



Importance & Creation of UI/UX Design Systems

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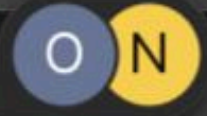
Nikki Ely - UX Designer

Emma Riddering - UX Designer

OSF HEALTHCARE

← Dev Complete →

LocationsSpotlight



SpotlightTall



SpotlightNarrow



SpotlightNarrowGradient



SpotlightNarrow



IntroParagraph



SplitContentCallout



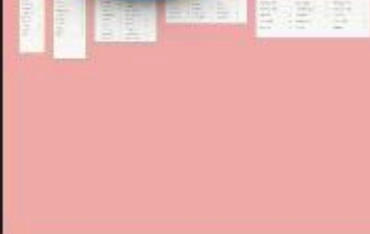
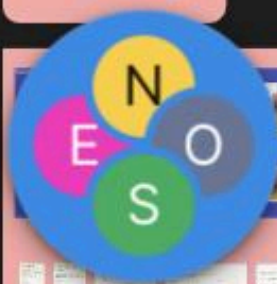
Spotlight ...



Photo



LinkList



ContentSeparator



Getting to Know Design Systems

- What are they & why are they important
- Different complexities of design systems

How to Start Building

- Deciding to start
- How robust does it need to be
- Why did OSF HealthCare decide

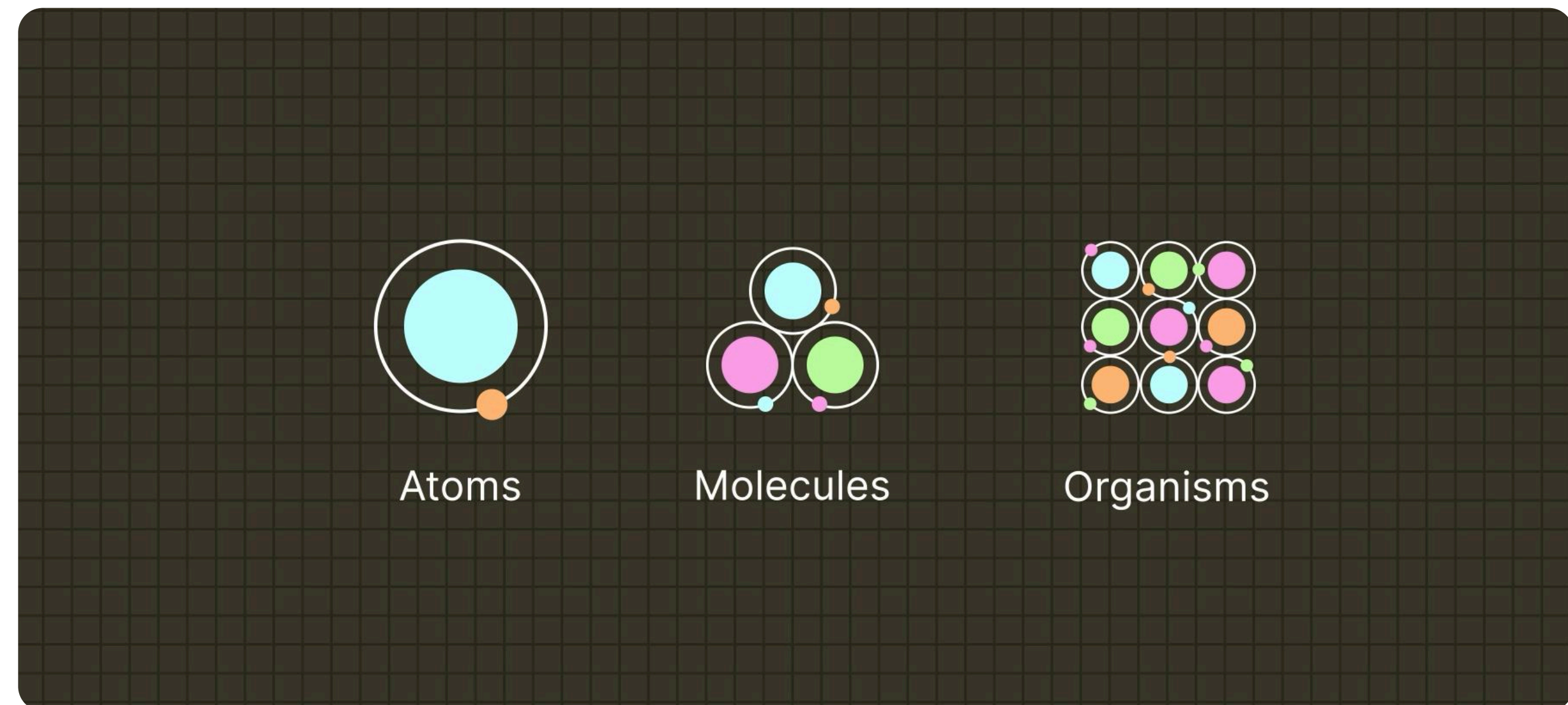
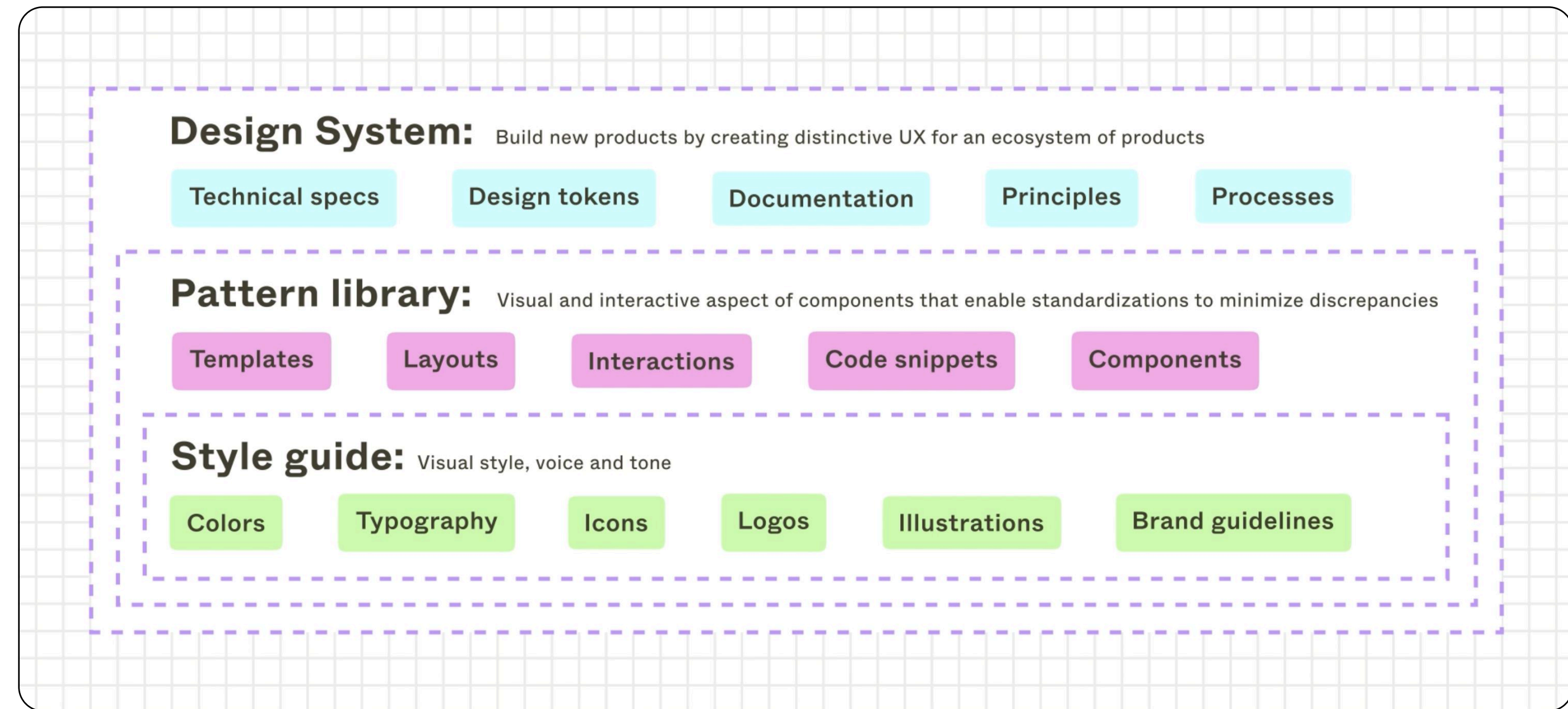
Our Journey Building a Design System

- Doing the foundational work
- Showing our system

Getting to Know Design Systems

What is a design system?

- Establishes a scalable standard of designs for a brand to replicate to invoke consistency across all user interfaces for that brand
- Helps prevent miscommunications across different design teams and onboard new designers
- Includes documentation of components and UI designs, as well as design foundations like typography, colors, iconography, etc.
- Comprised of three parts:
 - The style guides / component libraries / documentation
 - A design file, hosted on Figma, etc.
 - Those who manage & maintain the design system



What problems do they solve?

