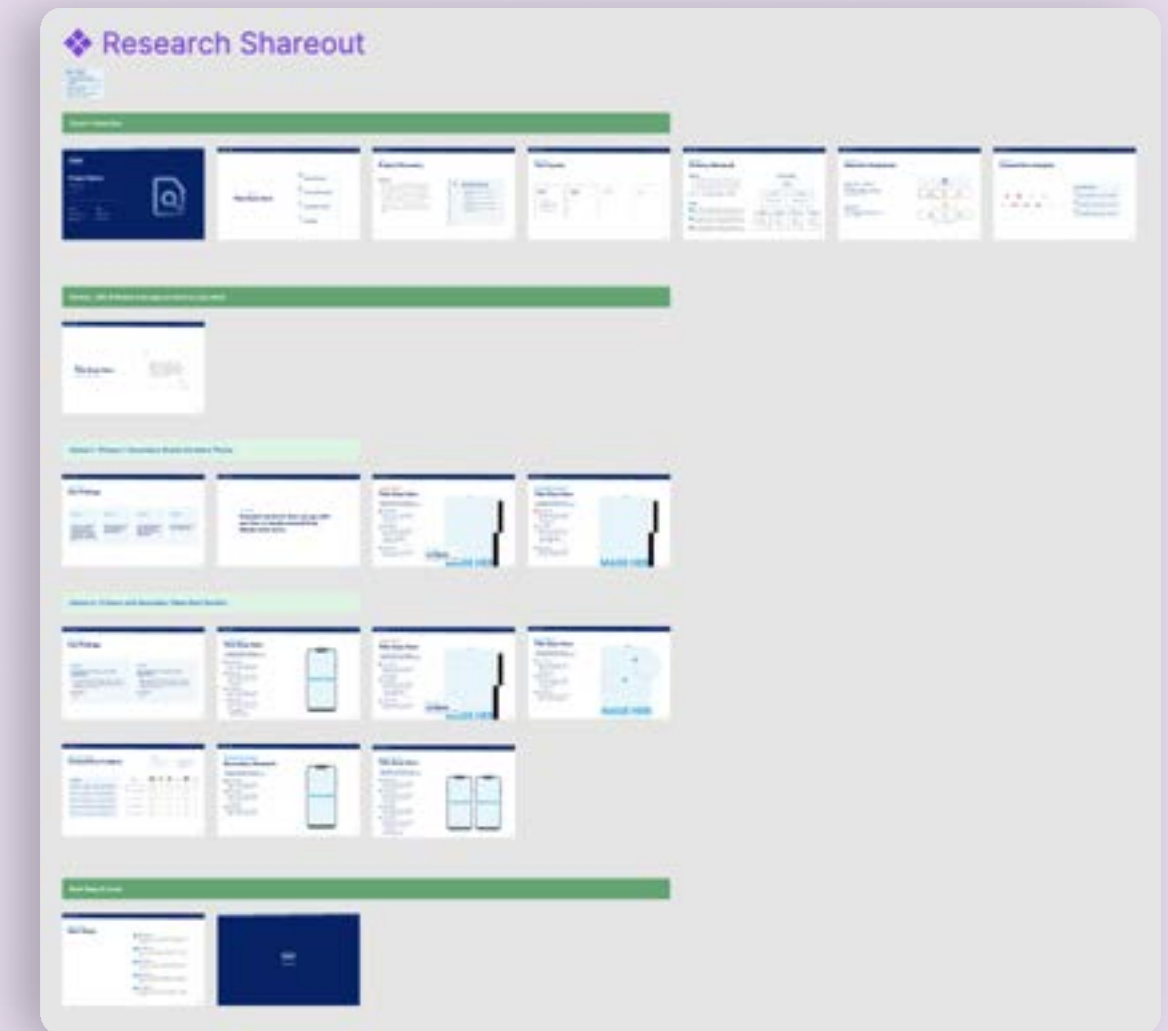


THE SOLUTIONS

Created a **design system** that supports report building process from multiple layers

#Scalability *#Efficiency*

TEMPLATE LEVEL



PAGE LEVEL



COMPONENT LEVEL



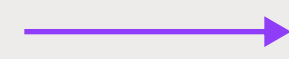


THE IMPACT

Average Report Building Time Reduced,

FROM

40 Hrs



TO

8 Hrs



COLLEAGUES SAID,

“Majority of my time spent on the report is now about the content.”

