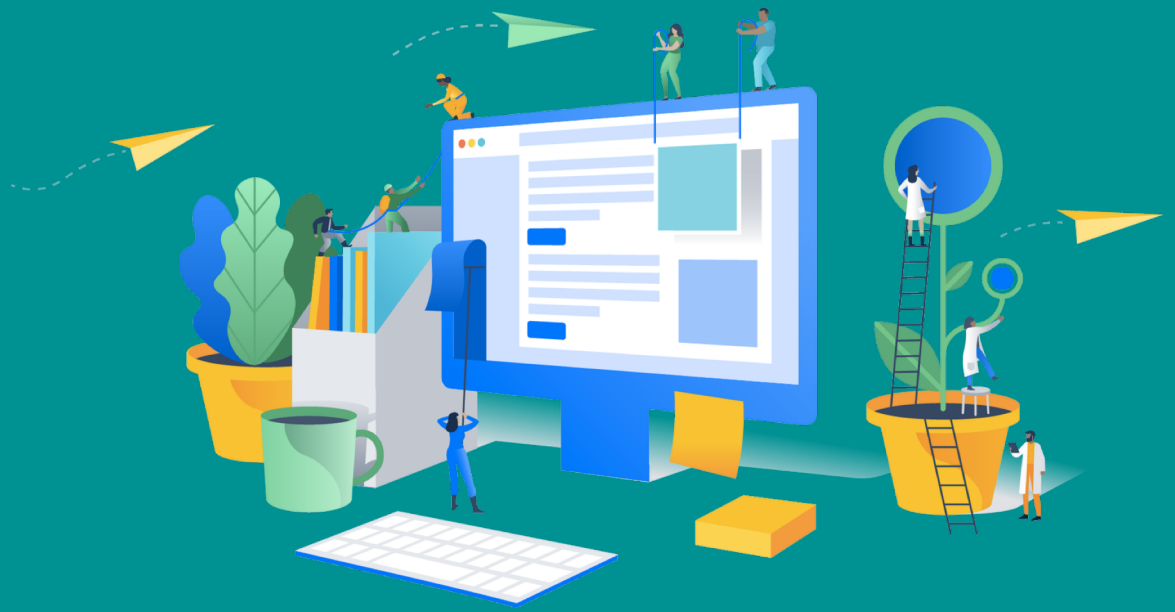
# Experience Design System



The UX team at Viasat had launched a beta version of the XDS (Viasat's design system. The system consisted of the 10 patterns (form, wizard, navigation, etc.), digital style guide, and information about various services offered by the UX team.

The team's vision for the design system was to:

- Create a robust design system based on the Atomic design principles of Brad Frost.
- Make XDS community driven i.e. allow developers and designers to submit and host unique components and patterns on XDS

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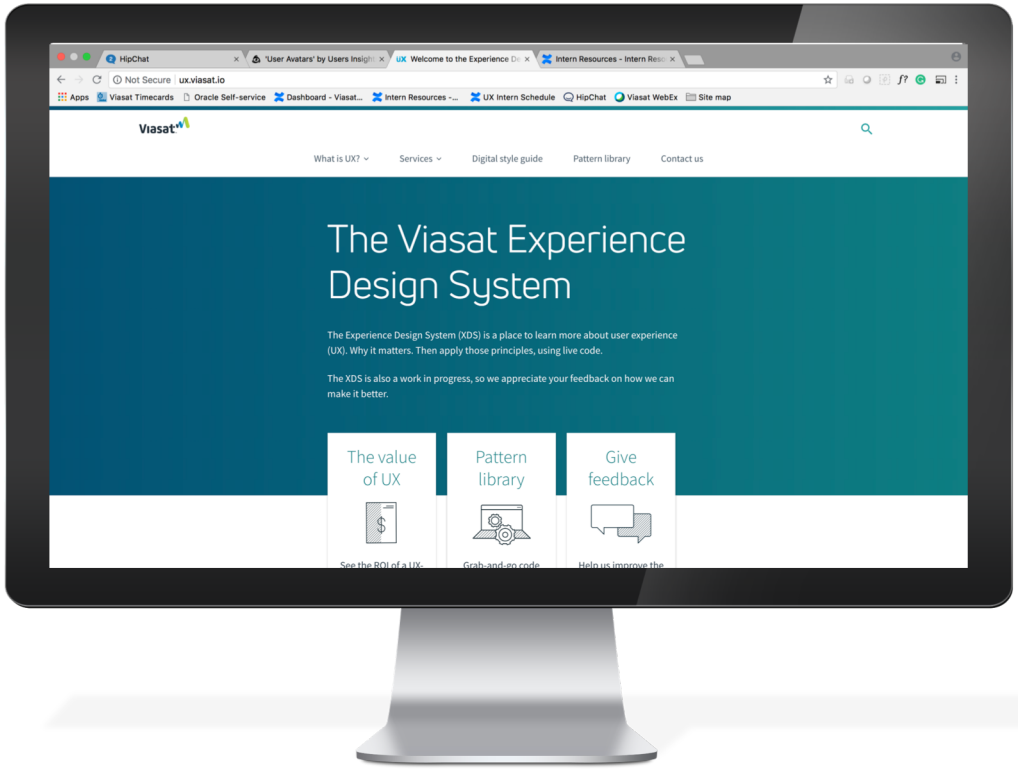
# Experience Design System (XDS)

