

LESSONS FROM THE COUPON FACTORY

Design Systems at Scale

AI/ML



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@peruvianidol

DISCLAIMER

- Our design system is still a work in progress.
- A lot of what I'll cover will be largely web-focused.



1993

Bulls To Represent NBA in 1997 McDonald's Championship, October 16-18.



Home of the 1997 NBA Champions

Same Time Next Year?



The Bulls Dennis Rodman, Michael Jordan, Scottie Pippen, Ron Harper, and Phil Jackson hoist their five NBA Title trophies at the nearly-annual [Bulls Rally](#) in Grant Park.

Index

 [Mikey's Notes \(6/13/97\)](#)

 [Roster](#)

 [Off-Season Predictions and Analysis](#)

 [Team Info](#)

 [Off-Season Fun](#)

 [Multimedia](#)

 [1996-97 Schedule](#)

 [Links](#)

 [Statistics](#)

 [Mikey's Homepage](#)

Disclaimer

This page is an unofficial fan page, and is not endorsed by the National Basketball Association or the The Chicago Bulls. "Chicago Bulls" and respective logos are property of the National Basketball Association.



60
MINUTES

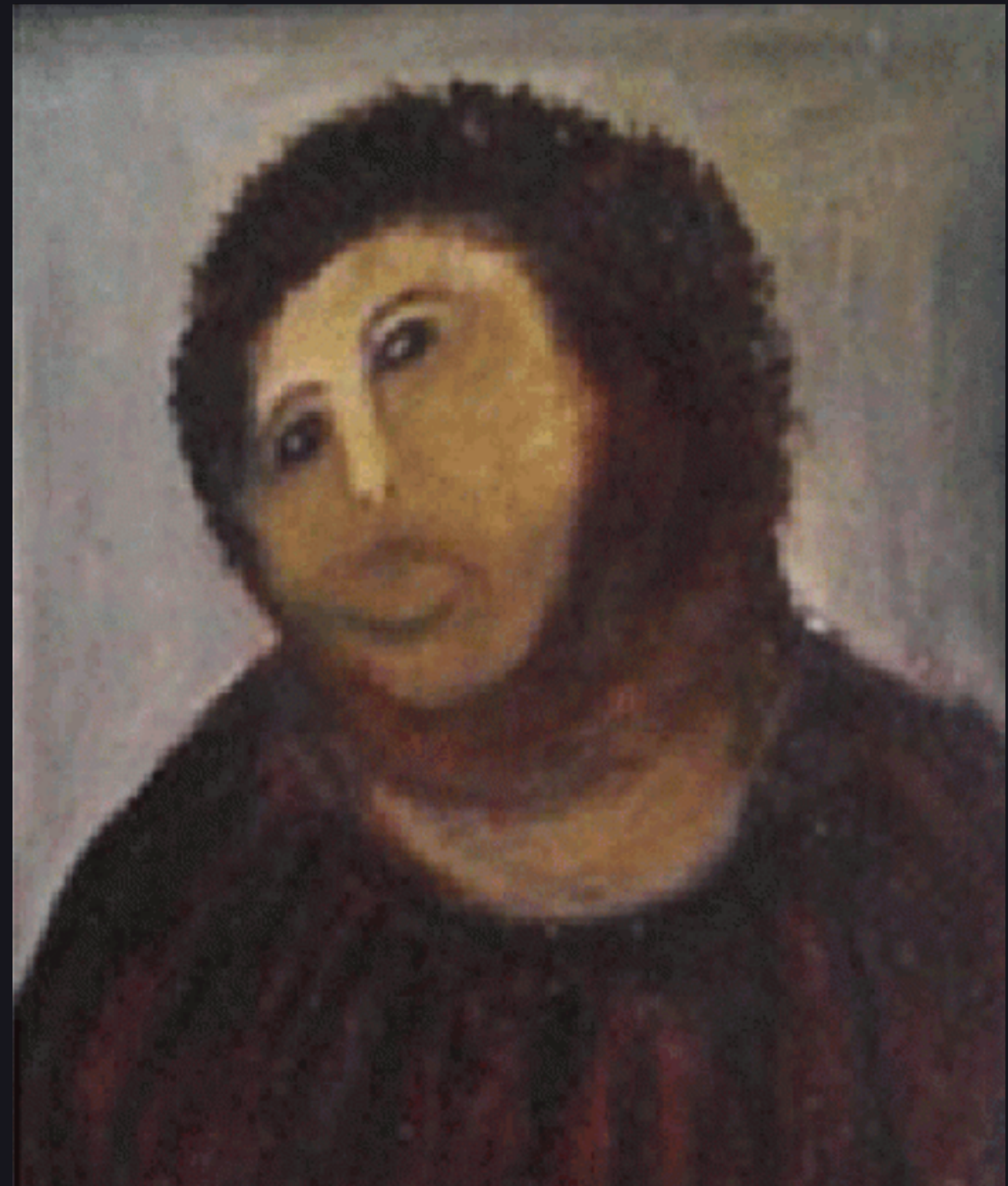


PLAY CBS NEWS VIDEO

2011

CHALLENGES

- Siloed teams working independently on similar problems
- Design delivering static images for implementation



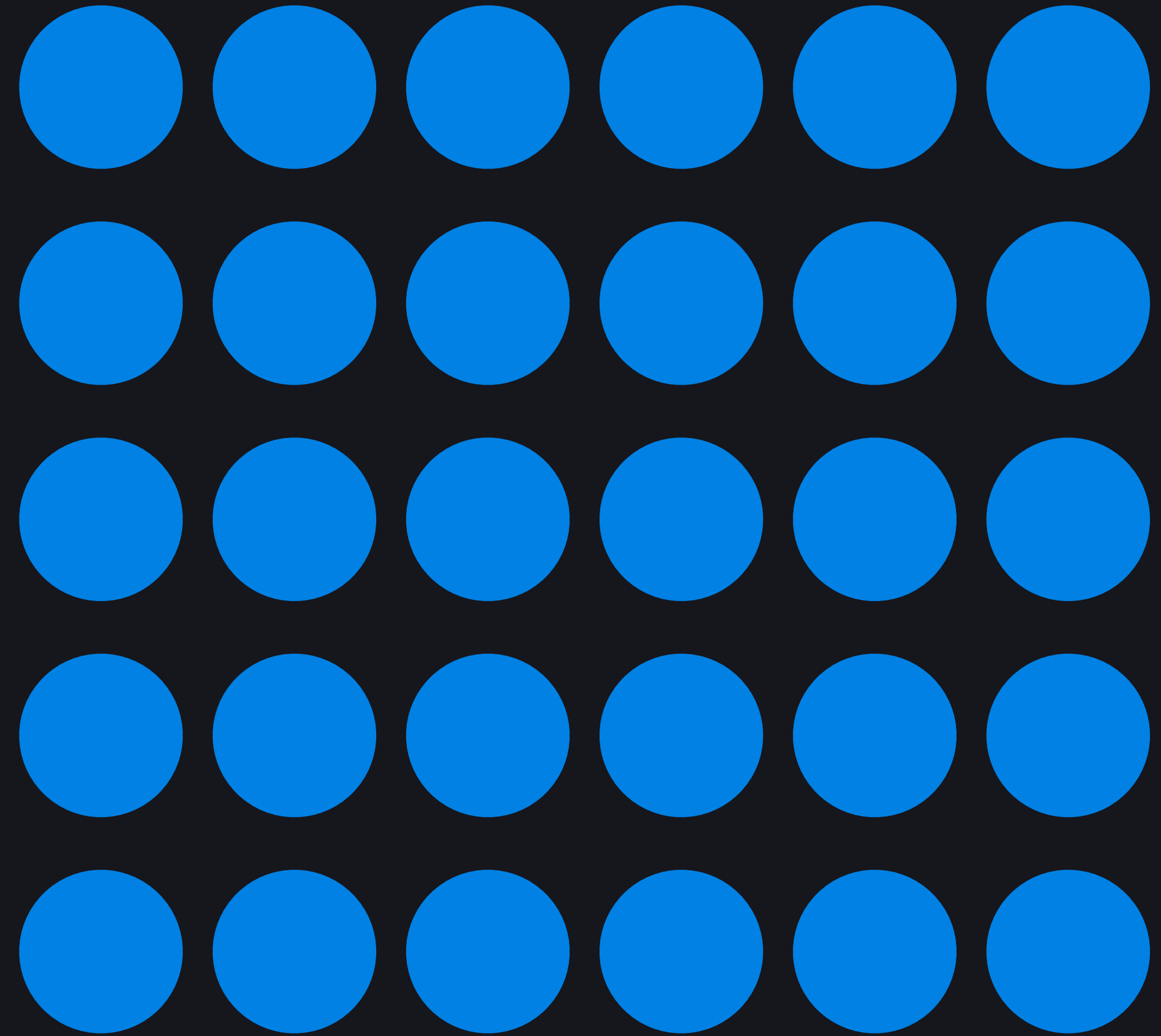




Internal Tools (2012)



Designers



Developers

Toolstrap (2012)

The screenshot shows the homepage of the Toolstrap project. At the top left is a teal header with a white 'G' logo. Below it is a dark navigation bar with white links: Layouts, Grid, Typography, Tables, Forms, Buttons, Icons, Nav/Tabs, Modules, and Widgets. The main content area has a large, stylized green 'TOOLSTRAP' title. Below the title is the subtitle 'A bootstrap for Groupon internal tools' and the version number 'v0.0.2'. A section titled 'Layouts' explains that the default layout is a fluid container with no sidebars, and that different layouts can be achieved by adding classes to the `<body>` tag. A table lists these classes and their usages.

Class	Usage
<code>.panel-in</code>	Allows for a styled control bar to be added to the top of the main container. The height and color of this control bar can be changed in the variables file.
<code>.panel-out</code>	Allows for a styled control bar to be added just before the main container. The main container's top margin is brought up 20px, overlapping the control bar. The height and color of this control bar can be changed in the variables file.
<code>.nav</code>	Adds a 200px wide, left sidebar with a 1px right border to the left side of the main container. Changing the width is possible by adjusting <code>\$aside-width</code> in the variables file.
<code>.with-sidebar</code>	Adds a 280px wide, right sidebar with a 1px border to the right side of the main container. Changing the width is possible by adjusting <code>\$sidebar-width</code> in the variables file.
<code>.fixed</code>	Gives the main container a fixed width of 1280px. This width can be changed by modifying <code>\$fixed-page-width</code> in the variables file.
<code>.full-height</code>	Uses jQuery to give main container 100% height on page load and resize.

The screenshot shows the documentation page for Toolstrap 2. At the top left is the 'G Toolstrap 2' logo, and at the top right is the slogan 'Push Code, Not Pixels'. On the left side is a vertical navigation menu with links: Introduction, Block Elements, Inline Elements, Lists, Tables, Forms, Buttons, Labels, Colors, Icons, The Grid, Layouts, Headers, Navigation & Tabs, Themes, and Modules, etc. The main content area starts with an 'Introduction' section. It explains that Toolstrap is a CSS and JS framework for Groupon internal apps. It lists browser support (IE 8+, Firefox 4+, Safari 5+, Opera and Chrome) and mentions optional files like `bg-body.png`. It also includes a 'How to Use This Styleguide' section and a 'Help/Feedback' section with contact information for Mike Aparicio. Below the introduction is a 'Block Elements' section, which begins with a 'Headings' subsection and a large 'First-level Heading (h1)'.

Introduction

Toolstrap is a CSS and JS framework that allows you to get your Groupon internal app up and running quickly while giving it a clean design consistent with other internal apps.

It consists of a single CSS and JS file you can include in your projects, providing a solid base to build your app-specific styles upon.

Browser Support
Toolstrap 2.0 supports IE 8+, Firefox 4+, Safari 5+, Opera and Chrome.

Optional Files
You'll need the background pattern image `bg-body.png` if you plan on using any of Toolstrap's layouts.

How to Use This Styleguide
The Toolstrap Styleguide includes all of the elements, modules and layouts included with Toolstrap 2.0. View the source to see how to mark up individual components.

Help/Feedback
Contact Mike Aparicio (maparicio@groupon.com) for assistance.

Block Elements

Headings

First-level Heading (h1)

Toolstrap (2012)

Restaurant • Japanese Chicago // North // Wilmette // Downtown

Kappo Kamakura

1116 Central Ave
Wilmette, IL 60091

Contacted 01/13/12

8 3 5 1.9 2 22m

Talking Points

- 14 Casestudy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
- 12 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
- 9 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
- 7 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

Scheduled Deals for Japanese, Sushi deals

Merchant Name

Fixed menu for two or four - two/four entrees - one/two apps -one/two desserts (or two/four drinks).

Feature Monday, 5/15/12
Status Vetted
Rank 8
Structure \$53 (\$112) @ 50%
Proj. GP \$15,600
Sales Rep J. Lastname
Notes This is an existing note

Deal Book

4/5 QUAL. RATING	5/1/12 LAST FEAT.	5/15/12 NEXT FEAT.
\$96.03 MED. \$PPM	\$15-\$30 PRICE RANGE	50% MIN. DISC.

Structures

2 or 3 courses for two + drinks (if applicable) OR hibachi package for two; gen spend can be offered.

Option to upgrade to 4 or 6. Possible cheaper option for lunch.

Deal Destroyers

No general spend

Examples

- Large Market (> 500k subs)
- Medium Market (250k - 500k subs)
- Small Market (< 250k subs)
- Alternate Structure
- Poor Performer
- SF Report
- Doc Title

Notes

Lorem ipsum dolor http://www.link.com

Add Note Add Note MM/DD/YYYY Add Create Opportunity

Today

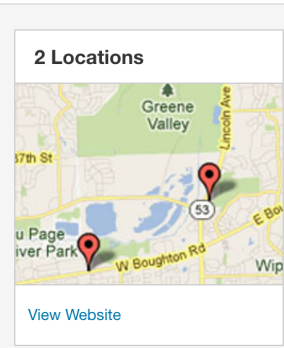
Merchant Name

WGL DNR Child Accounts

Contact Reasons

- Close to 400 Units of Sushi
 - Increase new merchant mix
 - High chance of closing
 - Remaining demand for 5099/0 units from \$51.0 - \$100.0 of Produce
 - Remaining demand for 472/0 units from \$26.0 - \$50.0 of Produce
 - Remaining demand for 605/995 units from \$1.0 - \$25.0 of Snack in West-Sub 4

2 Locations



View Website

Timeline

18 Activity Due Today

To-Dos and Events

Call - Outbound

Due Today
Owner Andy Groher
Notes CALL AFTER 3 - told me to call back tomorrow - 1st call - call after lunch

In Person

Due 3/21/13
Time 3:30 PM
Owner Andy Groher
Notes CALL AFTER 3 - told me to call back tomorrow - 1st call - call after lunch

Recent Activity

1678 Posts Pending Answers

Status	Merchant	Modified	Division	Zone	Channel	Pending	Age	Sold (7 days)
FEAT	Merchant Name Three 24-Hour Passes or One-Year "Gear" Membership from Divvy (Up to 48% Off)	12/12/12	Chicago	EST	G1	5 (2)	1 hr	1,000
FEAT	Merchant Name \$30 for Package of Four Wines (Up to %60 Value)	12/12/12	Chicago	EST	G2	4 (0)	3 hrs	900
FEAT	Merchant Name \$30 for Package of Four Wines (Up to %60 Value)	12/12/12	Los Angeles	PST	GG	2 (1)	12 hrs	823
PS	Merchant Name \$30 for Package of Four Wines (Up to %60 Value)	12/12/12	San Francisco	PST	GA	1 (0)	1 day	776
PS	Merchant Name \$30 for Package of Four Wines (Up to %60 Value)	12/12/12	New York City	EST	G2	5 (1)	2 days	654
PS	Merchant Name \$30 for Package of Four Wines (Up to %60 Value)	12/12/12	Miami	EST	G2	3 (0)	3 days	543
PS	Merchant Name \$30 for Package of Four Wines (Up to %60 Value)	12/12/12	Denver	MST	G2	2 (0)	10 days	432
FEAT	Merchant Name \$30 for Package of Four Wines (Up to %60 Value)	12/12/12	Las Vegas	MST	GL	4 (0)	13 days	321
FEAT	Merchant Name \$30 for Package of Four Wines (Up to %60 Value)	12/12/12	Boston	EST	G2	4 (0)	23 days	210

Pipeline for Andy Groher

UNCONTACTED	30S COMMERCIAL	APPOINTMENT	NEEDS ANALYSIS	PRESENTATION	CONTRACT SENT
80 ACCTS. 15 d AVG. AGE \$75k PGB	40 ACCTS. 12 d AVG. AGE \$63.3k PGB	21 ACCTS. 8 d AVG. AGE \$45.2k PGB	12 ACCTS. 8 d AVG. AGE \$28.4k PGB	9 ACCTS. 3 d AVG. AGE \$22.2k PGB	4 ACCTS. 9 d AVG. AGE \$34.9k PGB
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Elle Homme Holistic Med Spa

Salon - Full Service deals within 2 miles sorted by highest GP

Azure Nail & waxing Studio

855 for Two Azure Mani-Pedis at Azure Nail & Waxing Studio \$119 Value

Distance 1.83 mi
Ranking 4
Featured 08/01/2012
Units 173
GP \$4,019.60
Refund Rate 16.18%

ibrow.

eyebrow Shaping or Eyebrow Shaping with Two Maintenance Visits at ibrow. (Up to \$39) Off

Distance 1.17 mi
Ranking 4
Featured 11/09/2011
Units 285
GP \$3,550.00
Refund Rate .35%

Asha Salon Spa - Parent

Massage or Massage and Facial at Asha, an Aweda Lifestyle Salon & Spa

Distance 1.52 mi
Ranking 8
Featured 10/03/2011
Units 514
GP \$3,082.00
Refund Rate 2.33%

Talking Points

Share a tip for the service listed below.

All Beauty / Wellness / Hair

Trending Popular

People like to feel pretty by Michael Hines in All Beauty / Wellness / Healthcare

Elle Homme Holistic Med Spa

Your Groupon Check

- Vouchers Sold
- Price/Voucher
- Value/Voucher
- Merchant %
- Customers/Voucher
- Credit Card Fee
- Additional Spend
- Avg. Check Size
- Repeat Customers
- Return Rate
- Return Visits/Year
- Enable Groupon Rewards
- Merchant Costs
- Average Cost

Revenue and Profit Impact

\$27,750 - \$20,300 = \$7,450

\$7,000

\$11,000

\$9,750

Your Revenue Your Cost Your Profit

NEW CUSTOMERS	COST PER CUSTOMER	YOUR Groupon CHECK	RETURN ON INVESTMENT
2000	\$2	\$9,750	4.5 : 1

With Groupon, you also get...

- Massive reach to the largest daily deal audience: Over 36.9 million active customers.¹
- Broad exposure: 87% of Groupon business owners say the promotion increased their awareness in the community.²
- Word of mouth: 51% of customers buying a Groupon tell others about their purchase.³
- Our expertise: A dedicated team helping you succeed.

More than 250,000 businesses have grown with Groupon.⁴ Want to learn more? [Hear it from them.](#)

Citations: 1,4) Internal data, 6/2012, 2) Ipsos Merchant Study, 9/2011, 3) Nielsen Company, 9/2011



ESS

Global
HD

Groupon.com Redesign (2013)

San FranciscoMy Groupons (7) | Marie 

LOCAL DEALS | GOODS | GETAWAYS | RESERVE | GIFTS | MOTHER'S DAY Refer friends. Get \$10*

[Homepage](#) > [Local Deals](#) > [Food & Drink](#) > [Chile Pies & Green Chile Kitchen-ette](#)

Chile Pies & Green Chile Kitchen-ette

Quesadillas, New Mexican Stew, and Grilled Burritos

Castro | .5 mi

\$12 ~~\$24~~ QTY ▼

BUY ▶

Buy as a gift

 **1,000+** BOUGHT

 **Limited Time** REMAINING

 **500** FAVORITED



Pride at Groupon



The Fine Print

- Expires 90 days after purchase.
- Limit 1 per person.
- Limit 1 per visit.
- Valid only for option purchased.
- Valid for dine-in or carryout only.
- [See the rules](#) that apply to all deals.

Dining etiquette calls for you to keep your elbows off the table, place a napkin on your lap, and make unflinching eye contact with the chef throughout the meal. Set your sights on dinner with this Groupon.

The [menu](#) features grilled burritos served with green or red chile (\$6-\$8), New Mexican stew (\$5 for a small; \$9 for a large), and flat enchiladas dinners made with



Groupon Interface Guidelines (2013)

Introduction

The following reference details UI commonalities found throughout Groupon.com's consumer web experience. The guide's purpose is to define and catalog all interface elements, establishing consistency throughout each channel of the website. The document is a living, breathing reference that will continually evolve to facilitate the needs of both designers and engineers involved with shipping company materials.

The current state of the guide reflects both legacy designs active on Groupon.com and modernized interfaces that will eventually replace deprecated & off-brand counterparts. Future updates will include sister guides for mobile, merchant and other design dependent facets.

Layout & Grid

Page layout is based on Zurb Foundation's 12-column [flexible grid](#).

You can toggle the grid on this page and all template pages by pressing "G".

Templates

- [Featured Deal](#) (WIP)
- [All Deals](#) (WIP)
- [Checkout](#) (WIP)
- [Mobile First](#) (WIP)

Colors

The color palette is built around the signature green color, PMS 369 C (#82B548). It is recommended that all interfaces include the signature green when possible.

