

# NAVIGATING DESIGN SYSTEM MATURITY IN TECH ORGANISATIONS

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**HELLO,**  
**FRONTMANIA** 🙌

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**JUMBO**



**FRONT  
MANIA**





# HELLO JUMBO TECH CAMPUS 🙋

**We're the department where digital magic happens ✨**

We do:

- E-commerce
- App development
- Big Data

We are:

- 350+ individuals
- 50+ nationalities
- Multi disciplinary teams



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# WHAT'S A DESIGN SYSTEM



**“A DESIGN SYSTEM IS A STRUCTURED COLLECTION OF REUSABLE DESIGN ELEMENTS AND GUIDELINES THAT HELP MAINTAIN VISUAL AND FUNCTIONAL CONSISTENCY ACROSS DIGITAL PRODUCTS AND SERVICES...”**

**...IT SERVES AS A CENTRALIZED RESOURCE FOR DESIGN AND DEVELOPMENT TEAMS, PROVIDING A SET OF STANDARDIZED COMPONENTS, PATTERNS, AND PRINCIPLES THAT ENSURE A COHESIVE AND USER-FRIENDLY EXPERIENCE FOR BOTH DESIGNERS, DEVELOPERS AND END-USERS.”**

# DESIGN SYSTEM MATURITY MODELS





# DESIGN SYSTEM MATURITY MODELS

## Why would you be interested?

- A Design System is an accelerator for development
- Design Systems are inevitable
- Models help you understand and explain
- Compare where you stand and where to improve



# STAGES OF MATURITY



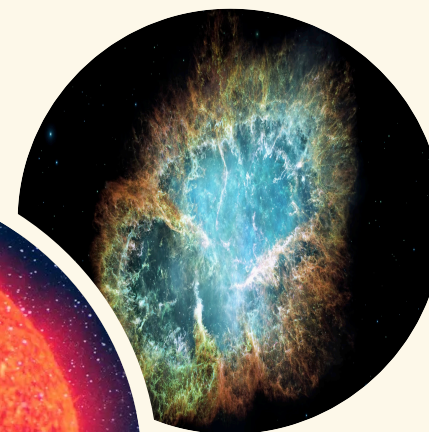
**Nebula**



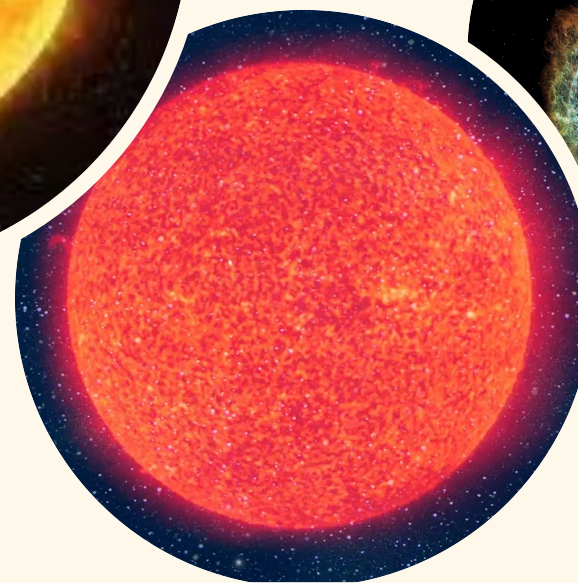
**Star**



**Supernova**



**Dwarf**



**Red Giant**

# STAGE 1: NEBULA

## **This is where a star is born**

- Little to no maturity
- Cohesive brand or brand guides not specifically for digital
- Hand crafted elements
- Maybe third party library with branded theme
- Little adoption or recognition



## STAGE 2: DWARF

### A small star with little ambition

- Design tailored to **digital** products
- **Fragmented development** that follows design\*
- Any third party library is **customised** to squeeze into brand
- Loosely coupled collection of **development patterns** next to UI patterns
- Driven by **necessity**, raising adoption

\* Pixel perfectness is a lie



# STAGE 3: SOL OR STAR

## Here comes the sun

- Designs **align** with development components & patterns
- Documentation on **usage and implementation** of patterns
- **Culture change**: Focussed effort and encouragement on contribution
- High adoption rate



