

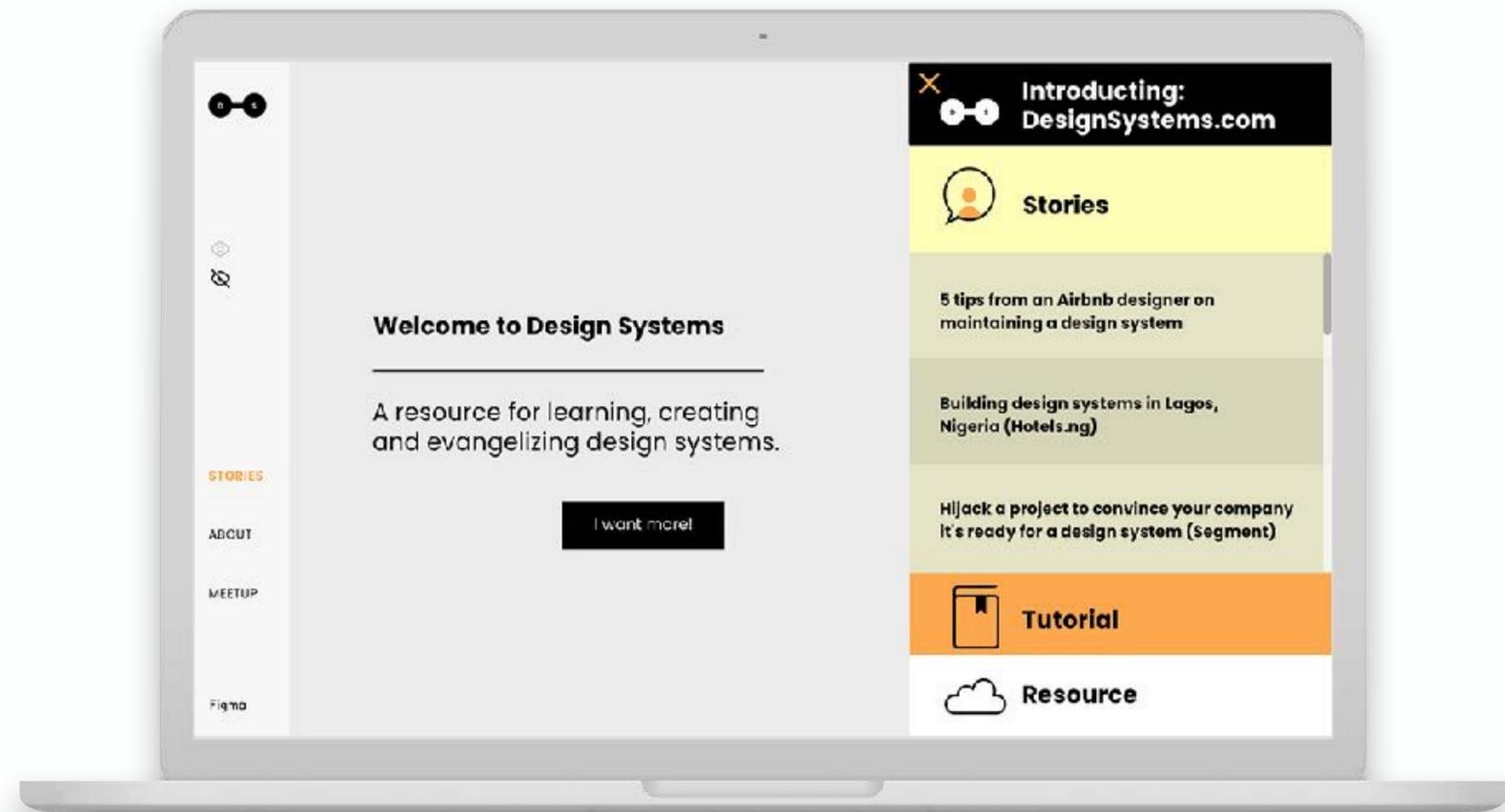
SLIDING PANEL UI REDESIGN PROJECT

June 2018 | 2 days

Individual Project | Saber Zhang

Role | Visual design, Research,
Ideation, UI design

Softwares | Prototyped with Sketch



DESIGN REQUIREMENTS

Redesign the sliding panel UI

[Design Systems](#), recently launched by Figma, is a resource for learning, creating and evangelizing design systems. The website has a sliding UI panel on the right that contains articles. Your task is to come up with a new way of displaying the articles/links on the website using a new UI pattern.

Goal:

- Create a new way to display the articles/links to replace the right-side panel
- Provide at least one example of an interaction behavior

Considerations

- **Brand appropriateness:** your final work should be feel on-brand with Design Systems
- **Visual design:** The design needs to demonstrate your best visual design abilities and to get across your vision for any specific components you wish to highlight.
- **Interaction design:** You may choose to highlight the interaction behavior in sketch, figma, or any other prototyping tools that you're familiar with, so we can play with the interaction.



DESIGN PROCESS

RESEARCH

- Understand the Website
- Identify Users
- User Empathy Map
- Define the Problem
- Opportunities

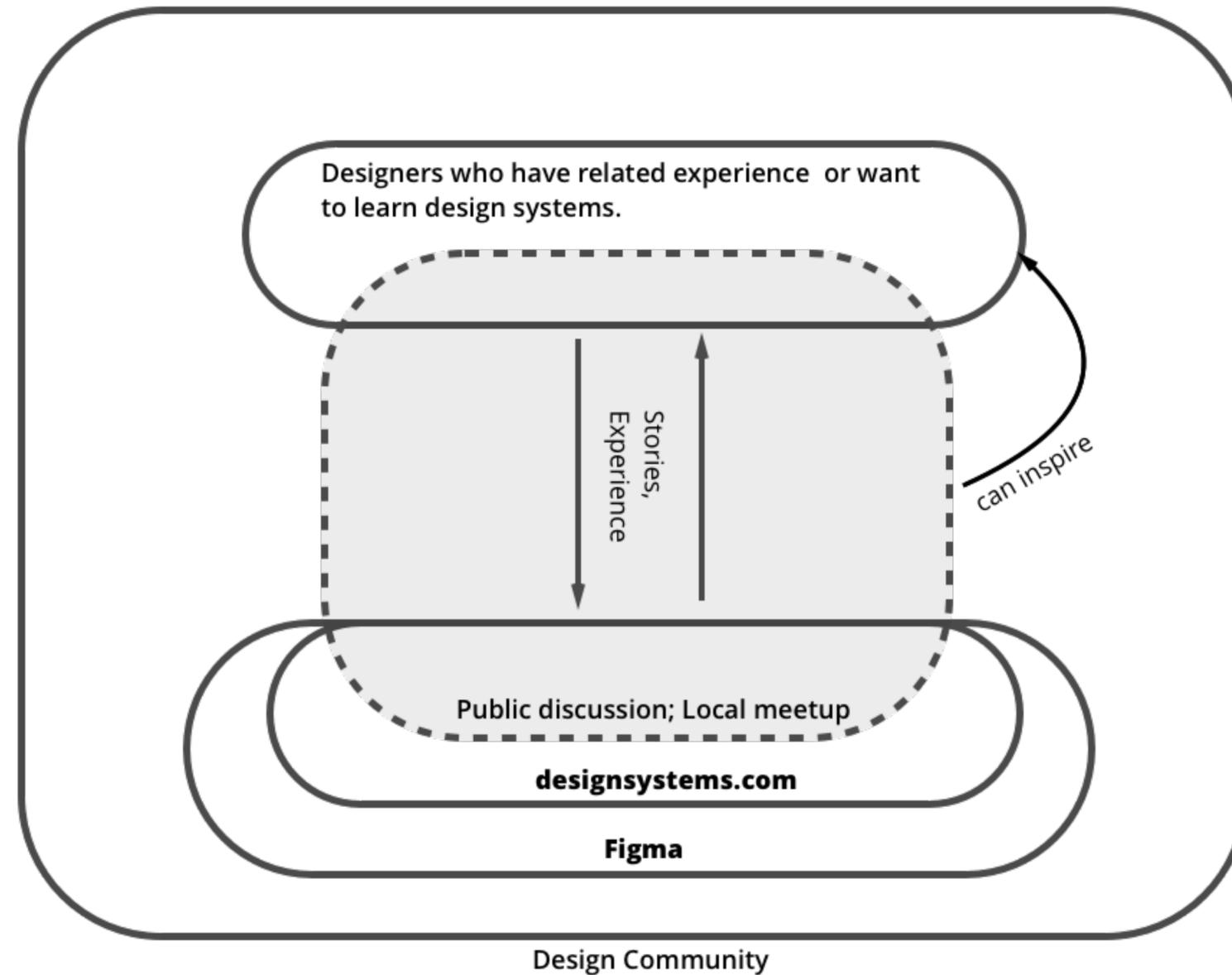
DESIGN

- Design Proposal
- Brainstorms
- What Can I Learn from the Original Website
- Information Structure
- Storyboard
- User Flow
- Wireframe
- Visual Design
- Interaction Design
- Comparison

RESEARCH

UNDERSTAND THE WEBSITE

Concept Map: How does designsystems.com work?





UNDERSTAND THE WEBSITE

DesignSystems.com is built as

“a hub for the **broader design community** to learn about and engage in discussion around the craft of building design systems.”