Gather

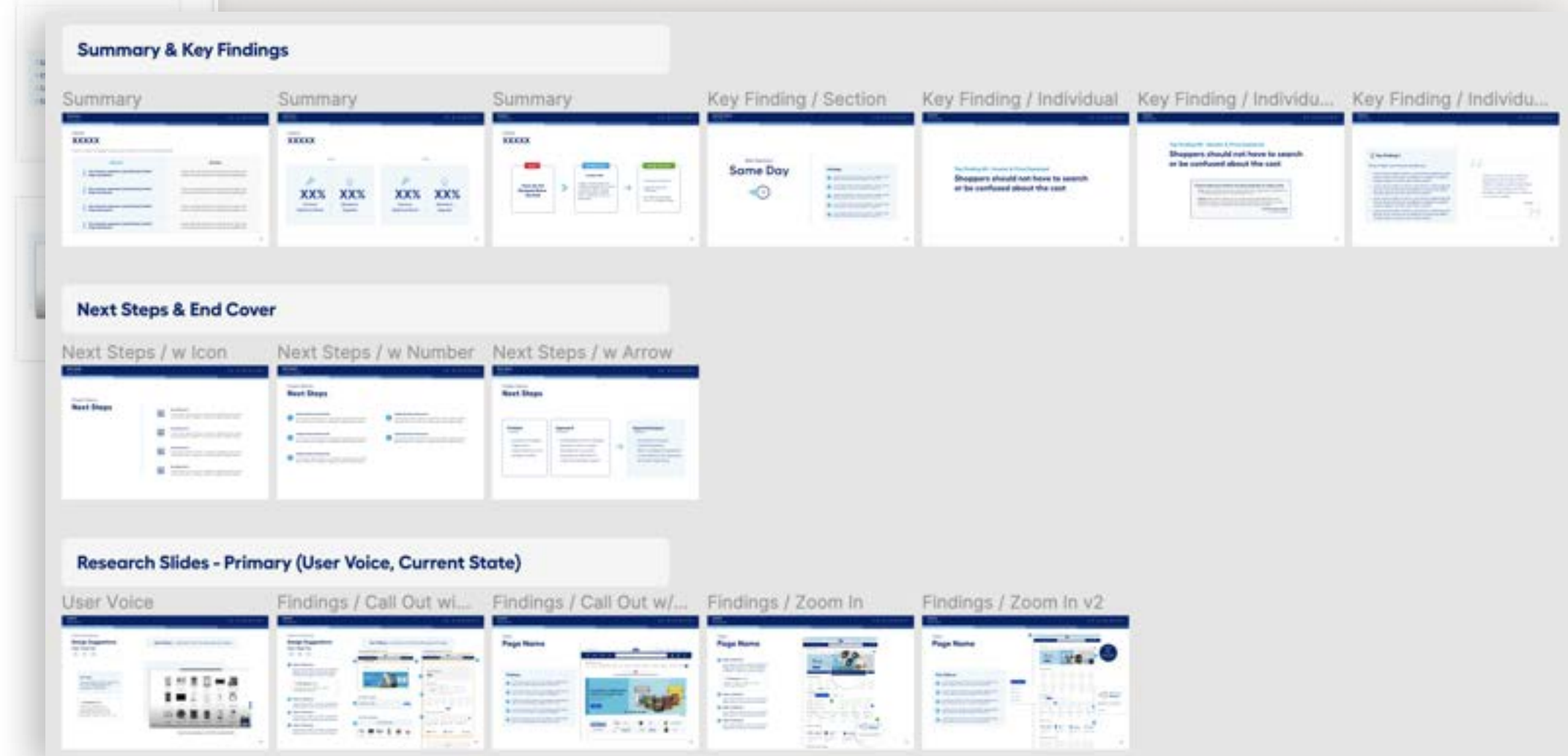
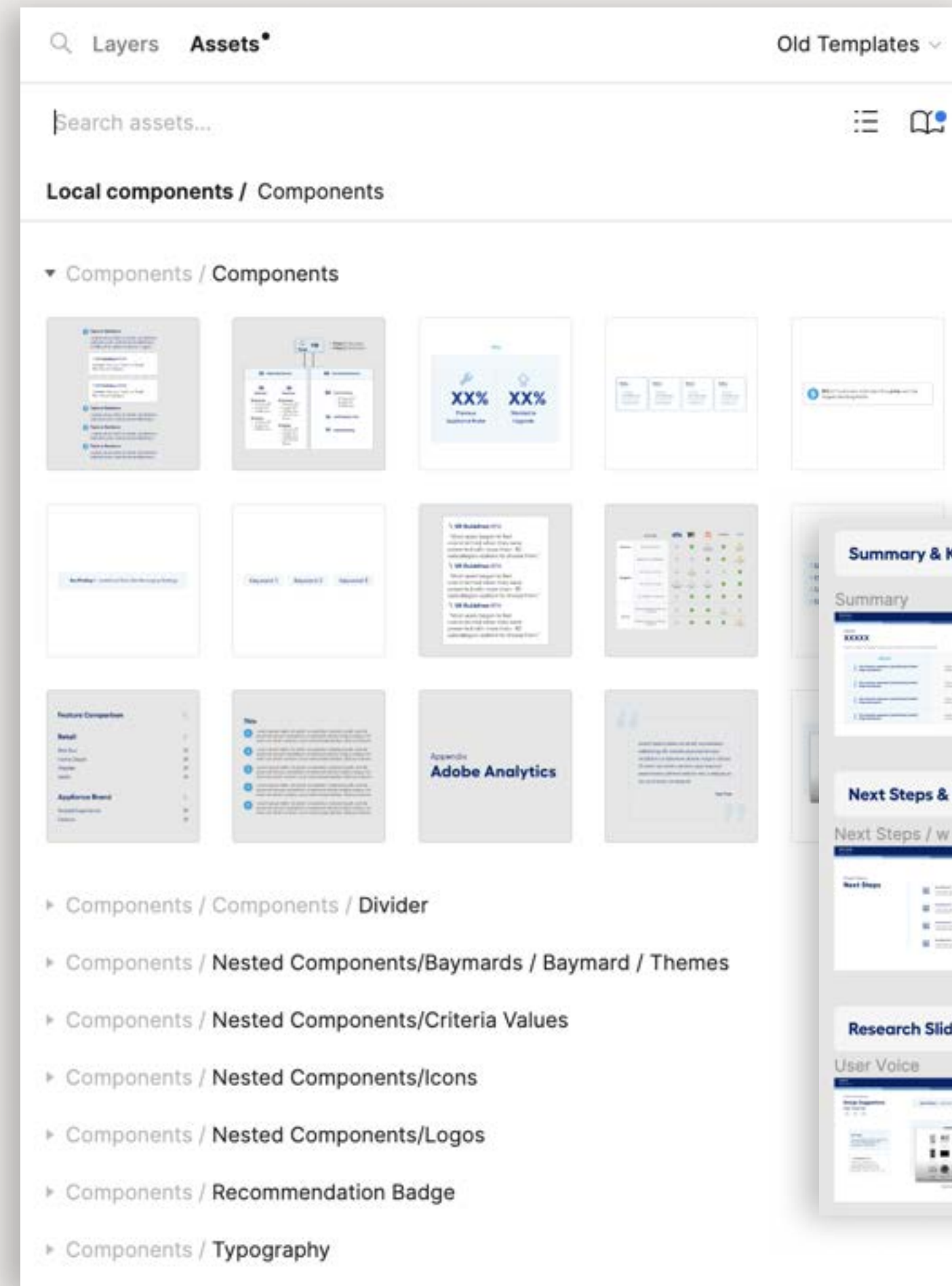
Pain Points & Needs