# STAGE 4: RED GIANT

## The Big Friendly Giant

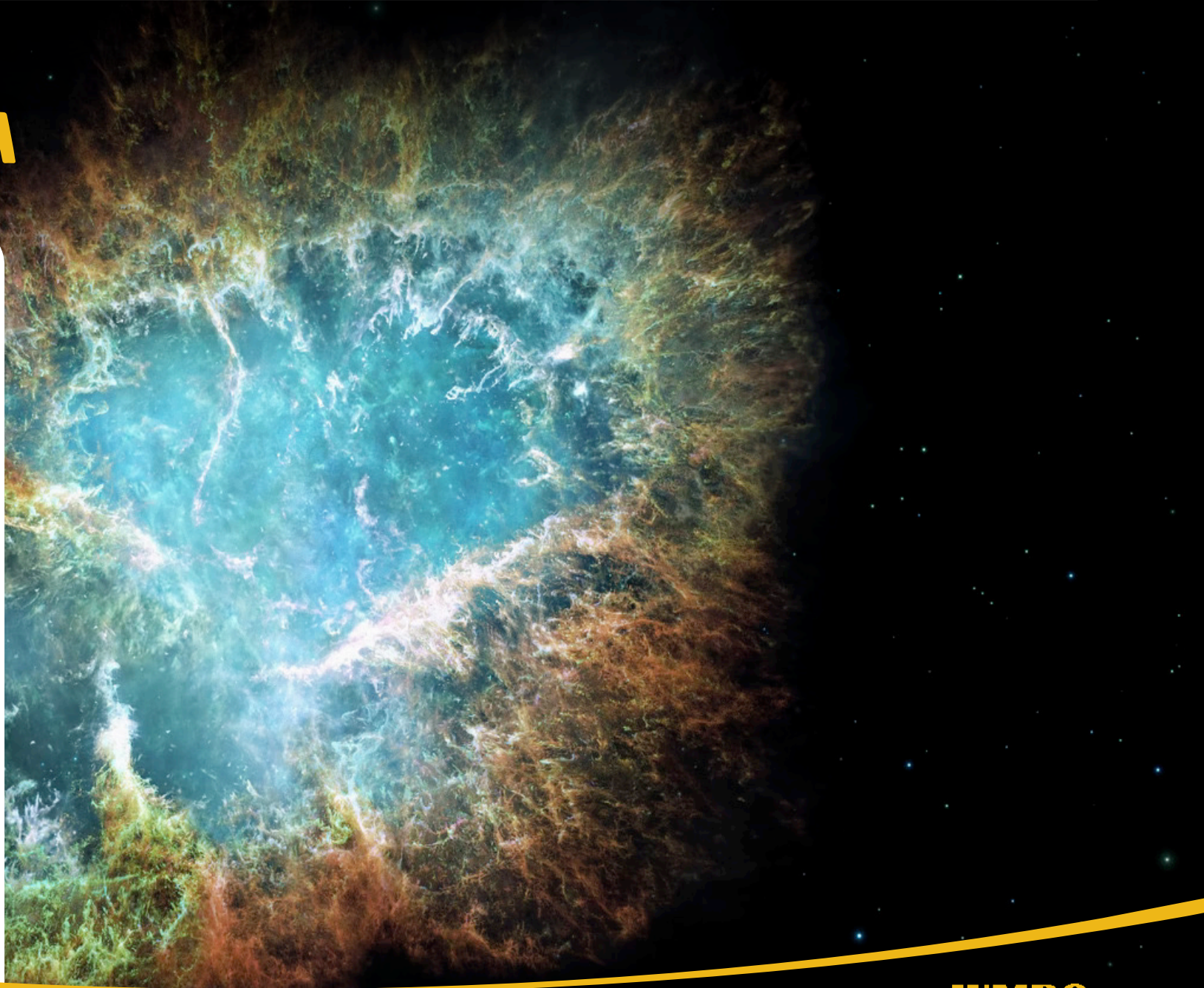
- Closer alignment between design & development
- Extensive documentation, including an **interactive playground** of patterns
- **Allocated** resources on the system
- Goals and KPIs attached to **success measurement**



# STAGE 5: SUPERNOVA

## Because it's super!

- Platform agnostic
- **Cross platform** alignment between design & development
- DX makes it **default** development system
- Design System is a **strategic asset**
- Strong **governance**
- Layered or **Tiered collections** of patterns



# **PROPERTIES & CAPABILITIES**



**I18N STYLEGUIDE LINTING GUIDELINES & GOVERNANCE CODE  
TESTING VISUAL TESTING AUTOMATION TOKENS DESIGN  
VERSIONING CODE VERSIONING PACKAGING & PUBLISHING  
A11Y SPECIALISED PACKAGES THIRD PARTY SUPPORT  
PLATFORM AGNOSTIC PUBLICLY AVAILABLE THEMING**



# **PRACTICAL**

# **TIPS**



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# PRACTICAL TIPS

- Initial innovation **driven by necessity**, not strategic
- **Systems reflect culture**:
  - Culture **compatibility** matters
  - You can **facilitate** culture **change**
- Not every change is **equally important** or **value adding**
- You are constantly surrounded by stakeholders:  
**train & gain!**



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**SOFTWARE, SYSTEMS & CULTURE ARE EVER  
CHANGING, AS DO DESIGN SYSTEMS**



**HAVING A CLEAR ROADMAP HELPS  
MAKING INFORMED DECISIONS**

**LOWER MATURITY IS NOT A BAD THING!**



**THANK YOU  
FOR YOUR  
TIME!**