Through

- Sharing the messy war stories, hard-earned lessons and best practices that everyone can benefit from
- Exploring the cultural and economic impact of design systems
- Moving the conversation offline

What does the website have already

Some design systems related stories
An ‘I want more’ form for users to send their request

What’s lacking in the current website (from the content perspective)

- Local meetup link
- More articles shared different topics

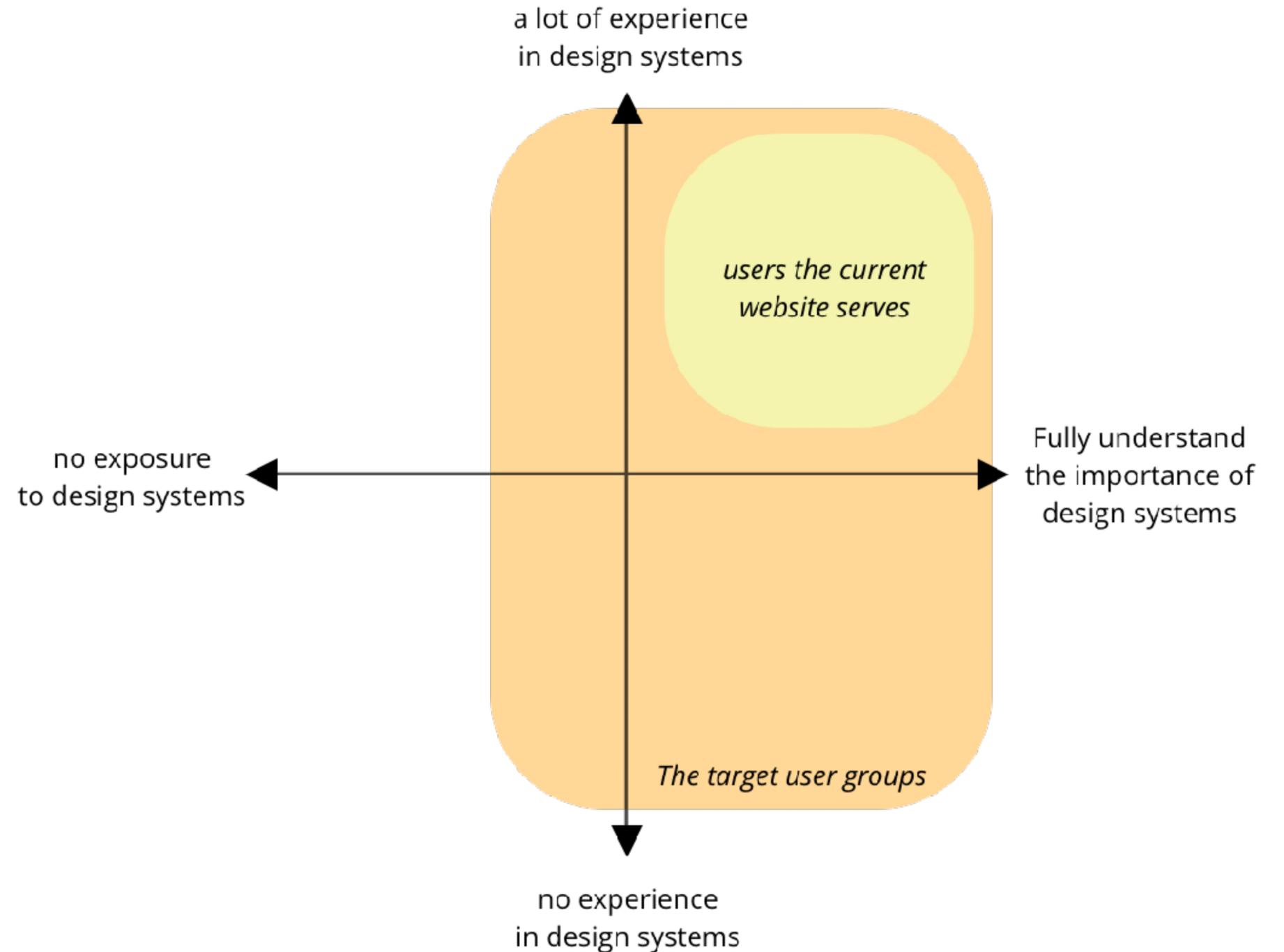
IDENTIFY USERS

By analyzing the content of the current website, I make certain assumptions about the users:

The Users the current website serves:

Designers who have many experience in design systems and they understand the importance of design systems

However, Their target users are broader than what the website is serving. These users are designers with different amount of experience related to design system and understand the importance of design systems in various degree.



USER EMPATHY MAP:

So how can I design for the target users that the current website is not serving? These users are just starting their journey in creating design systems and urge to learn from the site.

I used a tool called User empathy map that I just learned from [Harry Brignull](#)'s article. It's a quick way to identify the users I am designing for and understand their current pain points.

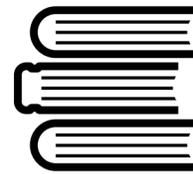
Seeing <ul style="list-style-type: none">• Some design systems related articles with different colors listed in the right panel• A 'I want more' form to fill	Hearing <p>Hear from designer friends in the network and read articles mentioning designsystems.com</p>
Thinking <p>" Due to lack of experience, I cannot fully understand these articles. "</p> <p>" The colors are very confusing. Does black sections represent different categories?"</p>	Doing <ul style="list-style-type: none">• Click to see the articles• Google knowledge of design system to understand these article• Fill 'I want more' form• Share articles to social media
Pain Points <ul style="list-style-type: none">• Users can only see ' I want more' form when they scroll down to the bottom• Articles in the panel are not arranged logically and clearly• The colors does not help navigate users through these articles	Expectation <ul style="list-style-type: none">• More introductory articles to design systems• A clearer navigation• Categories of articles



DEFINE THE PROBLEM

1. The current website **is not serving users who are starting to learn design systems.**
2. **The usage of colors is disorienting** regarding navigating users on the site.
3. **Local meetups and articles with different topics** are needed to meet the website's goal.
4. The **uncategorized articles** make users hard to find articles they want to read.

OPPORTUNITIES:



How might we **categorize** the articles to serve **the users who are starting to learn design systems?**



How might we make **the navigation more accessible for users** by **rearranging the original colors** on the website?

DESIGN

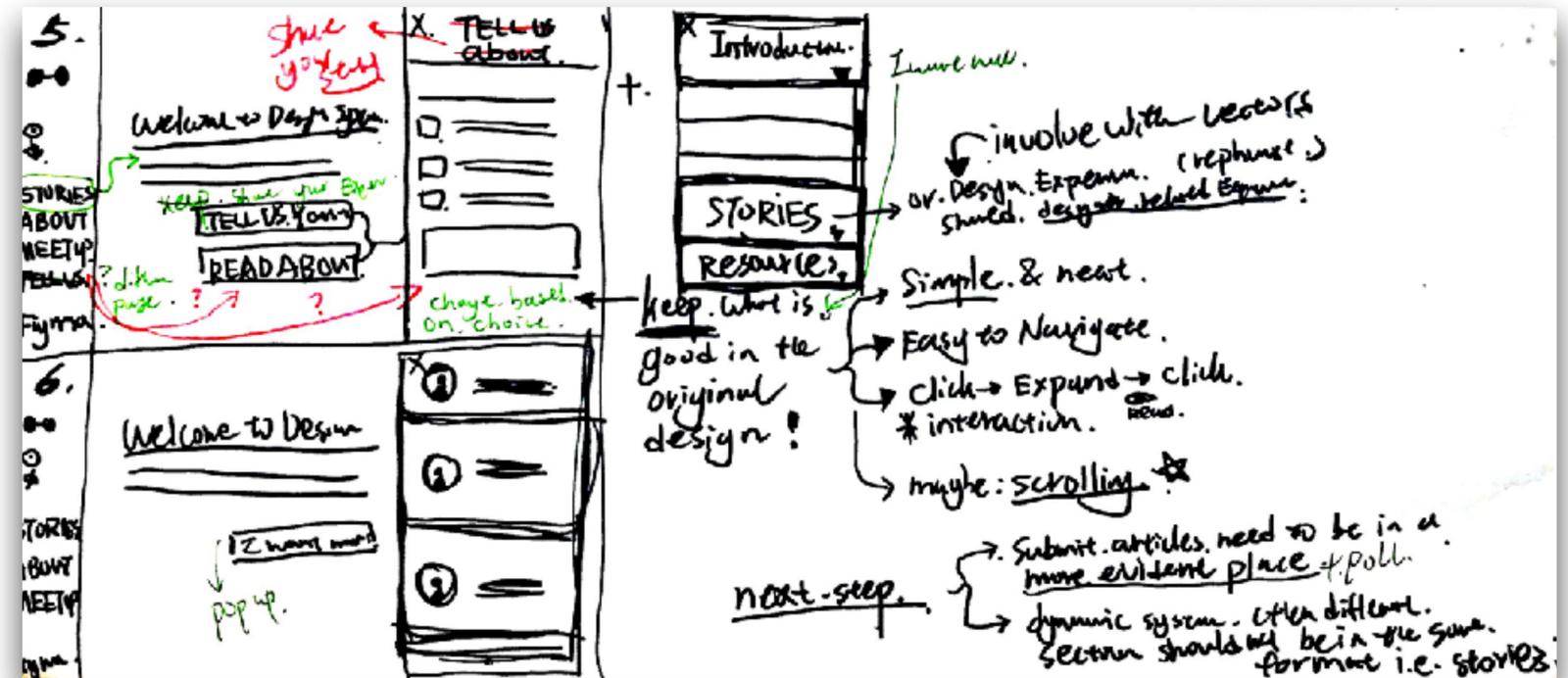
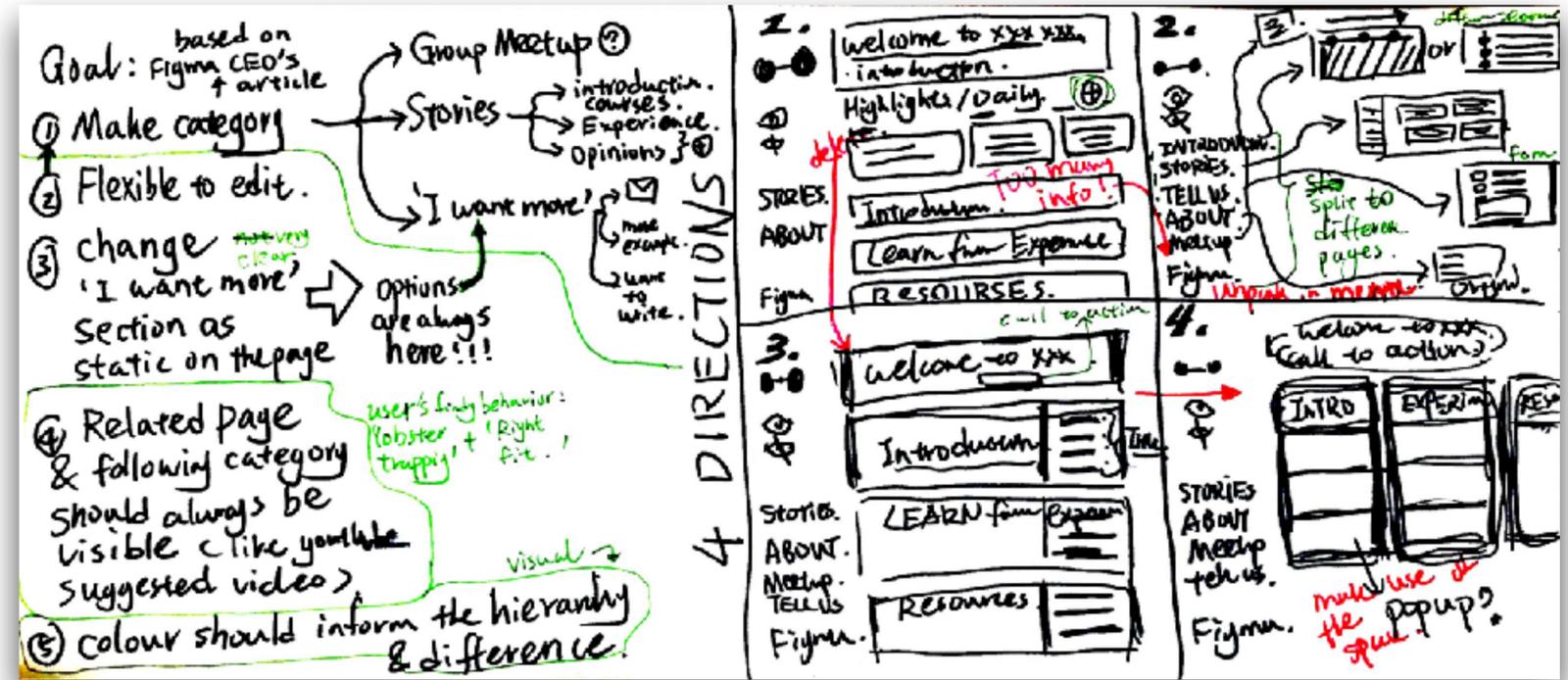