Consistency ☰

Design systems align an entire corporation with a new brand, style, components, and UX

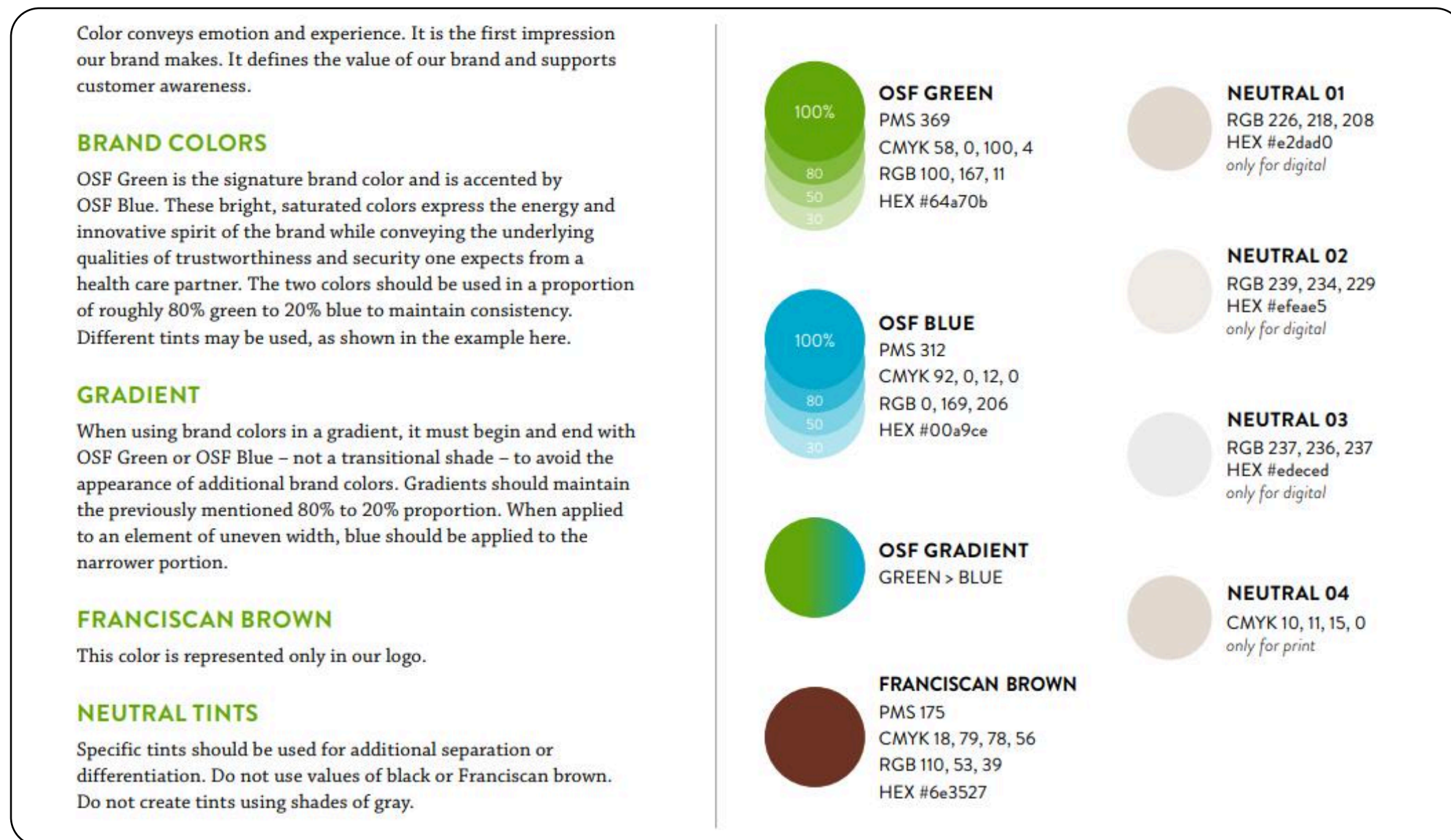
Efficiency ⌚

Having all UI elements and style guides in a convenient shared file increases efficiency and on-boarding new designers

Communication 💬

Designs being more consistent and efficient improves communication across all teams involved

How big do we need to make this?

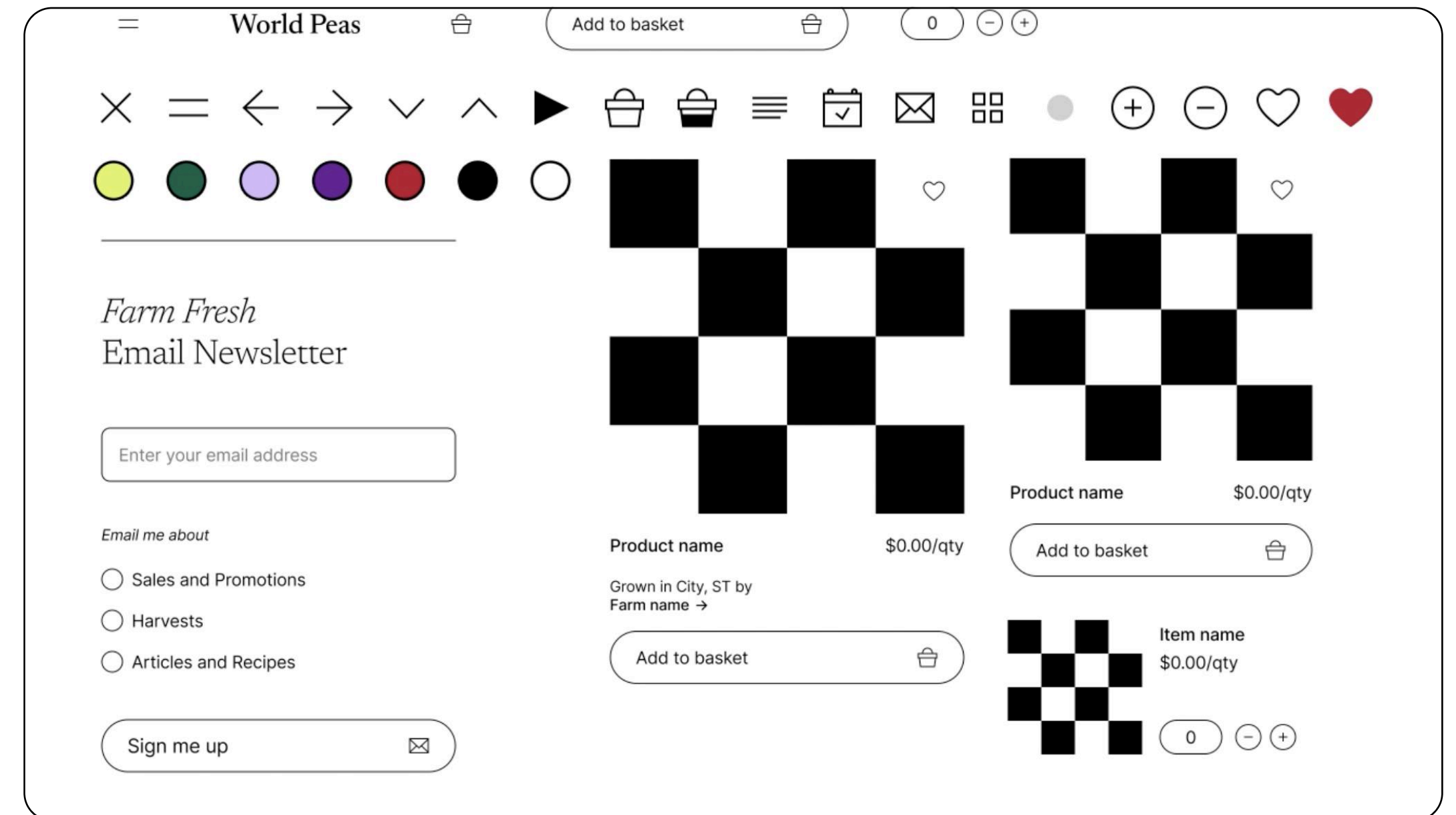


Design-only

These design systems only include styles and documentation for designers only.

Mostly includes design foundations and brand guidelines to use on high-fidelity mockups and components.

From Figma's Introduction to Design system courses <https://help.figma.com/hc/en-us/articles/14552802134807-Lesson-1-Welcome-to-design-systems>



Front-end with component libraries

Same as design-only style guides, but interface components are hosted in a repository that includes the front-end code of the component.

Allows designers to interact with live, programmed designs, and allows the developers to save time on new designs.

