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Design Manager

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Typography

Buttons

Form fields

The Verizon Design System (VDS)

Building our system for Design + Tech

Grid

Color

Tooltips

**First + founding member
of the VDS**

**Design system
ambassador**

**Dedicated 100%
for ~9 months**
Oct 18–June 19

My role(s)

Process + operations

**Role:
Consultant, knowledge
center, co-lead,
researcher, manager +
individual contributor**

Change

Key Note

- 2 creative Reviews (Tues, Thurs: Afternoon)
- Schedule Repeating events more accurately
- Stand up framework - Jeff
- Task master (Talia)
- If you need more time - Say so
- Does everyone need to be in every meeting
- Soft Due Dates
- Looking Task - Can it be broken down more
- Deck prep meeting on Fridays

Short term
1-3 months

Compile Design System Inspo Board w/ explanations

Backlog Tracking system

How does Team + R/GA Collaborate [Process]

Principles for CX inside of Design system [Overview]

Naming Conventions established & documented

Principles for Design System [Audius]

Shadow/Act users Interviews surveys

Testing plan for testing patterns of components end users

10.25.2018

Notifications:

- Accessibility
- font sizes
- Colors...

CTA's

- focused
- Tapped

- Brand Police ^{ESDBI?} XGAS

- What is the design system Org team

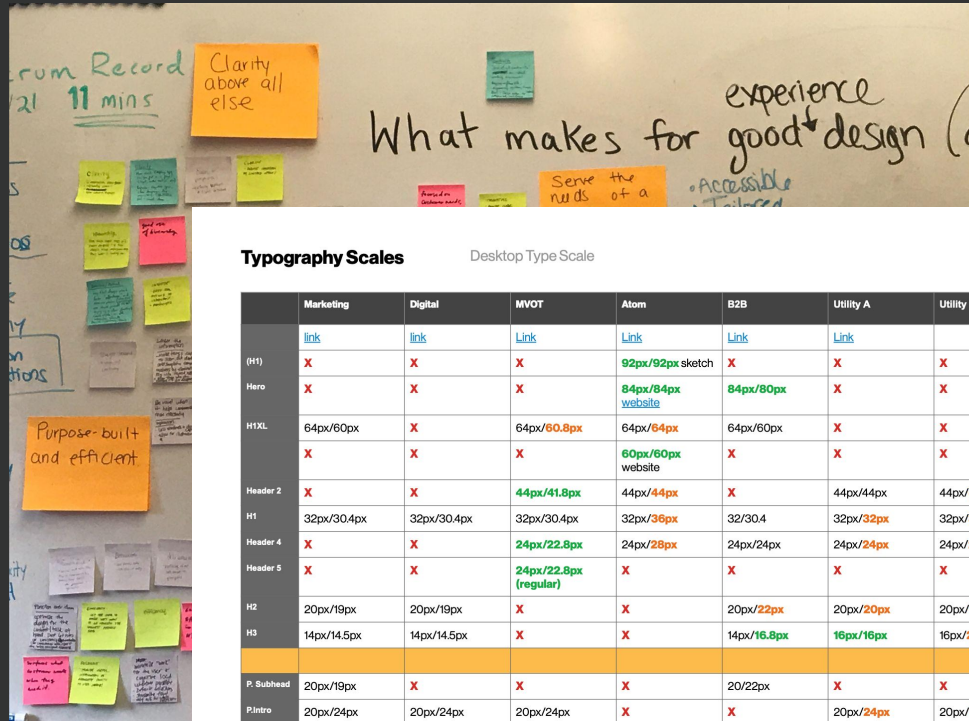
- What is the component approval process

Device

- Develop release plan
- Create roadmaps
- Generate operation models
- Draft process
- Define roles
- Actively resource
- Interview candidates
- Onboard new members

Trade-off: In defining roles, I wished to be more in the individual contributor, but being the knowledge center, having managing experience and the need to onboard and lead new members it made more sense for me to work at a lead capacity.