DESIGN PROPOSAL

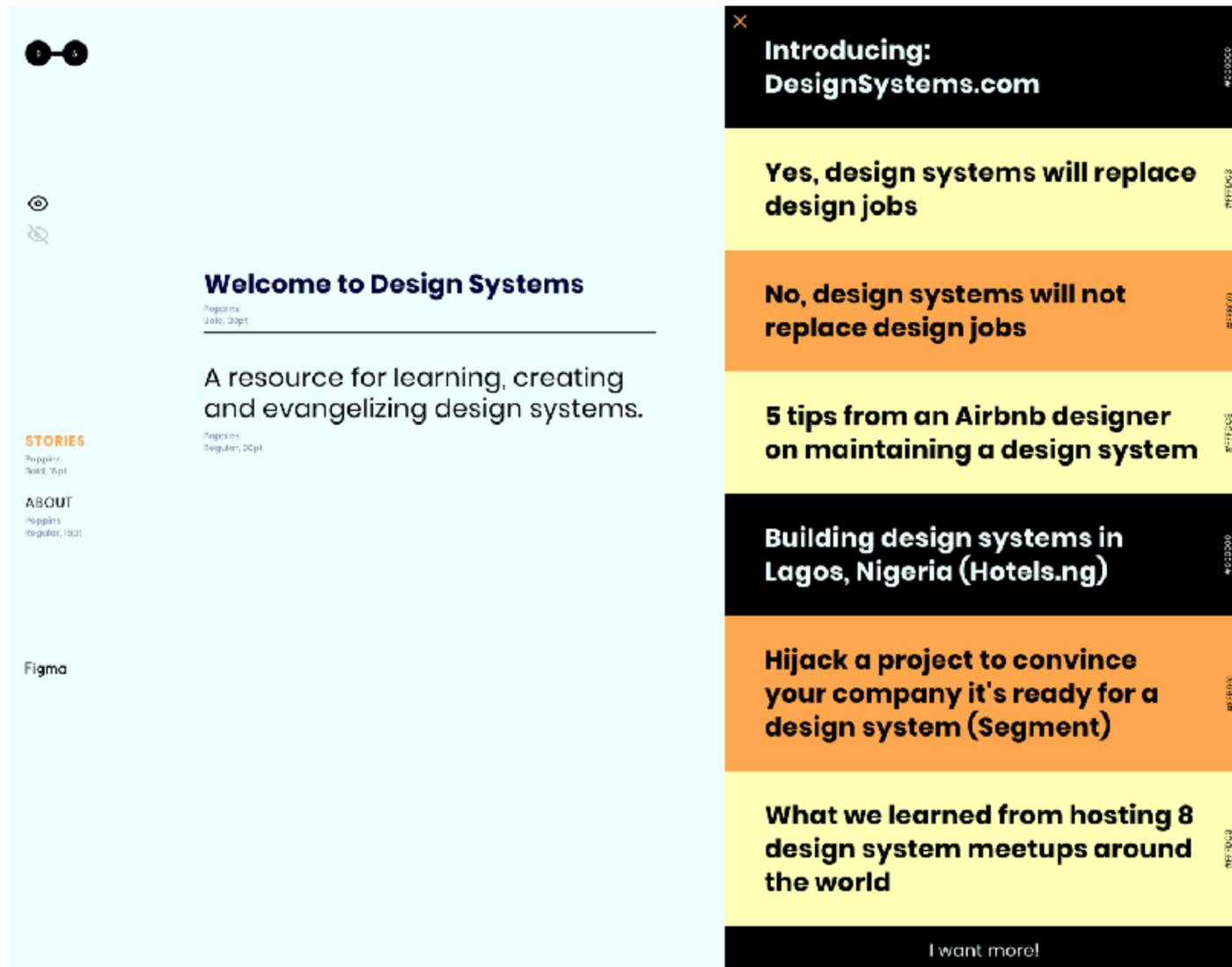
- **Re-use elements** from the original website
- Allow the users to **pick the category** they want to read
- **Readability** is more important than colors
- Enable the users to **send their request on the homepage**
- **Don't overwhelm** the users with too many articles at once

BRAINSTORMS

Following the design proposal, I brainstormed some wireframes. However, these designs make the interaction **more complicated and do not have a clear information structure to follow. Thus, I looked back to the original website** to figure out what I can learn from it and make the information structure of the site.



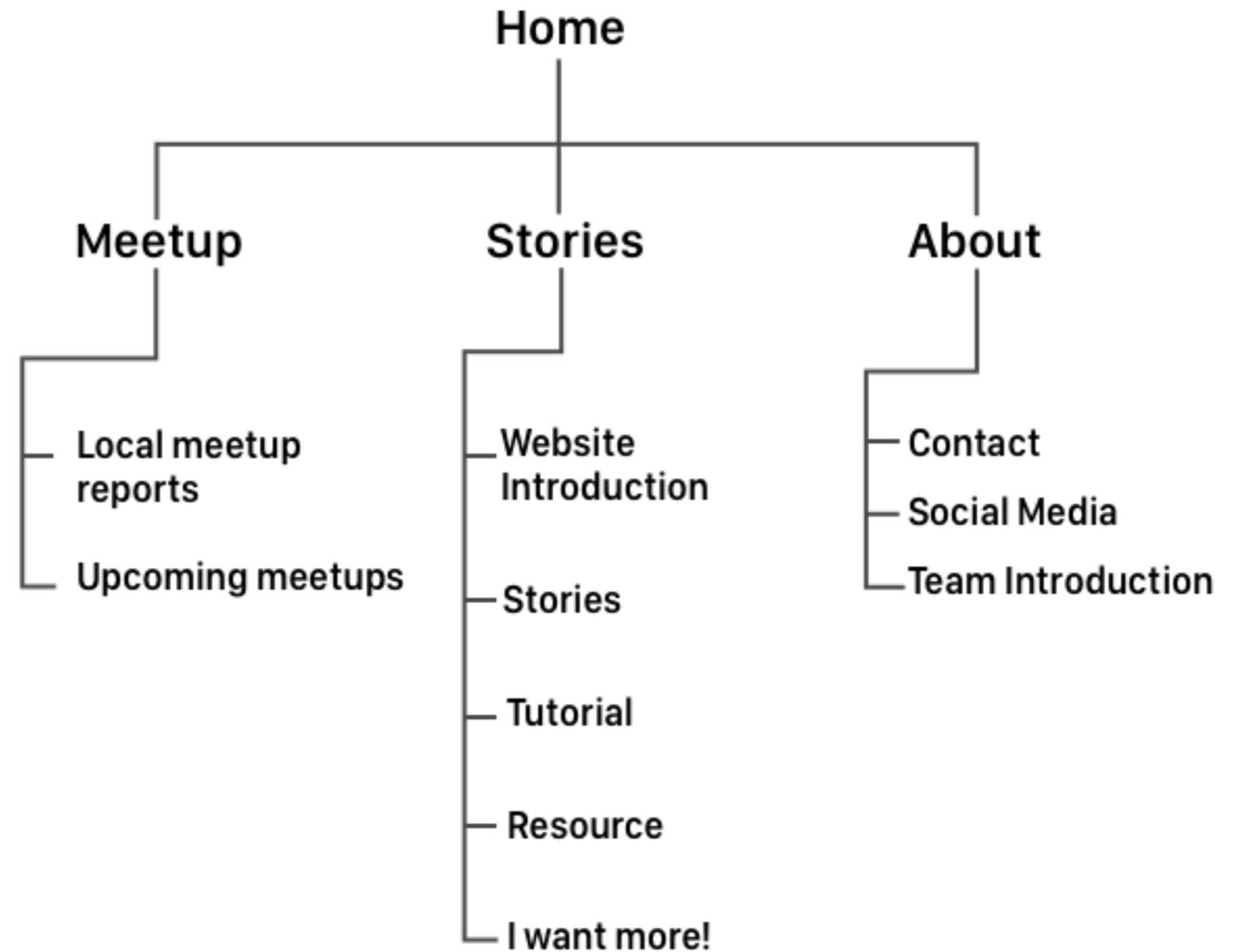
WHAT CAN I LEARN FROM THE ORIGINAL WEBSITE



- 1. The interaction design is simple and clear**
 - No need to jump between pages
 - The right side panel resembles phone's UI, which makes scroll eligible under this context.
- 2. Successful colors combination**
 - Three strong colors make the website looks unique and fun to explore.
 - These cheerful colors in different articles invite users to read.