- Goals
  - Assess and expand XDS
  - Make XDS scalable (community driven)
- Objectives
  - Understand the users mental model of pattern libraries
  - Create a list of components to be included in XDS
  - Identify gaps
  - Improve the usability of XDS

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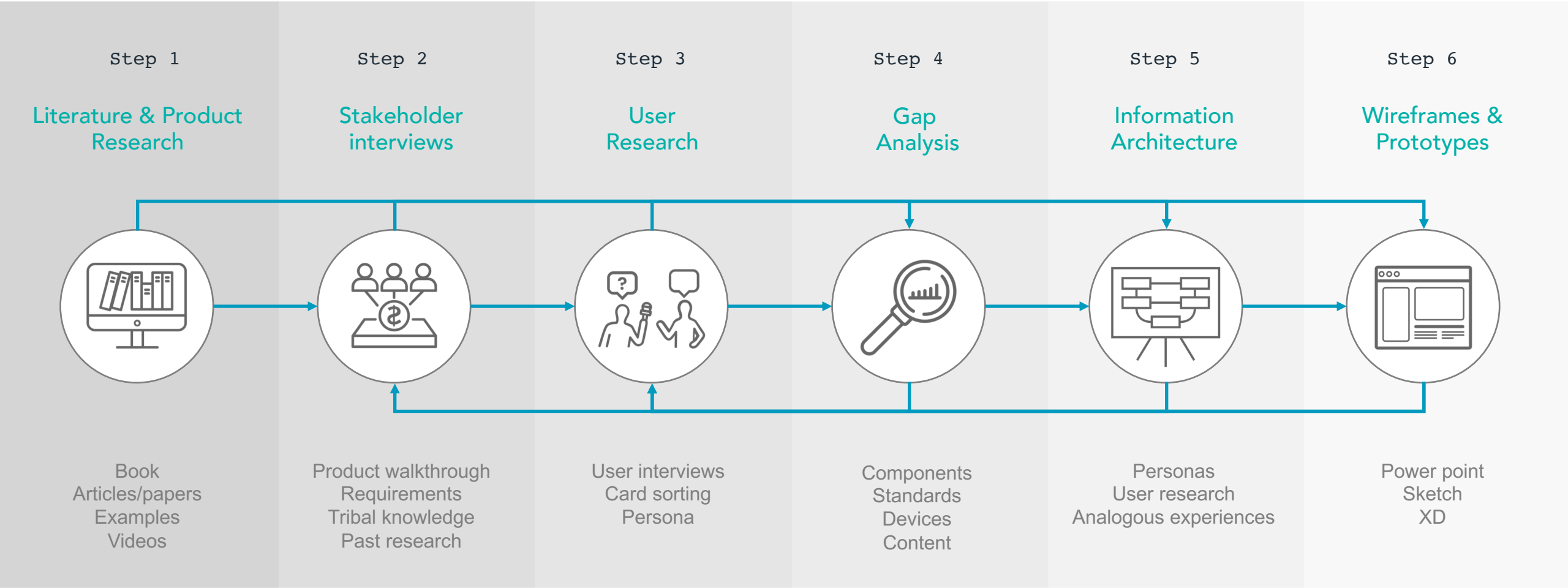
# Process

An iterative and collaborative process was followed. User research and stakeholder inputs were involved at every step.