Top left: Process planning
Bottom Left: Sample release plan brainstorm
Right: Sample notes



Typography Scales

Desktop Type Scale

	Marketing	Digital	MVOT	Atom	B2B	Utility A	Utility B	Utility C
	link	link	Link	Link	Link	Link		
(H4)	X	X	X	92px/92px sketch	X	X	X	X
Hero	X	X	X	84px/84px website	84px/80px	X	X	X
H1XL	64px/60px	X	64px/60.8px	64px/64px	64px/60px	X	X	X
	X	X	X	60px/60px website	X	X	X	X
Header 2	X	X	44px/41.8px	44px/44px	X	44px/44px	44px/48px	44px/48px
H1	32px/30.4px	32px/30.4px	32px/30.4px	32px/36px	32/30.4	32px/32px	32px/36px	32px/36px
Header 4	X	X	24px/22.8px	24px/28px	24px/24px	24px/24px	24px/28px	24px/28px
Header 5	X	X	24px/22.8px (regular)	X	X	X	X	X
H2	20px/19px	20px/19px	X	X	20px/22px	20px/20px	20px/24px	20px/24px
H3	14px/14.5px	14px/14.5px	X	X	14px/16.8px	16px/16px	16px/20px	16px/20px
P. Subhead	20px/19px	X	X	X	20/22px	X	X	X
P.Intro	20px/24px	20px/24px	20px/24px	X	X	20px/24px	20px/24px	20px/24px
Body	X	X	X	16px/20px	X	16px/20px	16px/20px	16px/20px
P.Body	14px/16.8px	14px/16.8px	14px/16.8px	X	14px/16.8px	14px/20px	X	X
smallprint	X	X	X	12px/16px	X	12px/16px	12px/16px	12px/16px
PJ Caption	10px/10px	10px/10px	10px/12px	X	10px/10px	X	11px/16px	10px/16px

Verizon

Confidential and proprietary.

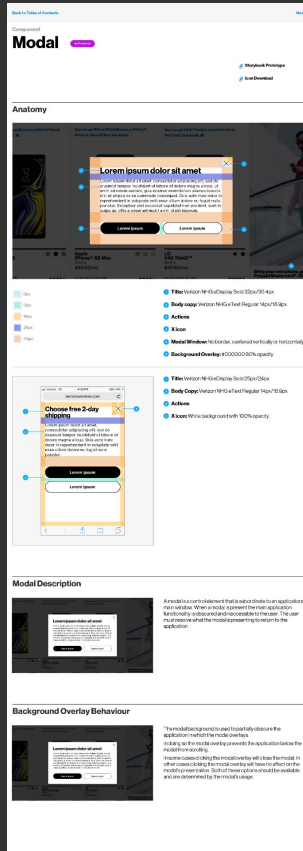
11

Discovery

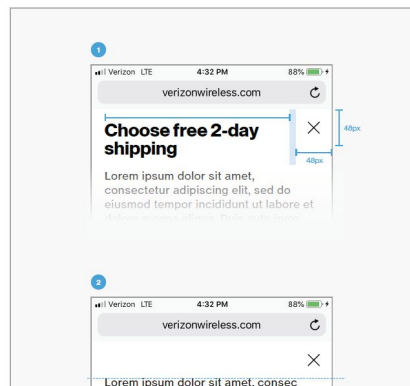
- Pulling existing data
- Internal component audit
- Best in class research
- Best practices
- Competitive Audits
- Designer interviews
- Found and attended Design System conference
- Standing stakeholder (CMO + Design Director) progress presentation
- Planning sessions

Trade-off: Although the best in class research proved a very clear type scale, this was not achievable at Verizon due to the potential impacts to existing experiences. This led to a larger discussion where it was decided, my proposed scale was the chosen path but we needed to create its own release strategy.