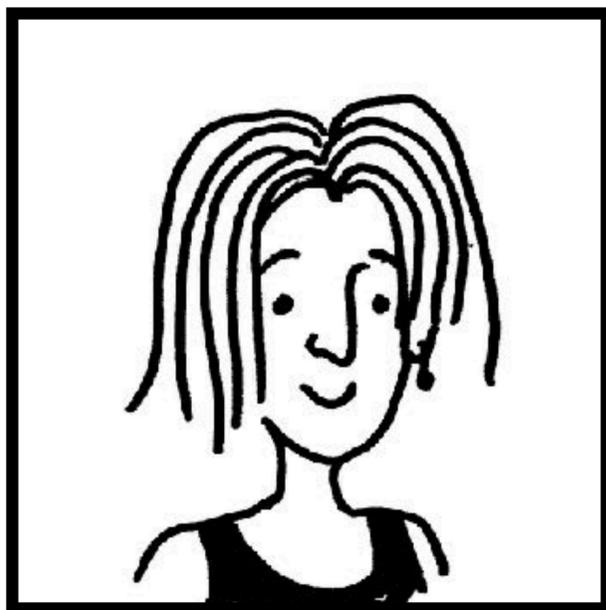
INFORMATION STRUCTURE

After **prioritizing the information I want to present on each page**, I made the information structure of the website. My wireframe design then followed this information structure.



STORYBOARD

To understand how users will use the redesigned panel **from their perspective**, I drew out a storyboard.



1 Nancy is a user experience designer who currently works in a startup company.

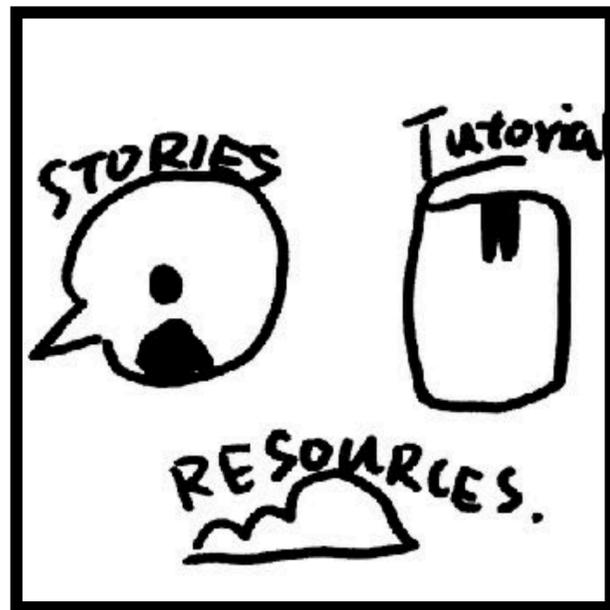


2 As the UX team expands quickly, she finds the necessity of building a design system which can be shared within the team to make the design process more efficient.



3 So she goes to search on design systems and found that Figma has built a platform that shares related experience..

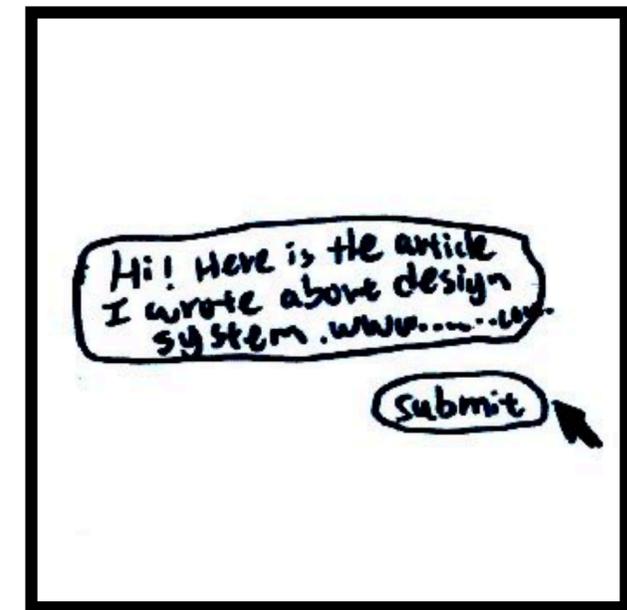
STORYBOARD



4 On the homepage, she sees three different categories of articles which can support her learning experience holistically. She practices creating design systems while learning on the website.



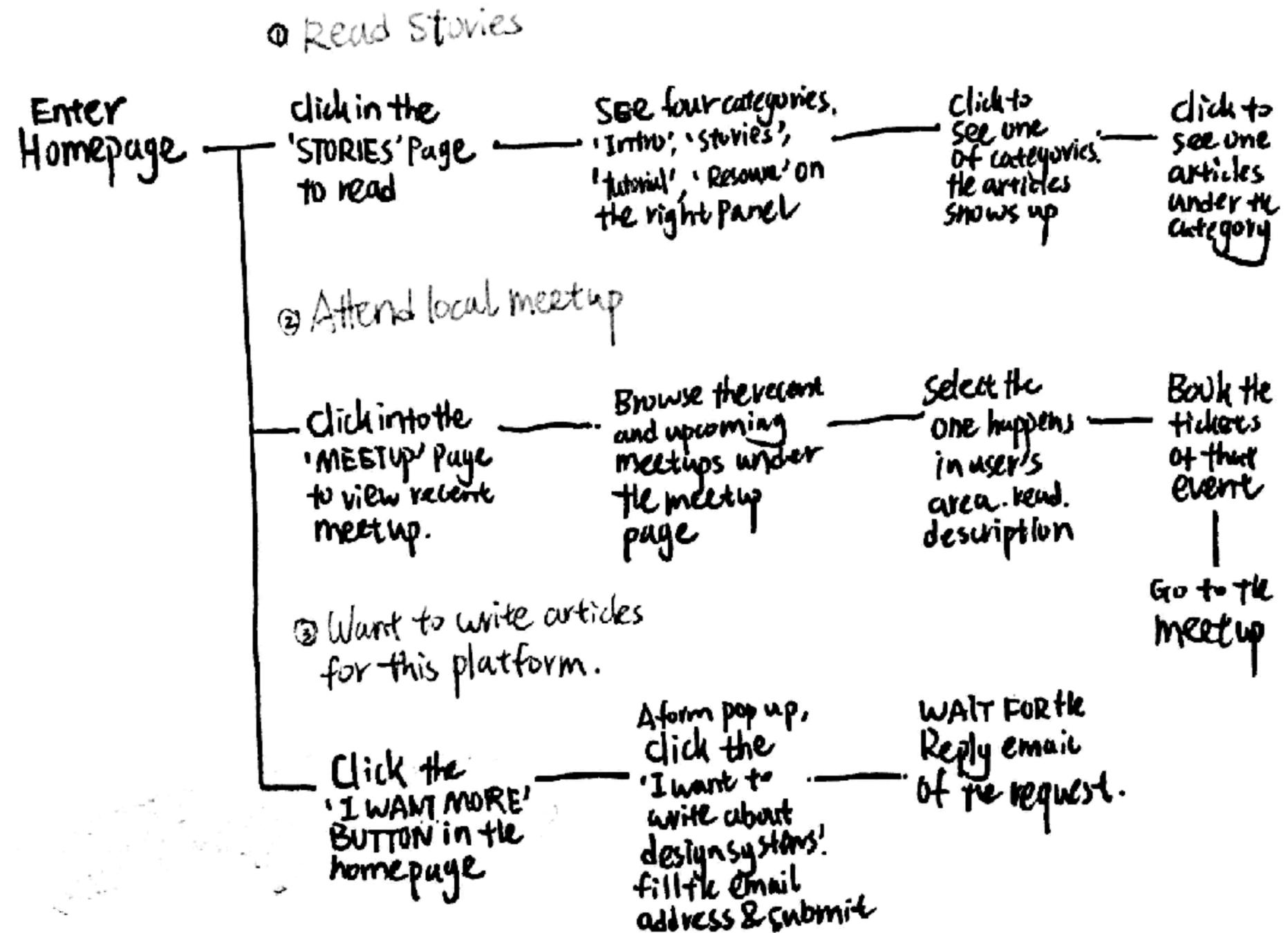
5 As she reads about the other designer's experience, she is able to attend the local meetup to connect and meet these designers in person to share each other's experience.



6 After she finishes creating her first design system, she thinks it's time for her to give back to the community. She submits her articles to the website.