INITIAL DISCOVERY - CURRENT STATE

Why the current component library isn't working?

- People didn't know there were components. (even though there was a tutorial for that.)
- Even if they were aware, it was hard to know which component they could grab and/or choose variants.





**INITIAL DISCOVERY -
USER GOALS & NEEDS**



RESEARCHERS

"I don't think I will be able to familiar myself with **Figma** but also don't want to be a **burden** to the designer."



DESIGNERS

"It takes too much time to figure out **how** the report would look like while I'd rather work on **what** to put on the report."



REVISITING THE **PROBLEM**

HOW MIGHT WE

- reduce the small redundancies so the team can focus on what's more important?
- prevent the inconsistency in the first place?

#Efficiency

#Consistency

#Scalability

#Easy-to-use



IDENTIFYING OPPORTUNITIES

UPDATE THE EXISTING COMPONENT

- Any big/small **inconsistencies** across the reports
Title Hierarchy, Call-out Convention, Competitor Scorecard Legend...
- Any big/small **consistencies** across the reports
Divider Page, Summary Page...

NEW ADDITIONS

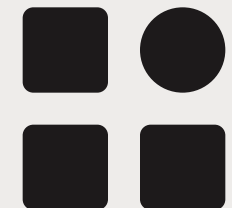
- The potential need for new **plugins** or pre-made infographics
Google Material Design, Figpie, Charts...
- A **unique component** that was used in one project but potentially beneficial to other projects
Table, Customer Journey Map, User Flow...