*Top left: Capture of principles ideation session
Bottom right: Sample of best in class type scale analysis*



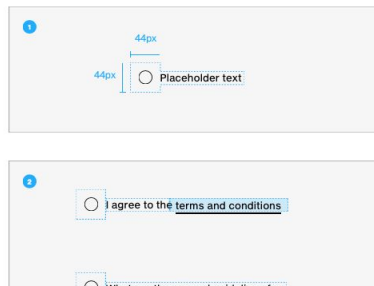
Placement of X (mobile)



The "x" is meant to close the modal and on mobile will be placed inside of a 48px by 48px container. The container should have a white background with 100% opacity. The container and the "x" should stay fixed on the top right corner and float above all the content (z-index).

- 1 Title container should have 8px clearspace from the left edge of the "x" 48px container.
- 2 When there is no title the body copy and buttons should remain full width of the container minus the combined viewport margin of 32px and should not go above the bottom edge of the "x" 48 px container
- 3 Example of how content sits under the floating "x"

Hit area In Progress



Design

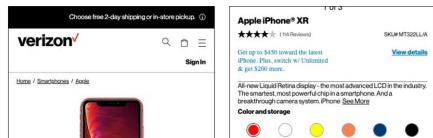
- Created process for assigning and directing work in asana
- Created spec sheet template
- Delivered complex components
- Worked with dev to inform design and tech decisions
- Learn through prototyping
- Presented progress to stakeholders

Trade-off: As we got closer to delivery, my role had to include individual contribution on more complex components (shown) being the most experienced working with developers. This led to more trade-offs that evolved designs before and during handoff as we learned together.

Left: Sample of modal spec sheet used for both dev reference and final guidelines
Right: Zoom in on various features

General Improvements PDP

- Remove breadcrumbs
- Carousel
 - Remove numbers (1 of 3) return to original pattern with indicator lines underneath
 - Can we make the carousel move in both directions thereby having the arrows always exposed?
- Promo design
 - Do we need the SKUIr?
- Update typescale
- Clean up spacing
- Clean up reviews - different star design than other pages
- Clean up promo / no right align here
- Clean up description / make 2 lines instead of 3? Fit more link on the second line
- Spacing issues between description/color & storage sections - consider adding a line
- Color swatches should match new grid/wall colors
 - Make 44px touch target area
 - touch targets should not overlap
- Make Add to cart sentence case
 - What were the results from the tests here?
 - "Continue" was winning treatment
- Look at the responsiveness of the selection boxes
 - Apply correct styles for states
- Spacing and placement of tooltips
- Appropriate spacing above/below dividing lines
- Clean up tooltip popups
 - remove "x" and make functionality to close whenever customer clicks anywhere outside of tooltip popup
- Sentence case issues, connecting and consistent use the correct "fmo" or "fmc" (correct to confirm which) (Allison)
- Don't need legal "Retail price" when retail price is self explanatory - making it clear it's actually a link (fit)



Design System Roadmap

Optimized & Organized

Phase 1: MVP

- Consolidate style & component variants
- Add missing states for existing components
- Reorganize documentation structure and hierarchy

Long-term Vision

- Coded component library integration
- A/B & multivariate testing process for optimizing design effectiveness

Democratized & Empowering

- Refine existing guidelines with some additional fidelity with expansion in the future
- Onboarding guide for training
- Create open communication between CXD org and design system team for feedback and future component needs

- Higher fidelity guidelines
- More robust onboarding process & communication strategy for ongoing updates
- Centralized process for component maintenance and creation

Flexible & Organic

- Implement consistent naming convention that is intuitive and scalable
- Create component library of flexible Sketch symbols

- Maintained component library of Sketch symbols updated as changes and new components are needed



Confidential and proprietary.

Delivery

- Worked closely with dev to develop and test components
- VQA process
- Stakeholder reviews
- Presented to org at the Design Summit
- Became Design System Ambassador
- Mark as done!

Trade-off: I was re-integrated into my former team as a Design System Ambassador which included A/B testing components when applicable. This led managing stakeholder expectations and helping choose final designs flagging risks and impacts. E.g. if a component tested well, but it was not an approved component we could not use it and results were brought back to the VDS team.

*Top left: Sample of Design System application to existing shop experience
Bottom Right: Sample slide of Design System presentation at Design Summit*

Thank you

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