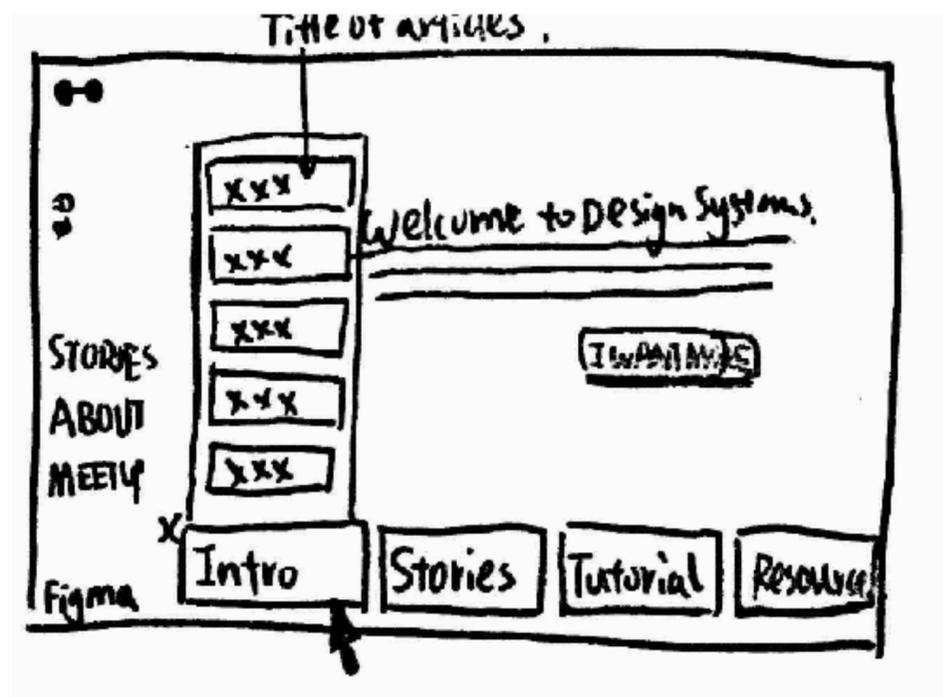
USER FLOW

Based on the storyboard, I mapped out three user flows on the website. These user flows suggest the interaction I want to design and makes me think more **systematically** about the UI design.

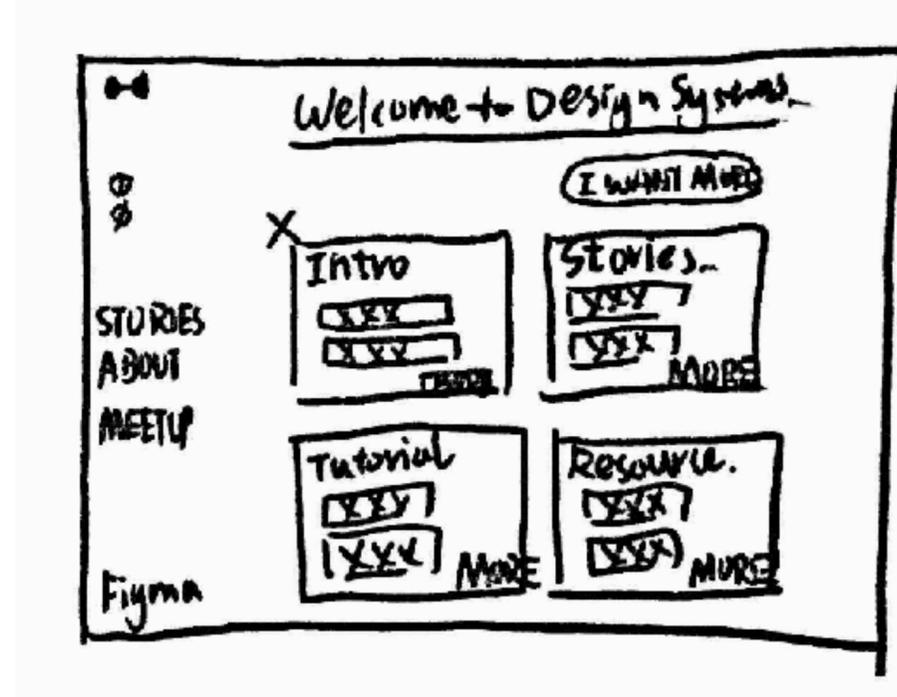


WIREFRAME ITERATIONS

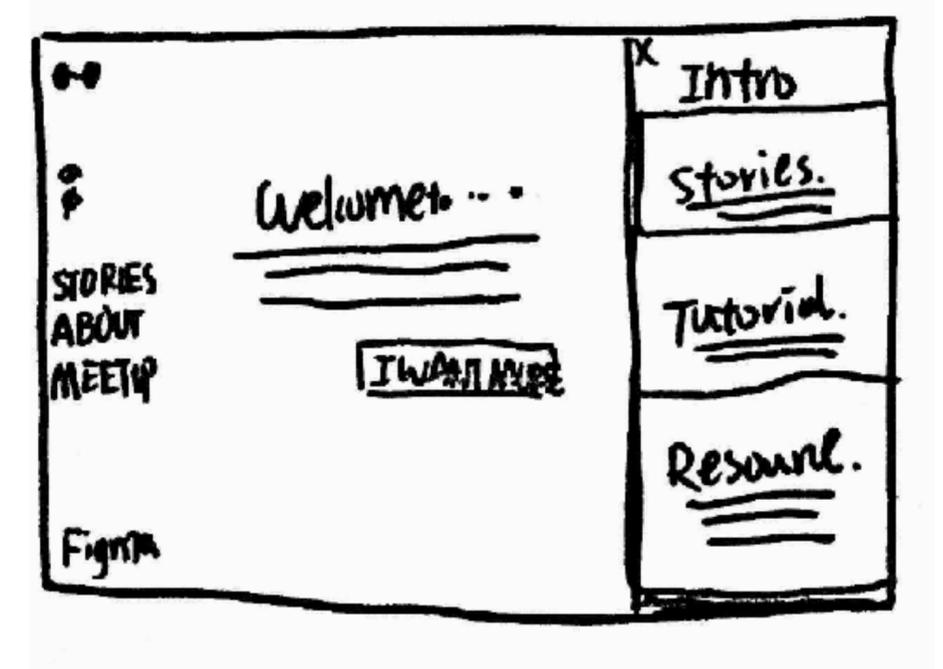
After some more iterations, I decided to use **the strength of the original panel**. I put the categories of articles on the right panel while moved the 'I want more' button to the homepage to make it more evident to the users.