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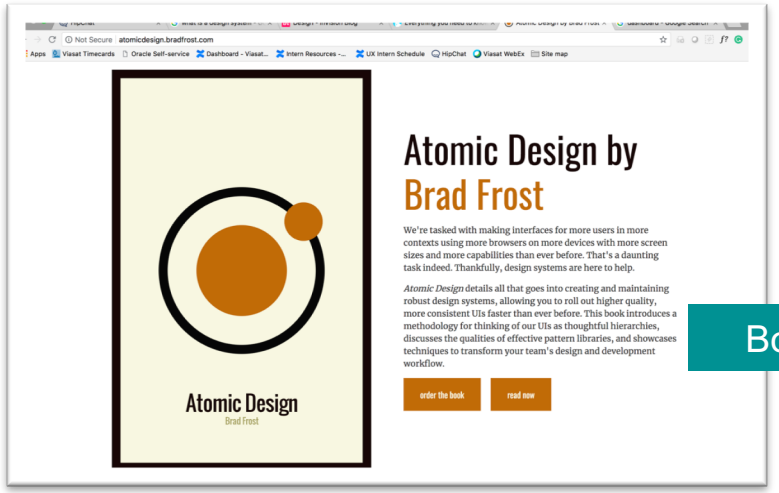
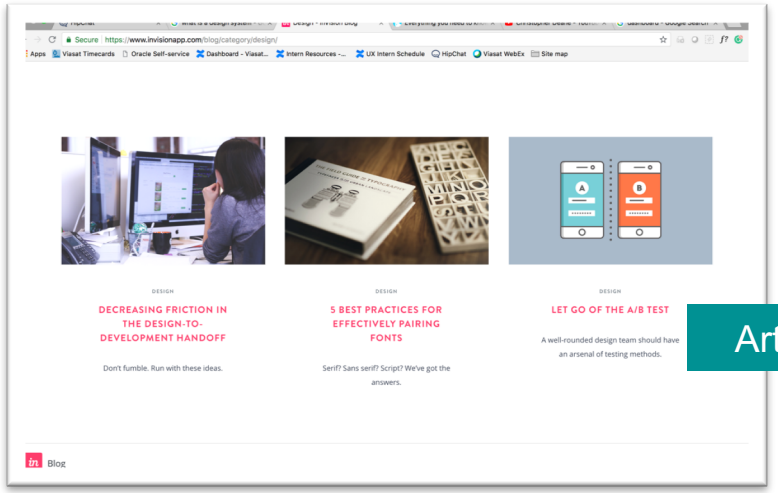
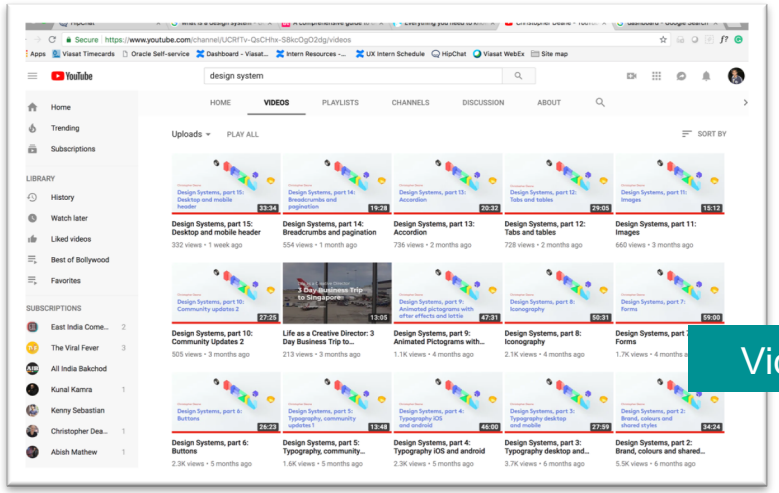
# Step 1: Literature & Product Research



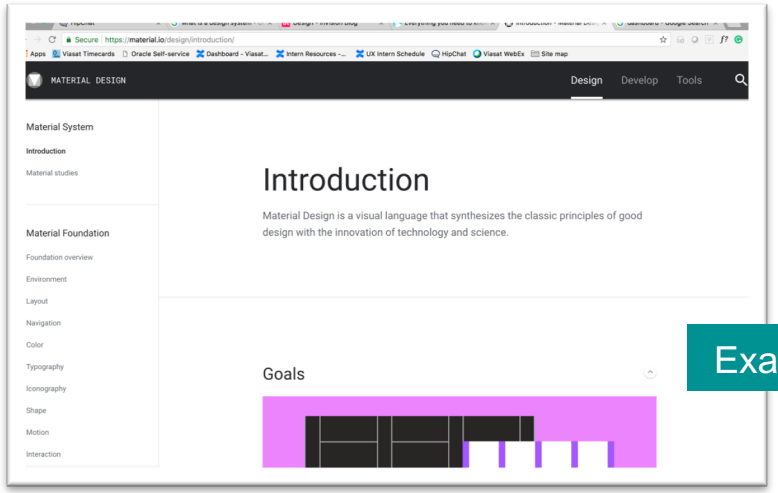

Books




Articles




Videos




Examples

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# Step 2: Stakeholder Interviews

Spent time with each discipline to understand the system from their point of view. Stakeholder interviews were also used as requirement gathering tools.