Design

3 Levels: Component - Page - Template



**DESIGN SYSTEM JUST
FOR OUR TEAM!**

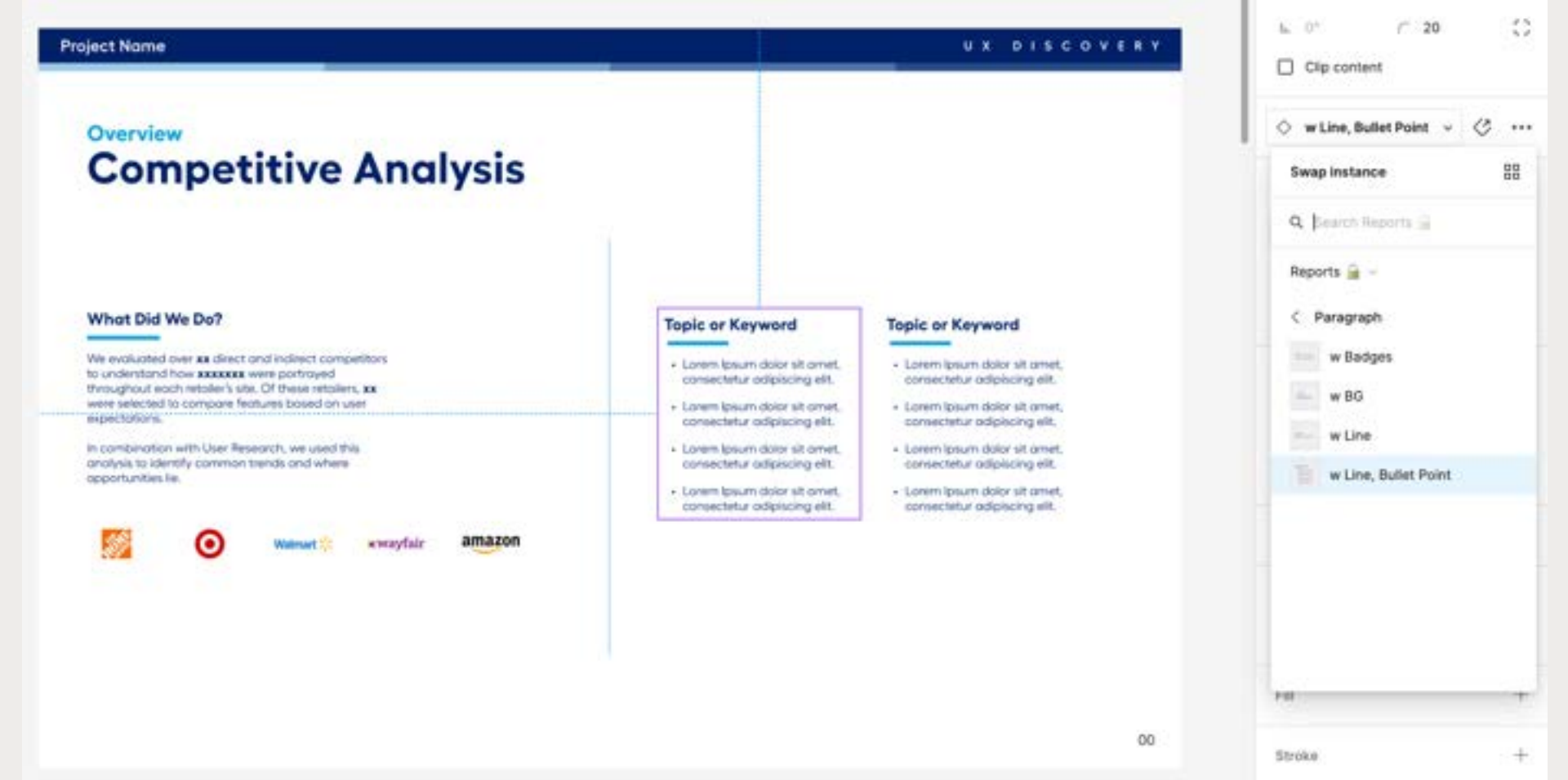
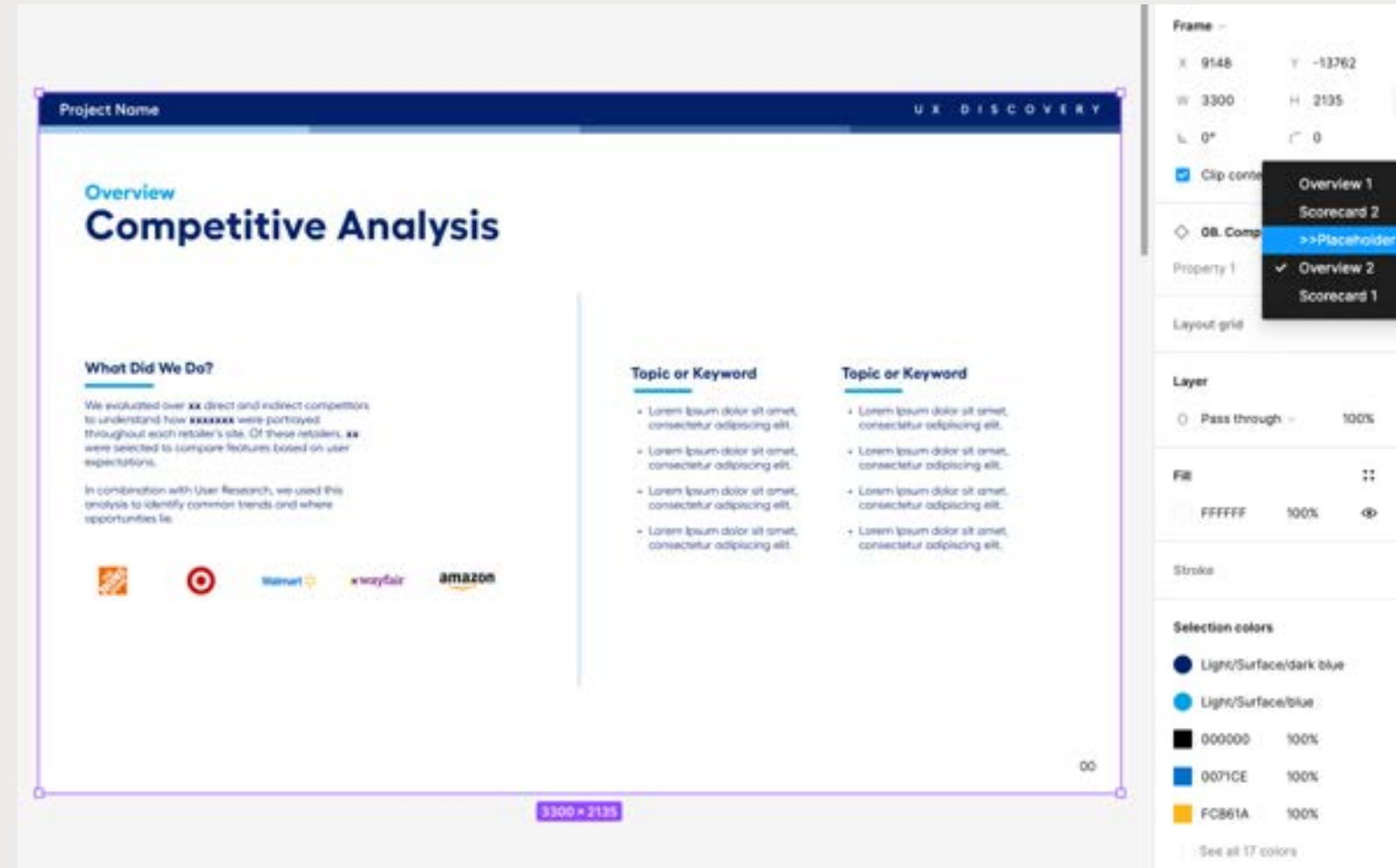
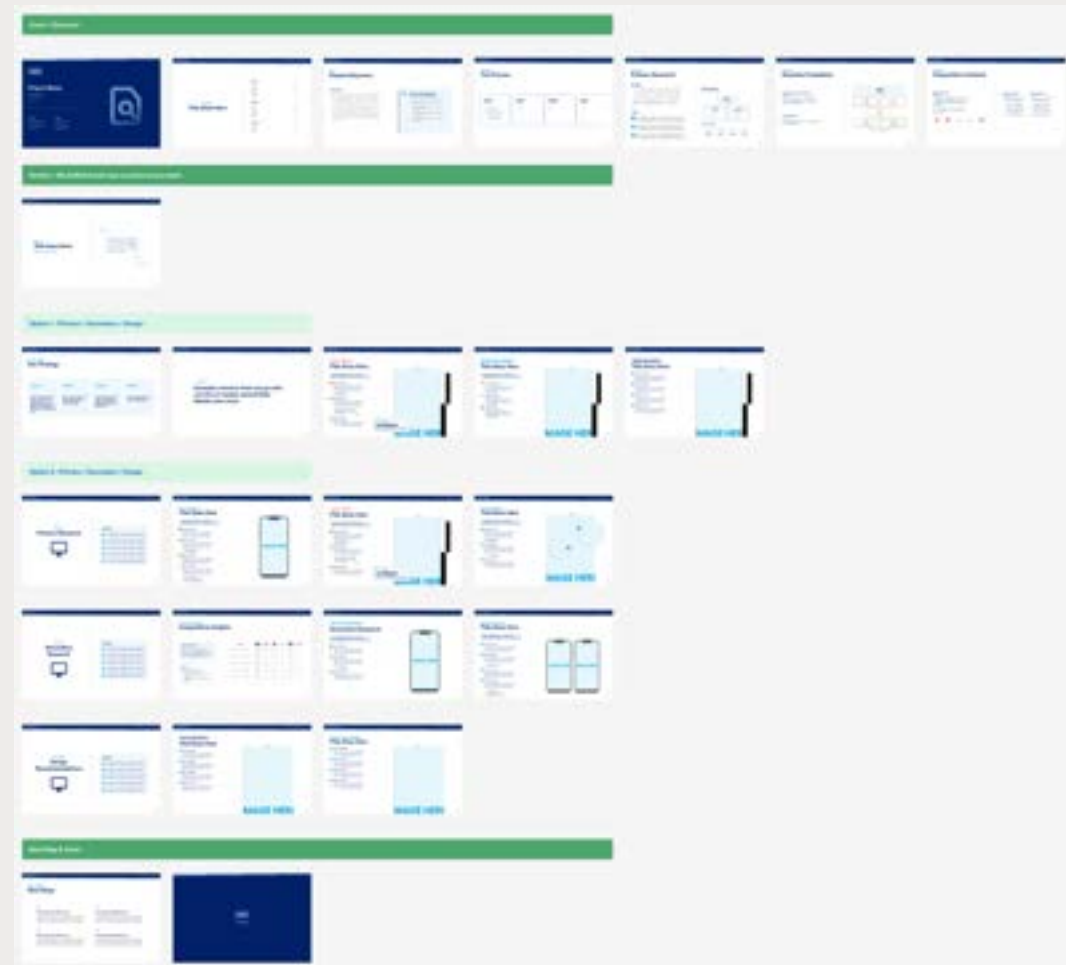