V 1

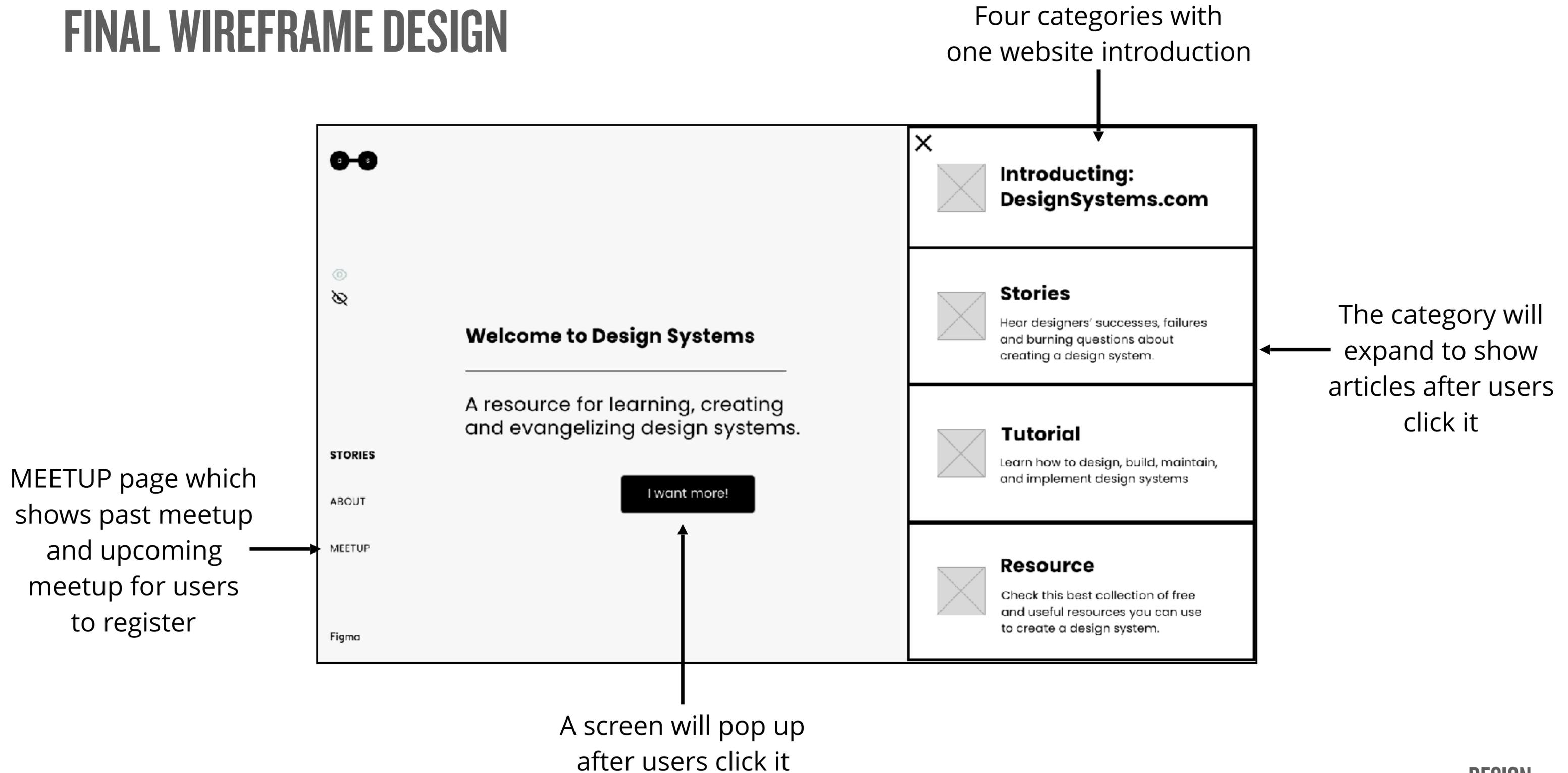


V 2



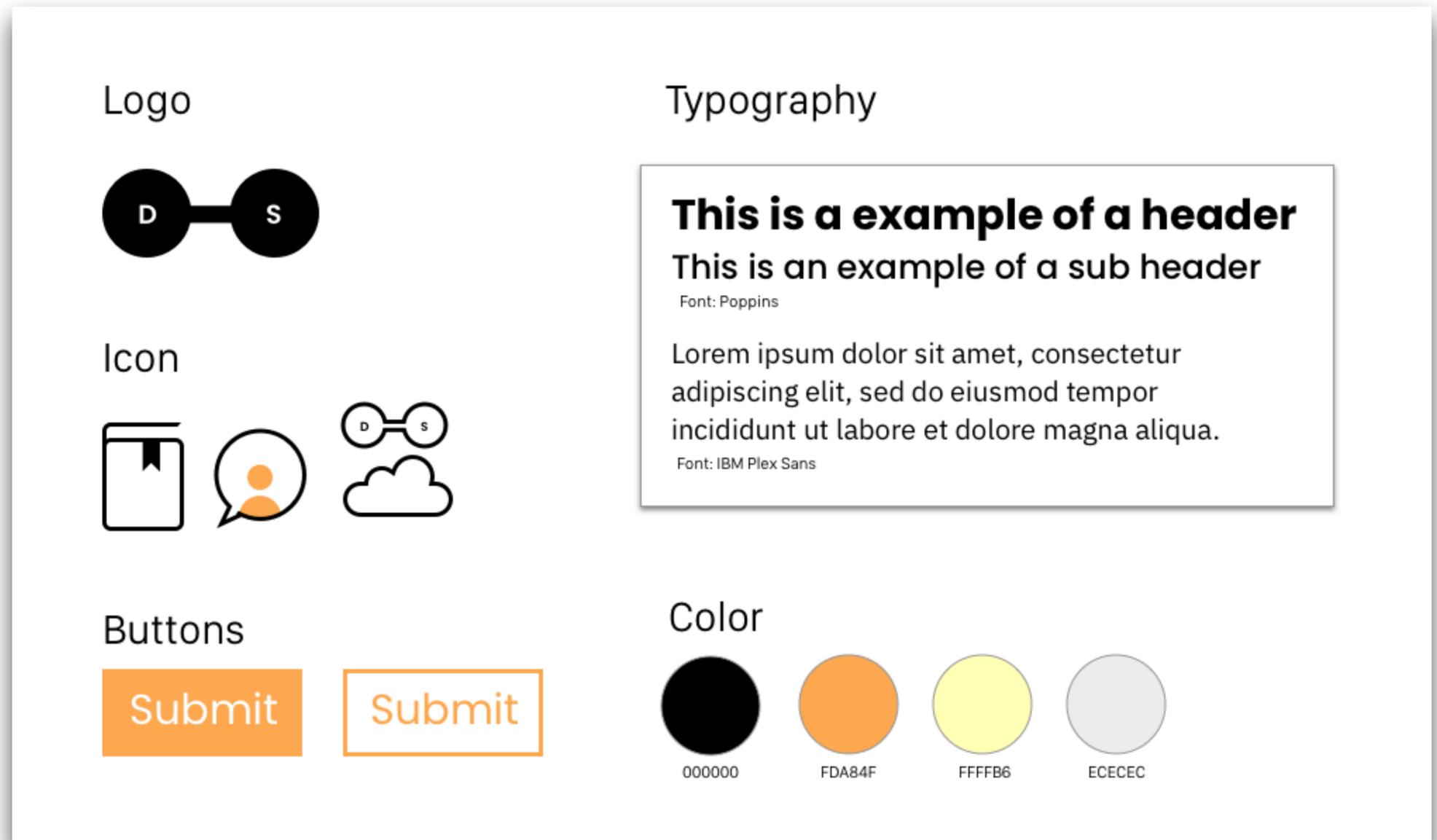
V 3

FINAL WIREFRAME DESIGN



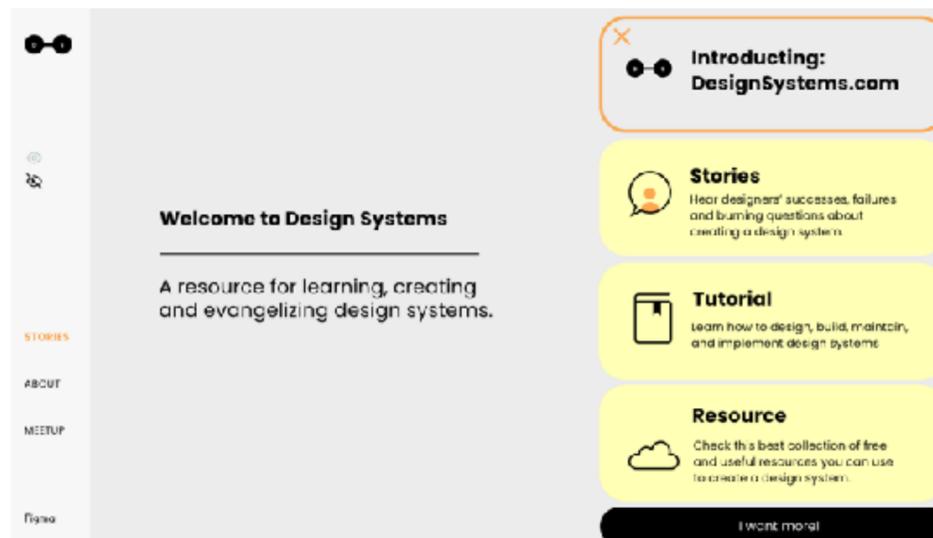
VISUAL DESIGN: STYLE TILE

The visual elements in this website are **vivid and energetic**. I decided to remain the same style tile. Then I developed the visual design based on the style tile.

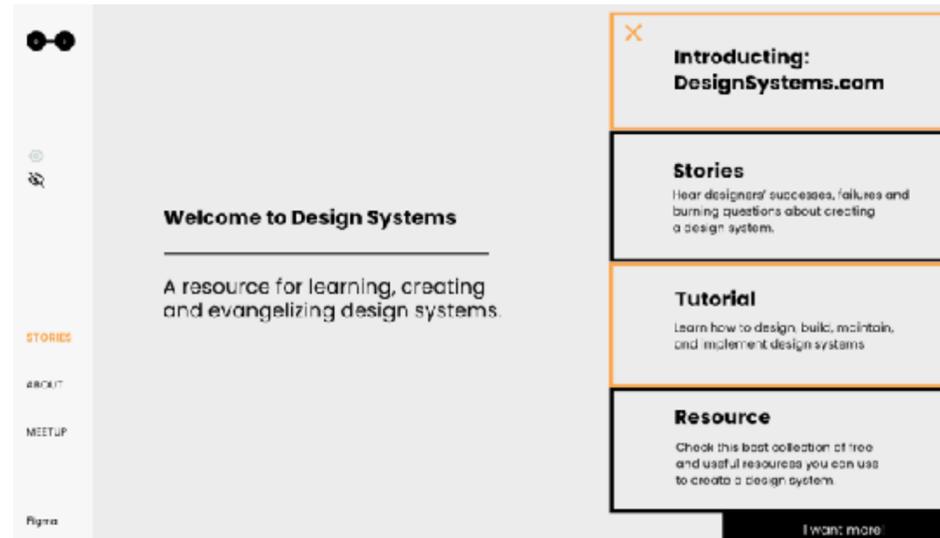


VISUAL DESIGN ITERATIONS

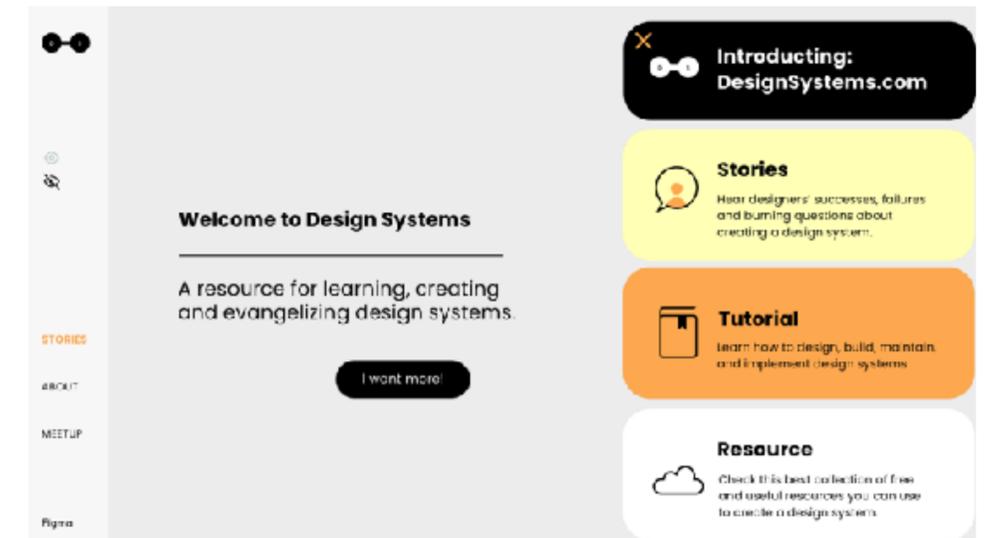
This process makes me realize **the importance of colors in storytelling**. Colors are an essential language here to demonstrate hierarchy and difference.