Kaitlin

UX Research

Jaime

UX Design

Jaime

Content Strategy

Tara

Visual Design

Gary

Front-End

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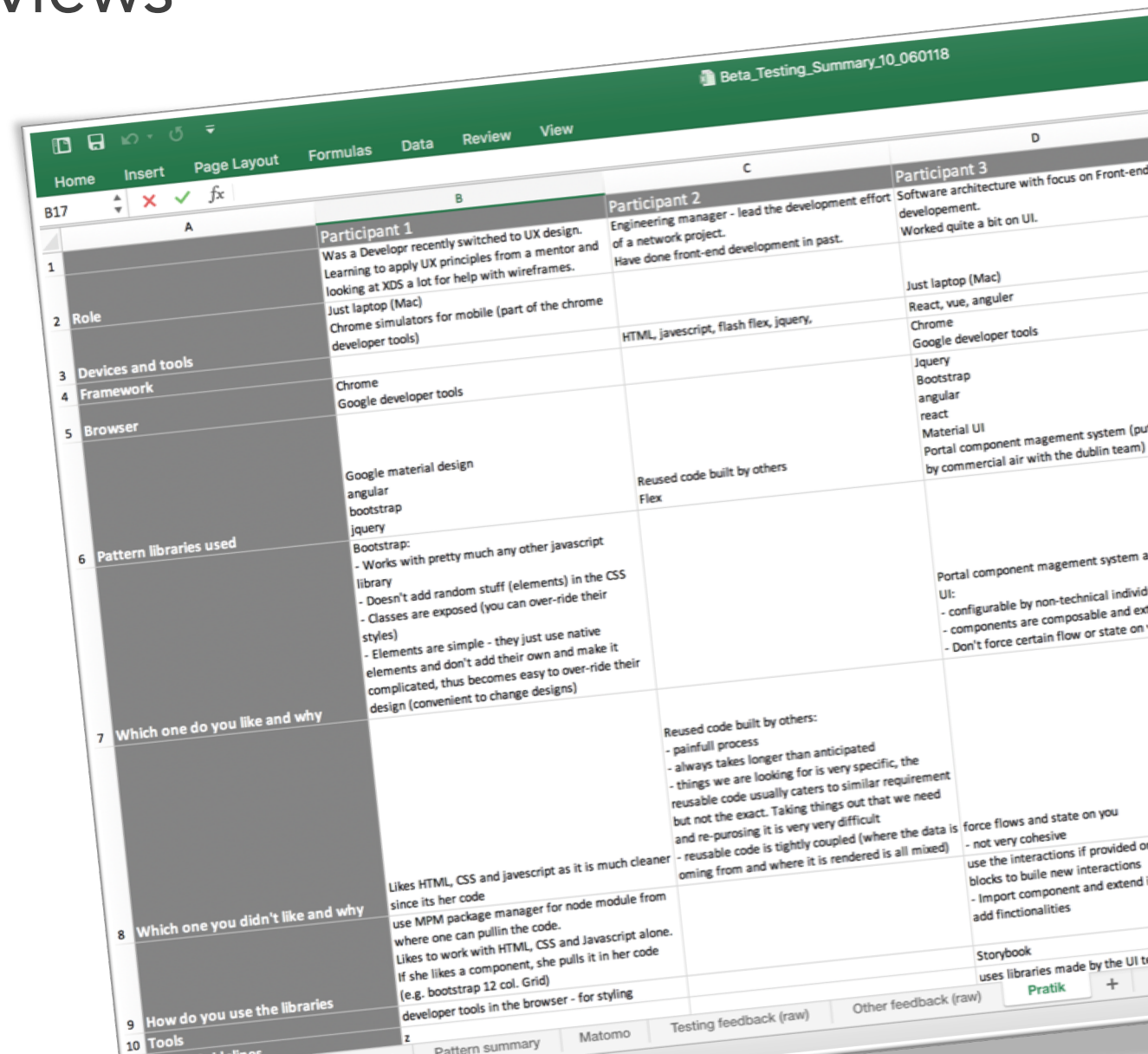
# Step 3: User Research - Interviews

- Created a moderator's guide
- Recruited users with the help of the UX team
- Conducted user interviews with
  - 1 Software Architect
  - 1 Dev/UX Design
  - 1 Engineering Manager
  - 1 UX Designer
  - 4 Interns
- Captured results and insights
- Updated persona and designs of component pages



# Step 4: Gap Analysis (What's missing?)

Gaps were identified based on literature , online research, user research , stakeholder interviews, and walkthroughs and demonstrations of various Viasat products

## Grab and go assets

- Framework specific (React, angular, etc.) code
- Wireframes for component and patterns
- Visual mockups for component and patterns
- Templates for various research studies
- Accessibility criteria for all components and patterns

## Guidelines

- Guidelines for white label products
- Content guidelines
- Research guidelines
- Accessibility guidelines
- Coding guidelines
- Designing for devices other than Desktop
- Language translation guide (internalization)

## Services

- Educating and helping through the design process (what we are doing with ATG)
- Collaborating with other teams (UX partners)
- Making teams sustainable (XDS)
- UX Processes

## Good to have

- View ports
- Educational pieces
  - Case studies
  - Blogs
  - White/grey Paper
  - Fact cards (https://uxdcards.com/cards)
  - Statistics repository, Did you know, Infographics