Mixer (2016)

Mixer

General Info

BASE

Typography

Colors

Forms

Buttons

Tables

LAYOUT

Grid

Layouts

MODULES

Data

Modals

Notifications

Progress

UI Elements

All of our UI elements are baked into a CSS framework called **Mixer**. Much like Groupon Interface Guidelines (GIG) and Toolstrap which provide styles for our consumer and internal-facing websites, respectively, Mixer provides developers with all of the styles needed to quickly build rich, responsive, Merchant-facing websites.

Developers can download a single CSS and JavaScript file to add to their projects, which will provide them with styles for all of the components found here.

Download Mixer v1.4.1

[View the changelog](#)

Anyone can contribute via pull requests through the [Github repo](#).

Why "Mixer?"

Mixer is what the **M**erchant **eX**perience is built on. Like a drink mixer, it can be used to enhance the flavor, texture, appearance or consistency of any project.

NEW **CHALLENGES**

- Where does the framework end and the product begin?
- Keeping our framework in sync with our design tools
- More designers/developers = more deviations
- Support for web only
- **OMG THREE DIFFERENT FRAMEWORKS**
- No full-time maintenance

DESIGN SYSTEM

Make beautiful products, faster. Material is a design system – backed by open-source code – that helps teams build digital experiences

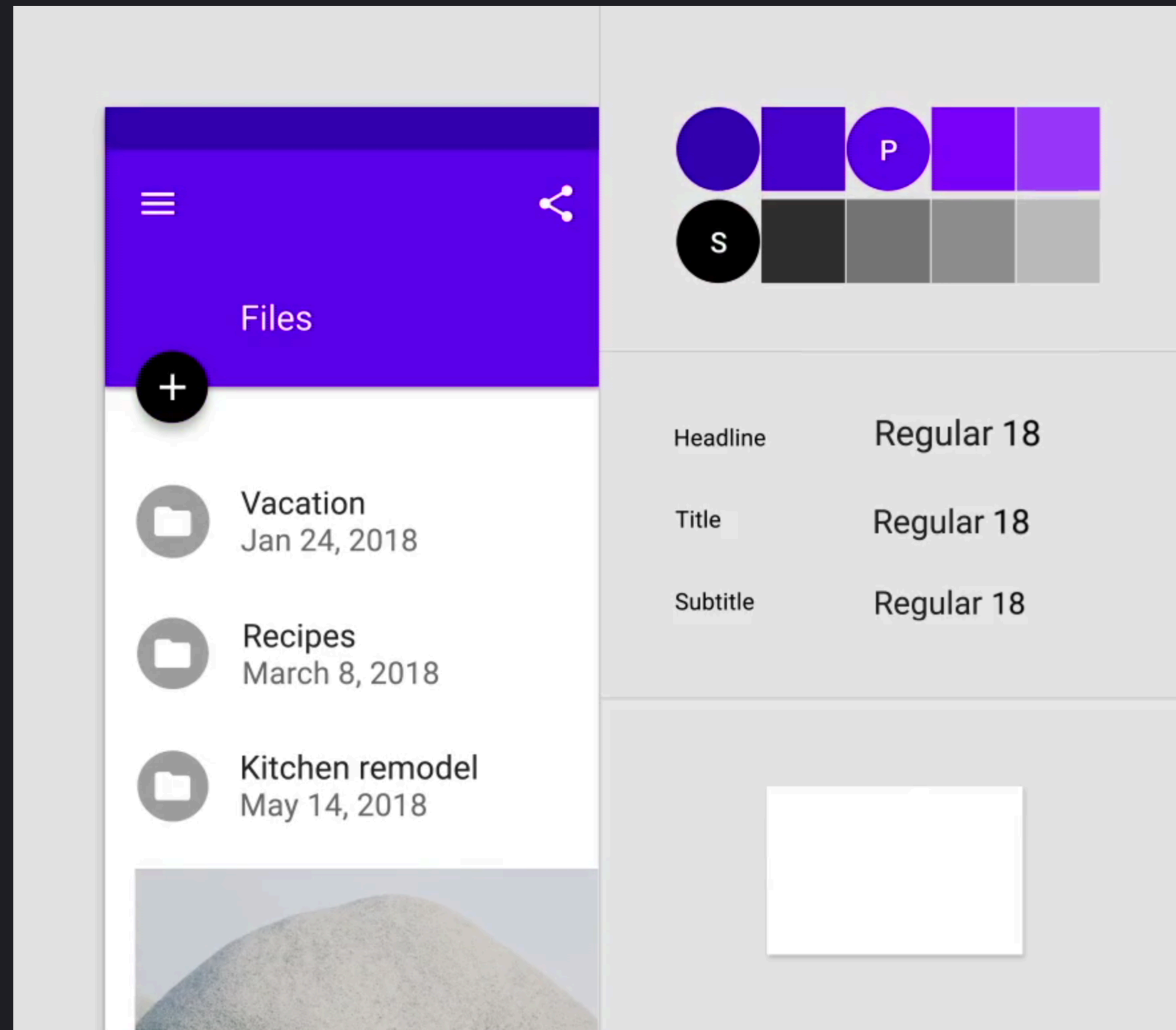
 Design flexibly

Get started with detailed design guidance and create custom Material themes to make your product unique.

LEARN MORE

 Develop across platforms

 Collaborate seamlessly





Lightning Design System

What's New

Getting Started

Platforms ▶

Design Guidelines ▶

Accessibility ▶

Component Blueprints ▶

Utilities ▶

Design Tokens

Icons

Downloads

Articles

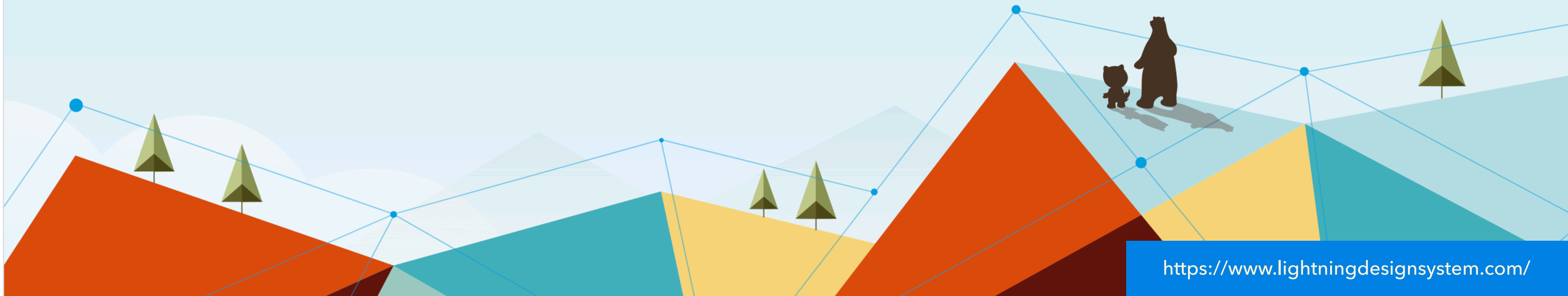
FAQ



Create the world's best enterprise app experiences.

[GET STARTED](#)

Current release: [Spring '19 \(SLDS 2.8.3\)](#) | [Archives](#)



Polaris

Our design system helps us work together to build a great experience for all of Shopify's merchants.

Guides

Check out these practical guides to help you understand how to design for the Shopify platform using Polaris.

[Product experience principles](#)

[Crafting the Shopify admin](#)



980 Search Results



Typography in Design Systems

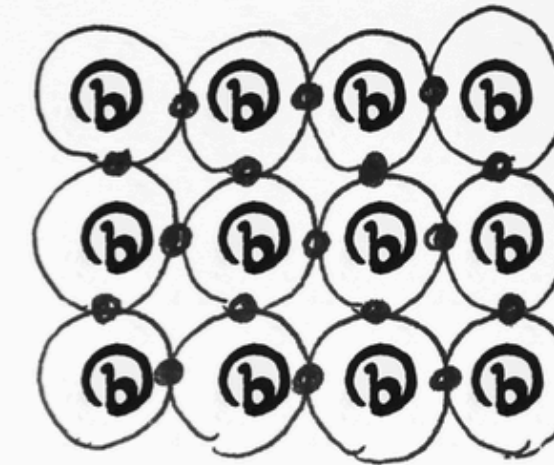


danmall.me

The User Experience of Design Systems

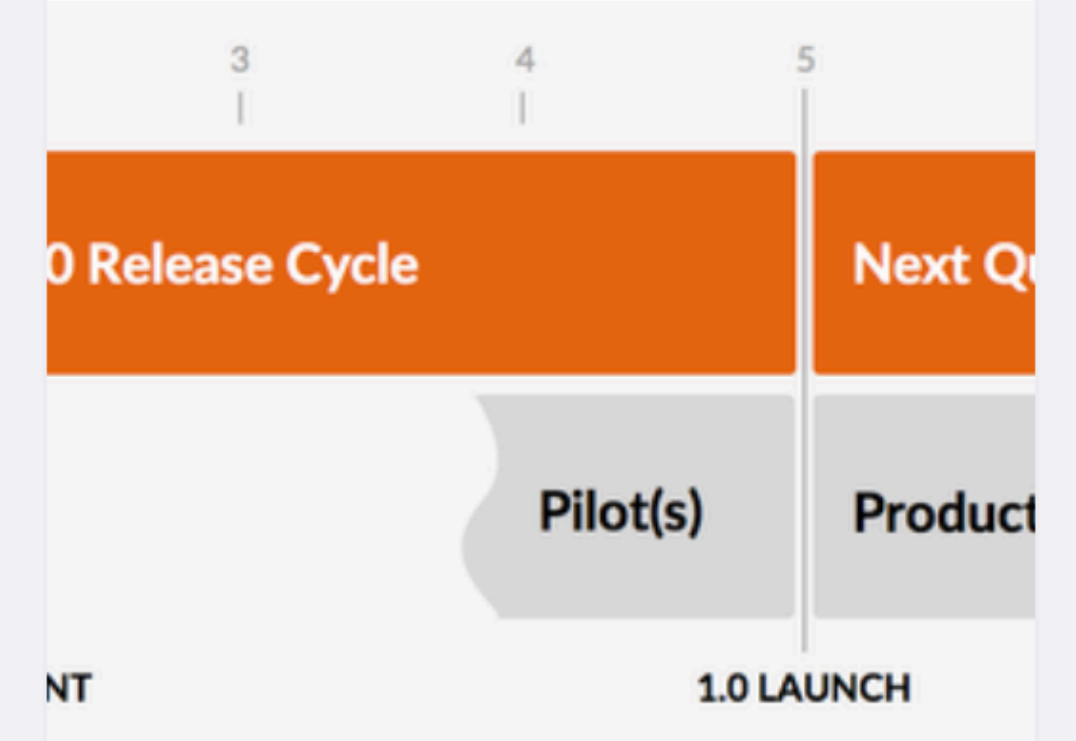
runemadsen.com

Creating a Maintainable UI Pattern Library



medium.com

Starting a Design System



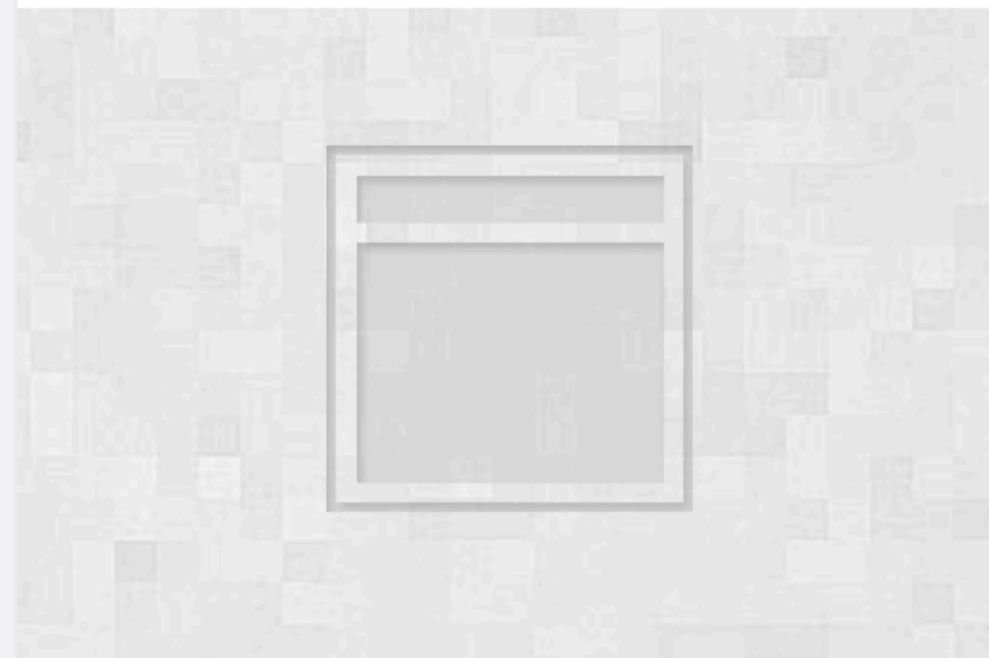
medium.com

Design Systems and Creativity: Unlikely Allies

Hey there! I'm Brad Frost, a web designer, speaker, consultant, writer, and musician located in beautiful Pittsburgh, PA.

bradfrost.com

ServiceNow Design System



styleguide.servicenow.com

Design Systems 2017 Industry Report Survey

We discovered in our Enterprise UX Industry Report that 59% of designers struggle with design consistency. One solution is the design system – a standardized toolkit of design standards, code standards, and components that satisfy both.

uxpin.com

A Design System Grammar

In my posts about Design Systems so far, I've theorized about the structural approach that causes existing design systems to fail, and an alternative solution that encourages the composition of properties instead of cataloguing complete components.

daneden.me

PARTS OF A DESIGN SYSTEM

- Design Principles
- Visual Style Guidelines
- UI Components
- Content Guidelines (Voice & Tone)
- Illustration Guidelines
- Resources (Frameworks, Design Tools)



Design Principles

An open source collection of Design Principles and methods.

The collection contains:

187

Examples

1397

Design Principles

161

Creators

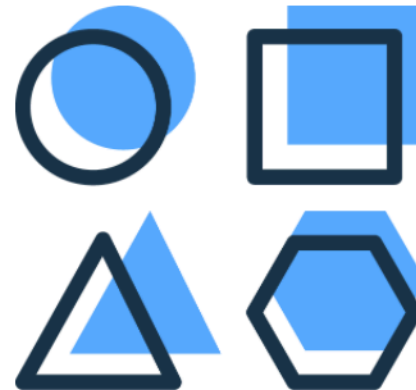
What are Design Principles?

C ▲ R B ● N
D ■ S | G N
S Y S T ■ M

At IBM, we define design as the intent behind an outcome. Great experiences deliver meaningful outcomes to your user. They reach both head and heart. To design for great user experiences, you must understand how they are put together and why they can touch people at a deeper level.

Be essential

Every element in an experience should have a purpose. Leaving complexity behind allows you to design with restraint by emphasizing the essential and stripping away the distracting. Provide all the necessary information in a sleek and elegant way, so we can be distinct, clear, and concise with our users.



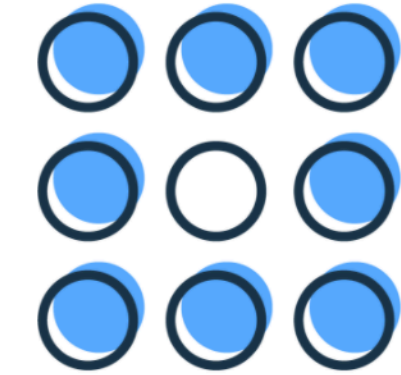
Be inclusive

Good design should work for everyone. We need not to focus only on the average person, with regular needs and expectations. Keep in mind that the people using your products will be extremely diverse. User diversity covers variation in capabilities, needs, and aspirations. Empathize with a full spectrum of potential users instead of designing around a checklist.



Be consistent

Consistency is not exact replication. Rather, it's a harmonious uniformity, instilling predictability and stability. A successful design should leave our users feeling like, "Yes, that makes sense." Being consistent gives users to anticipate what will happen next. And when users encounter something that is expected, it creates a sense of comfort and trust. Usability is greatly improved when an experience acts and feels the same throughout.



Be humanistic

More than being user-centered, we must be human-centered. Our designs are conceived from a deep understanding of the people behind the product and with the desire to help individuals accomplish their goals. Part of being humanistic is embracing empathy. Empathy is the ability to understand and share another person's perspective, feelings, and challenges. Go out of your way to identify with your user's needs.



Be delightful

Enhances usability and delight by embracing the spirit of "just enough design". Engaging users with inspiration and curiosity by designing experiences to encourage critical thinking and creative confidence. Be mindful of users' needs by providing them with the right tools at the right time. Make an offering so effective that it doesn't simply read as a software or a product but as something useful in that person's life.



Principles act as our design conscience. They are a guide to the rightness and wrongness of our designs and help us make a case for design decisions.

- Groupon Design Principles



Type

Title 1 · 44/56

Title 2 · 32/36

Title 3 · 24/28

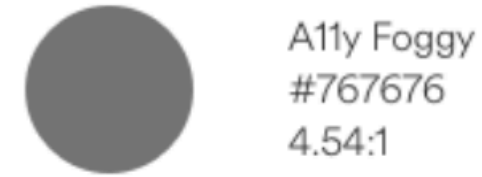
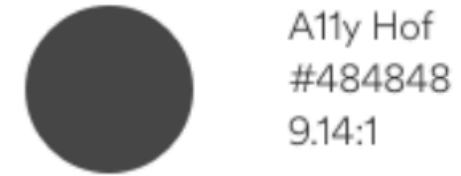
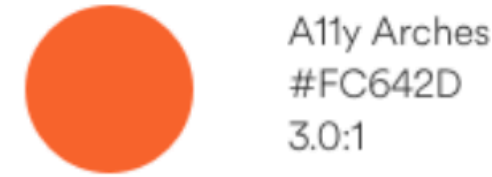
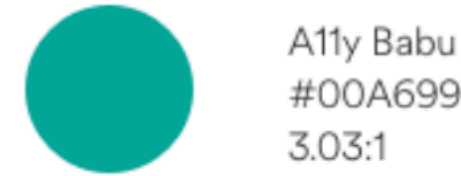
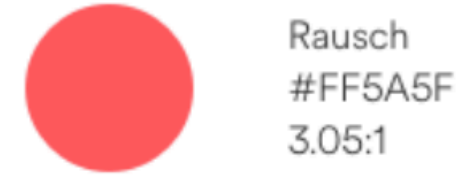
Large · 19/24

Regular · 17/22

Small · 14/18

MICRO 1 · 8/8

A11y Color



Spacing

8 · tiny

16 · small

24 · base

48 · large

64 · x-large

Creating the Components

Traditionally, many style guides define components as atomic components, which are then used to build more complex molecules. In theory, this works well to create



- Getting Started Expand
- Setup
- General
 - XY Grid New
 - Float Grid Legacy
 - Flex Grid Legacy
- Forms
- Utilities
- Typography
- Controls
- Navigation
- Containers
- Media
- Plugins
- Sass
- Libraries
- Older Versions

Checkboxes and Radio Buttons

Use groups of checkboxes when the user may select multiple choices from a list, and use radio buttons when the user must select just one choice.

Wrap a group of checkboxes or radio buttons in a `<fieldset>` element, and give them a common label using the `<legend>` element. Each individual control should also have its own label, created using a typical `<label>`.

[Watch this part in video](#)

```

Edit in Browser > Copy

<div class="grid-x grid-padding-x">
  <fieldset class="large-5 cell">
    <legend>Choose Your Favorite</legend>
    <input type="radio" name="pokemon" value="Red" id="pokemonRed" required><label for="pokemonRed">Red</label>
    <input type="radio" name="pokemon" value="Blue" id="pokemonBlue"><label for="pokemonBlue">Blue</label>
    <input type="radio" name="pokemon" value="Yellow" id="pokemonYellow"><label for="pokemonYellow">Yellow</label>
  </fieldset>
  <fieldset class="large-7 cell">
    <legend>Check these out</legend>
    <input id="checkbox1" type="checkbox"><label for="checkbox1">Checkbox 1</label>
    <input id="checkbox2" type="checkbox"><label for="checkbox2">Checkbox 2</label>
    <input id="checkbox3" type="checkbox"><label for="checkbox3">Checkbox 3</label>
  </fieldset>
</div>

```

Choose Your Favorite

Red Blue Yellow

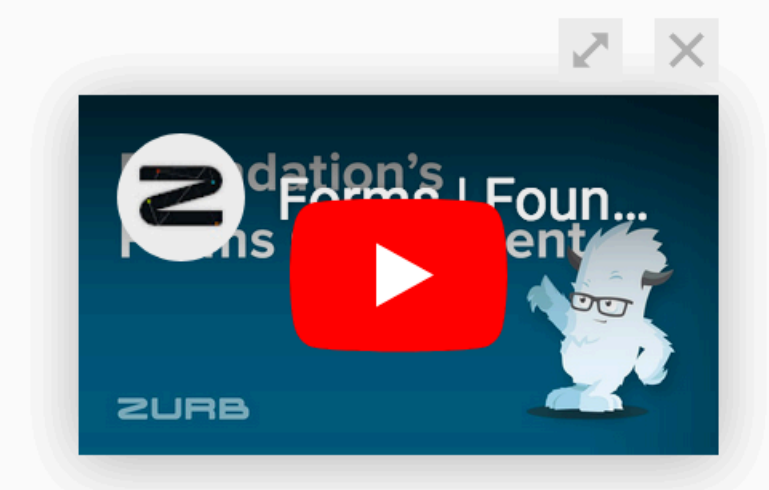
Check these out

Checkbox 1 Checkbox 2 Checkbox 3

<https://foundation.zurb.com/>

- FORMS
 - Form Basics
 - Help Text (Accessibility)
 - Label Positioning
 - Inline Labels and Buttons
 - File Upload Button
 - Custom Controls (Accessibility)
 - Sass Reference

- [Edit this Page](#)
- [Report a Bug](#)
- [Get Help](#)
- [Join Slack Channel](#)





GO TO SECTION

[Writing Goals and Principles](#)

[Voice and Tone](#)

[Writing About People](#)

[Grammar and Mechanics](#)

[Web Elements](#)

[Writing Blog Posts](#)

[Writing Technical Content](#)

[Writing Legal Content](#)

[Writing Email Newsletters](#)

[Writing for Social Media](#)

[Writing for Accessibility](#)

[Writing for Translation](#)

[Creating Structured Content](#)

[Copyright and Trademarks](#)

[Word List](#)

[Further Reading](#)

[TL;DR](#)

Voice and Tone

One way we write empowering content is by being aware of our voice and our tone. This section explains the difference between voice and tone, and lays out the elements of each as they apply to Mailchimp.