DESIGN SYSTEM

! CHALLENGE
I found myself doing all the work because It was hard to pass the wheel to the associate designer.

Pre-Built Templates

Pre-Built Pages

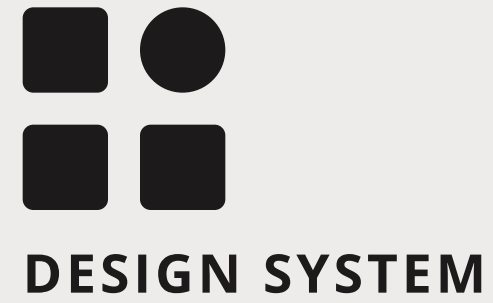
Component Variants



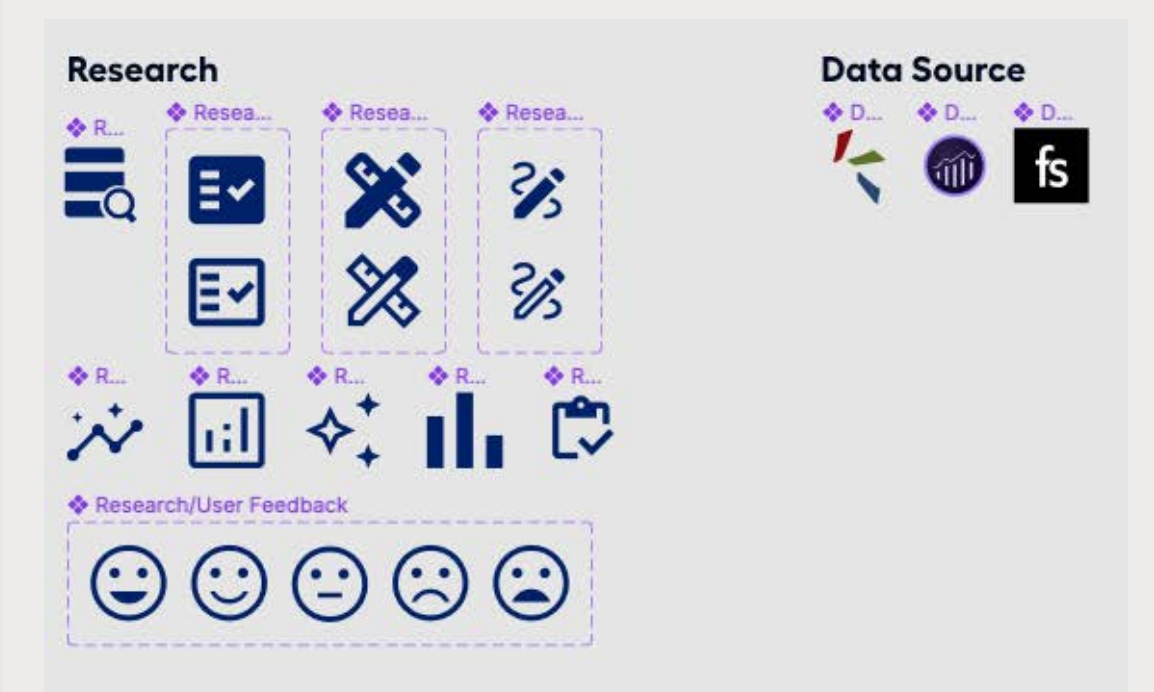
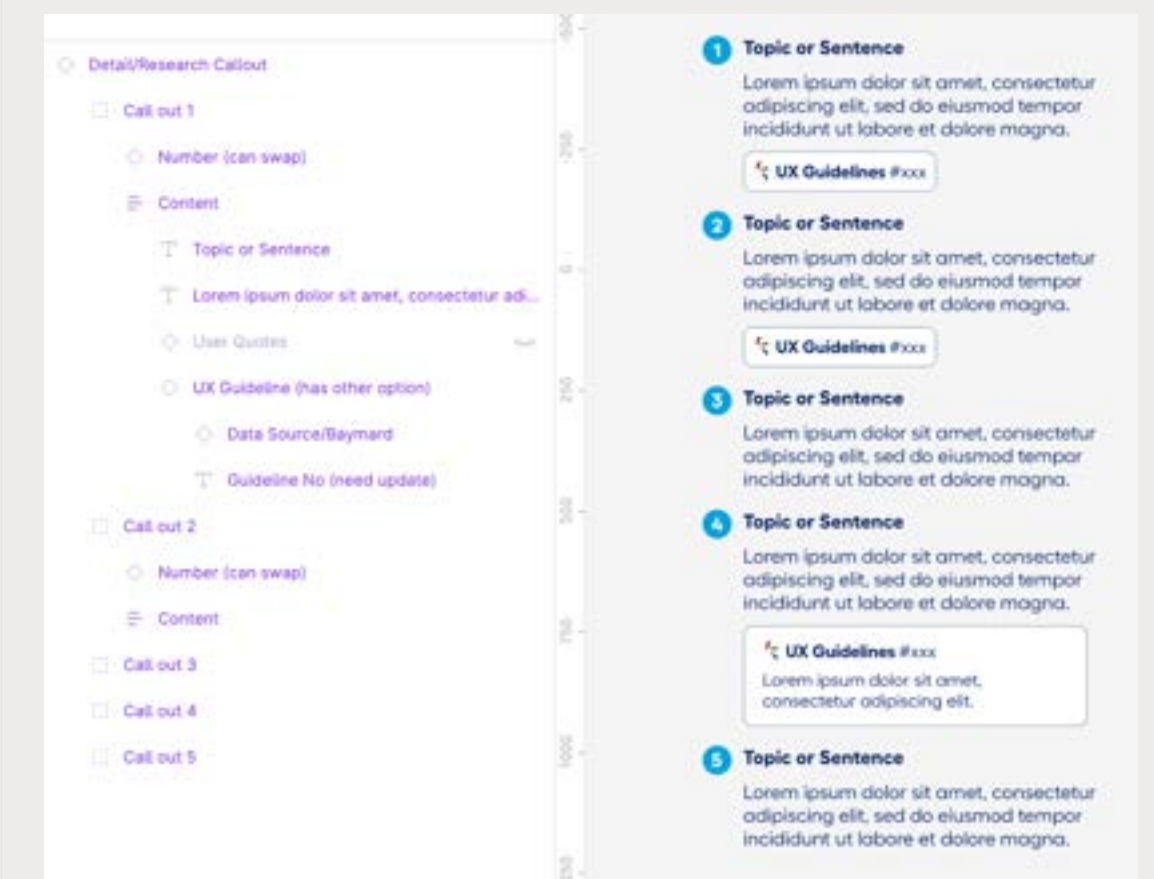
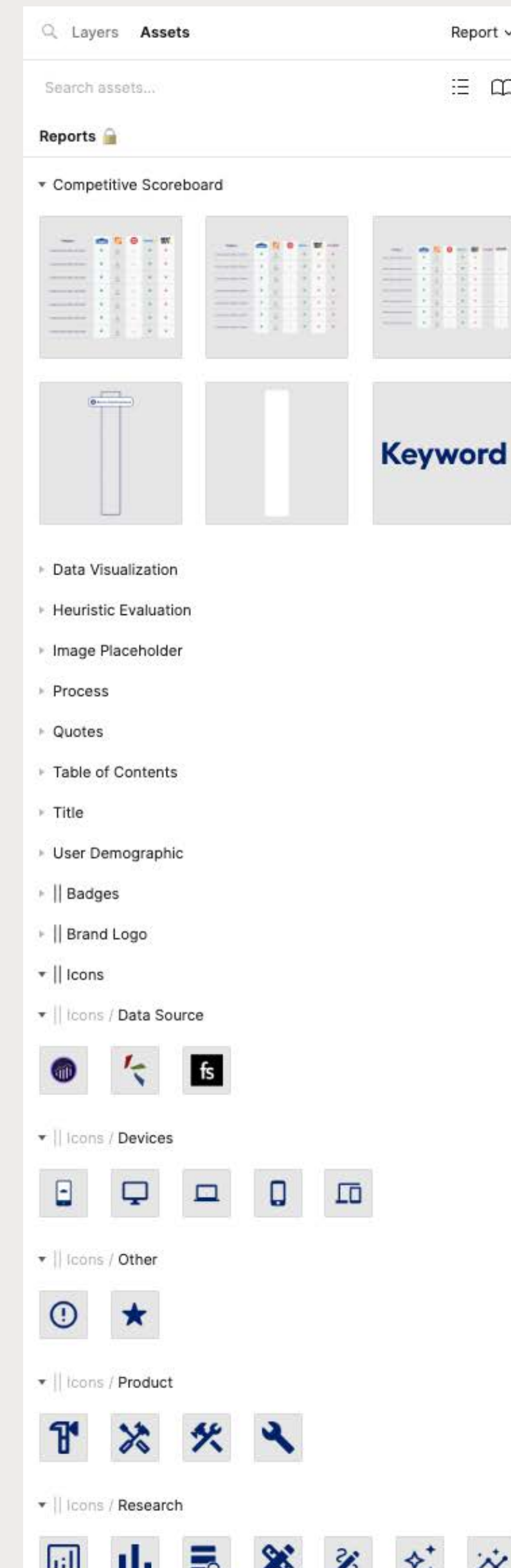
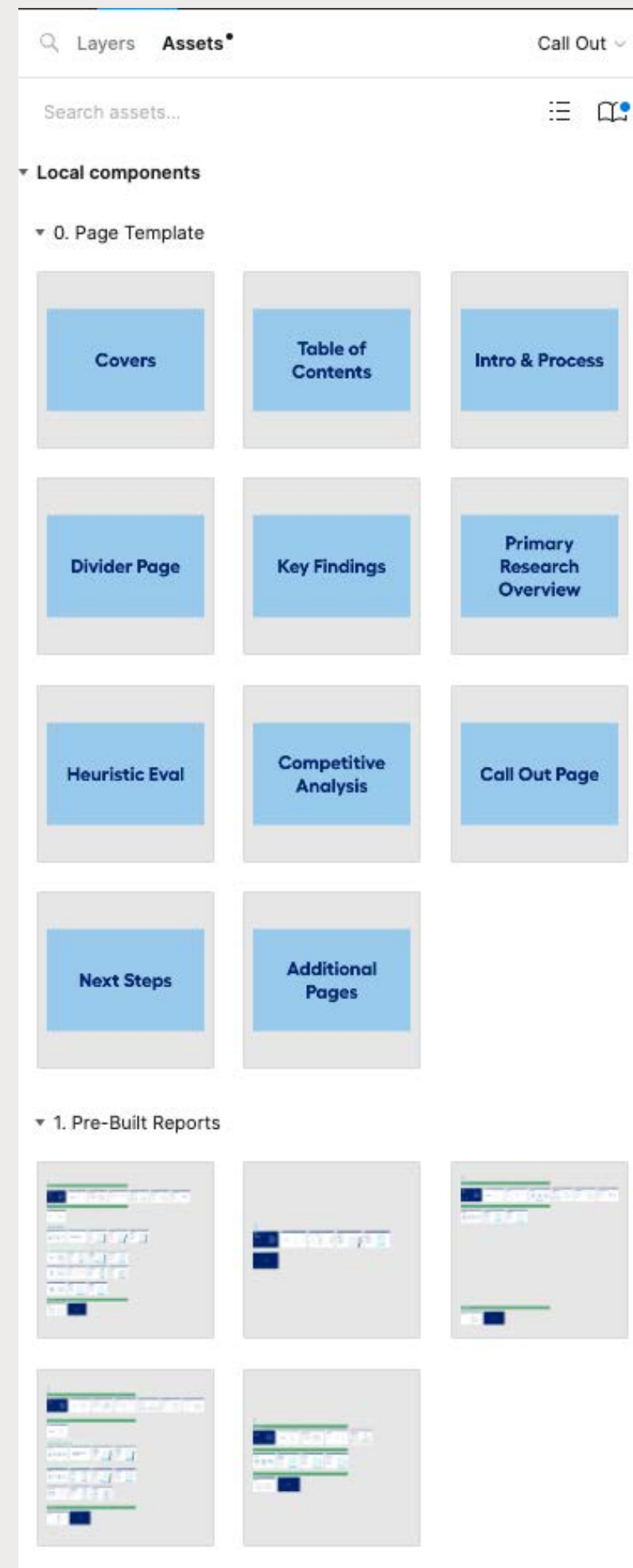
4 templates