# Step 4.1: Component & Pattern Creation

- Buttons
  - Text button
  - Outlined button
  - Contained button
  - Toggle Buttons
- Dropdowns
  - Regular dropdown
  - Multi-select dropdown
- Radio buttons
- Check boxes
- Input fields
  - Text box
  - Text Box Auto suggest
  - Text area
- Numeric stepper
- Date & time picker
- Switch

- Tags (Chips)
- Captcha
- Sliders
  - Discrete
  - Continuous
- Horizontal global navigation
- Mega menu
- Navigation list
- Navigation tree
- Links
  - Regular links
  - Anchor links
  - External links
- Search
- Pagination
- Breadcrumbs

- Bar Chart
  - Vertical
  - Horizontal
  - Multi-set
  - Stacked Column
- Line Chart
  - Single variable
  - Multiple variable
- Pie Chart
  - Pie
  - Donut
- Area Chart
  - Single area
  - Stacked area
- Choropleth
- Scatterplot

- Bubble graph
- Tables
  - Regular Tables
  - Data Tables
  - Expandable tables
- List
  - Regular List
  - Expandable List
- Bookmark tabs
- Accordion
- Carousel
- Pop-up
- Message box
- Toast/Snack bar
- Notification
- Progress bar

- Step indicator
- Tooltip
- Weather
- Errors & Warnings
- Colors
- Fonts
- Icons
- Illustrations
- Images
- Logo

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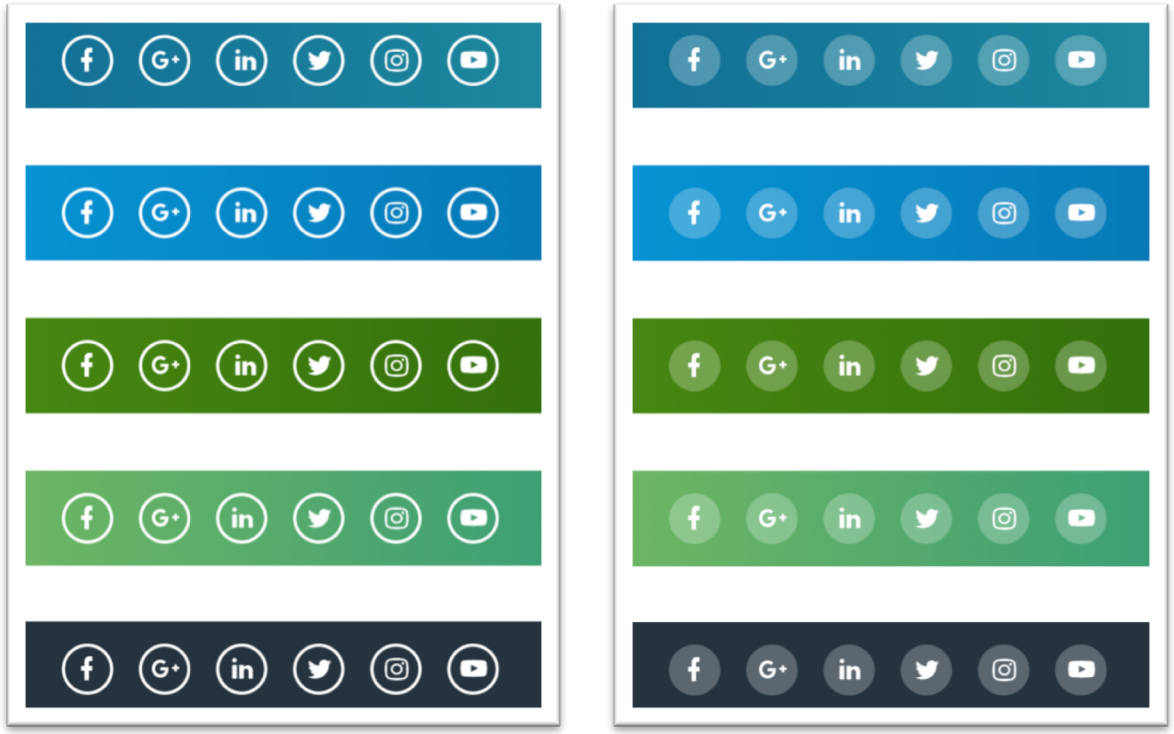
# Step 4.2: Icon creation

I had shared my desire to step into visual design before the start of my internship. My team gave me this opportunity and I thoroughly enjoyed it.

I designed social media icons for Viasat website. The process involved finding and understanding the specs and logo usage for each social media giant

It helped me realize how intricate and detailed the job of a visual designer is. This is important because as a UX practitioner, our job is not only to emphasize with our users, but, our co-workers as well.

In the process of learning, I discovered few things (to be more precise 1), that my team was not aware of.