What's the difference between voice and tone? Think of it this way: You have the same voice all the time, but your tone changes. You might use one tone when you're out to dinner with your closest friends, and a different tone when you're in a meeting with your boss.

Your tone also changes depending on the emotional state of the person you're addressing. You wouldn't want to use the same tone of voice with someone who's scared or upset as you would with someone who's laughing.

The same is true for Mailchimp. Our voice doesn't change much from day to day, but our tone changes all the time.

Voice

At Mailchimp, we've walked in our customers' shoes, and we know marketing technology is a minefield of confusing terminology. That's why we speak like the experienced and passionate business partner we wish we'd had way back when.

We treat every hopeful brand seriously. We want to educate people without patronizing or confusing them.

Stroke Breakdown

We use a consistent default smooth brush with a 6px stroke with. We also allow for 3px stroke if there is smaller details needed in a tight space. We use a rounded cap at all times to work alongside our rounded corner approach.

***Note:** We never deviate away from using #8A8EA0 as our stroke colour

6px / Rounded Cap / #8A8EA0



3px / Rounded Cap / #8A8EA0



Stroke Caps

We use a rounded cap at all times to work alongside our rounded corner approach.



✓ Do



✗ Don't

Example 3.3



Use thinner stroke to on smaller details

Use thicker strokes to define the structure

Rounded corners are used whenever possible. Never sharp corners



- Help
- Atoms (universal)
- Desktop Web
- Mobile Web
- iOS
- Symbols
- Large Button - Active
- Large Button - Active
- + Click to pen...
- Needs Audit
- Molecules - UDC
 - Page Header
 - SCHEMATICS
 - UDC / Local / smallSize
 - Header
 - Description
 - UDC / Local
 - UDC Catalogue
 - Character Count Copy
 - Needs Audit
- Molecules - Category...
 - Needs Audit
- Molecules - Forms
 - Search field
 - Autocomplete dropdo...
 - Page Header
 - Buttons
 - App Store Badges

Molecules - Navigation

Navigation

GRID CHECKED

NOTIFICATIONS & HIGHLIGHTS

On Color or image: NEW, TRENDING, BEST SELLER

On White: NEW, Trending, Best Seller

Molecules - Personalization

Personalization

Are these used?

SOCIAL

Default

Pressed/Hover

IOS ANDROID WEB

Tooltips & Coaching Markers

16 px padding all the way around

It's purr-rime day! Score doorbusters today only! They're a preview of Black Friday in July deals on sale stating 7/24.

Tell us when you're free and we'll get back to you with the perfect appointment.

DROPDOWN MENU

Sort by: Best Sellers

- Best Sellers
- Price: Low to High
- Price: High to Low
- New
- Highest Rating

Sort by: Recent | Popular

MAPS

Price Marker: \$99

Marker Blank

Marker Numbered: 5

Clustering: 12

Merchant

Current Location

Star Ratings

Goods

Display Stars

- 9pt: 4.2/5.0 (44)
- 11pt: 4.2/5.0 (44)
- 15pt: 4.2/5.0
- 23pt: 4.2/5.0
- 31pt: 4.2/5.0
- 39pt (interactive): 4.2/5.0

GETAWAYS

- 4.2/5.0 (345)
- 4.2/5.0 (345)
- 4.2/5.0 (345)
- 4.2/5.0 (345)
- 4.2/5.0 (345)

STYLE

Fills

Borders

Shadows

Inner Shadows

Blurs

X Y

W H

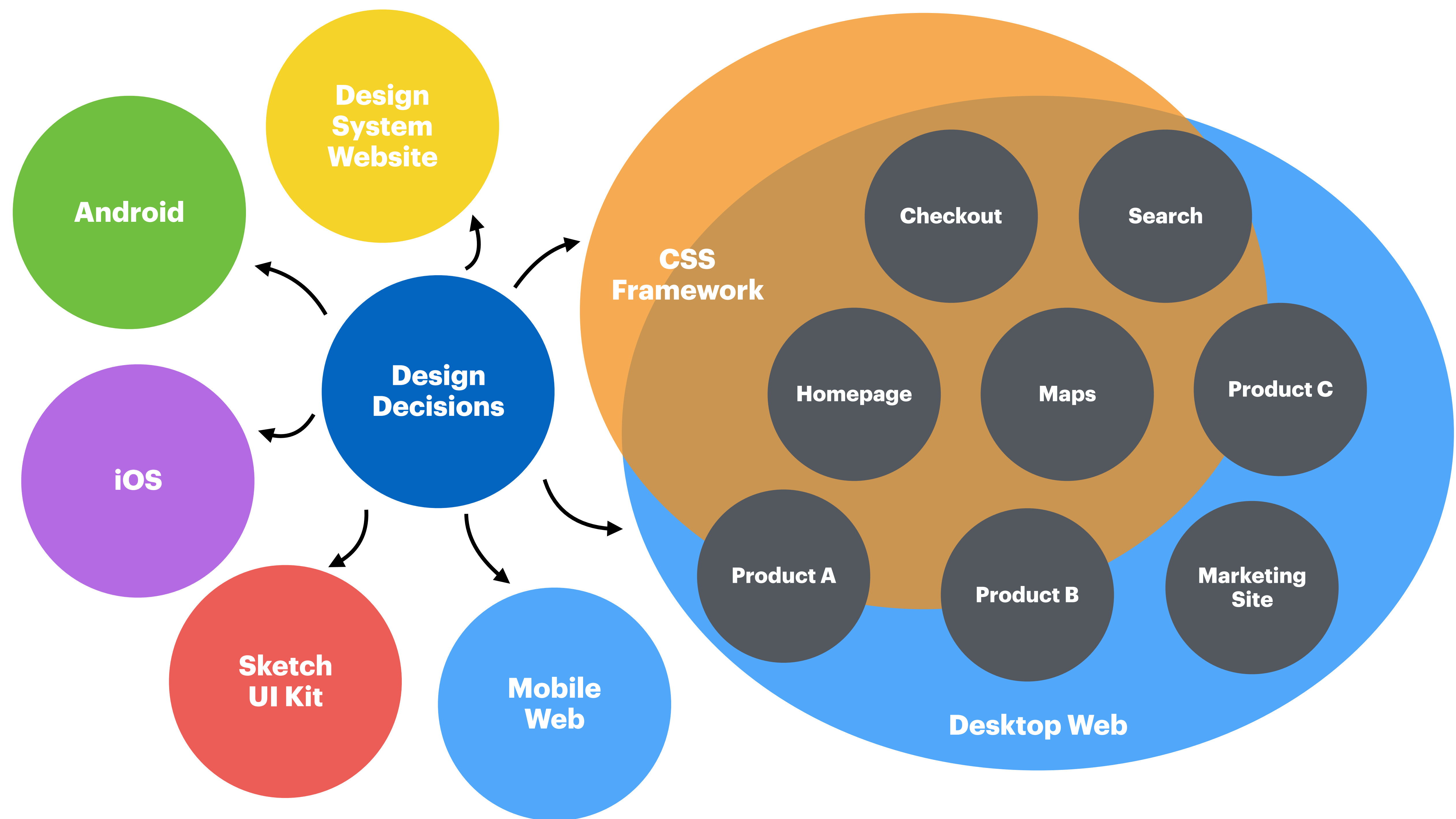
Icons for alignment and zoom

衆瞽
探象之圖



WHAT IS OUR DESIGN SYSTEM?

- Our Design System is the Sketch UI Kit!
- Our Design System is the component library!
- Our Design System is the style guide website!
- We have a Design System?!?



WHAT IS OUR DESIGN SYSTEM?

Our Design System is a **common language** across design, engineering and product that describes how we create digital products.

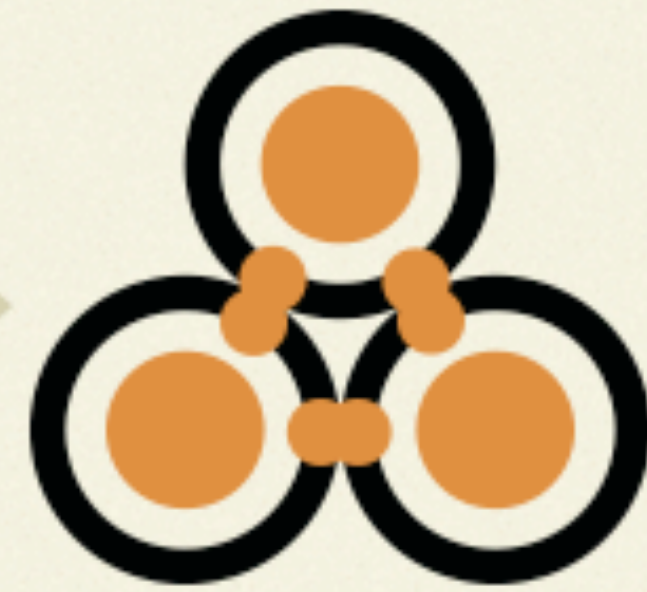
DESIGN TOKENS

Design tokens are the visual design atoms of the design system — specifically, they are named entities that store visual design attributes. We use them in place of hard-coded values (such as hex values for color or pixel values for spacing) in order to maintain a scalable and consistent visual system for UI development.

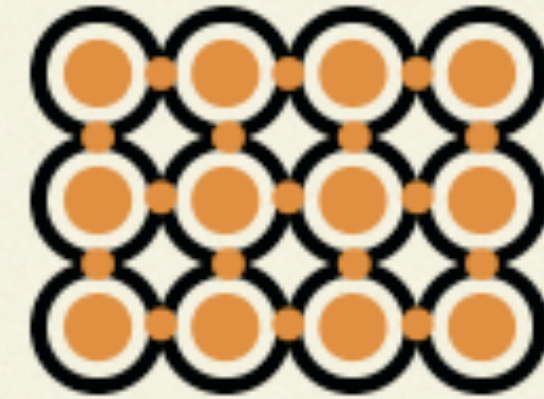
- Salesforce Lightning Design System



ATOMS



MOLECULES



ORGANISMS



TEMPLATES



PAGES



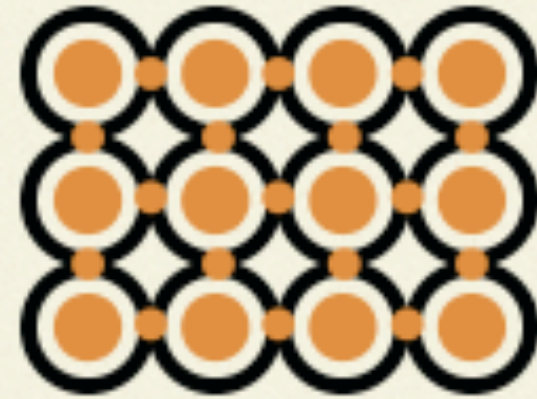
**SUBATOMIC
PARTICLES**



ATOMS



MOLECULES



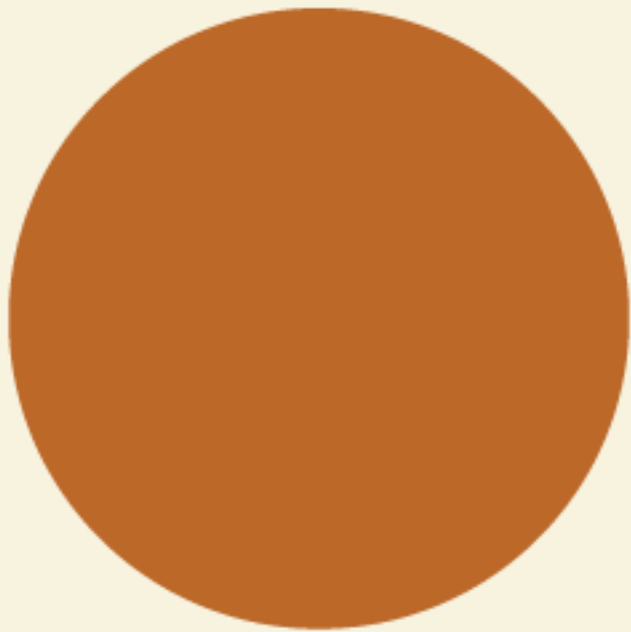
ORGANISMS



TEMPLATES



PAGES



Subatomic Design

Mike Aparicio


**COMING
FALL 2019!**

(j/k Brad! Please don't sue me.)

```
HTML  
CSS (Stylus)  
781 .btn-cta  
782 background-color: #53A318  
783 color: #FFFFFF  
784  
JS
```

GROUPON

LAST DAY FOR HOT SUMMER SAVINGS!
Use code SUMMER to save and extra 20%. Ends 7/25.



Big & little's
Chicago · 6.2 mi · 3 Locations • **Open Now**
38% Off Gourmet Fast Food at Big & little's

Limited Time | 200+ viewed | 4.6/5 Rating

Buy!

Limited Time Remaining!

```
HTML
```

```
CSS (Stylus)
```

```
1 /* Tokens */
2
3 // COLOR // Palette
4
5 $color-green-400 = #53A318
6 $color-green-600 = #367806
7 $color-green-050 = #A9D18C
8 $color-blue-600 = #0093EA
9 $color-blue-050 = #EEFAFF
10 $color-red-600 = #FF2552
11 $color-red-050 = #FFBDCB
12 $color-yellow-400 = #FFC120
13 $color-yellow-050 = #FFEFC7
14 $color-purple-600 = #6650D7
15 $color-black = #333333
16 $color-white = #FFFFFF
17 $color-gray-600 = #75787B
18 $color-gray-400 = #A5A8AB
19 $color-gray-200 = #D5D8DB
20 $color-gray-100 = #E6E7E8
21 $color-gray-050 = #F6F7F8
22 $color-black-50pct = rgba(0,0,0,.5)
23 $color-white-50pct = rgba(255,255,255,.5)
24 $color-purple-50pct = rgba(102,80,215,.9)
25
```

```
JS
```



LAST DAY FOR HOT SUMMER SAVINGS!
Use code SUMMER to save and extra 20%. Ends 7/25.



Big & little's
Chicago · 6.2 mi · 3 Locations · Open Now
38% Off Gourmet Fast Food at Big & little's

Limited Time 300+ viewed 4.6/5 Ratings

Buy!

Limited Time Remaining!

HTML

CSS (Stylus)

```
781 .btn-cta
782 background-color: $color-green-400
783 color: $color-white
784
```

JS

GROUPON

LAST DAY FOR HOT SUMMER SAVINGS!
Use code SUMMER to save and extra 20%. Ends 7/25.



Big & little's
Chicago · 6.2 mi · 3 Locations • **Open Now**
38% Off Gourmet Fast Food at Big & little's

Limited Time 300+ viewed 4.604 Ratings

Buy!

Limited Time Remaining!



HTML

CSS (Stylus)

```

47 // COLOR // Button Color
48
49 $color-button-primary = $color-green-400
50 $color-button-primary-text = $color-white
51 $color-button-primary-hover = $color-green-600
52 $color-button-secondary = $color-white
53
54 // COLOR // Icon Color
55
56 $color-icon-default = $color-gray-400
57 $color-icon-on-dark = $color-white
58 $color-icon-brand = $color-green-400
59 $color-icon-urgent = $color-red-600
60 $color-icon-rating-full = $color-yellow-400
61 $color-icon-rating-empty = $color-gray-100
62
63 // COLOR // Borders
64
65 $color-border-default = $color-gray-100
66 $color-border-brand = $color-green-400
67 $color-badge-trending = $color-purple-50pct
68 $color-overlay = $color-black-50pct
69 $color-button-transparent-hover = $color-white-50pct
70
71 // BORDER

```

JS



LAST DAY FOR HOT SUMMER SAVINGS! ✕
 Use code SUMMER to save and extra 20%. Ends 7/25.



Big & little's
 Chicago · 6.2 mi · 3 Locations • **Open Now**
 38% Off Gourmet Fast Food at Big & little's

⌚ Limited Time | 👁 200+ Viewed | ⭐⭐⭐⭐⭐ 9,604 Ratings

Buy!

Limited Time Remaining!

```
HTML
```

```
CSS (Stylus)
```

```
781 .btn-cta
782 background-color: $color-button-primary
783 color: $color-button-primary-text
784
```

```
JS
```

GROUPON

LAST DAY FOR HOT SUMMER SAVINGS!
Use code SUMMER to save and extra 20%. Ends 7/25.






Big & little's
Chicago · 6.2 mi · 3 Locations • **Open Now**
38% Off Gourmet Fast Food at Big & little's


⌚ Limited Time | 👁 200+ viewed | ⭐⭐⭐⭐⭐ 9,604 Ratings

Buy!


Limited Time Remaining!


```
HTML
CSS (Stylus)
47 // COLOR // Button Color
48
49 $color-button-primary = $color-red-600
50 $color-button-primary-text = $color-white
51 $color-button-primary-hover = $color-green-600
52 $color-button-secondary = $color-white
53
54 // COLOR // Icon Color
55
56 $color-icon-default = $color-gray-400
57 $color-icon-on-dark = $color-white
58 $color-icon-brand = $color-green-400
59 $color-icon-urgent = $color-red-600
60 $color-icon-rating-full = $color-yellow-400
61 $color-icon-rating-empty = $color-gray-100
62
63 // COLOR // Borders
64
65 $color-border-default = $color-gray-100
66 $color-border-brand = $color-green-400
67 $color-badge-trending = $color-purple-50pct
68 $color-overlay = $color-black-50pct
69 $color-button-transparent-hover = $color-white-50pct
70
71 // BORDER
JS
```




 **GROUPON**  

LAST DAY FOR HOT SUMMER SAVINGS! 

Use code SUMMER to save and extra 20%. Ends 7/25.



 **Big & little's**
Chicago · 6.2 mi · 3 Locations • **Open Now**
38% Off Gourmet Fast Food at Big & little's

 Limited Time  200+ viewed  9,604 Ratings

Buy!