Types of design-only design systems

Brand Style Guide

- The “typical” style guide
- Contains color palettes, typography, image guidelines, and logos

Content Style Guide

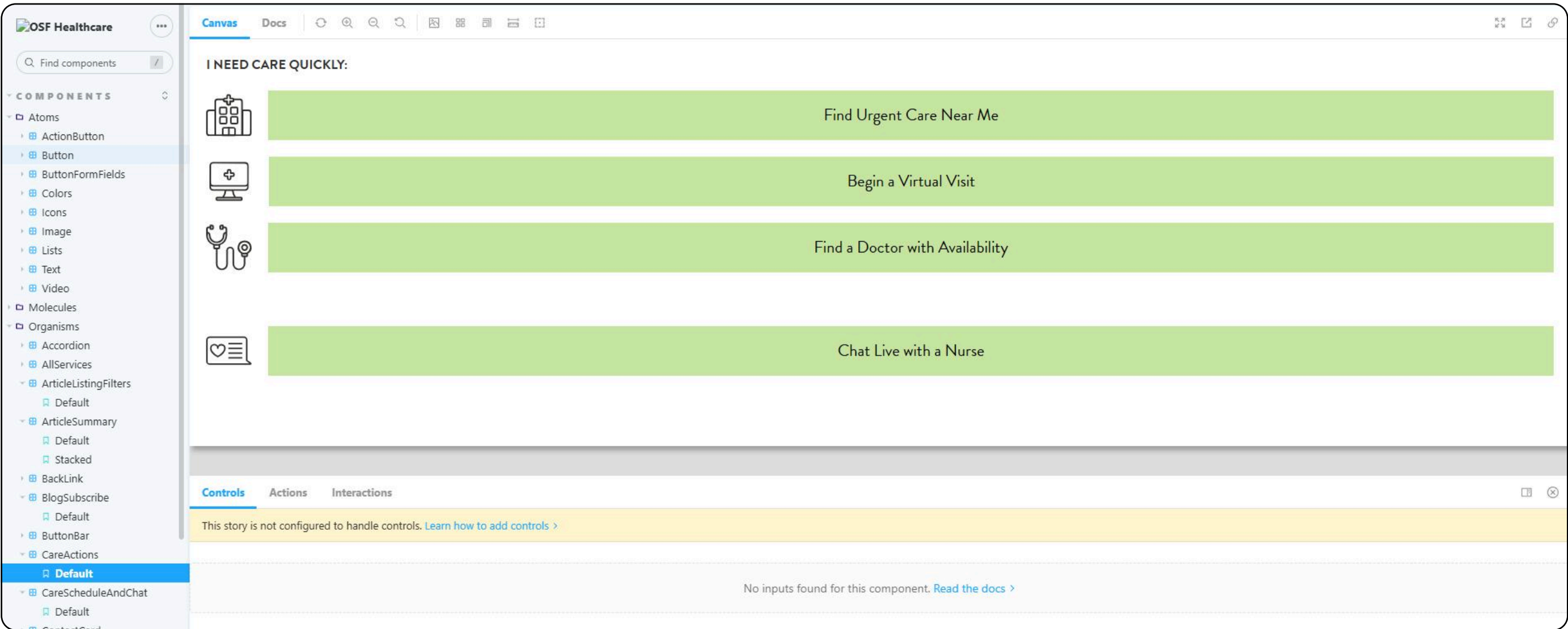
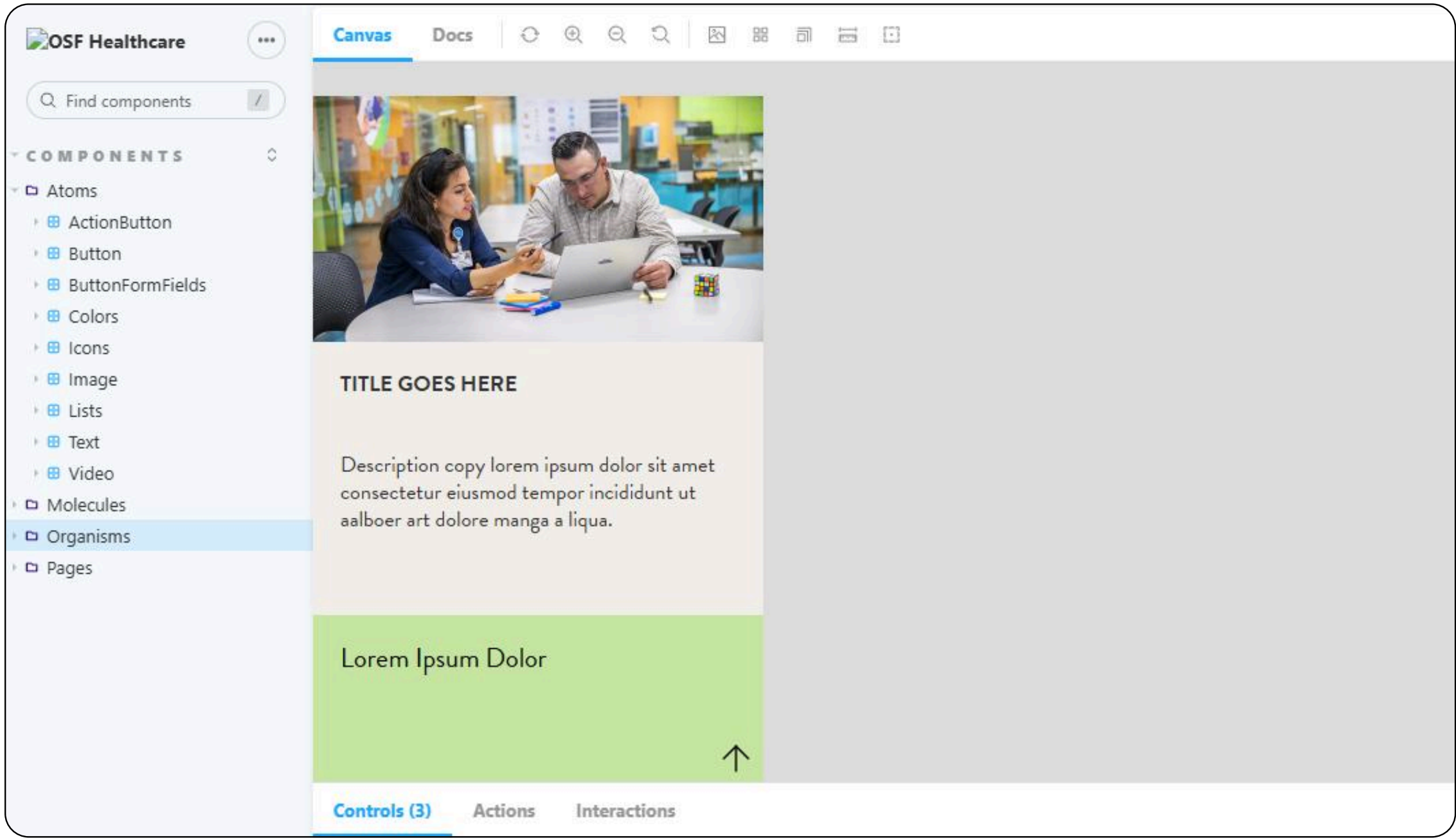
- The “writing” style guide
- Contains content standards, writing styles, tone of voice, and formatting of text

Component Library

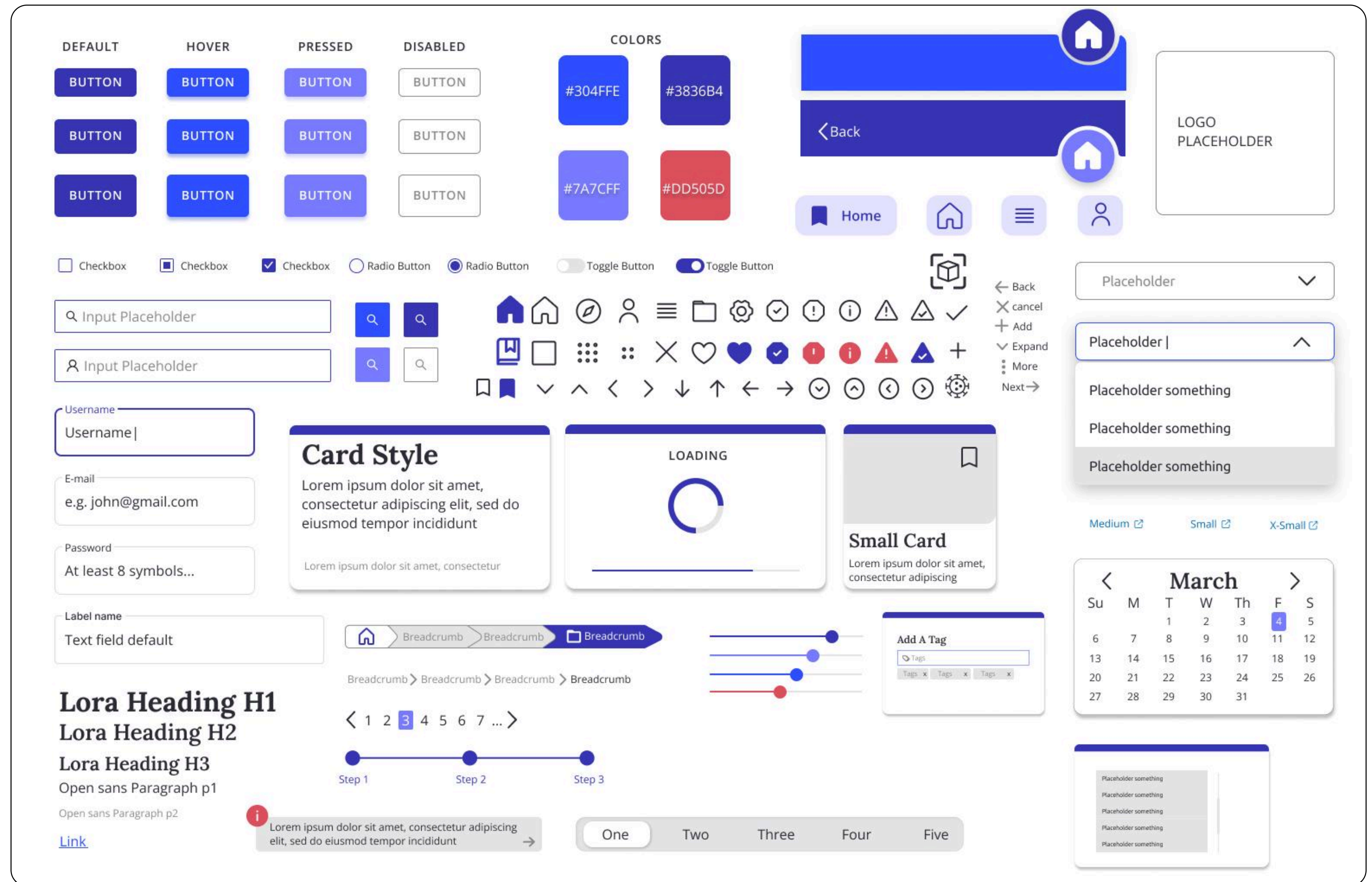
- The “interface” style guide
- Contains UI components, Typeface, web accessibility guidelines, & responsive breakpoints