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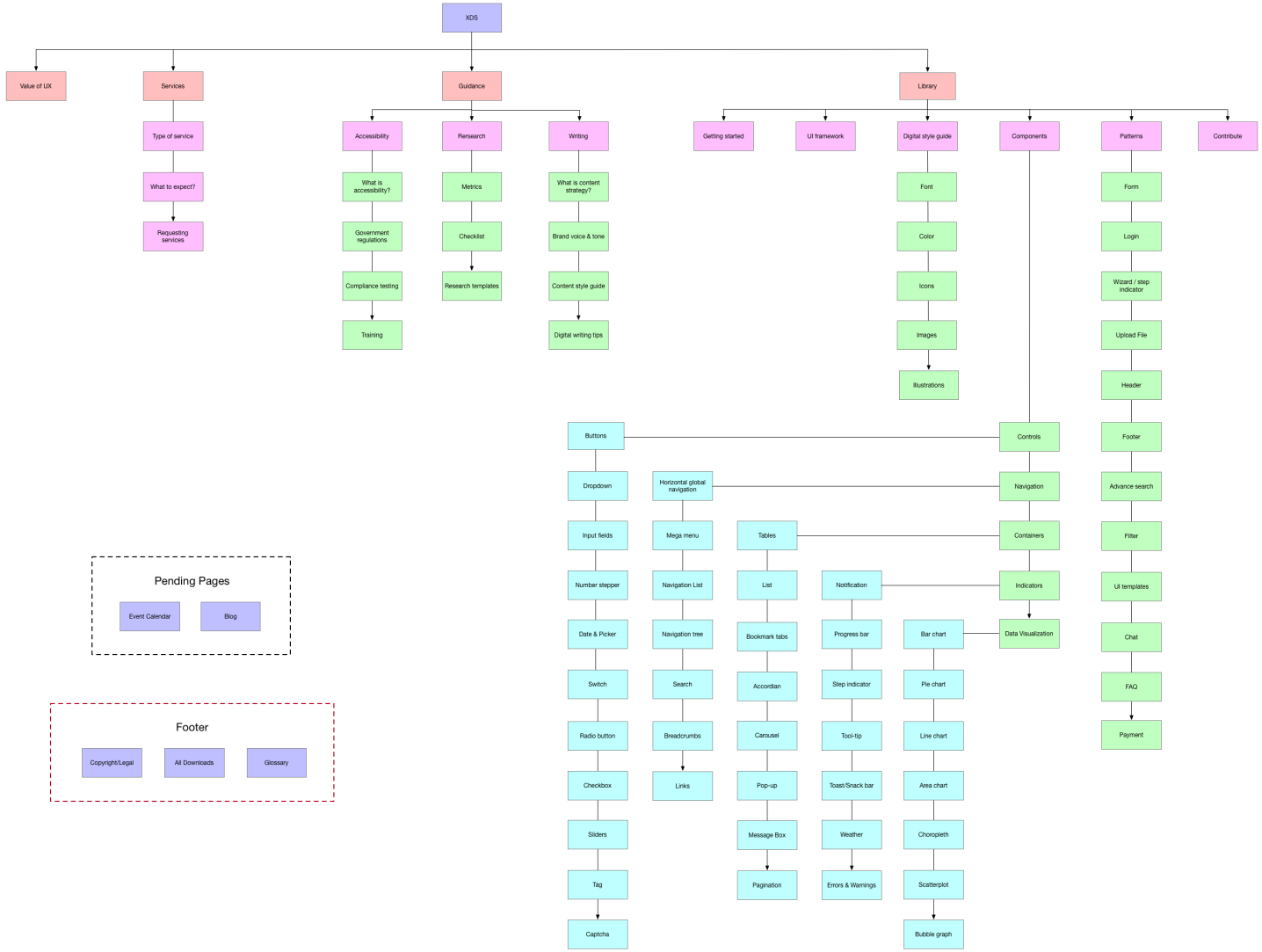
# Step 5: Information Architecture

- IA was created based on:
  - Existing design systems and pattern libraries like material design, bootstrap, etc.
  - User research
  - Stake holder interviews
  - Walkthroughs and demonstrations of various Viasat products
- Each element of IA was discussed and deliberated upon by the UX team (research, interaction, visual, content, and front-end)