Limited Time Remaining!

design-system / design-tokens

Watch 1 Star 0 Fork 0

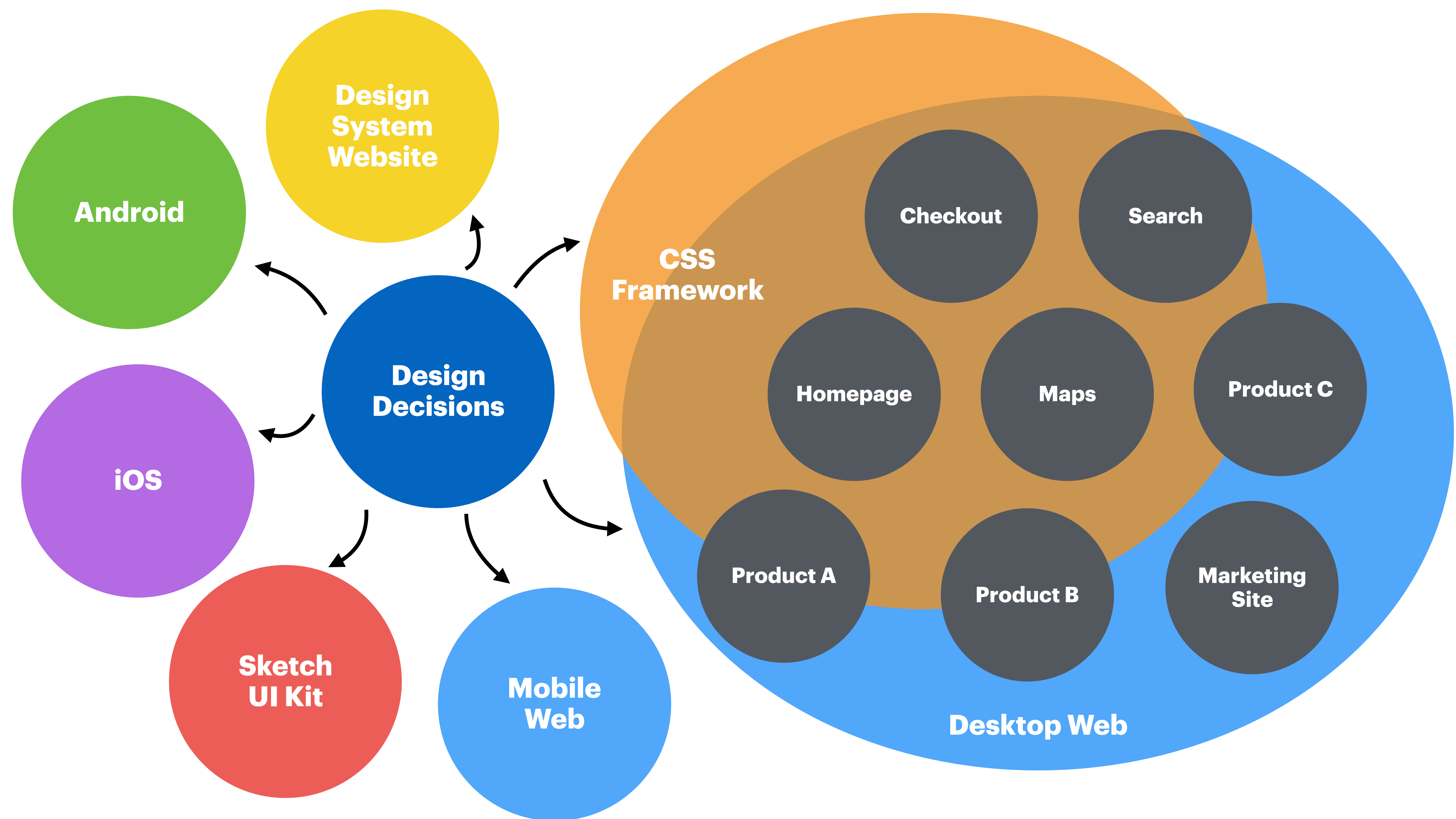
Code Issues 0 Pull requests 0 Projects 0 Wiki Insights Settings

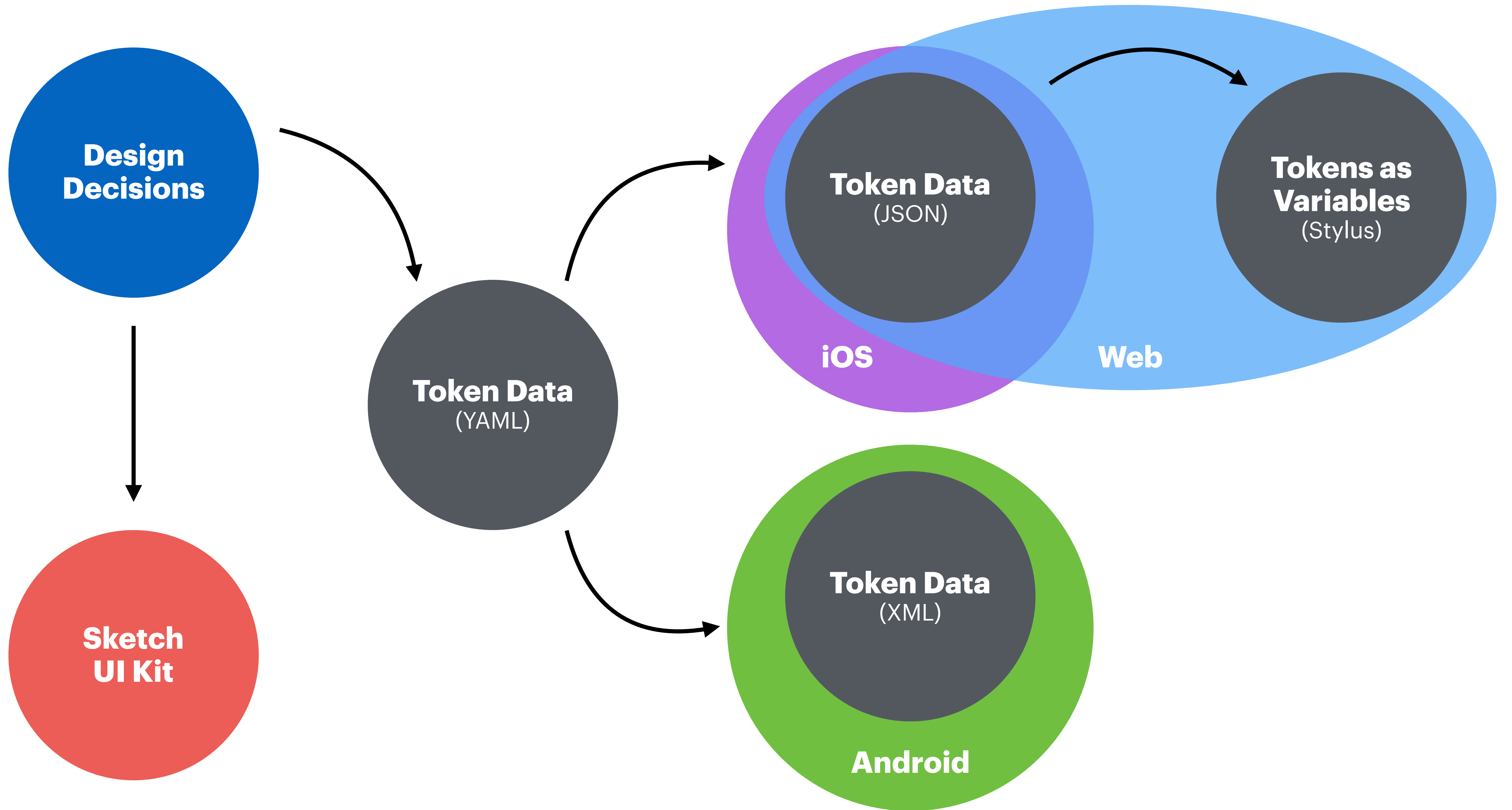
Branch: master design-tokens / tokens.yaml Find file Copy path

maparicio Update gray-50 to gray-050 for consistency be3b658 8 days ago 1 contributor

420 lines (376 sloc) | 11 KB Raw Blame History

```
1 # COLOR // CHOICES
2
3 color :
4   green :
5     600 :
6       web : &color-green-600-web "#3E8F00"
7       ios : &color-green-600-ios "0.24,0.56,0,1"
8       and : &color-green-600-and "#FF3E8F00"
9     400 :
10      web : &color-green-400-web "#53A318"
11      ios : &color-green-400-ios "0.33,0.64,0.09,1"
12      and : &color-green-400-and "#FF53A318"
13     050 :
14      web : &color-green-050-web "#EAF0CDE"
15      ios : &color-green-050-ios "0.92,0.99,0.87,1"
16      and : &color-green-050-and "#FFEAF0CDE"
```



VISUAL STYLE

(CSS)

- Color
- Type
- Spacing/Grid
- Icons
- Borders
- Layers
- Opacity
- Shadows
- Animation

UI COMPONENTS

(HTML/JS)

- Buttons
- Links
- Form Inputs
- Headers
- Navigation
- Alerts
- Cards
- Modals
- Badges, etc.

VISUAL STYLE AUDIT

Parse CSS

URI

User Agent

[Go](#)

View Stats for Popular Sites and Frameworks

[Google](#)[Yahoo](#)[Twitter](#)[Facebook](#)[Tumblr](#)[Apple](#)[YouTube](#)[Pinterest](#)[Medium](#)[PayPal](#)[Stripe](#)[Trulia](#)[Wikipedia](#)[Craigslist](#)[GitHub](#)[Stack Overflow](#)[New York Times](#)[The Guardian](#)[Mozilla](#)[Flickr](#)[Soundcloud](#)[BBC](#)[Kickstarter](#)[Etsy](#)[Mapbox](#)[Grid.io](#)[Bootstrap](#)[Foundation](#)[Pure CSS](#)[UIKit](#)[Materialize](#)[Basscss](#)[Tachyons](#)

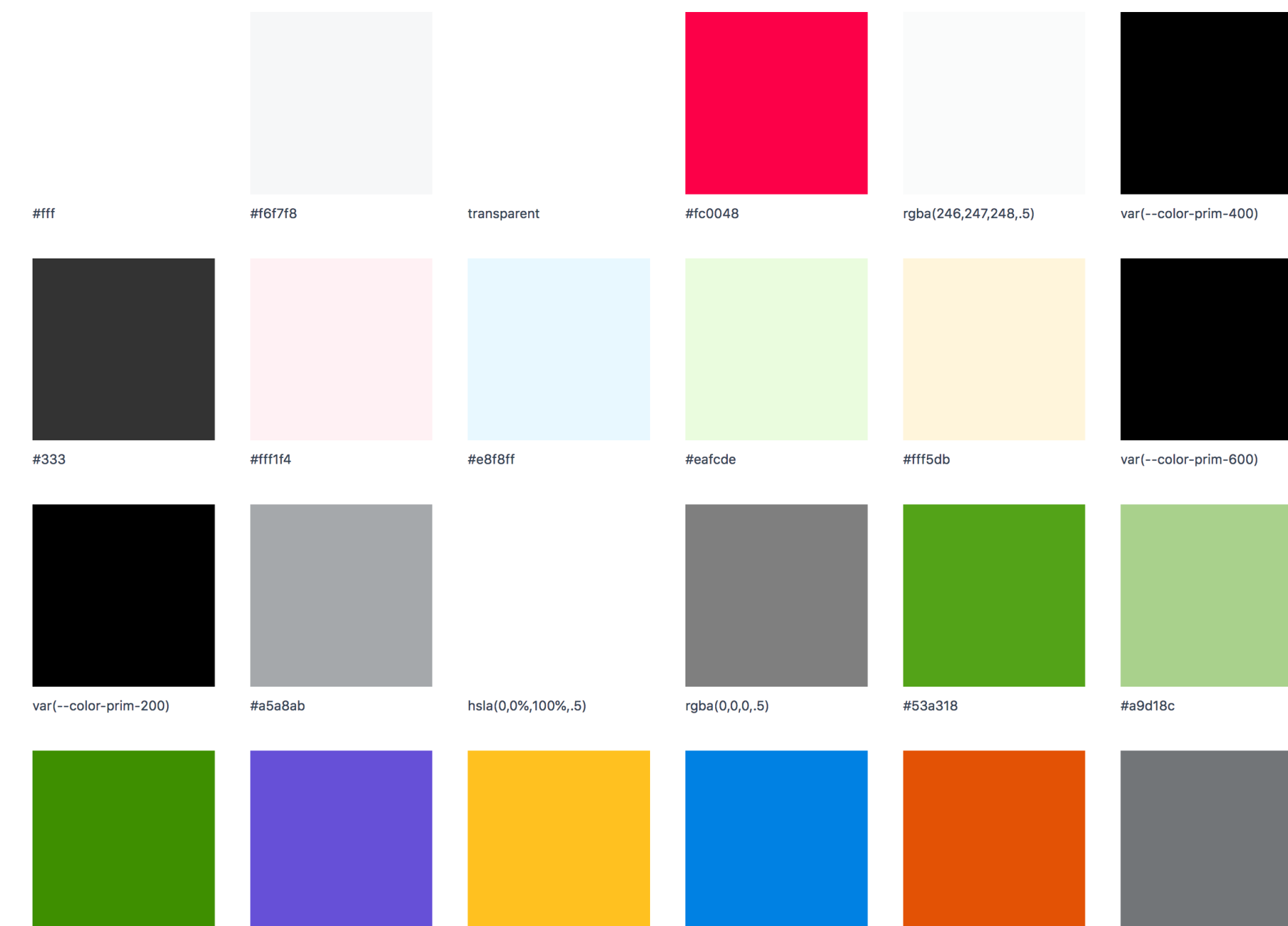
COLOR

- 41 unique text colors
- 40 unique background colors
- One-off colors not in our palette
- Inconsistent naming
- Mix of hex values and CSS variables
- HSLa/RGBa used for transparency

41 Unique Colors



40 Unique Background Colors



COLOR

	Text	White #FFFFFF	Black #333333	Dark Gray #75787B	Medium Gray #A5A8AB	Brand #53A318	Link #0093EA	Error #FF2552
Background								
White #FFFFFF		Text	Text	Text	Text	Text	Text	Text
		AAA 12.6	AA18 4.4	DNP 2.3	AA18 3.1	AA18 3.3	AA18 3.7	

AAA Pass, AAA (7+)

AA Pass, AA (4.5+)

AA18 Pass, Large Text Only (3+)

DNP Does Not Pass

COLOR

	Text	White #FFFFFF	Brand Light #A9D18C
Background			
Brand #53A318	Text	Text	Text
	AA18 3.1	DNP 1.8	

	Text	White #FFFFFF	Brand Light #A9D18C
Background			
Brand Dark #367806	Text	Text	Text
	AA 5.4	AA18 3.1	

- Avoid Brand Light on Brand background
- Use Brand Dark for text/icons

COLOR

	Text	Dark Gray #75787B	Dark Gray 1 #727579	Dark Gray 2 #57585C
Background				
White #FFFFFF	Text	Text	Text	Text
	AA18 4.4	AA 4.6	AAA 7.1	


	Text	Link #0093EA	Link New #007BC2
Background			
White #FFFFFF	Text	Text	Text
	AA18 3.3	AA 4.5	

- Adjust Dark Gray and Link colors > 4.5 ratio


Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker


Foreground Color

#007BC2 


Lightness



Background Color

#FFFFFF 

Lightness



Contrast Ratio

4.55:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text








































WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

COLOR

- Adjusted contrast ratios
- 050 to 600 for color names
- 600 - text
- 050 - backgrounds
- 400/200/100 - specific uses
- Added transparent colors

Old		New	
 brand	#53A318	 green-400	#53A318
 brand-dark	#3E8F00	 green-600	#3E8F00
 brand-light	#A9D18C	 green-050	#EAF0CDE
 notice	#0093EA	 blue-600	#0081E3
 notice-lt	#EEFAFF	 blue-050	#E8F8FF
 error	#FF2552	 red-600	#FC0048
 error-lt	#0093EA	 red-050	#FFF1F4
 alert	#FFC120	 yellow-400	#FFC120
 alert-lt	#FFEFC7	 yellow-050	#FFF5DB
 accent	#6650D7	 purple-600	#6650D7
 teal	#02E2EE	 teal-600	#02E2EE
 black	#333333	 black	#333333
 gray-dk	#75787B	 gray-600	#727578
 gray-md	#A5A8AB	 gray-400	#A5A8AB
 gray-lt	#D5D8DB	 gray-200	#D5D8DB
 gray-clr	#E6E7E8	 gray-100	#E6E7E8
 gray-bg	#F6F7F8	 gray-050	#F6F7F8
 white	#FFFFFF	 white	#FFFFFF
		 white-50pct	rgba(255, 255, 255, .5)
		 black-50pct	rgba(0, 0, 0, .5)
		 purple-90pct	rgba(102, 80, 215, .9)

TYPE

- 60 unique font size declarations
- em, rem, px, %, vw, inherit
- 7px ... 8em (128px!)



60 Unique Font Sizes

Font Size 2.7vw

Font Size 8em

Font Size 3.6rem

Font Size 55px

Font Size 50px

Font Size 3.1rem

Font Size 3rem

Font Size 2.8em

Font Size 44px

Font Size 2.4rem

Font Size 2.3rem

Font Size 35px

Font Size 34px

Font Size 2.1rem

Font Size 33px

Font Size 2rem

Font Size 2em

Font Size 32px

Font Size 30px

Font Size 1.8rem

Font Size 28px

Font Size 26px

Font Size 1.6rem

Font Size 25px

Font Size 1.5rem

Font Size 24px

Font Size 23px

Font Size 1.4rem

Font Size 22px

Font Size 21px

Font Size 20px

Font Size 1.2em

Font Size 1.2rem

Font Size 19px

Font Size 18px

Font Size large

Font Size 1.1rem

Font Size 17px

Font Size 1rem

Font Size 100%

Font Size inherit

Font Size 1em

Font Size 16px

Font Size 15.5px

Font Size 15px

Font Size .9rem

Font Size 90%

Font Size 14px

Font Size 13px

Font Size .8rem

Font Size 80%

Font Size 12px

Font Size 75%

Font Size .7em

Font Size 11px

Font Size 10.5px

Font Size 10px

Font Size 8px

Font Size 7px

TYPE

10px

Browse Popular Categories

- NEW!** Groupon+ Restaurants
- Things to Do
- Beauty & Spas
- Goods
- Travel
- Sale
- Health & Fitness
- Automotive

Caesar O. · 11 reviews **TOP REVIEWER**
★★★★★ · Redeemed 4 days ago

On top of clean relaxing environment the food finally create a VEGAN MENU!!! (so far they got

NEW! Sort by Customer Ratings | Sort by **Relevance** ✓

14px

Mike ▾

- My Groupons
- My Groupon+ Deals
- My Wishlist

Top Selling Deals **See More**

- Up to 47% off Pints and Em...**
Oak Park Brewing Company
South Austin, Oak Park
★★★★★ ~~\$17~~ **\$9**
Sale Ends 1/26
- Up to \$5 Off Fuel**
Shell
25,000+ bought **\$5 Free**

Up to 47% off Pints and Empty ...
Oak Park Brewing Company
South Austin, Oak Park
★★★★★ (197)
~~\$17~~ **\$9**
Sale Ends 1/26

SEARCH Groupon Chicago

BROWSE BY CITY

- Albuquerque
- Chicago

16px

Up to 25% off Spa Package for C...
Spa Space
Spa helps clients unwind from everyday stress through relaxing and revitalizing treatments such as exfoliation, hot...
West Loop, Chicago · 0.9 mi
★★★★★ (242)
~~\$265~~ **\$199**
View Deal

Local

- Retail (2049)
- Beauty & Spas (1912)
- Personal Services (1516)
- Food & Drink (1186)
- Health & Fitness (1137)
- Things To Do (1047)
- Automotive (177)
- Home Services (173)

Price Range

\$ 0 to 6000

Sort by **Relevance** ✓

Buy

Best of Groupon **View All**

Give as a Gift

36px

Ready to use this Groupon?

Once you click View Voucher, you'll be unable to edit, cancel, or trade in this deal.

View Voucher **Save For Later**

No Reservations? No Worries!

Check out the wide array of deals we have to offer. Some even let you book your appointment right on the spot!






All Deals

Manage Subscriptions

Tell us which emails you'd like to receive. You can change these at any time.

Daily Deals
[Add Another City](#)

12px \$font-size-smallest

Counters	(2867)	\$color-gray-600
Small Meta Text	12,000+ bought	\$color-gray-600 or \$color-white on color background. Usage: small deal card meta text, legal text, small navigation, input labels, input help
Tiny Header	SHARE THIS DEAL	\$color-gray-600, uppercase
Small Button Text		\$color-white on \$color-green background
Trending Badge		
Discount Pill	 	\$color-green-dark text, transparent or \$color-green-light background, \$color-green-dark border, regular or bold text
Pills		\$color-white on color background, uppercase. Used sparingly.


14px \$font-size-small

Meta Text	River North, Chicago	
Navigation	Beauty & Spas	Main navigation and subnavigation options
Small Header	Work with Groupon	Footer headers, deal option titles, small deal card titles
Input Text	<input type="text" value="Mike Aparicio"/>	
Body Text	Best friends “Big” Gary Strauss and Hell’s Kitchen contestant “Little” Tony D’Alessandro call to their wildly differing heights in the name of their restaurant, where they serve their famed gourmet fast food.	

16px \$font-size-medium

Button Text		
Medium Header	Lincoln Park Massage Spa	Deal card title, side nav headers

18px \$font-size-large

Large Header	Customer Reviews	Deal page section headers
Large Button Text		Checkout button
Small Title	Payment Method	Checkout headers. Combine with section headers?