V 1



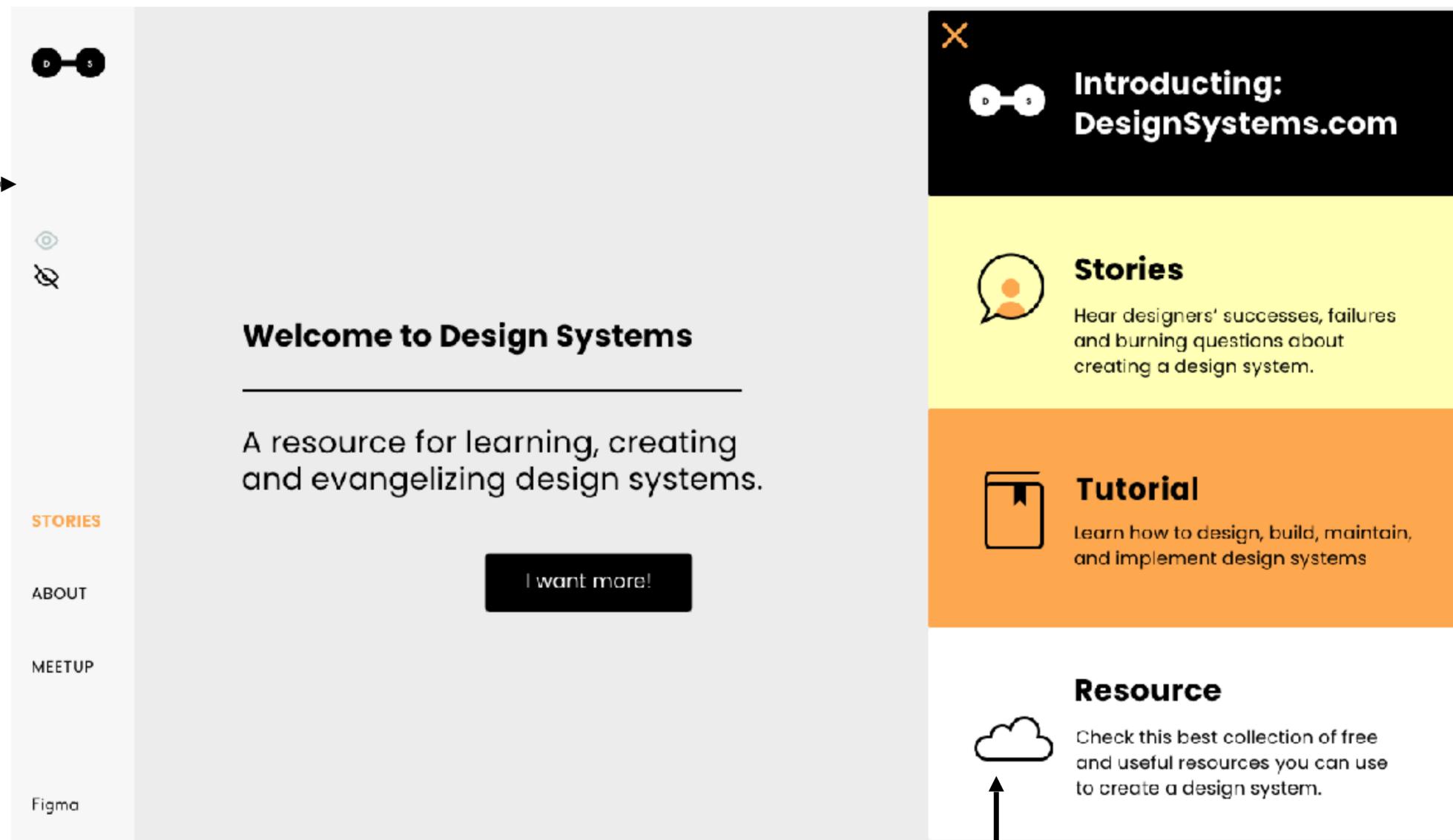
V 2



V 3

VISUAL DESIGN: FINAL DESIGN

The light grey is used to differentiate the side bar from the home page.



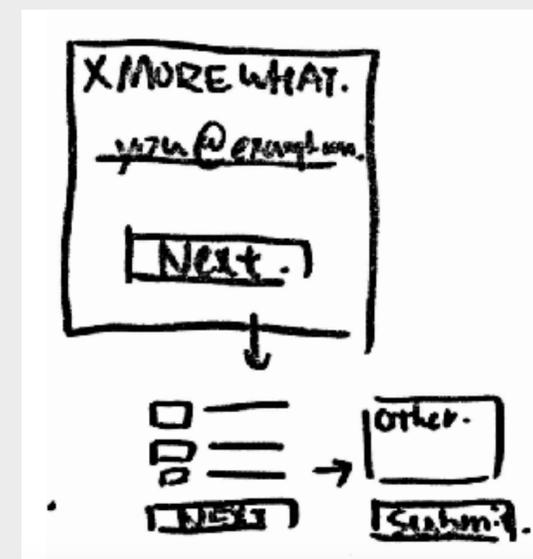
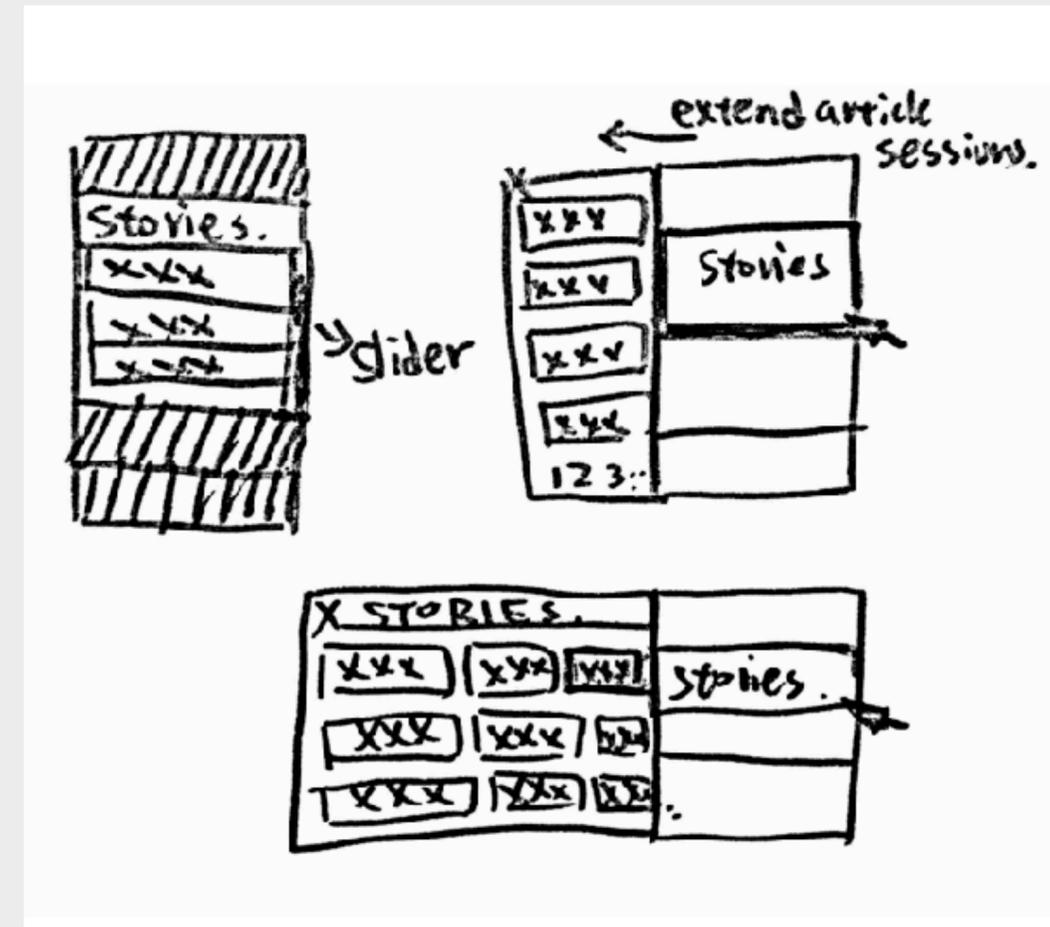
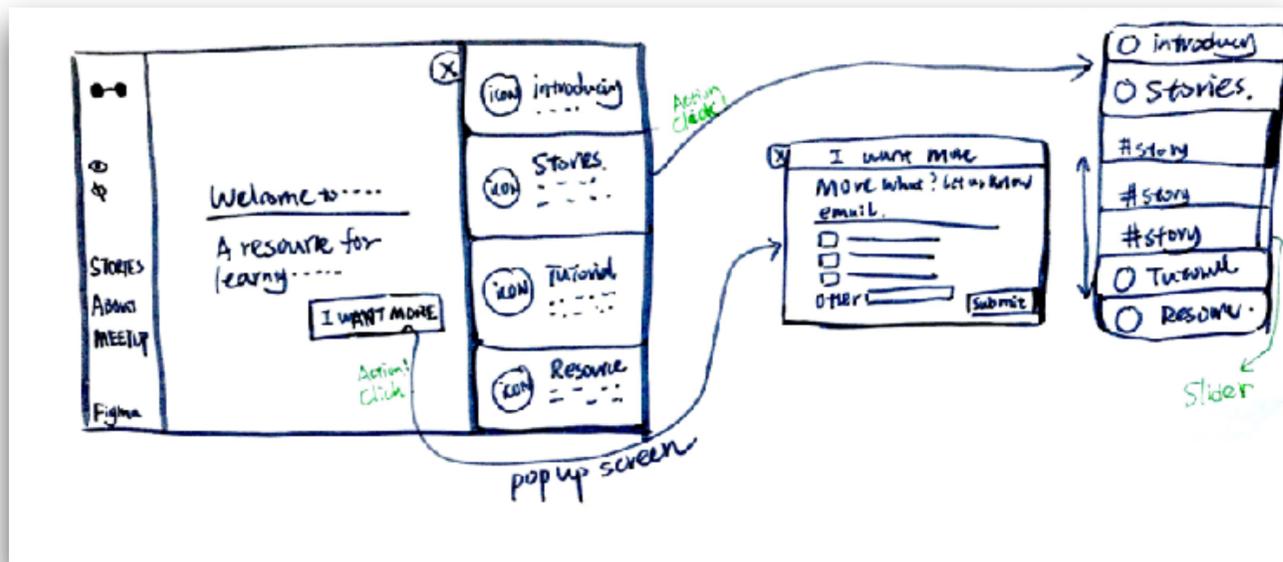
Different colors represent different categories