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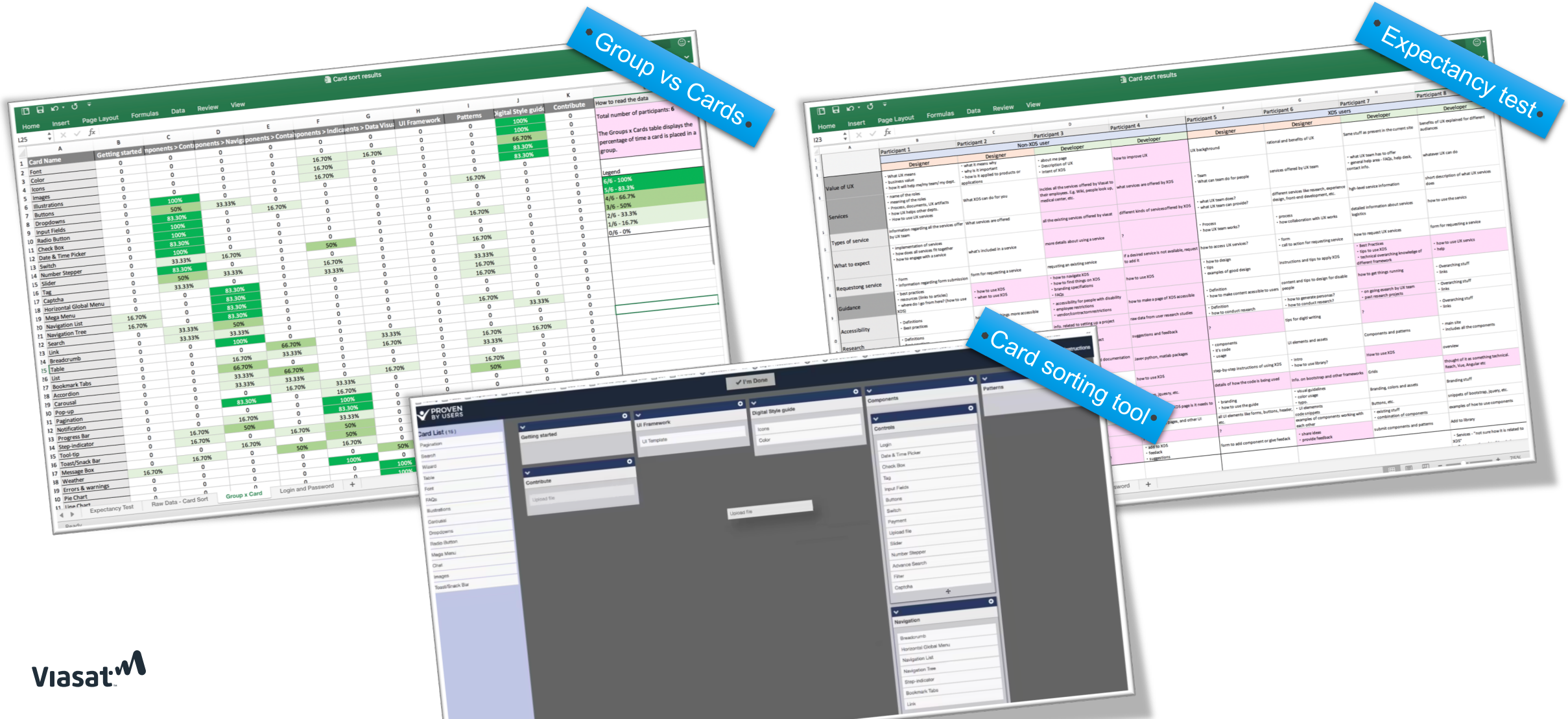
# Step 5.1: User Research – Card Sort