20px \$font-size-largest

Price	\$20 \$12.50
-------	--------------------------------

24px \$font-size-display-small

Medium Title	Big & little's	Deal page title
--------------	---------------------------	-----------------

36px \$font-size-display-large

Large Title	Local Deals	Channel page titles, modal titles, empty state titles. Only usage of Open Sans Light?
-------------	--------------------	--

TYPE

- 60 sizes > 7 sizes
- Separate type scale from weight/color
- Reset H1...H6 styles to avoid using for visual vs. semantic value

SPACE

The Box Model

Content

Dictated by width/height - (border + padding) and/or line-height

Padding

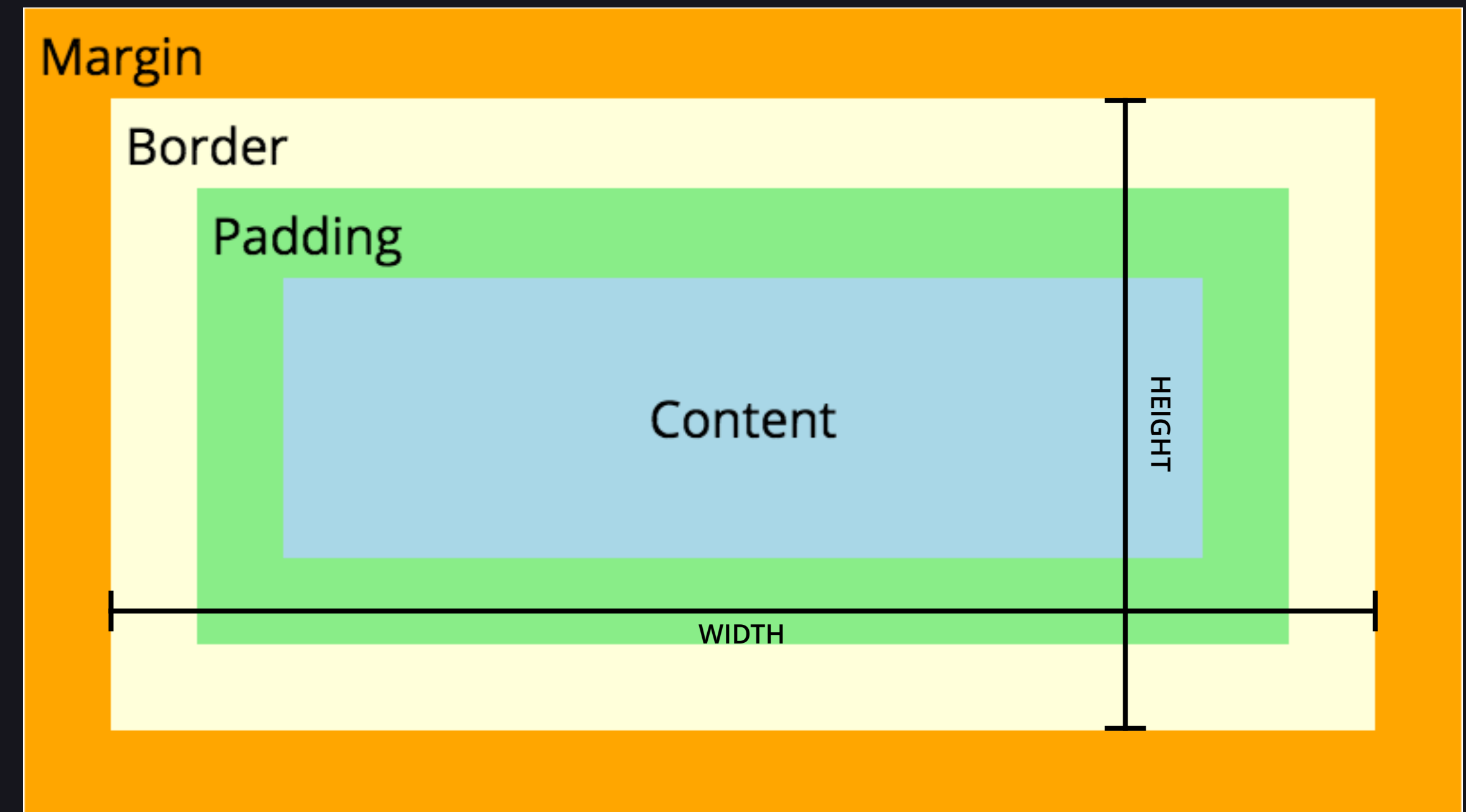
Space within element

Border

Visual divider around element

Margin

Space between elements





Space in Design Systems

From Basics to Expanded Concepts to Apply Space with Intent



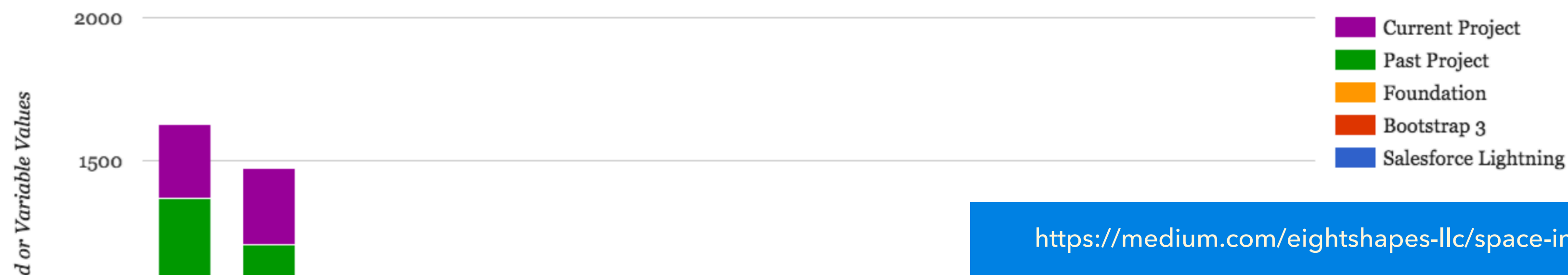
Nathan Curtis

Sep 25, 2016 · 9 min read

I've long referred to Color, Type and Icons as the “Big 3” of a system’s visual language. All UI components—from Buttons on up—are built with them. But I left something out. Space, our final frontier.

Space Rivals Color

Space is everywhere. CSS uses properties like *padding*, *margin*, and absolute positioning’s *left*, *right*, *top* and *bottom* to separate objects. Across five libraries (Bootstrap, Salesforce Lightning, Foundation, a previous project, and a current project), I compared occurrence of these *space* properties relative to property groups of *color*, *size*, *type*, *layout* and more.



SPACE

Inset

Equal space (padding) around an element

Squished Inset

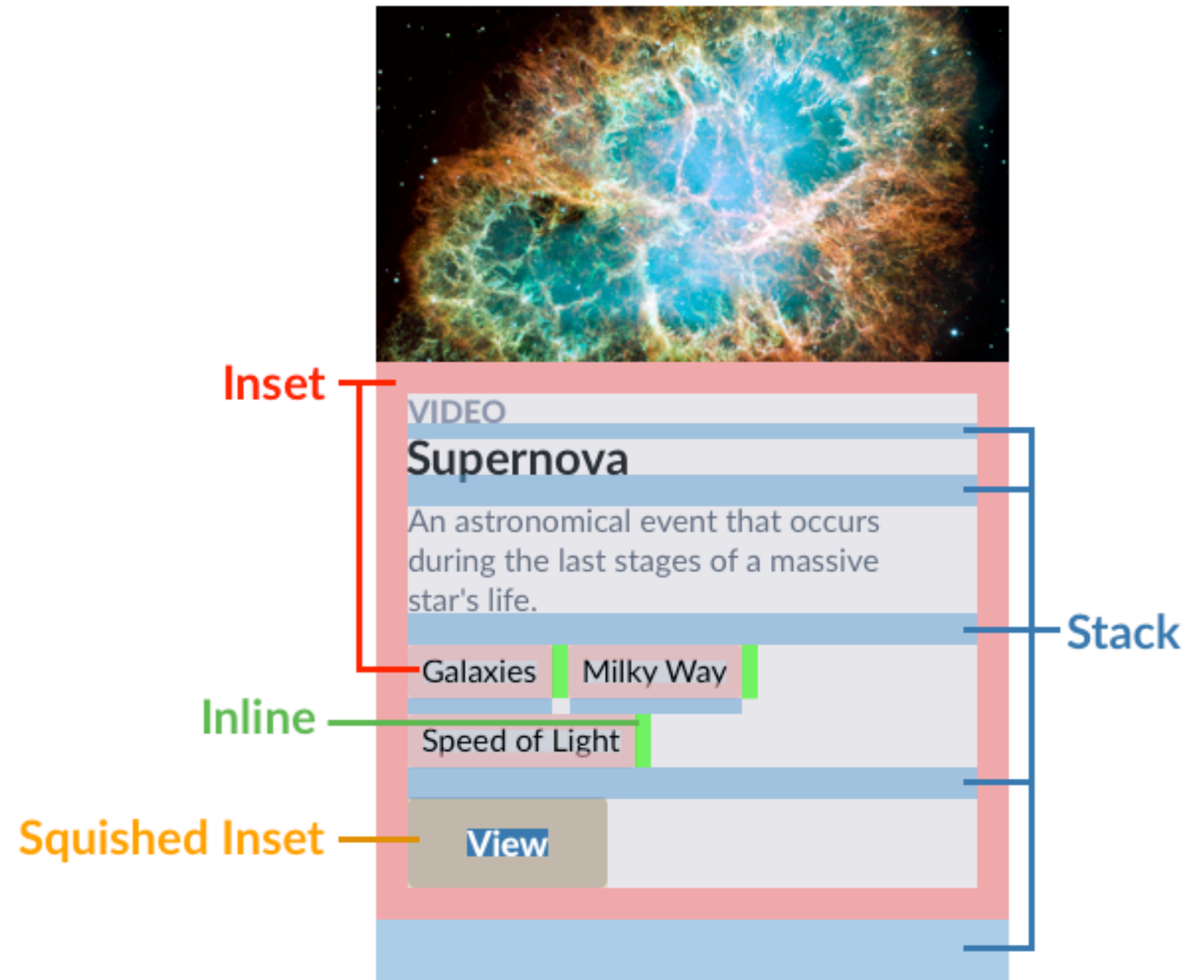
More space on sides than top/bottom

Inline

Margin between horizontal elements

Stack

Margin between vertical elements



View Deal

L/R: 32px
T/B: 8px
Line Height: 22.4px

TRENDING

L/R: 16px
T/B: 7px, 6px
Line Height: 13px

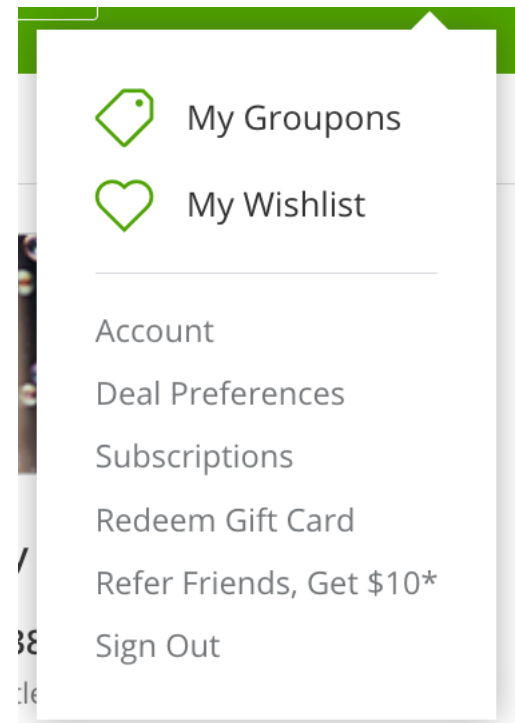
Next >

L/R: 15px, 14px
T/B: 0
Line Height: 40px

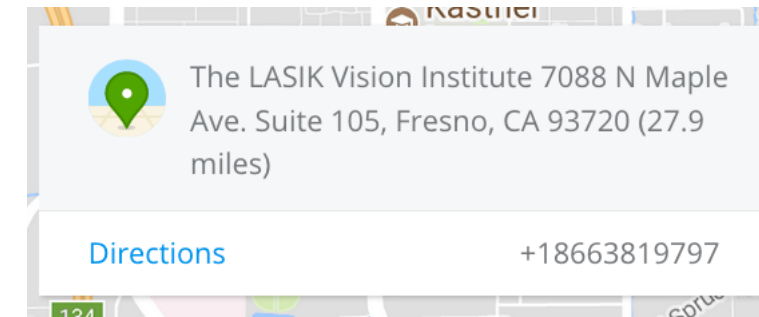
Search Groupon

56% off

L/R: 8px
T/B: 0
Line Height: 18px



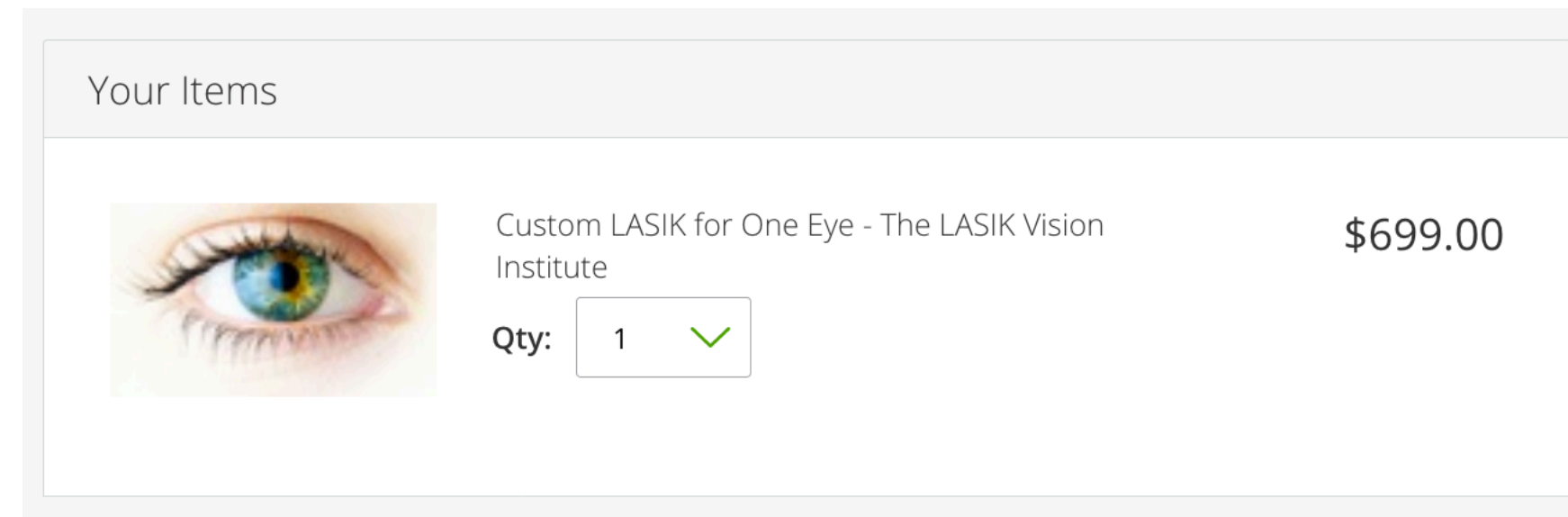
L/R: 24px
T/B: 18px



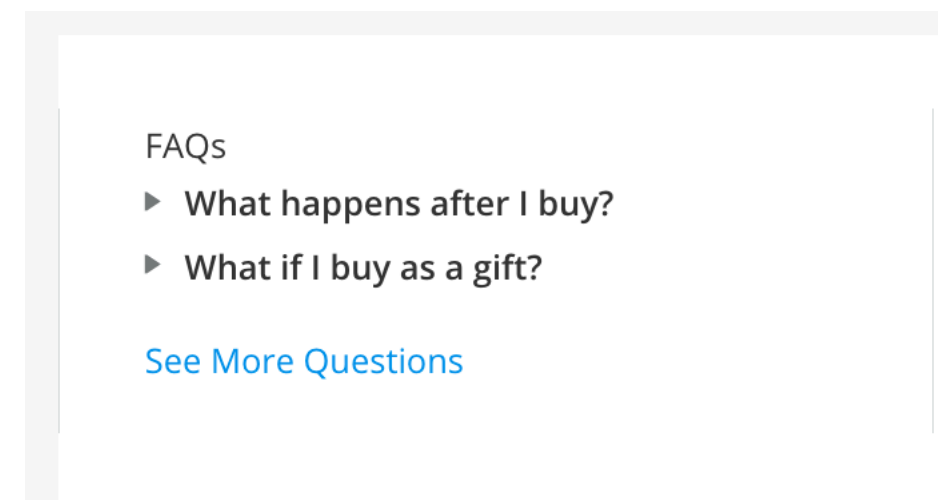
L/R: 62px/12px
T/B: 12px/10px
L/R: 20px
T/B: 8px/0

Place Order

L/R: 0 (100% width)
T/B: 0
Line Height: 13px

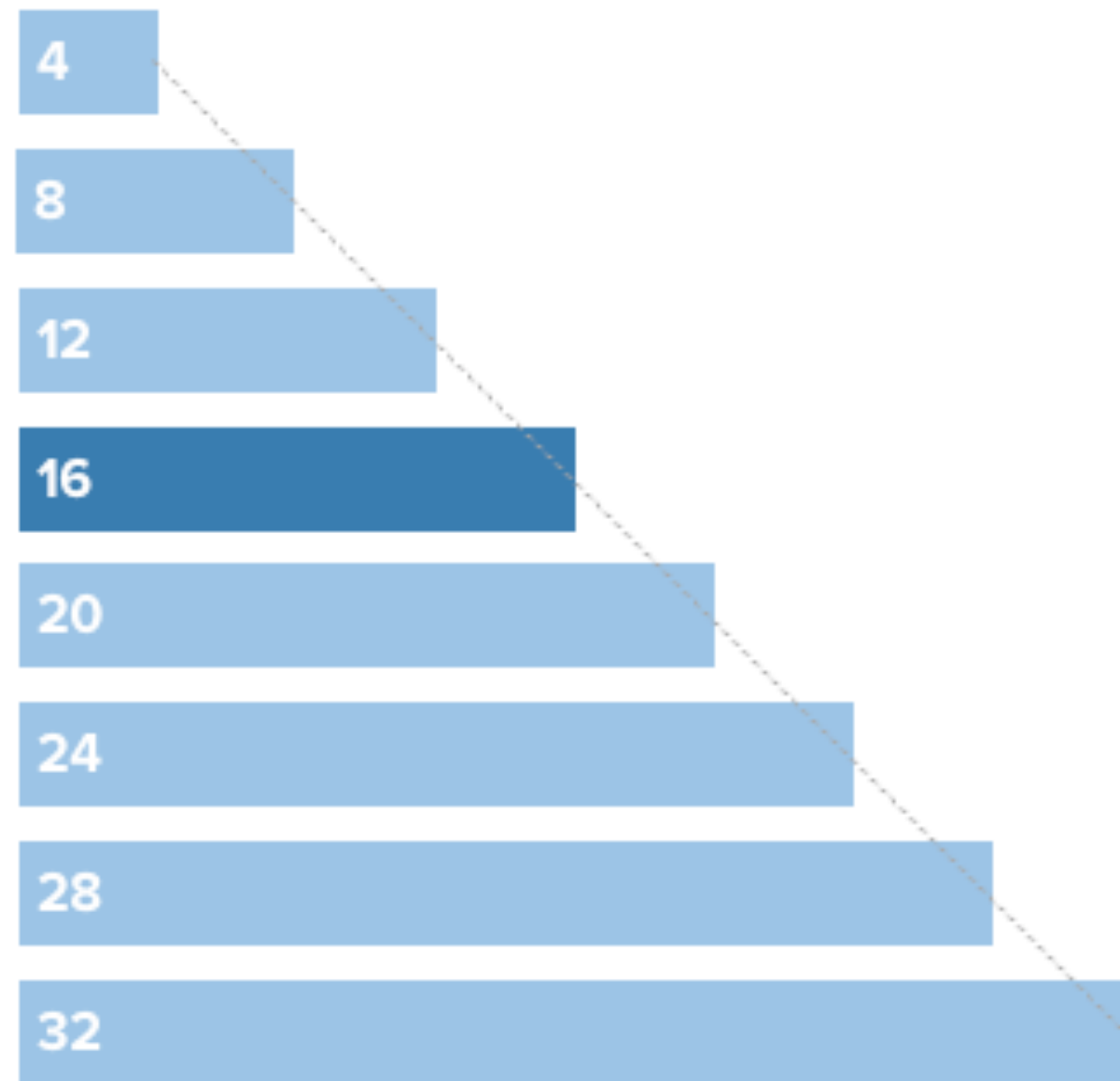


L/R: 20px/0
T/B: 0
Line Height: 45px

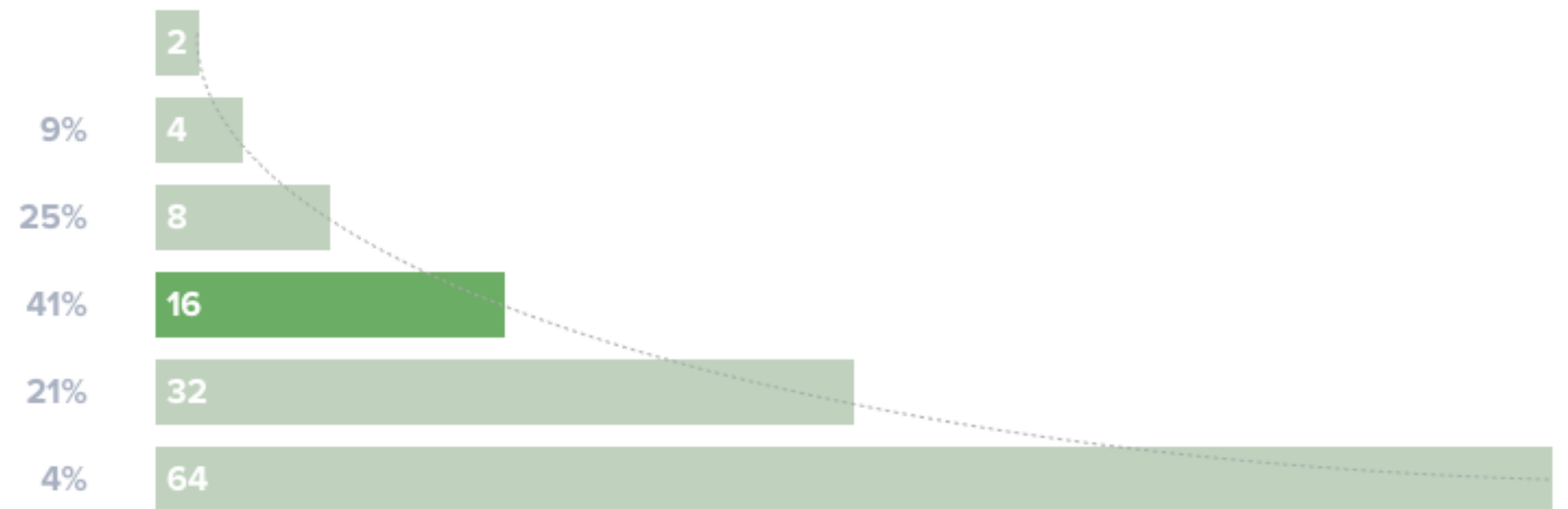


L/R: 35px
T/B: 8px/20px

SPACE



Linear vs. Geometric Progression



SPACE

- Define specific space values
- Let content/padding dictate height rather than setting fixed pixel dimensions
- Apply bottom margins only

Getting started

Layout

[Overview](#)

Grid

[Media object](#)[Utilities for layout](#)

Content

[Components](#)[Utilities](#)[Extend](#)[Migration](#)[About](#)

Grid system

Use our powerful mobile-first flexbox grid to build layouts of all shapes and sizes thanks to a twelve column system, five default responsive tiers, Sass variables and mixins, and dozens of predefined classes.