Front-end with component libraries

- Here is our old front-end design system with our component library using Storybook
- This uses the same atoms, molecules, & organisms system
- The component would have a code snippet attached for future implementation
- The component has all hover effects, on-click or tap effects, and any other animations/transitions



Spencer's first "design system"

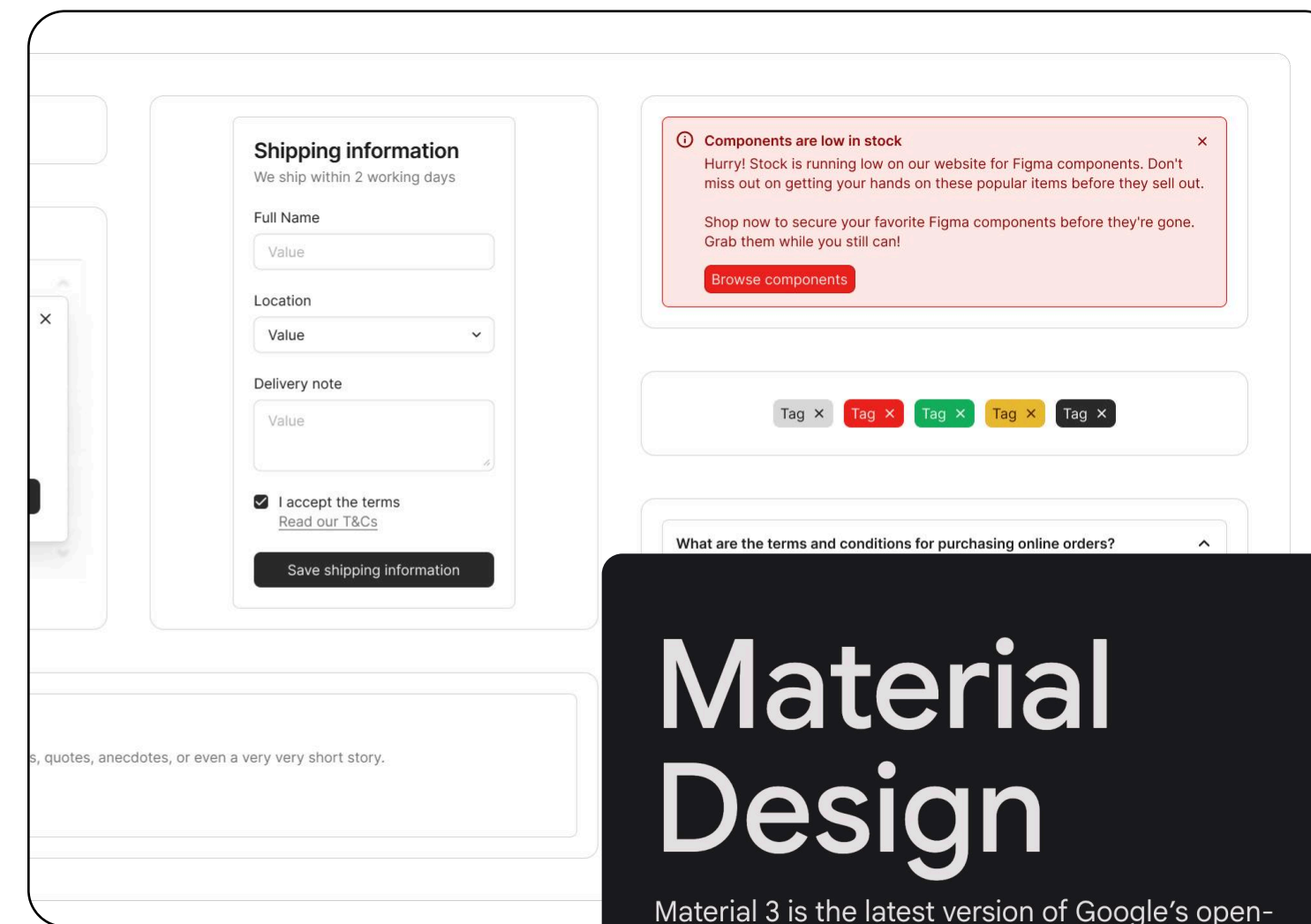


How to Start Building

At the beginning...

First, will it actually work for us?

- Design systems are a lot of time commitment and often take even more effort to maintain
- A design system's payoff is not as high for solo designers not beholden to one brand
- Teaching others to use a design system also takes time
- Consider if a style guide is a better solution
- Existing design systems can also be adopted to save time and effort in creating a personal one



Example from Figma's Simple Design System

Material Design

Material 3 is the latest version of Google's open-source design system. Design and build beautiful, usable products with Material 3.

Get started

WELCOME TO

Fluent 2

Let the @tasks flow

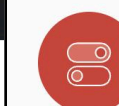
Check out what's new

A design system for the federal government.

We make it easier to build accessible, mobile-friendly government websites.

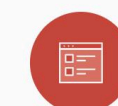
Introducing USWDS 3.0

Migrating to USWDS 3.0



Components

Browse all USWDS components, and get UX,



Patterns

Use our guidance to craft effective and



Design tokens

Learn how to get started

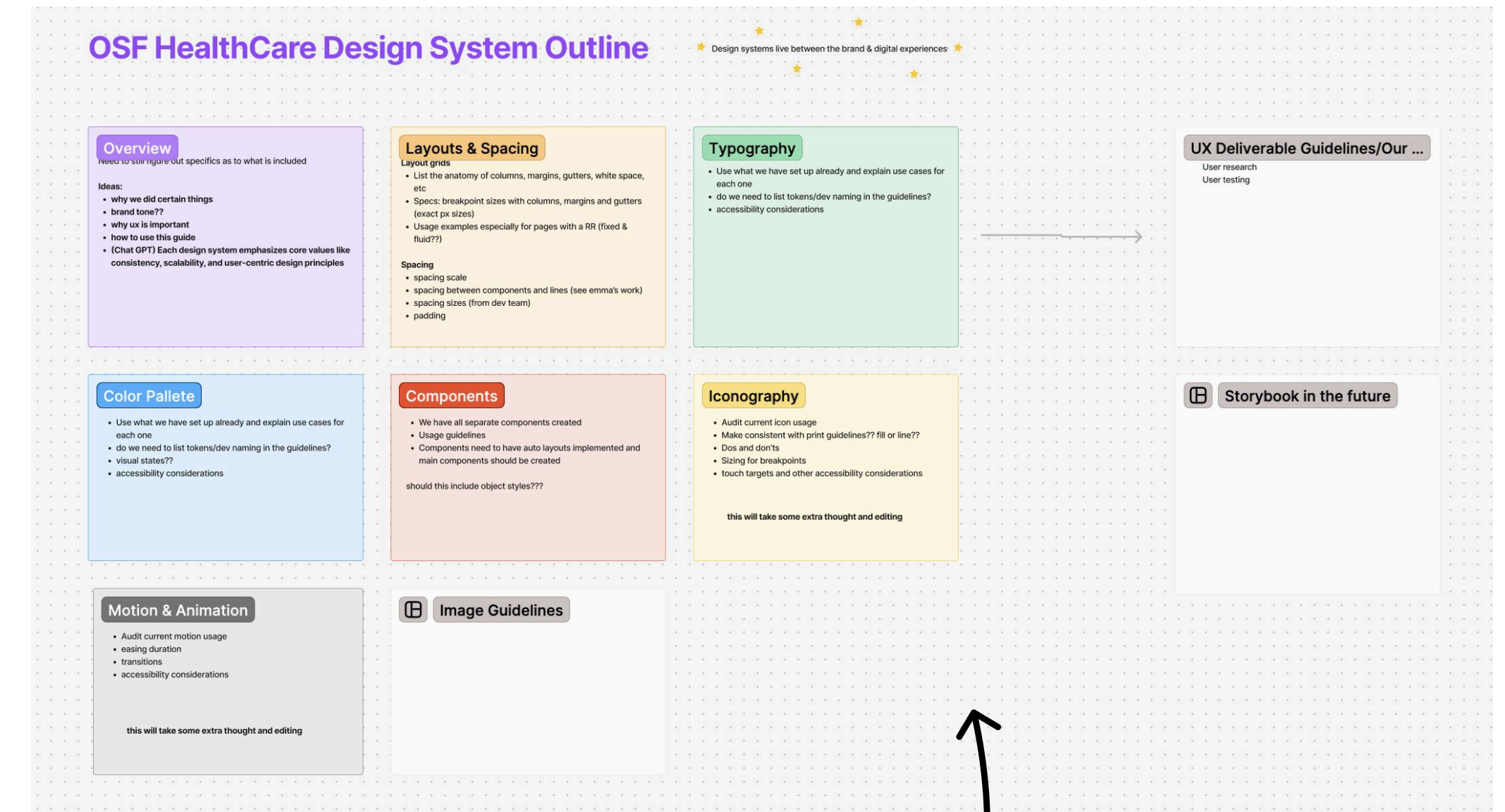
Ok, it'll work, but now what do we do?