48 pages

294 components



Assets

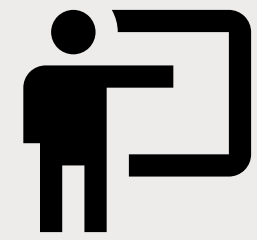


THINGS TO CONSIDER

- Naming Convention
- Variant vs. Display
- Layer Name for indication
- Hidden Components



USERS NOW KNOW WHICH OPTIONS THEY CAN CHOOSE FROM



WALK-THROUGH

- Basic Figma Tips/Shortcuts
- Follow-Along Activities

WHAT USER LIKED ABOUT 👍

- There are 2 ways of building a report
- No more copy and paste from the old report
- Pre-made pages/templates give heads-start

Natasha

How to

1 Change the Line Indicator

2 Swap Groups

3 Use saved colors, fonts, icons

4 Embed Link

Make me a link

5 Image

Awesome Screenshot

IMAGE HERE

Practice

Let's Practice!

- 1 Change the alignment of this one.
- 2 A Call-out of the current analysis - Second call-out is worth mentioning the related Baymark guideline.
- 3 Re-order the first call-out with the second one.
- 4 Present 3 key findings.
- 5 Include user quotes - the Large and an extra small one.
- 6 Update the process - including highlighted and gray-out version.
- 7 Insert scoreboard that compares 5 Competitors in 4 different areas. Include the competitor REA.
- 8 Change the title - with chips / without chips - w/ Badge/without Badge.
- 9 Update the heuristic evolution card including 2 N/A.
- 10 Import a pie chart.
- 11 User demographics that has unmoderated & moderated sessions. Each tested with DT and MDW.
- 12 Update the image and finish with the indicator line.

Shortcuts

Send to the front:]
Send to the back: [

Vertical Align: Option + v
Horizontal Align: Option +H
Adjust Spacing: Top Right
Show Distance: Option
Move by 10 pixel: Shift + Arrow

Taking Screenshot: Command+Ctrl+Shift+4

Auto Layout: Shift +A

Awesome UX Discovery Team

Awesome UX Discovery Team

Awesome UX Discovery Team

Rectangle: R
Square: R + Shift + Drag
Oval: O
Circle: O + Shift + Drag
Hold Shift to make it evenly bigger/smaller

Color Picker: I

Shortcuts

Group: Command +G
UnGroup: Command + Delete

Duplicate:
• Command + D
• Option + Drag

Zoom-view of the next slide: N (keep pressing)
Zoom-view of the prev slide: Shift + N

Underline: Command + U
Italic: Command + I
Bold: Command + B

Text Select: Shift + arrow

This template can be beneficial when...

- Users want to see specific promotional information for the categories.
- Users would better educate themselves before browsing, so they can successfully filter and compare products.
- Users need to find a meaningful starting point when navigating through a large category with many subcategories.

REGULAR CHECK-INS ARE ON THE WAY!

What's Next?

Next Step & Retrospective



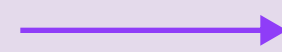
THE IMPACT

Average Time Spent for Building Report

EFFICIENCY INCREASED BY 80%

5 Days

'Before' State



1 Day

'After' State



Sparked a conversation about the ideal **collaboration** between researchers & designers



NEXT STEP

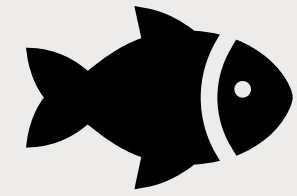
Regular **updates** based on constant feedback

Version 2.0 (Example)

The screenshot shows a design tool interface for a transactional page structure. On the left is a navigation sidebar with the following items: Overview, Transactional (highlighted), Transactional Structure, Transactional Component Examples, Inspirational, Inspirational Structure, Inspirational Component Examples, Educational, Educational Structure, Educational Component Examples, and Things to Consider. The main content area is titled "Transactional" and includes a sub-header "Consider using this structure when..." followed by three bullet points: "Users tend to search for hyper-specific products", "Users spend relatively little time researching a product before purchasing", and "Users purchase this item to solve an immediate problem". Below this are two wireframe sections. The first, "Top of Page", shows a blue header bar and a list of components: LORMN banner, Top Nav Cats/Subcats at the top (no Shop All Hero banner), Top Nav Cats/Subcats (6 shown, up to 18 with show more/less button in cat feature tile), Top Nav Cats/Subcats with title only, no body copy, and GAM Promotion. The second, "Middle of Page", shows a blue header bar and a list of components: Simplified product images, silos, and Filtered Based Content without body copy.

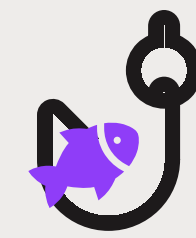


RETROSPECTIVE



CATCH A FISH

VS



**HOW TO
CATCH A FISH**

- Mentoring 101- sounds cliche but hard to do so