How it works

Bootstrap's grid system uses a series of containers, rows, and columns to layout and align content. It's built with [flexbox](#) and is fully responsive. Below is an example and an in-depth look at how the grid comes together.

New to or unfamiliar with flexbox? [Read this CSS Tricks flexbox guide](#) for background, terminology, guidelines, and code snippets.

One of three columns One of three columns One of three columns

```
<div class="container">
  <div class="row">
    <div class="col-sm">
      One of three columns
    </div>
    <div class="col-sm">
      One of three columns
    </div>
    <div class="col-sm">
      One of three columns
    </div>
  </div>
</div>
```

[Copy](#)<https://getbootstrap.com/docs/4.0/layout/grid/>[How it works](#)[Grid options](#)[Auto-layout columns](#)[Equal-width](#)[Setting one column width](#)[Variable width content](#)[Equal-width multi-row](#)[Responsive classes](#)[All breakpoints](#)[Stacked to horizontal](#)[Mix and match](#)[Alignment](#)[Vertical alignment](#)[Horizontal alignment](#)[No gutters](#)[Column wrapping](#)[Column breaks](#)[Reordering](#)[Order classes](#)[Offsetting columns](#)[Nesting](#)[Sass mixins](#)[Variables](#)[Mixins](#)[Example usage](#)[Customizing the grid](#)

WE'RE UNIQUE

FIND OUT HOW UNIQUE

This is the bit where you talk about how unique you are as a business and that you're different to all your competitors. Your website looks the same though.



Always

You could have four columns here but you won't. You'll have three, like everyone else.



Three

Have a cog icon above one of these columns if you're really feeling especially creative.



Columns

The perfect place to talk about your services. Because co-incidentally, you have three of them.

© If someone did own the copyright to this layout, if that were even possible, they'd be rich!

This design is based on a [wireframe](#) from Dave Ellis, who wrote a popular blog post on how *All Websites Look The Same*.