Determine Your Timing 🕒

- Is there time available to establish a design system?
- Are there existing design guidelines that could help supplement the new system?

Define the Scope 📏

- Based on time constraints, determine how robust the design system should be
- Are there resources available to move the design system beyond UX design programs?



Create the Outline 📝

- Document what will be created by the design system
- If time constraints are tight, group parts of the system then put those parts in step order
 - Ex: grouping typography, colors, and iconography

Why did we decide to create a design system?

Initial Problem: Web Redesign

Since 2022, OSF started a complete website overhaul called DXP (Digital Experience Platform). Work is still on-going & requires even more design effort going forward.

Follow-up Problem: Brand Consistency

Within the main hub and sub-hub redesigns, a component library was being created. However, these components were not in-line with previous design work on directories.

On-going Problem: Cross communication

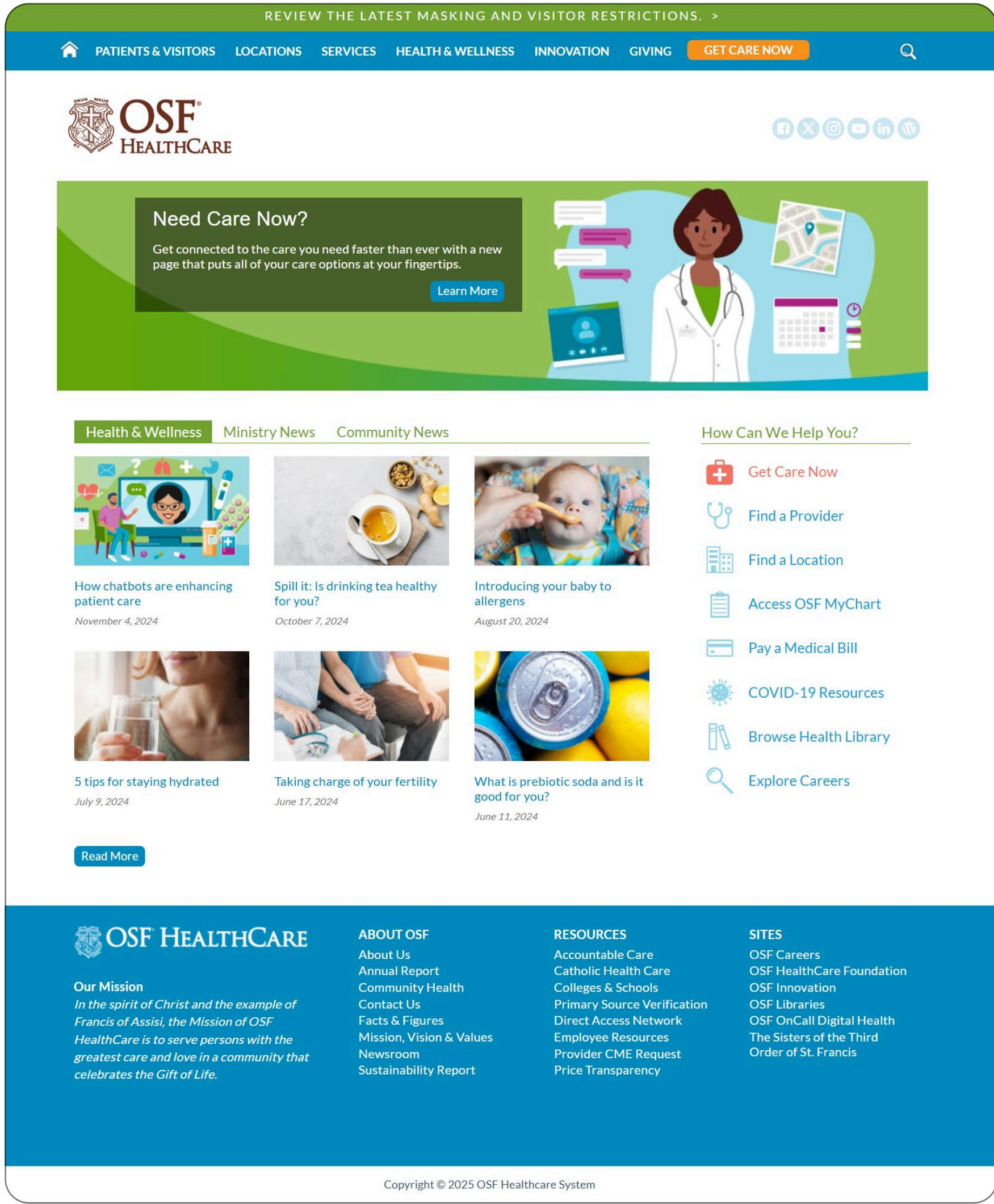
DXP is a project containing multiple teams and cross-functional leadership within OSF. However, design communication has been lacking on certain decisions, compounded by the previous issue of consistency.



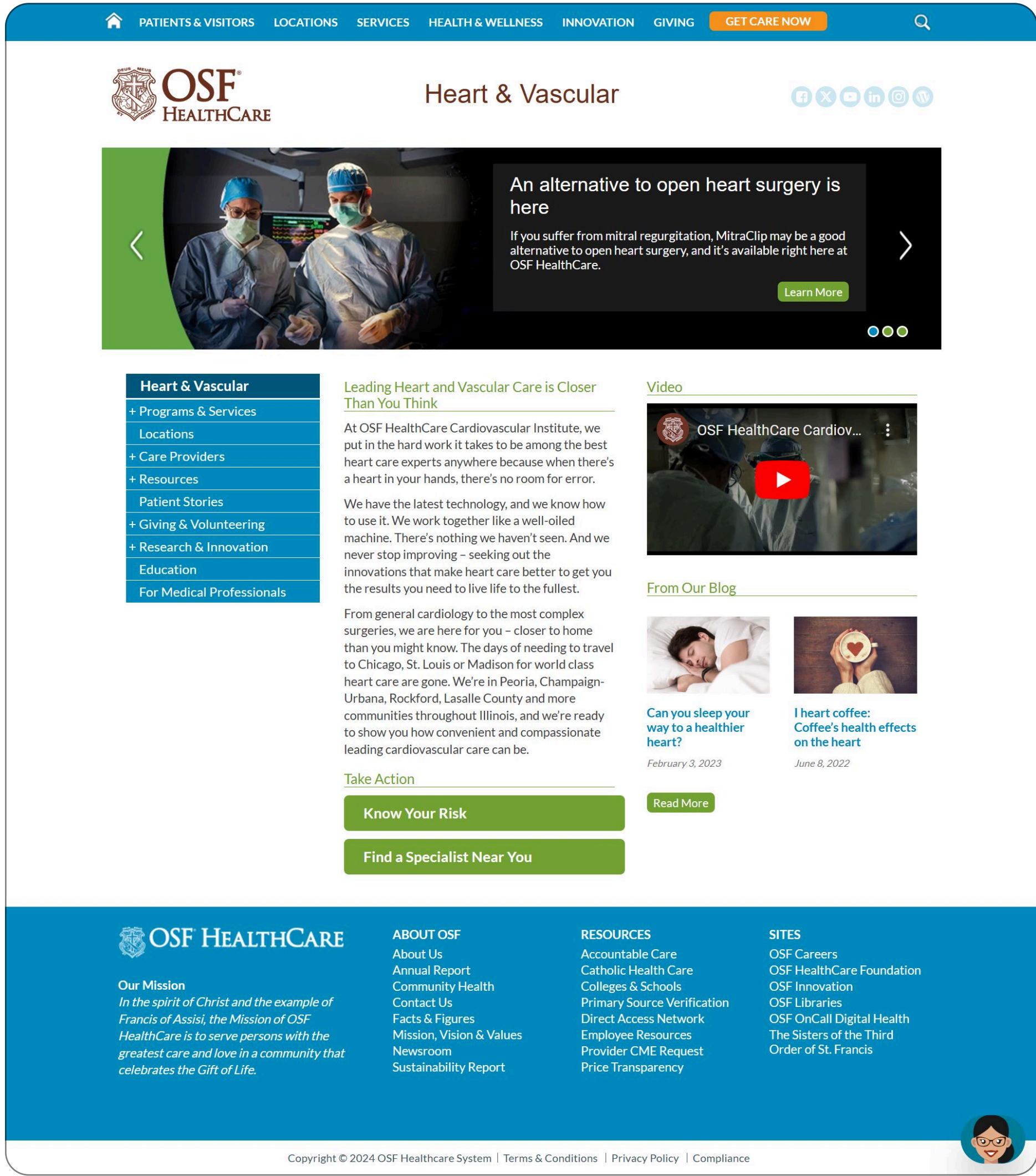
Ongoing

Our Journey Building a Design System

Before the redesign




OSF HealthCare homepage



Heart and Vascular Hub homepage

Consistency builds trust

Our web presence needs to visually and emotionally align with our mission and digital and print media




Happy 50th Anniversary

NATIONAL EMS WEEK

When seconds matter, you're there, promising your best and the possibility of many new tomorrows to those in need.