The vector is used to make users easier to identify with the categories

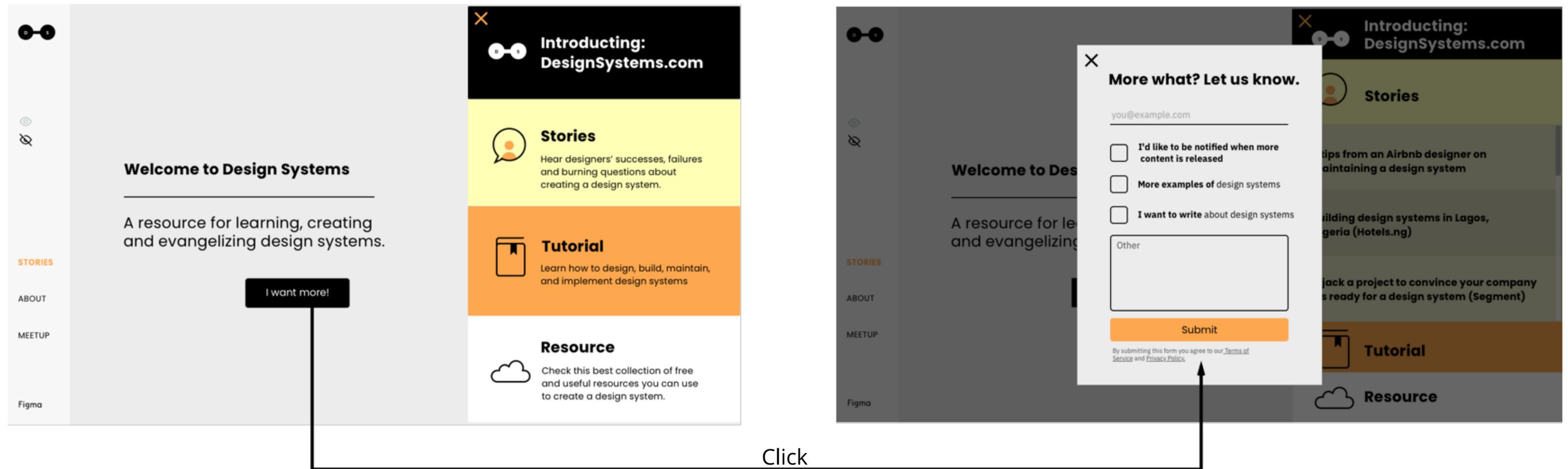
INTERACTION DESIGN

I design two interactions of my new panel.

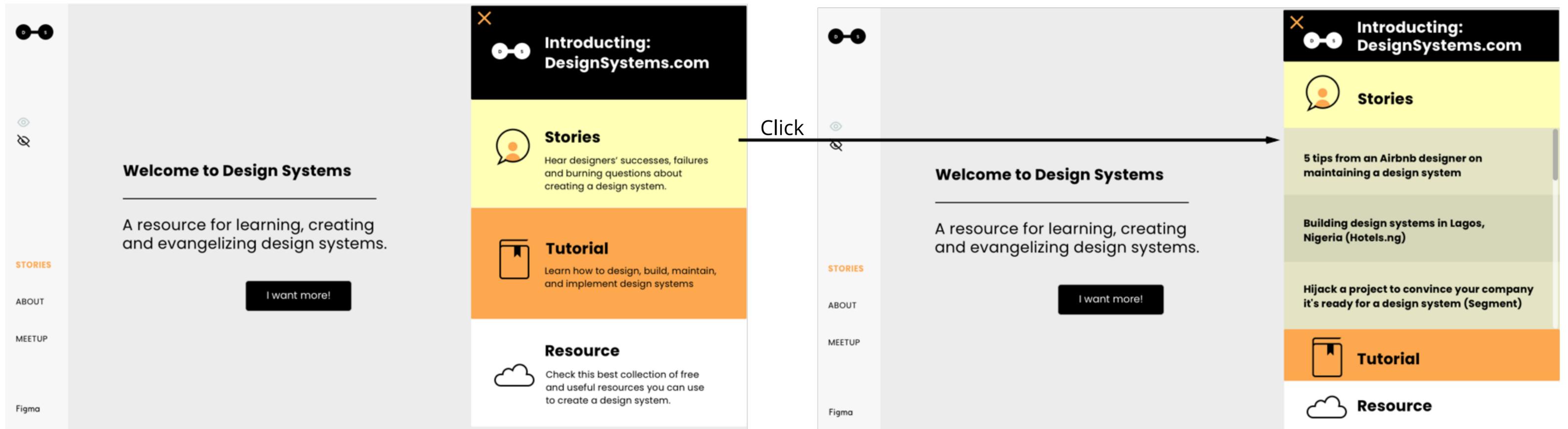
1. How the category **expands** to show articles after users click the category
2. What does the **popup screen** look like after users click the 'I want more' button



FINAL INTERACTION DESIGN: POPUP SCREEN

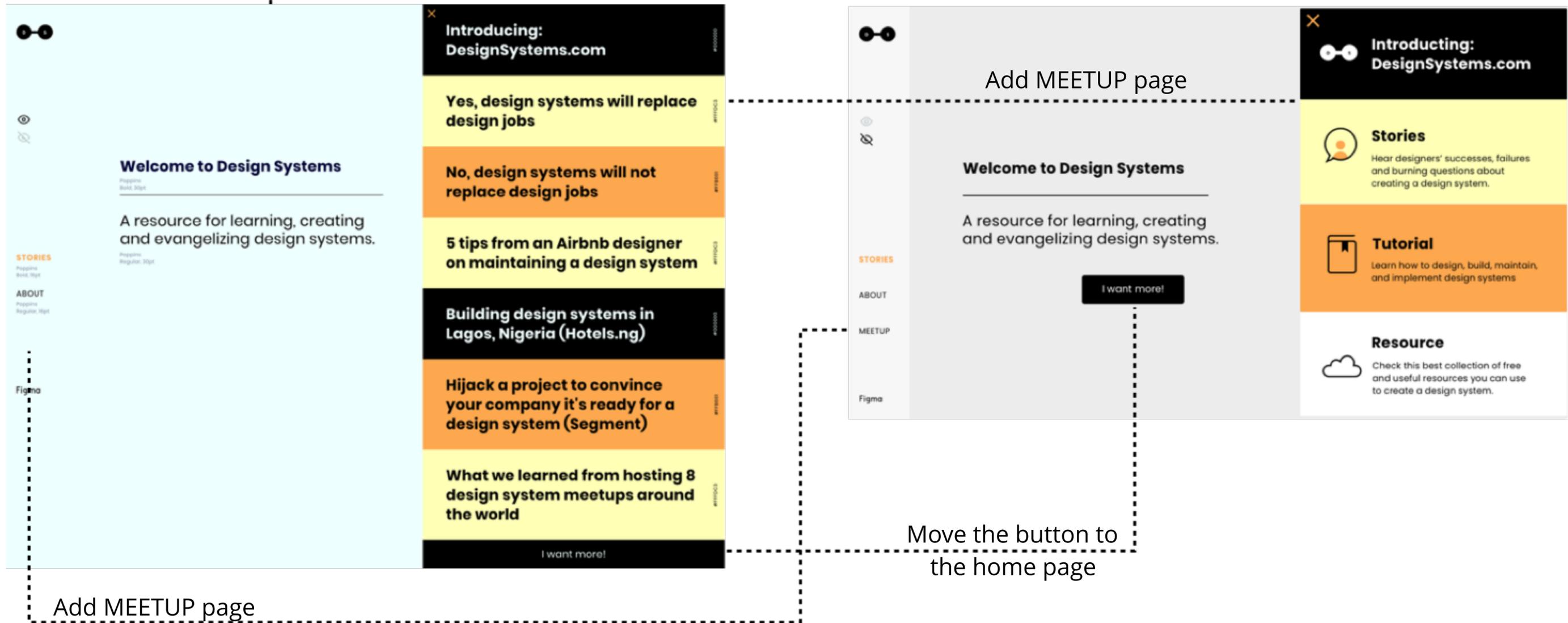


INTERACTION DESIGN: EXPANDING PANEL



COMPARISON

Use grey in the background and light grey in the side bar



LEARNINGS

Color is an essential language

During the visual iteration, I struggled a lot in distributing colors in the panel. Different colors combinations inform people different hierarchy between categories. It made me understand the importance of analyzing usage of colors early in the research process.

Understand the intent of the original design

'What has been done well in the original design' is an important thing that I overlooked in my research process. I spent too much time figure out what doesn't work but forgot the significance of learning from the original design.

Do not afraid to use the tools available

This is my first time to use user empathy map. Although it took me a while to understand how to use it, the result is satisfactory. It helps me learn better about the users I am designing for and narrow down the problem.