<https://labs.jensimmons.com/2017/03-010.html>

GRID

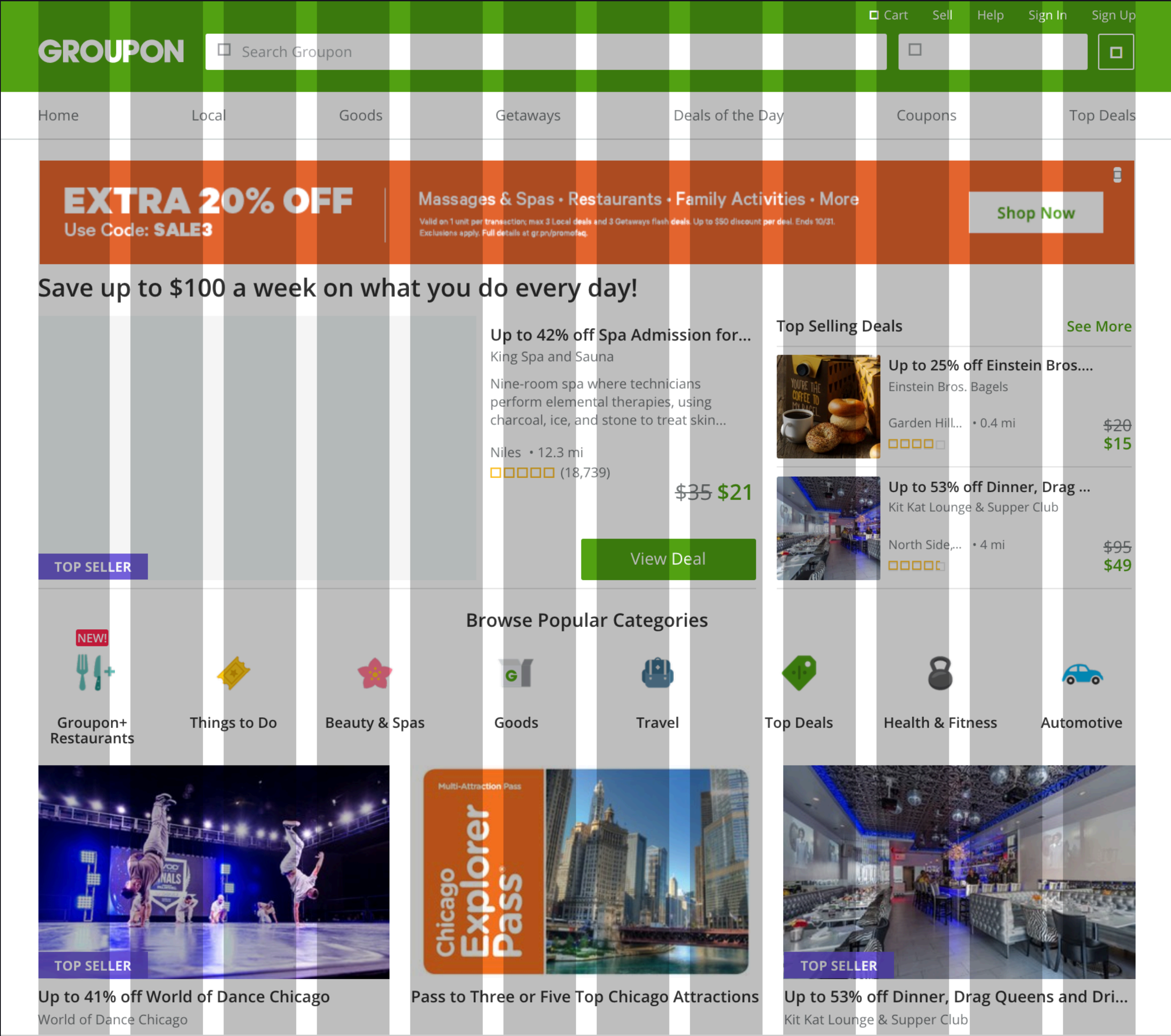
X items evenly distributed

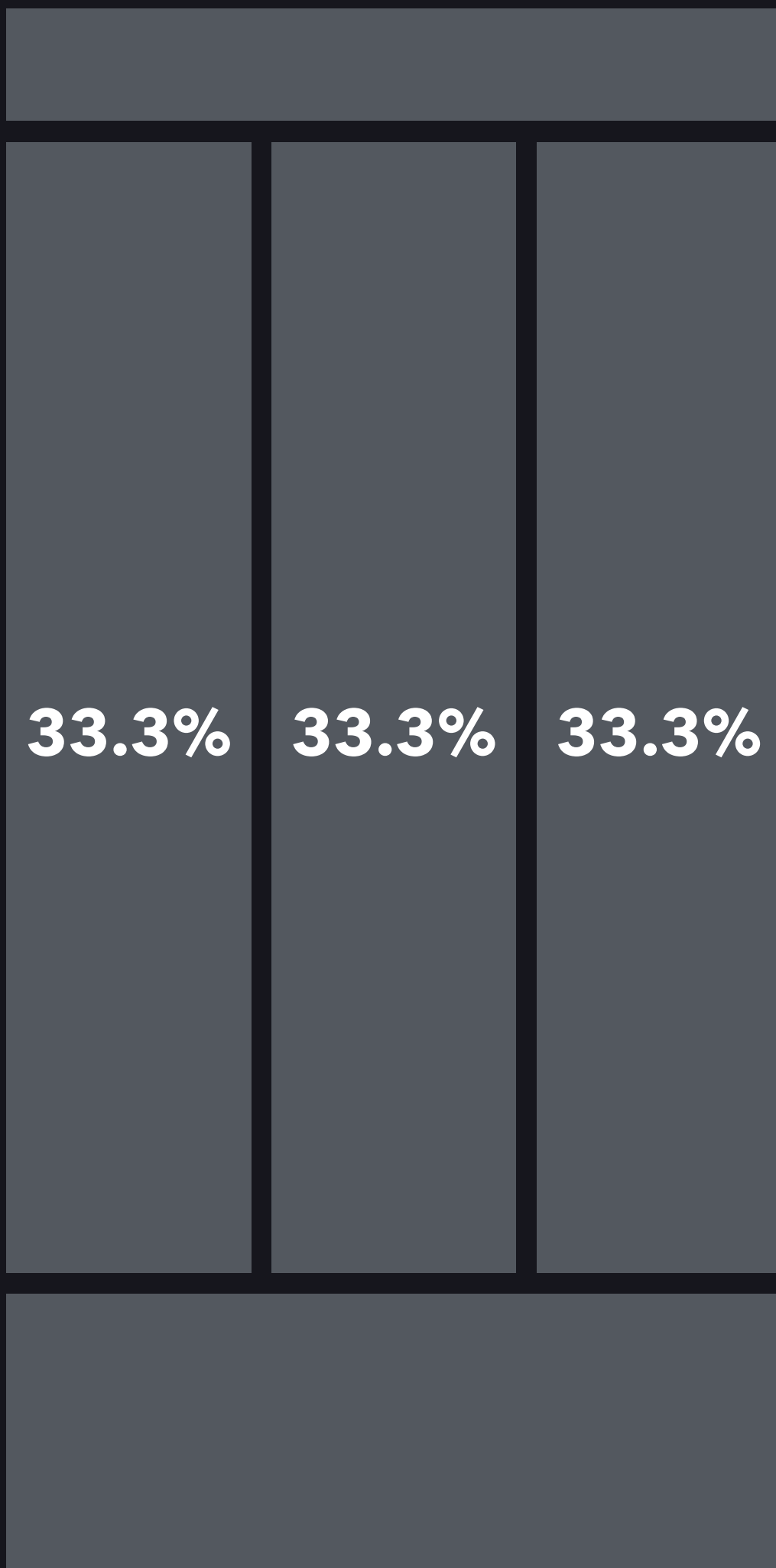
100% width

75%/25%

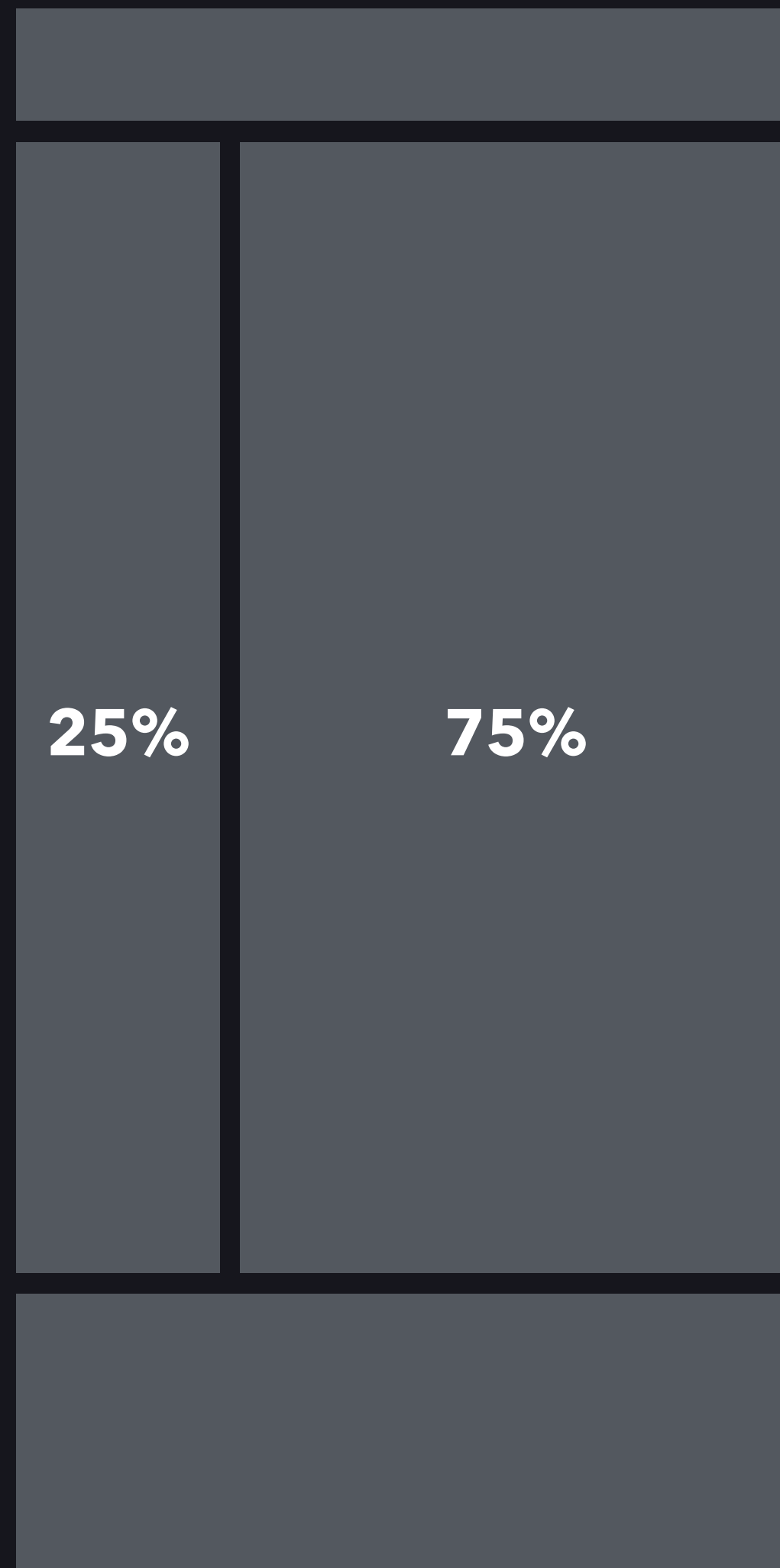
X items evenly distributed

Thirds

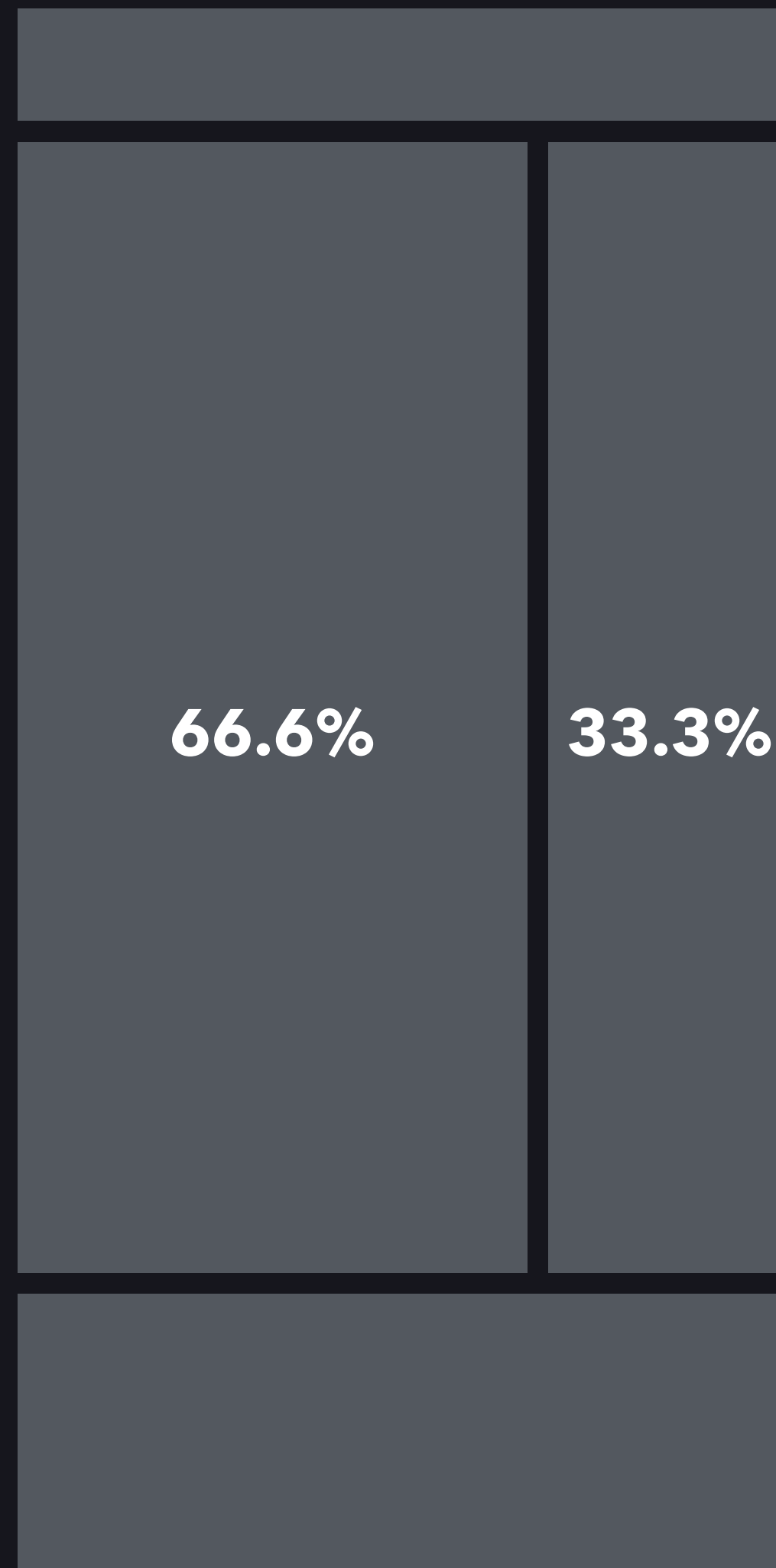




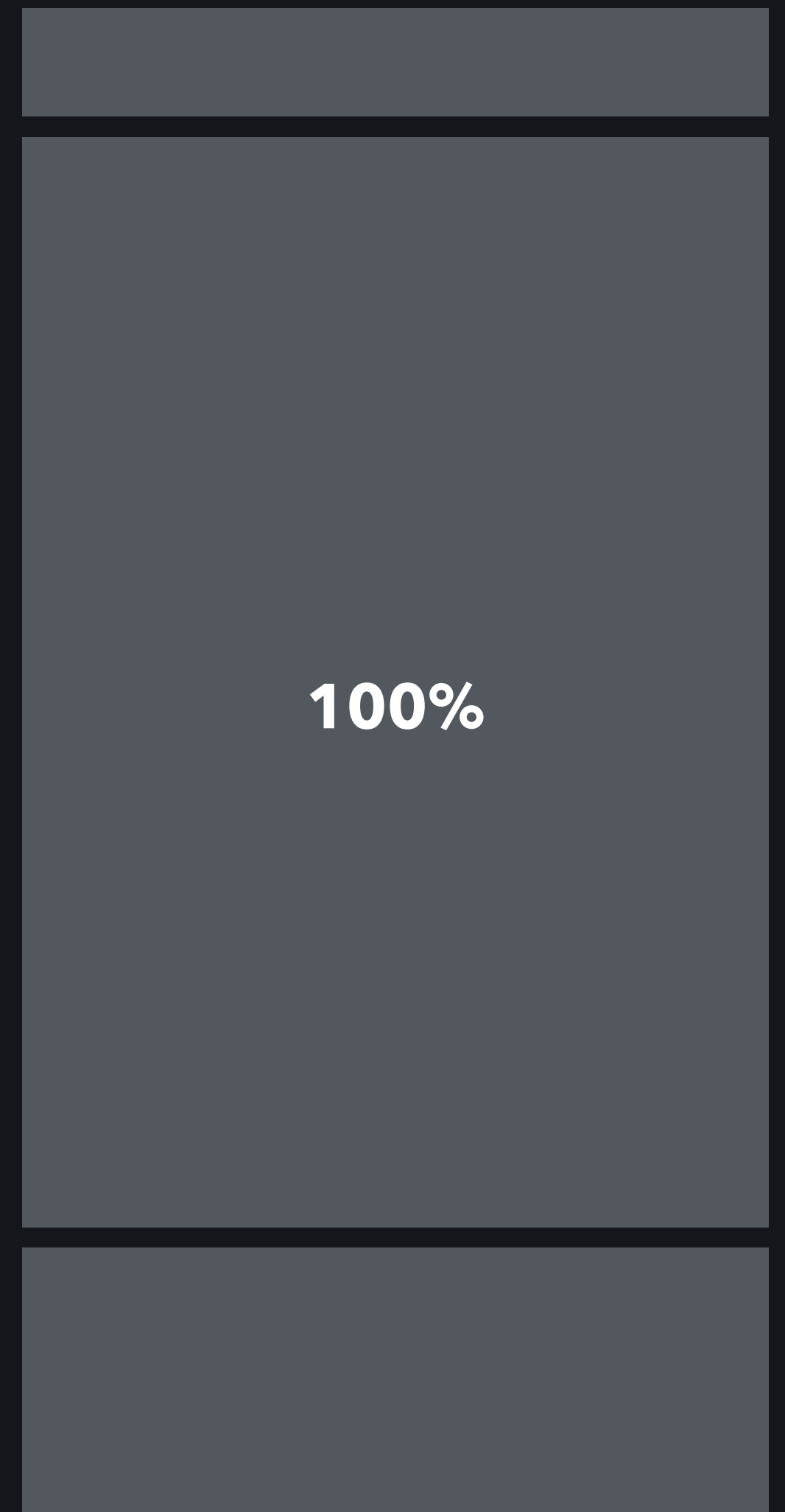
Homepage



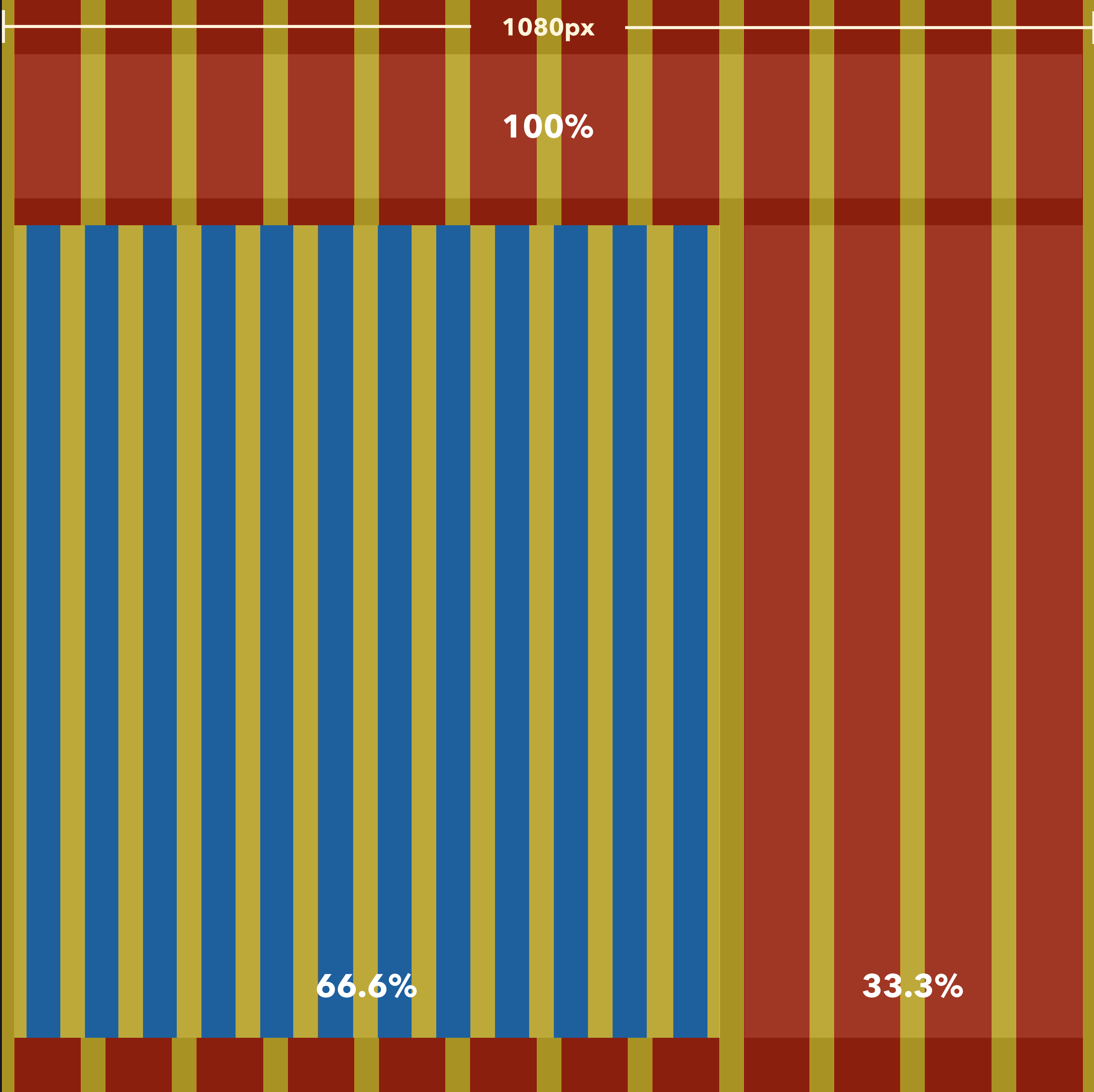
Local



Deal Page, Checkout



My Groupons

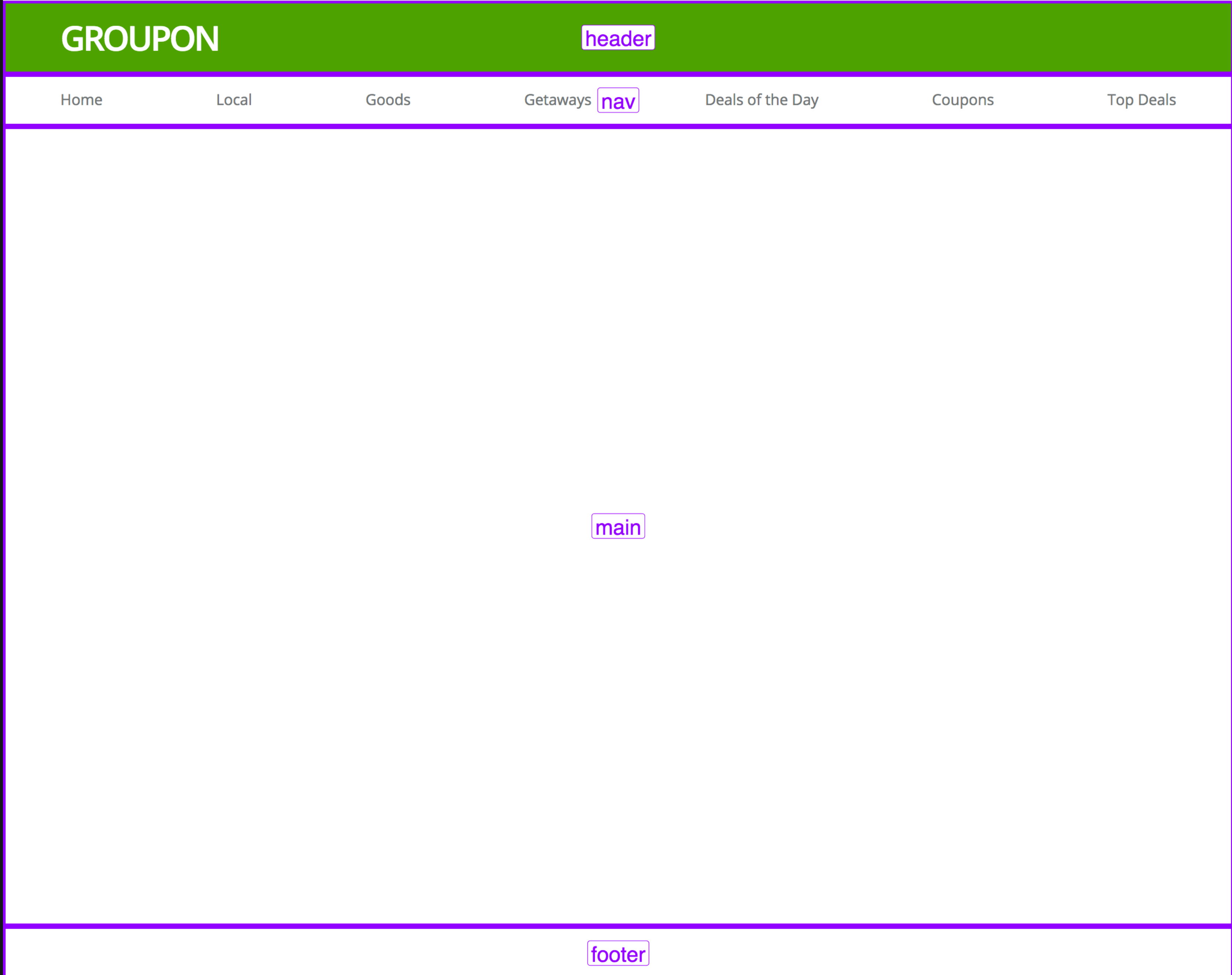


1080px

100%

66.6%

33.3%



Inspection tool showing the DOM tree and a grid overlay for the `main.main` element.

```
<!DOCTYPE html>
<html class="js mac">
  <head>
  </head>
  <body>
    <div id="result_div">
      <iframe id="iFrameKey-a0d10d44-fde6-4f57-1694-f411d5f0fcc0" class="result"
        src="https://s.codepen.io/boomerang/iFrameKey-a0d10d44-fde6-4f57-1694-f411d5f0fcc0/index.html" name="CodePen" allowfullscreen="true" sandbox="allow-scripts pointer-lock allow-same-origin allow-popups allow-modals allow-forms" allowtransparency="true">
      </iframe>
      <#document>
        <!DOCTYPE html>
        <html class="-moz-">
          <head>
          </head>
          <body>
            <div class="grid-container">
              <header class="header">
              </header>
              <nav class="nav">
              </nav>
              <main class="main">
                </main>
              <footer class="footer">
              </footer>
            </div>
          </body>
        </html>
      </div>
      <input id="init-data" value="{\"_mobile\":false, \"_cookieUsed\":true, \"_turnOffJS\":false, \"_njs.cloudflare.com/libraries/meyer-reset/2.0/reset.min.css}\" type="hidden">
      <script src="https://cdn.pubnub.com/sdk/javascript/pubnub.4.7.0.js">
      <script src="https://production-assets.codepen.io/assets/editor"
    </body>
  </html>
</doctype>
```

Grid overlay settings for `div.grid-container`:

- Overlay Grid: `div.grid-container`
- Grid Display Settings:
 - Display line numbers
 - Display area names
 - Extend lines infinitely

promo promo promo

Save up to **page-title** week on what you do every **page-title**!

featured-deal

Up to 42% off Spa Admission...
King Spa and Sauna
Nine-room spa where technicians perform elemental therapies, using charcoal, ice, and stone to treat skin...
Nile **featured-deal**
***** (18,739)
\$35 \$21
[View Deal](#)

top-deals

Top Deals [See More](#)

Up to 25% off Einstein...
Einstein Bros. Bagels
Garden Hill • 0.4mi \$20 \$15

Up to 53% off Dinner, Drag...
Kit Kat Lounge & Supper Club
North Side • 4mi \$20 \$15

categories

Browse Popular Categories

Groupon+ Restaurants Things to Do Beauty & Spas Goods Travel Top Deals Health & Fitness Automotive

Placeholder content for the bottom section of the page.

Inspector: Cons, Debug, Style, E, Perform, Mem, Netw, Stor

```
<!DOCTYPE html>  
<html class="js mac">  
  <head>  
  </head>  
  <body>  
    <div id="result_div">  
      <input id="init-data" value="{...}" type="hidden">  
      <script src="https://cdn.pubnub.com/sdk/javascript/pubnub.4.7.0.js"></script>  
      <script src="https://production-assets.codepen.io/assets/editor/live/live...458468a3d0b78fcfed150f48925c8ea5d6082999632ba9ccb10819718.js"></script>  
    </body>  
</html>
```

html.js.mac body

Rules Computed **Layout** Animations Fonts

Grid

- div.grid-container
- div.main-container
- div.deals

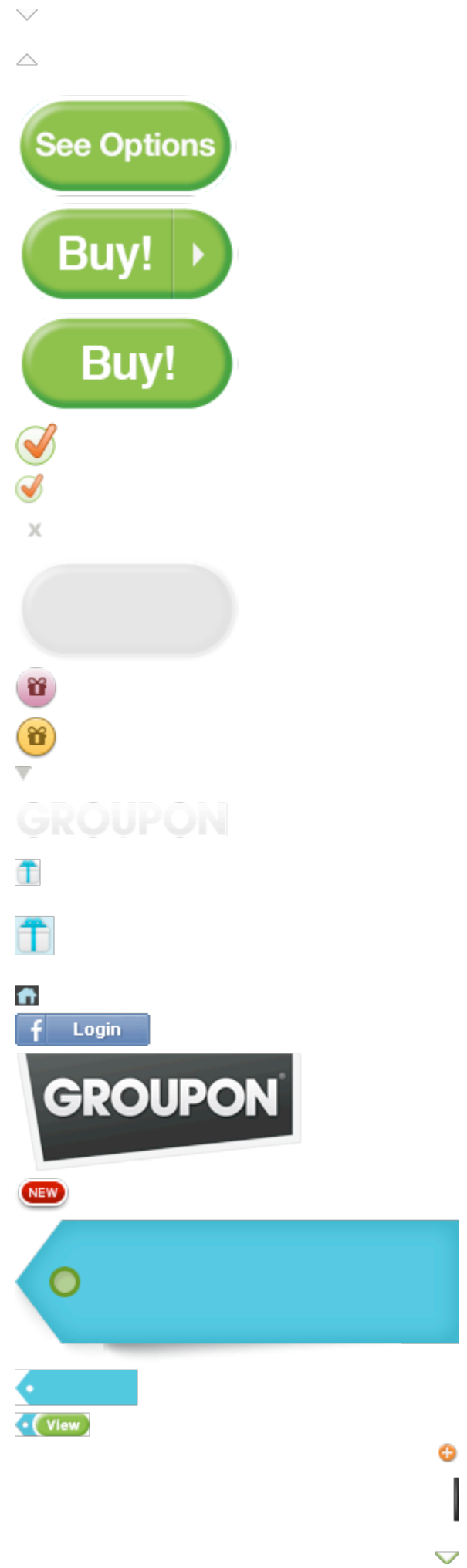
Grid Display Settings

- Display line numbers
- Display area names
- Extend lines infinitely

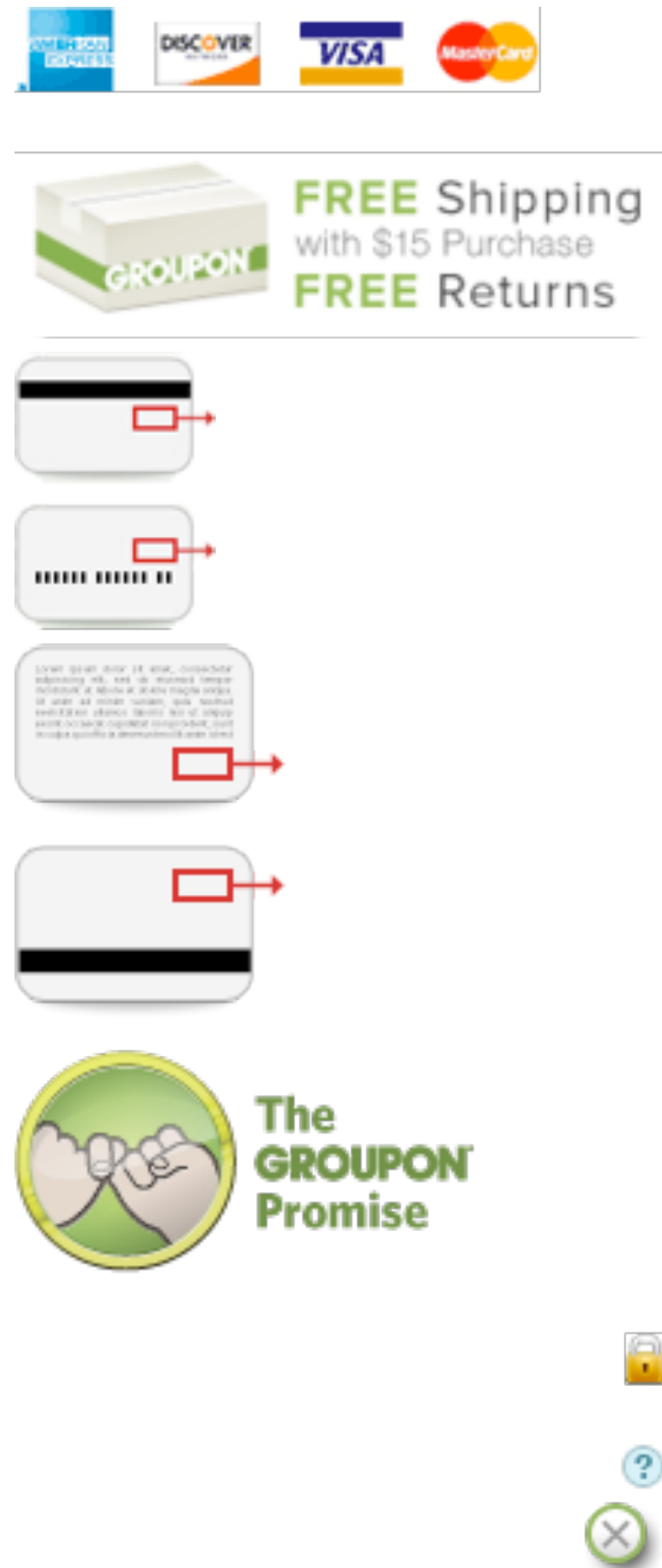
GRID

- Eliminate the generic 12-column grid
- Provide common CSS Grid-based layouts
- Use grid/flexbox/floats at the component level

ICONS



common.png
61k



checkout.png
39k



heartx.png
5k



places-profile-icons.png
2k



personalization.png
8k



map-pointers.png
2k



share-sprite.png
2k



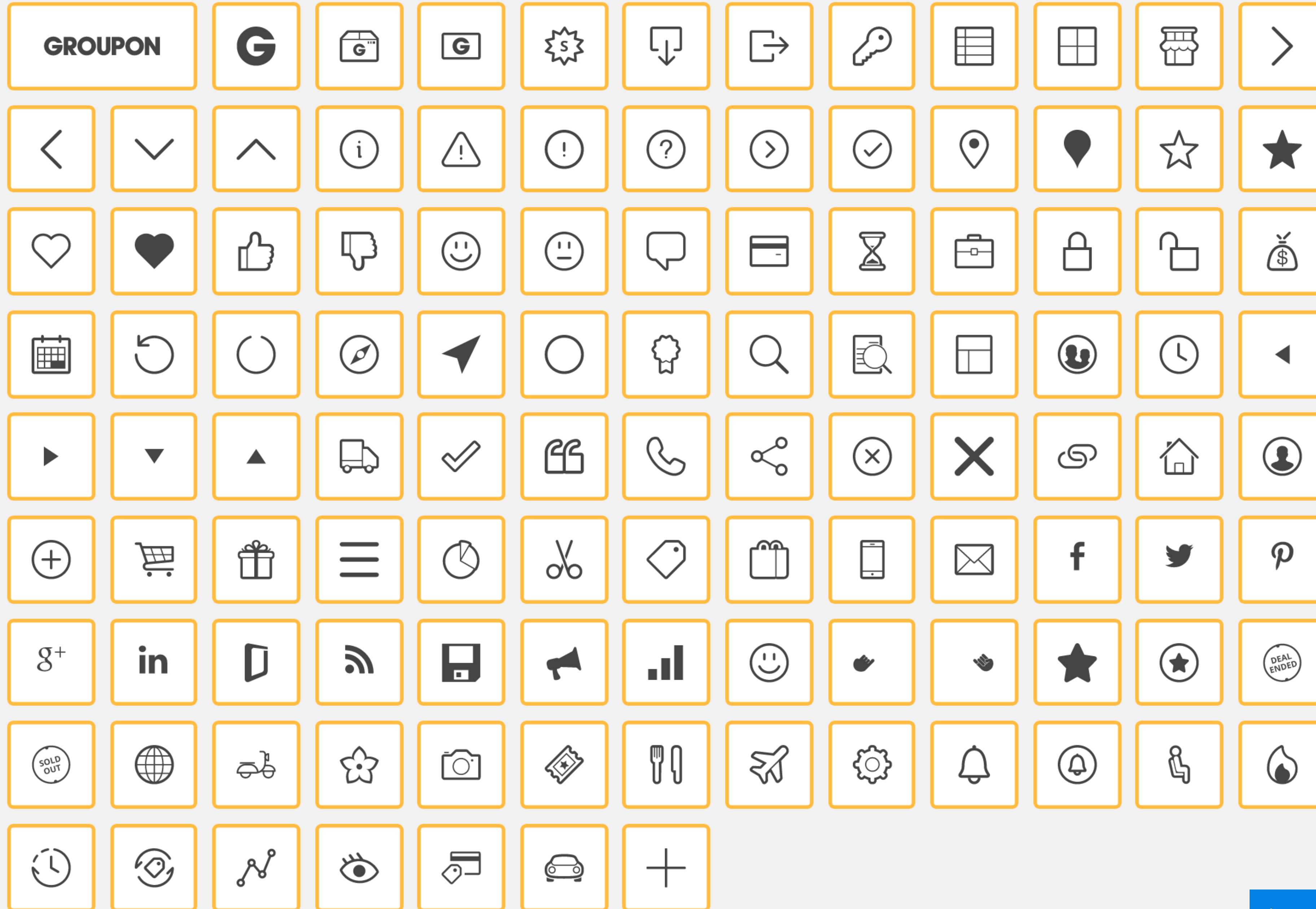
star-rating.gif
2k



bg-refer_cta_sprite.png
1k



gift-wizard-calendar-icon.png
1k





Seriously, Don't Use Icon Fonts

Written by [Tyler Sticka](#) on November 23, 2015

Icons are everywhere. These “little miracle workers” ([as John Hicks described them](#)) help us reinforce meaning in the interfaces we design and build. Their popularity in web design has never been greater; the conciseness and versatility of [pictograms](#) in particular make them a lovely fit for displays large and small.

But icons on the web have had their fair share of challenges. They were time-consuming to prepare for every intended display size and color. When [high-resolution displays hit the market](#), icons looked particularly low-res and blocky compared to the text they often accompanied.

So it's really no wonder that [icon fonts](#) became such a hit. Icons displayed via [@font-face](#) were resolution-independent and customizable in all the ways we expected text to be. Sure, delivering icons as a *typeface* was definitely a hack, but it was also useful, versatile, and maybe even a little fun.

But now we need to stop. It's time to let icon fonts pass on to Hack Heaven, where they can frolic with [table-based layouts](#), [Bullet-Proof Rounded Corners](#) and [Scalable Inman Flash Replacements](#). Here's why...