Thank you, I-80 EMS and first responders!



Building a HEALTHY IMMUNE SYSTEM

There is no shortcut or secret to success when it comes to building a body that can fight off illness. Use these pillars of health to help develop a strong immune system.






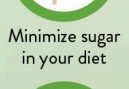
Get a healthy amount of sleep



Don't smoke



Minimize sugar in your diet



Reduce your stress



Exercise



GET SCREENED

MAMMOGRAMS SAVE LIVES

And getting screened has never been easier.



Stay in control of your health and schedule your mammogram today.

Screening mammograms (X-rays of the breasts) are the single most effective tool in the early detection of breast cancer and are proven to save lives. With early detection, the five-year survival rate is nearly 100%.

Early detection enables doctors to implement a treatment plan before symptoms begin, resulting in a better outcome.





Know your genetic cancer risk

Talk to your primary care provider if you have a family history of cancer or other risk factors for breast cancer.

When you seek a regular mammogram screening, you'll have the option of taking a [genetic cancer risk assessment](#) for many types of cancers.

OSF HealthCare breast cancer screening guidelines

Annual screening mammograms are recommended at age 40 and may start earlier depending on family history.



Breast cancer deaths have declined since 1990 thanks to early detection, better screening, increased awareness and new treatment options.

As a result, women who are regularly screened for breast cancer have a 47% lower risk of dying from the disease compared to those who aren't.

Our commitment to visitors with disabilities and language needs


OSF HealthCare ensures equal access to care for individuals with disabilities or limited English. If you need assistance, please let your care team know.













PRIMARY CARE — FOR EVERY — STAGE OF LIFE


Having a relationship with an OSF HealthCare primary care provider means someone is in your corner to guide and encourage you on your health and wellness journey.



Schedule an appointment today. Find a provider at [osfhealthcare.org/primary](#) or by scanning the QR code.




Your life — our Mission




Neurological care for the Upper Peninsula

Neurological diseases of the brain and nervous system can impact the entire body. But at OSF HealthCare St. Francis Hospital & Medical Group in Escanaba, our experts diagnose and treat these illnesses in both adults and children.



To find a provider, scan the QR code or visit [osfstfrancis.org/neurology](#)



Prevent heat exhaustion and heat stroke





Avoid dehydrating liquids like alcohol and caffeinated beverages



Take frequent breaks: Get out of the sun and into the shade



Use sunscreen to avoid getting sunburned



Drink plenty of liquids like water, fruit juice or sports drinks



Use the buddy system: Keep an eye on each other

Defining Brand Identity - What does OSF HealthCare feel like?