Optimized IA was created based on Card sorting results

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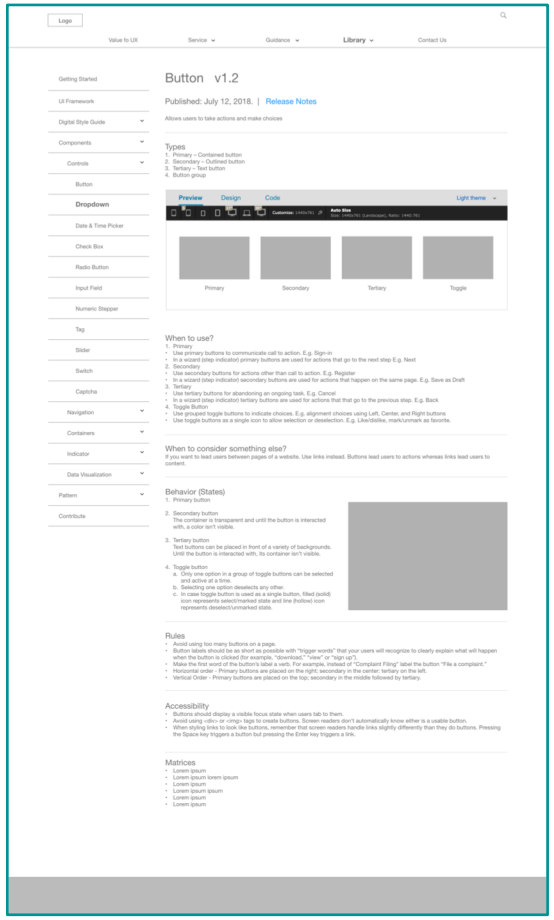
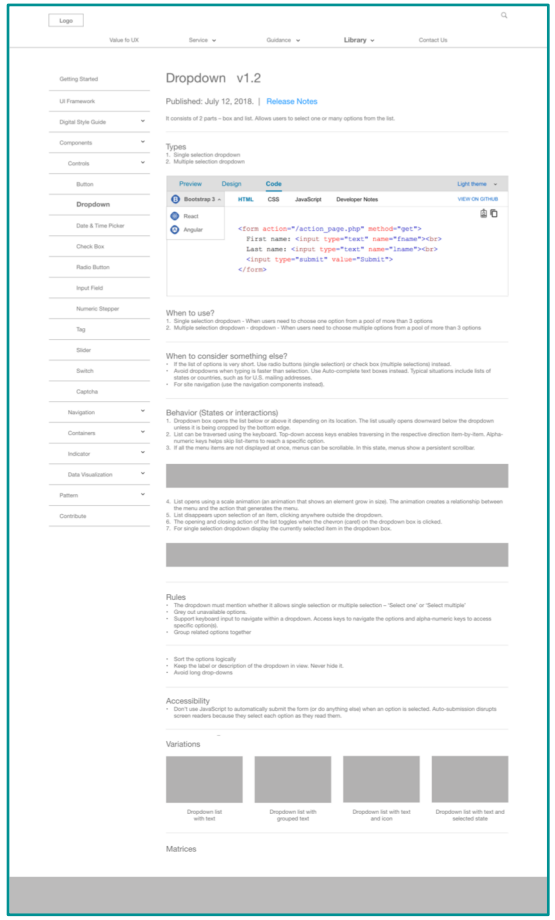
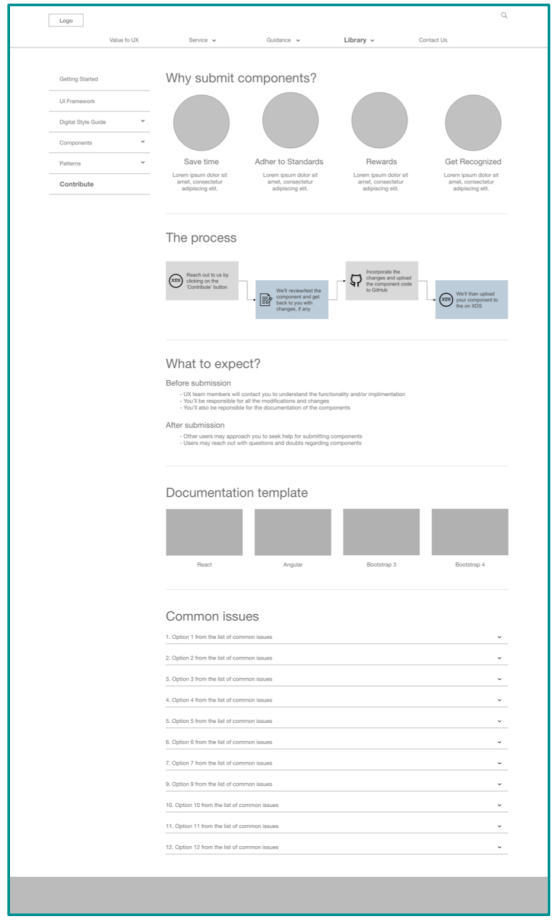
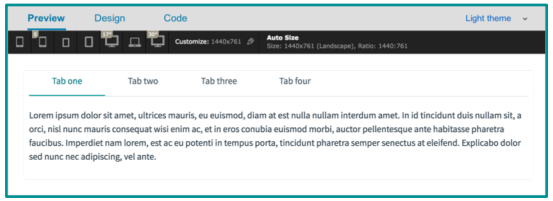
# Step 6: Wireframes

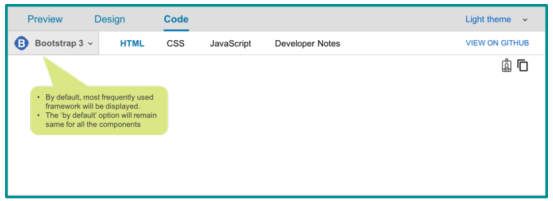
Created wireframes of unique pages based on user interview insights
Documented ideas and strategies for future implementation and release of XDS

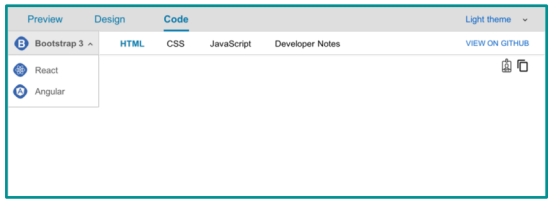


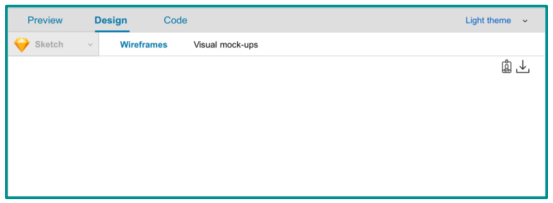

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