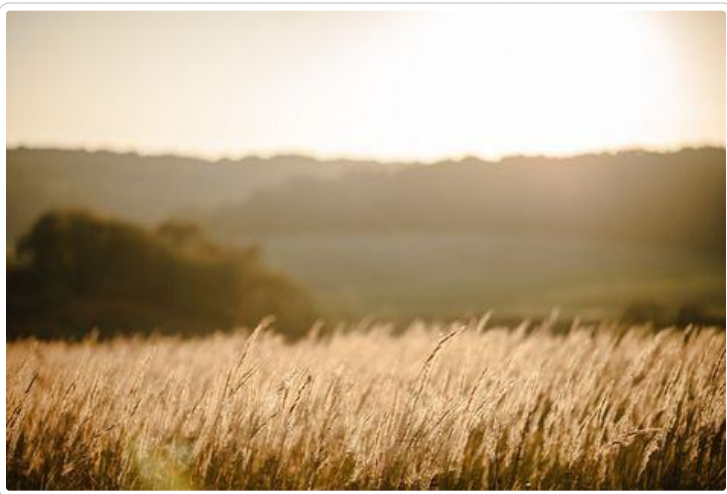
Compassionate



Quietly
Confident



Simple

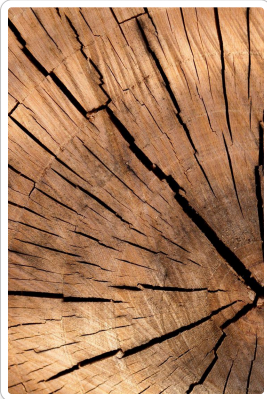


Close Friend

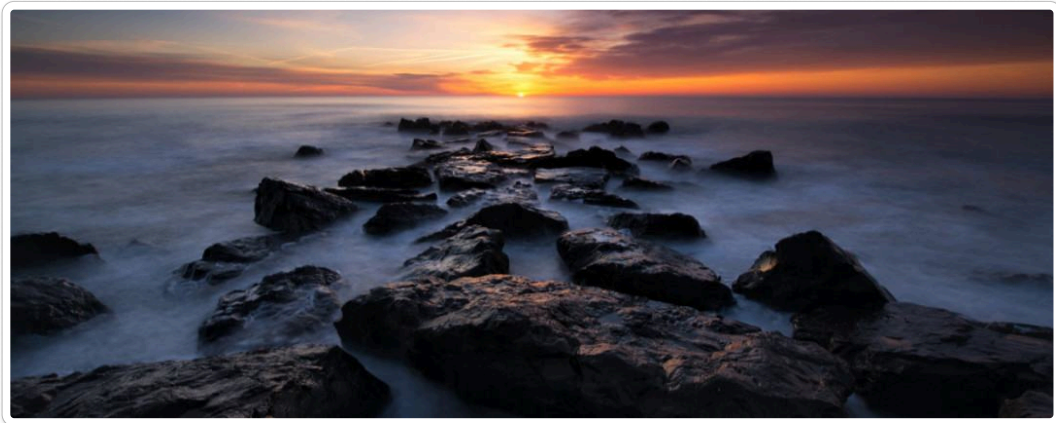
Uplifting



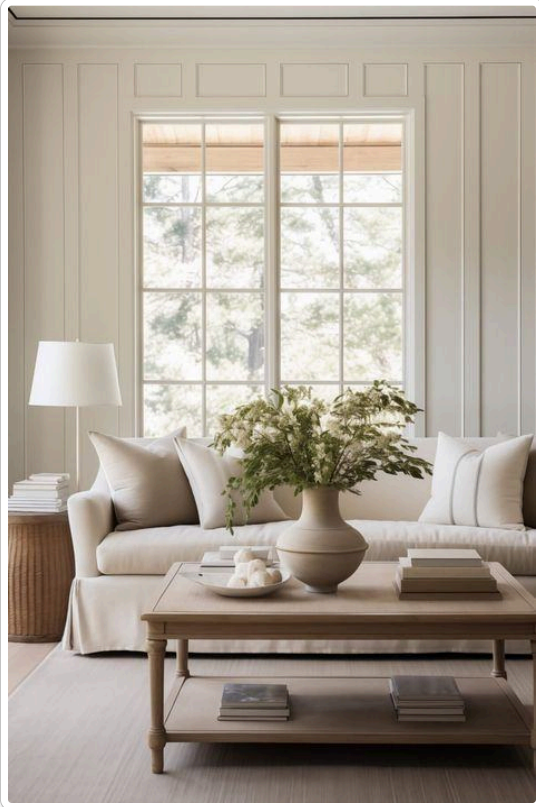
Grounded



Steady



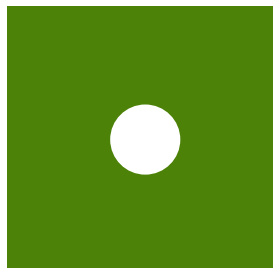



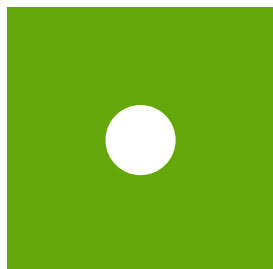



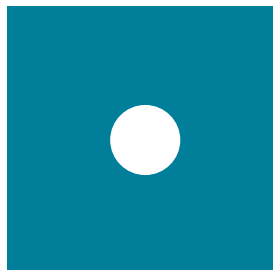

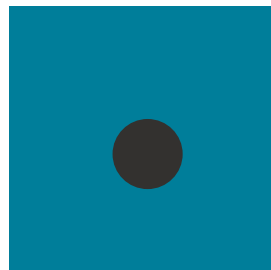

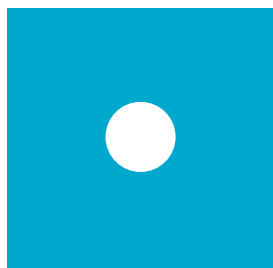

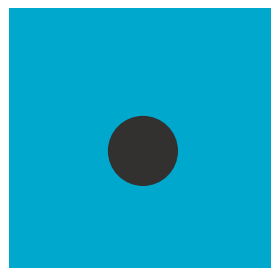

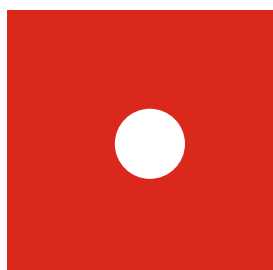



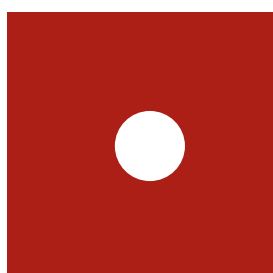



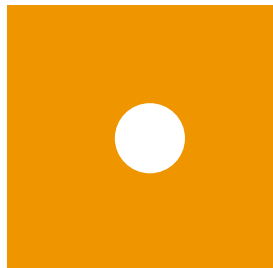

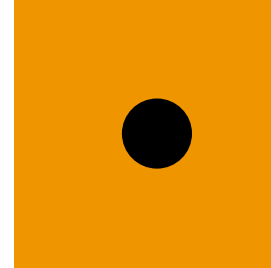

Empathetic



Approachable

Accessibility


Accessibility was foundational in this process
Used WCAG 2.0 AA color contrast checker

	White Hex: #FFFFFF RGB: 255, 255, 255		Grounding Gray Hex: #333230 RGB: 51, 50, 48
Dark Green / Meadow Green Hex: #4E8209 RGB: 78, 130, 9	  Added - Accessible	  Added - Inaccessible	
100% Green / OSF Green Hex: #64A70B RGB: 100, 167, 11	  Inaccessible	  Added - Inaccessible	
Dark Blue / River Blue Hex: #007F9B RGB: 0, 127, 155	  Added - Accessible	  Added - Inaccessible	
100% Blue / OSF Blue Hex: #00A9CE RGB: 0, 169, 206	  Inaccessible	  Technically accessible but looks bad	
Blaze Red Hex: #DA291C RGB: 218, 41, 28	  Added - Accessible	  Added - Inaccessible	
Dark Blaze Red Hex: #AC2016 RGB: 172, 32, 22	  Added - Accessible	  Added - Inaccessible	
Orange Hex: #EF9600 RGB: 239, 150, 0	  Added - Inaccessible	  Added - Accessible	


Best practices research


We incorporated user research findings to ground our decisions in real needs and behaviors

✔ Recommended colors (60-30-10 rule)




60% Neutrals – approachability, minimal = modern





30% Green – hope, healing, calmness & growth



10% Blue – stability, reliability, confidence & loyalty

✔ Recommended buttons

Primary

Schedule an appointment >

High priority calls to action

Secondary

Schedule an appointment >

Used on dark or patterned backgrounds

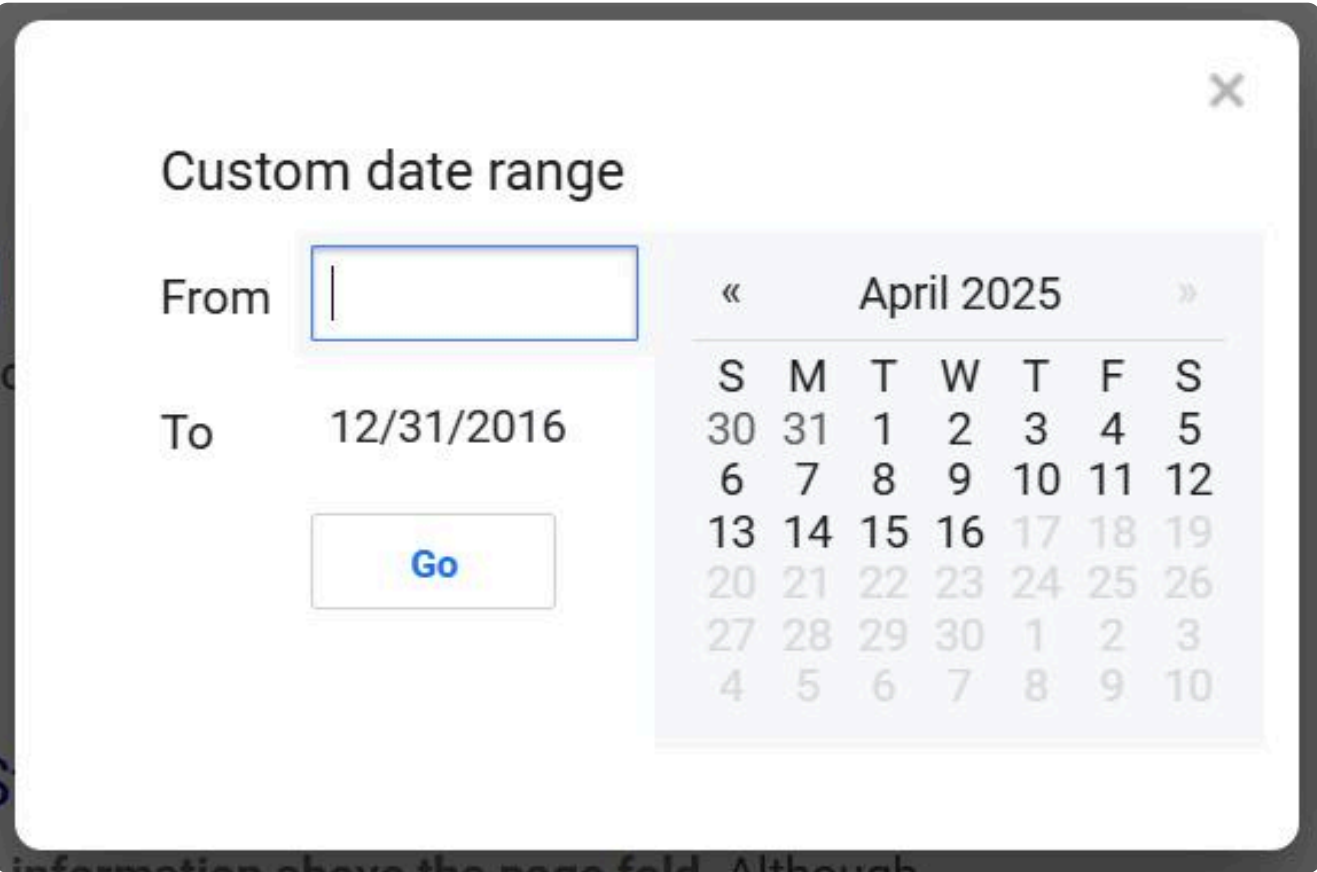
Tertiary


Schedule an appointment >

Low priority used for additional details

Trends

Timeless designs away from trendy or dated looks






attention above the fold website UX

✕ 🔊 📷 🔍


All Images Videos Short videos Forums Shopping Web More Tools

Before Dec 31, 2016 ▾ All results ▾ Advanced Search Clear

 Nielsen Norman Group
<https://www.nngroup.com/articles/page-fold-manifesto>

The Fold Manifesto: Why the Page Fold Still Matters

Feb 1, 2015 — The fold matters because what appears at the top of your **page** matters. Users do scroll, but only if what's **above the fold** is promising enough.

 Nielsen Norman Group
<https://www.nngroup.com/articles/scrolling-and-atten...>

Scrolling and Attention (Original Research Study)

Mar 21, 2010 — Web users **spend 80% of their time looking at information above the page fold**. Although users do scroll, only 20% of their attention goes to content below ...

Dev alignment

Conducted a content audit with developers to understand what components already existed or could be reused

```
$font-size-scale: (  
  alpha: 60,  
  beta: 48,  
  gamma: 40,  
  delta: 30,  
  epsilon: 26,  
  zeta: 24,  
  eta: 22,  
  theta: 20,  
  iota: 18,  
  kappa: 16,  
  lambda: 14,  
  mu: 12,  
);  
  
$line-height-scale: (  
  alpha: 60,  
  beta: 48,  
  gamma: 40,  
  delta: 30,  
  epsilon: 32,  
  zeta: 32,  
  eta: 32,  
  pie: 36,  
  theta: 30,  
  iota: 24,  
  kappa: 22,  
  lambda: 20,  
  mu: 18,
```

<div>✖</div> Supplied styles	<div>✔</div> Recommended styles
Heading 1	Heading 1
Heading 2	Heading 2
SECTION TITLE	Section Title
Body Copy	Body Copy
Link	Link

<div>✖</div> Supplied styles	<div>✔</div> Recommended styles
Info Button Icons	
Warning Icons	
Profile Icons	
Print/Fax Icons	
Calendar Icons	
Phone Icon	
Map Icon	

Creating the style guide

A sample of the visual language

STYLE TILE

Colors



Example component



Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Lorem ipsum dolor sit >](#)

Type styling sample

Heading 1

Subhead 1

Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore [magna aliqua](#). Ut ut aliquip ex ea commodo consequat.

Imagery Inspiration



Buttons



Example component



Lorem ipsum dolor sit

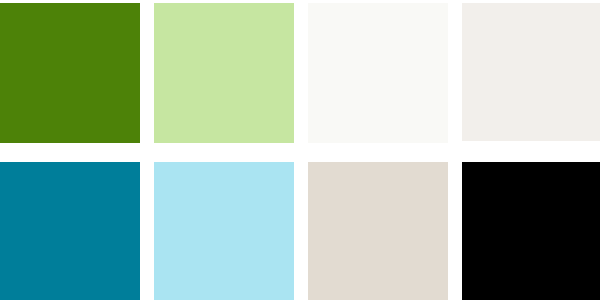
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.



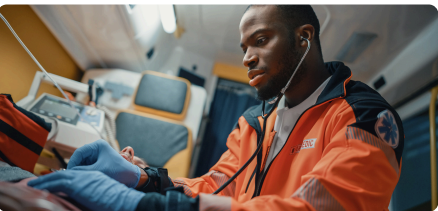
OSF HealthCare

STYLE TILE

Colors



Imagery Inspiration



Example component



Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Lorem ipsum dolor sit >](#)

Get Care Now

[Lorem ipsum dolor >](#)

Example component



Lorem ipsum dolor sit
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.



Type styling sample

Heading 1

Subhead 1

Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore [magna aliqua](#). Ut ut aliquip ex ea commodo consequat.

Saint Francis Medical Center College of Nursing

STYLE TILE

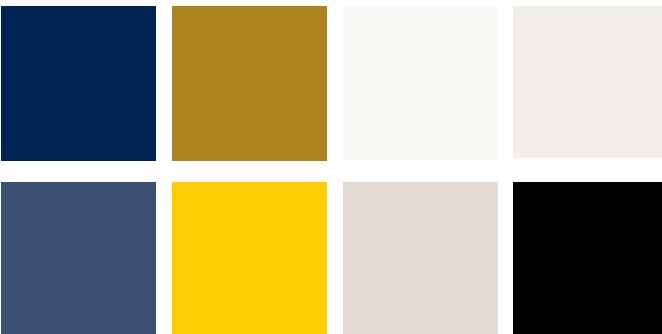
Type styling sample

Heading 1

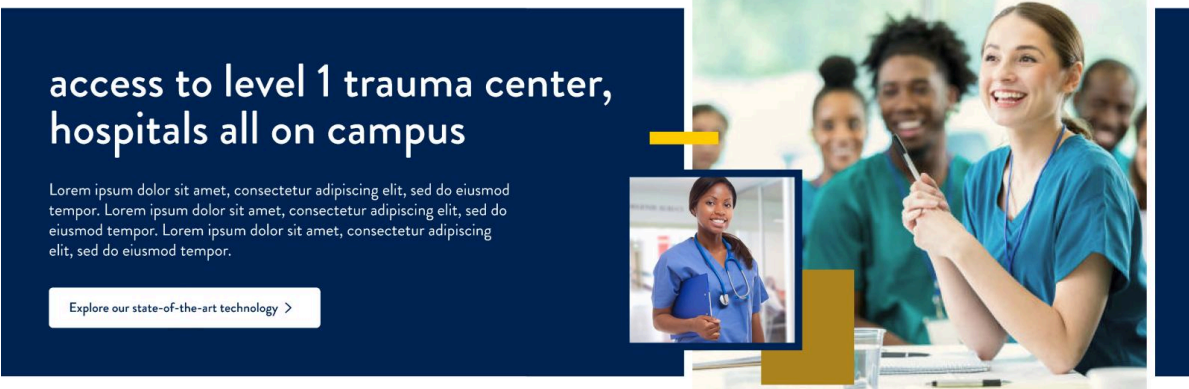
Subhead 1

Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore [magna aliqua](#). Ut ut aliquip ex ea commodo consequat.

Colors



Example component



Buttons

Get Care Now

[Lorem ipsum dolor >](#)

[Lorem ipsum dolor >](#)

Imagery Inspiration



OSF HealthCare Children's Hospital of Illinois

STYLE TILE



Heading 1 (size 72 Brandon Grotesque)

Heading 2 (size 38pt Brandon Grotesque)

Heading 3 (size 34pt Brandon Grotesque)

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Kmco laboris nisi ut aliquip ex ea commodo conse proident, sunt in culpa qui officia deserunt mollit anim id est laborum. (size 20pt Chaparral Pro)

- Bulleted list item
- Bulleted list item
- Bulleted list item
- Bulleted list item



Find a provider

Some words about how great our doctors and nurses are and can help you with anything you or your family needs.

[View our providers >](#)



Find a location

Some words about how you can find a location to meet your health care needs.

[Search for a location >](#)



Get care now

Some words about getting care now from urgent care or booking an appointment with a provider who has availability.

[Start your journey >](#)

Featured Achievement Example :



Example Component :



Lorem ipsum

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia.

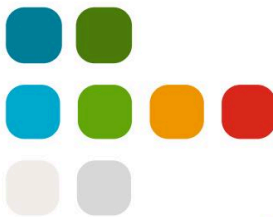
[Excepteur sint occaecat >](#)

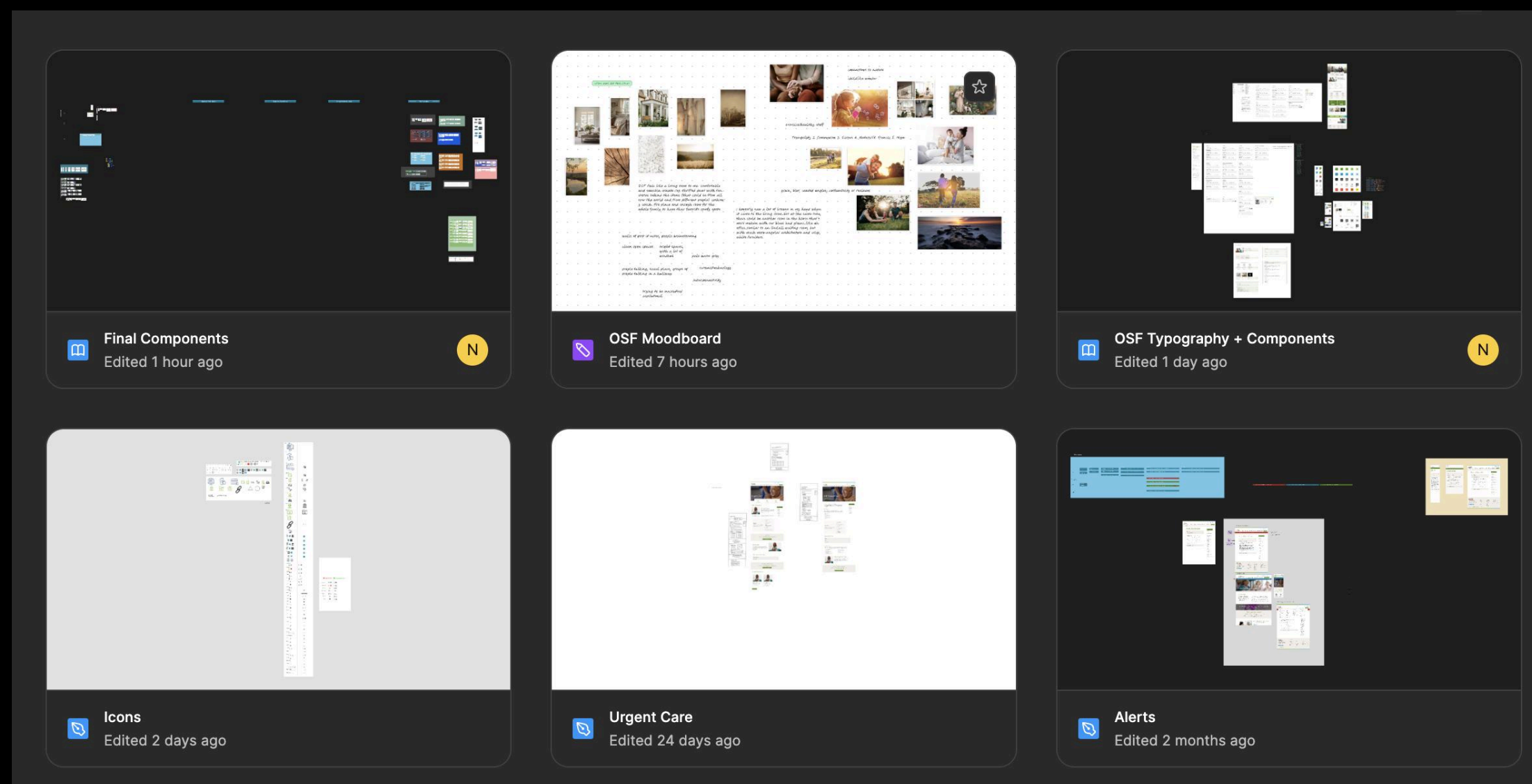
Buttons :

Button short →

[Get Care Now →](#)

Colors :





Figma Workspace



Design System

Thank You!

Questions?