Published Apr 25, 2016

| ~ Reading Time: 5 mins

Save this page for offline reading

Making the Switch Away from Icon Fonts to SVG: Converting Font Icons to SVG

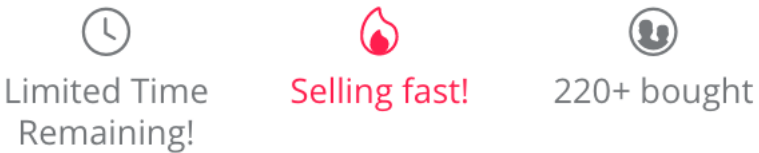
If you're reading this article, then I can probably assume you've already decided to switch from using fonts for icons to an SVG icon system. Or maybe you're pondering the idea and want to get an overview of how that would be done and whether or not it's worth it. Either way, this post is here to help you with that.

If you're not already convinced as to why SVG is a better icon system, then I highly recommend reading this article—a cagematch-style comparison between icon fonts and inline SVG for icons.

<https://www.sarasoueidan.com/blog/icon-fonts-to-svg/>

ICONS

Contextual



- My Groupons
- My Groupon+ Deals
- My Wishlist

Search Getaways

Chevrons

Mike ▾

Monday, July 2, 2018 ▾

07:00 PM ▾

Number of Tickets ▲

1 2 3 ... 10

1 - 48 of 300 results

Next >

Close



Stars

Deal Ends 2 days Selling fast! 781 Ratings

Customer Ratings

- All
- ★★★★★ & Up (19240)
- ★★★★☆ & Up (27826)
- ★★★☆☆ & Up (29539)
- ★★☆☆☆ & Up (30785)

About Amazon

★★★★☆ Merchant Rating 104 Ratings

Browse Your Recently Viewed Deals

Up to 38% off Gourmet Fast...
Big & little's
River North, Chicago
★★★★★ (8,348) \$20
\$12.50

Social

Follow Us

Share these coupons

Map Pins

Destination

Illustrative

NEW!

Groupon+ Restaurants Things to Do Beauty & Spas

GROUPON+ My Claimed Deals
E.g., How do I find and claim Groupon+ deals?

2. Pay
enjoy your meal and pay with your linked card.

Email an eGift Card

It's easy to send last minute and makes a great gift for ePeople.



Click below to get your coupon code ✕

ICONS

8px

Mike ▾



10px

♥ My Wishlist Cart Sell Help

♥ Add to wishlist

12px



13px

Where do you want your Local deals?

Enter locations below to see nearby deals for Local businesses, including Food & Drink, Beauty & Spas, Things To Do, and more.

★ To order Goods shipped items, you'll need to enter the delivery address at checkout.

Luxe Spa Package for One or Two
Spa Space

14px

Top Product Reviews



If You Can Read This Sock Pack (3-Pairs)

★★★★★ Cyd ✓ Verified Purchaser

Gave these as gifts, everyone loved them! the "bring me a beer/wine" ones! They lov

Buy

Give as a Gift

Monday, July 2, 2018	✓
07:00 PM	✓
Number of Tickets	^
1 2 3 4 5 6 7 8	
300-Level	✓
Clear All Selections	

238

COUPONS AVAILABLE

5 verified coupons

Claimed Deals [Get Groupon Text Updates](#)

600 W Chicago Ave, Chicago, IL, 60654

SHARE THIS DEAL

Redeem a Code

Got a gift card or promotion code you want to redeem?

Enter your code

PIN

Enter your code

PIN



Redeem

16px



NCAA Steering Wheel Cover

Search Getaways

Est. Delivery **Mar 24**
Want it by **Mar 22**? Select 3-Day Shipping.
Shipping to: 60304 [Change](#)

17px

2 3 ... 10 [Next >](#)
1 - 48 of 300 results

18px

Follow Us

Limited time remaining!

LIMITED QUANTITY AVAILABLE
 Over 100 bought

18px

18px

20px

20px

Limited Time Remaining!
 Selling fast!
 220+ bought

Share these coupons

What can we help you with?

Enter your question here



ICONS

- Move from icon font to *SVG*
- Define a specific set of sizes/colors for icons
- Make a distinction between UI and illustrative icons
- Create a more diverse palette for illustrative icons

LAYERS

- 21 unique Z-indices
- -1 ... 9999

21 Unique Z Indices

-1

0

1

2

3

5

8

9

10

11

20

100

110

150

200

300

400

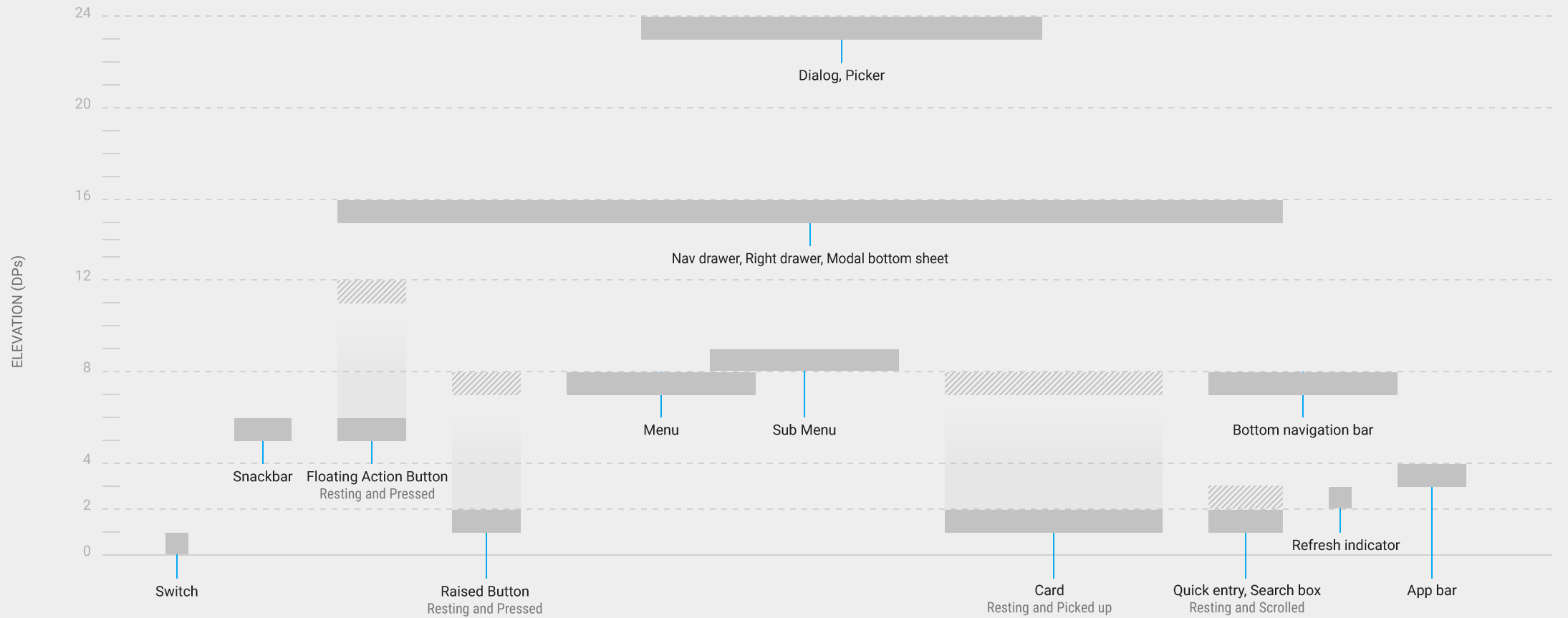
500

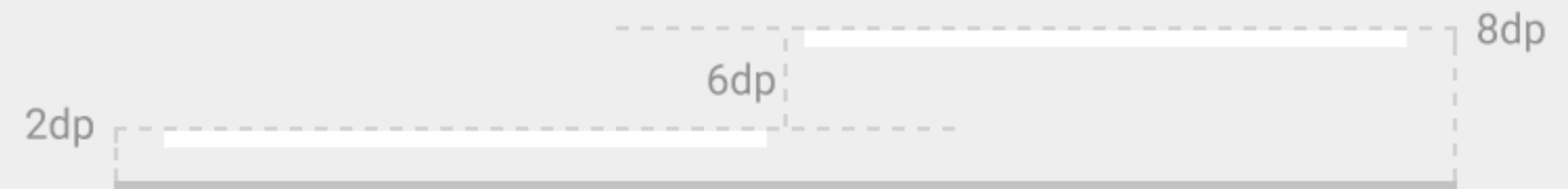
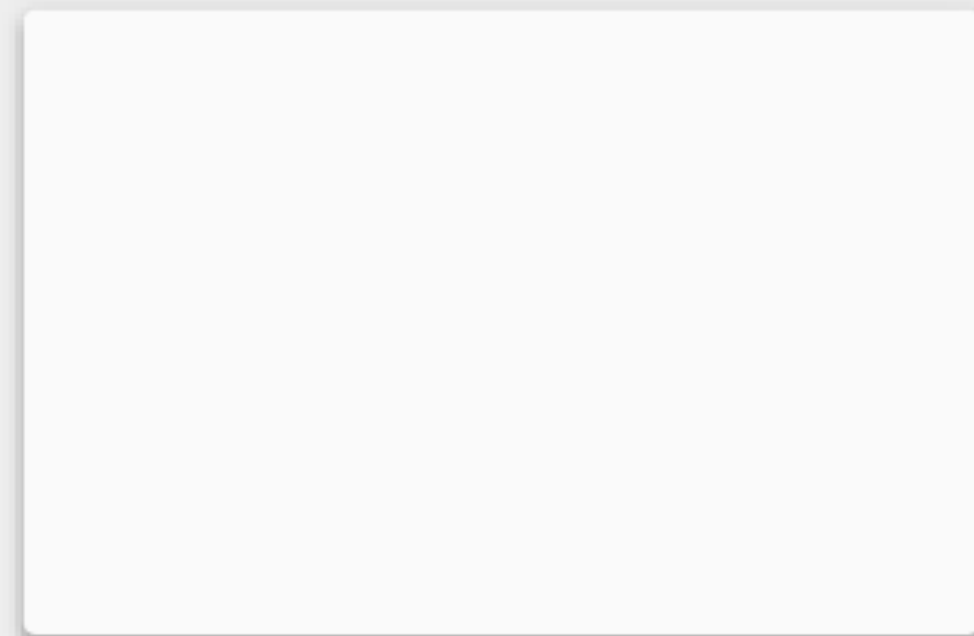
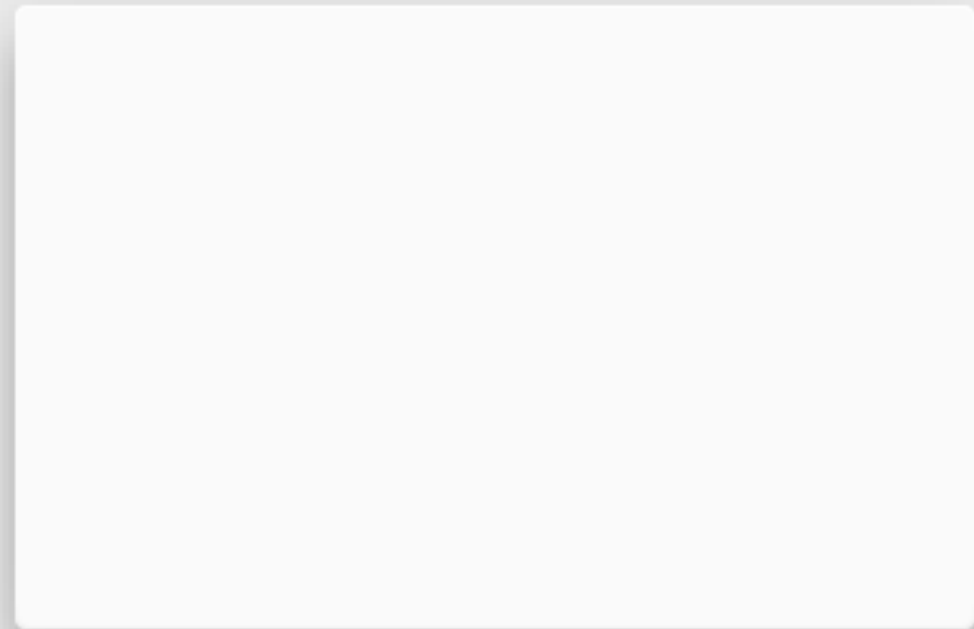
1000

2000

9999

```
#subscribe_modal_container = 9999
.show-modal = 2000
#email_subscription_subbanner = 1000
.cart-item-list = 1000
.ls-modals-wrapper = 1000
#subscriptionSuccessNotification = 1000
#email_subscription_subbanner .subscribe_success = 1000
.tooltip.modal-tooltip = 500
.modal = 400
.tooltip = 300
.lang-menu .ls-lang-list = 200
.header = 200
.typeahead-response = 200
.ls-overlay.is-loading = 150
.primary-nav a = 110
.gig-field input, textarea = 100
.header .ls-header-top, .header .ls.header-top-row = 20
.header .user-wrapper = 11
.lang-menu = 10
.ls-channel-nav = 10
.ls-rail = 10
.search-bar-wrapper = 10
.tw-item, .tw-places-item = 10
.tw-clear, .tw-heading-right = 10
.ls-footer = 10
.flyContent .ls-flex-wrap = 10
.card-ui .cui-content-holder .cui-arrow-previous/next = 10
div#load-overlay = 9
div#spinner-back = 9
.subnav = 9
#ls-primary-nav-row = 8
.search-bar-container = 5
.card-ui .cui-badge = 5
.card-ui .cui-loading-overlay = 3
.ls-groupon-logo = 2
.search-bar-v2 input = 2
.user-menu = 2
.card-ui.cui-navigation-horizontal .cui-nav-badge = 2
.ls-flex-placeholder = 1
.blacklabel .black-label-logo = 1
.flyBg = 1
.gig-field-label = 0
.blacklabel #global-container:before = 0
.ls-back-to-top = -1
```





Sticky



Bottom



Overlay



Modal



Tooltip/Dropdown



Bottom (0)

Sticky (100)



Tooltip/Dropdown (200)

Modal (400)

Overlay (300)

VALIDATING TOKENS

Featured Local Goods Getaways Deals of the Day Coupons Sale

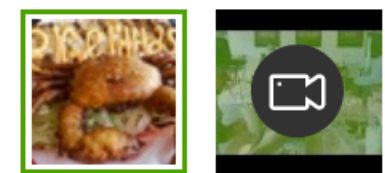
Local > Food & Drink > Restaurants > Burgers

\$12.50 for \$20 Toward Gourmet Fast Food at Big & Little's

Big & little's Multiple Locations (6.1m) ★★★★★ 8,978 Ratings



TRENDING



Customer Reviews

★★★★★ 8,978 Ratings

Limited Time Remaining! 200+ viewed today 8,986 Ratings

\$20 Value
Over 10,000 bought
\$20 ~~\$20~~ \$12.50
38% OFF

Buy

Give as a Gift

SHARE THIS DEAL
[Social Share Icons]

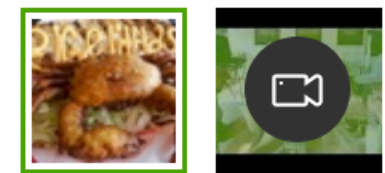
Local > Food & Drink > Restaurants > Burgers

\$12.50 for \$20 Toward Gourmet Fast Food at Big & Little's

Big & little's Multiple Locations (6.1m) ★★★★★ 8,978 Ratings



TRENDING



Limited Time Remaining! 200+ viewed today 8,986 Ratings

\$20 Value
Over 10,000 bought
\$20 \$12.50
38% OFF

Buy

Give as a Gift

SHARE THIS DEAL



Customer Reviews

★★★★★ 8,978 Ratings

< **GROUPON** [Notifications] [Share]

LAST DAY FOR HOT SUMMER SAVINGS! [Close]
Use code SUMMER to save and extra 20%. Ends 7/25.



Big & little's
Chicago · 6.2 mi · 3 Locations • [Open Now](#)
38% Off Gourmet Fast Food at Big & little's

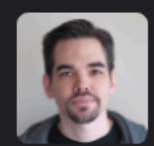
Limited Time Remaining! | 300+ viewed today | 9,604 Ratings

\$20 Value
Over 10,000 bought | ~~\$20~~ **\$12.50** | **38% OFF**

Customer Reviews
★★★★★ 8,978 Ratings
100% Verified Reviews
All reviews are from people who have redeemed deals with this merchant.

Buy!

Limited Time Remaining!



GROUPON

LAST DAY FOR HOT SUMMER SAVINGS!
Use code SUMMER to save and extra 20%. Ends 7/25.



Big & little's
Chicago · 6.2 mi · 3 Locations • **Open Now**
38% Off Gourmet Fast Food at Big & little's

Limited Time Remaining! | 300+ viewed today | 9,604 Ratings

\$20 Value
Over 10,000 bought
\$20 **\$12.50**
38% OFF

Customer Reviews
★★★★★ 8,978 Ratings

100% Verified Reviews
All reviews are from people who have redeemed

Buy!

Limited Time Remaining!

EVEN MORE **CHALLENGES**

- Building consensus around design decisions
- Advocating for and evangelizing the system
- Implementing design tokens across web/iOS/Android
- Keeping our design tools in sync with the system
- Keeping our frameworks in sync with the system

**OKAY, THAT'S GREAT
BUT WE'RE NOT GROUPON**

BENEFITS OF A DESIGN SYSTEM

- Creates a common language across platforms, disciplines
- Less fidelity lost between concept and production
- Saves developers time struggling with CSS
- Saves designers time marking comps with values, QA'ing
- Reduces time to production, code bloat
- Provides consistency between multiple projects/teams
- Allows rapid scaling, less re-inventing the wheel
- Great tool for on-boarding new employees
- Enables rapid, high-fidelity prototyping - ideal for user testing
- Provides users with a consistent experience

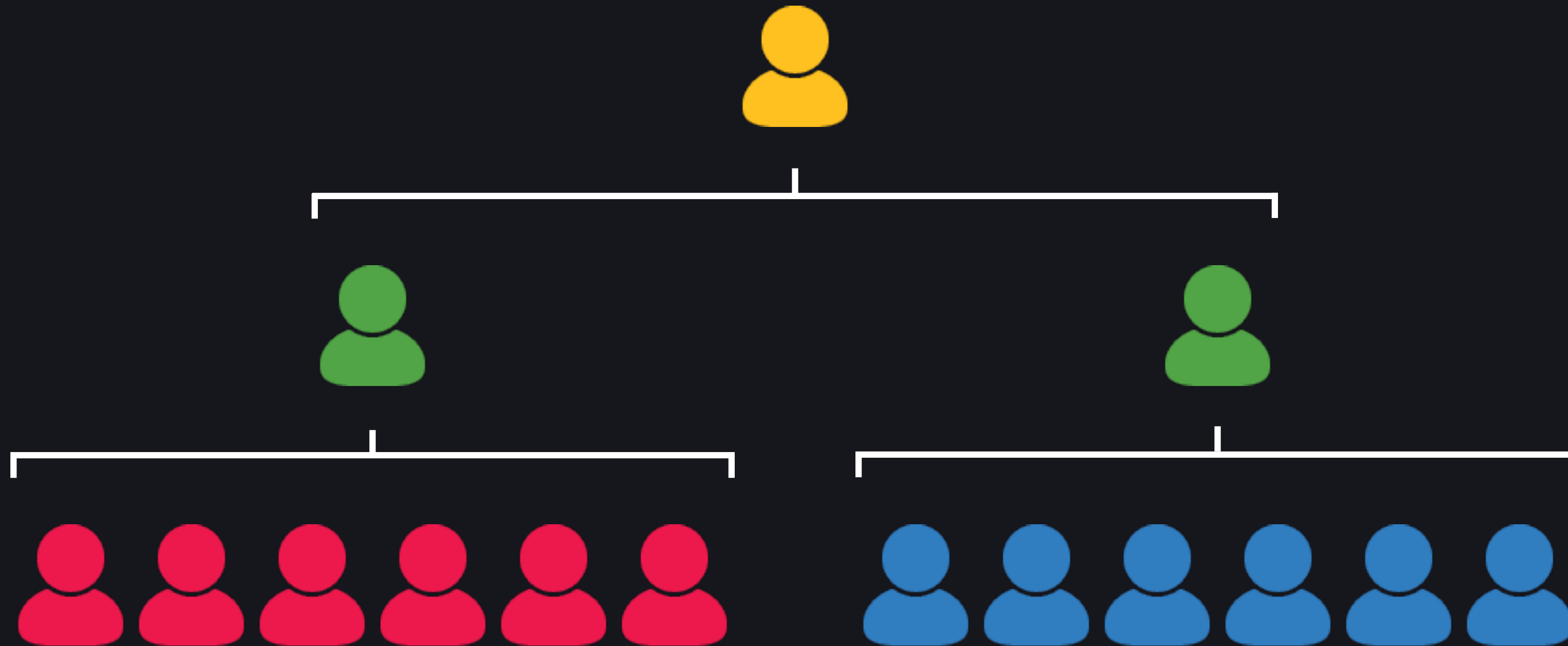
Episode 2 – Selling the value of your design system



<https://www.invisionapp.com/design-system-manager/expert-advice/selling-your-design-system>

- ▶ Episode 1 – The heartache of design at scale 16m
- ▶ Episode 2 – Selling the value of your design system 14m
- ▶ Episode 3 – Starting strong: applying atomic design and choosing a pilot 20m
- ▶ Episode 4 – New roles and processes for a thriving design system 13m
- ▶ Episode 5 – Proven strategies for scaling your design system 14m

Top Down



Bottom Up



A design system isn't a project. It is a product, serving products.

- Nathan Curtis

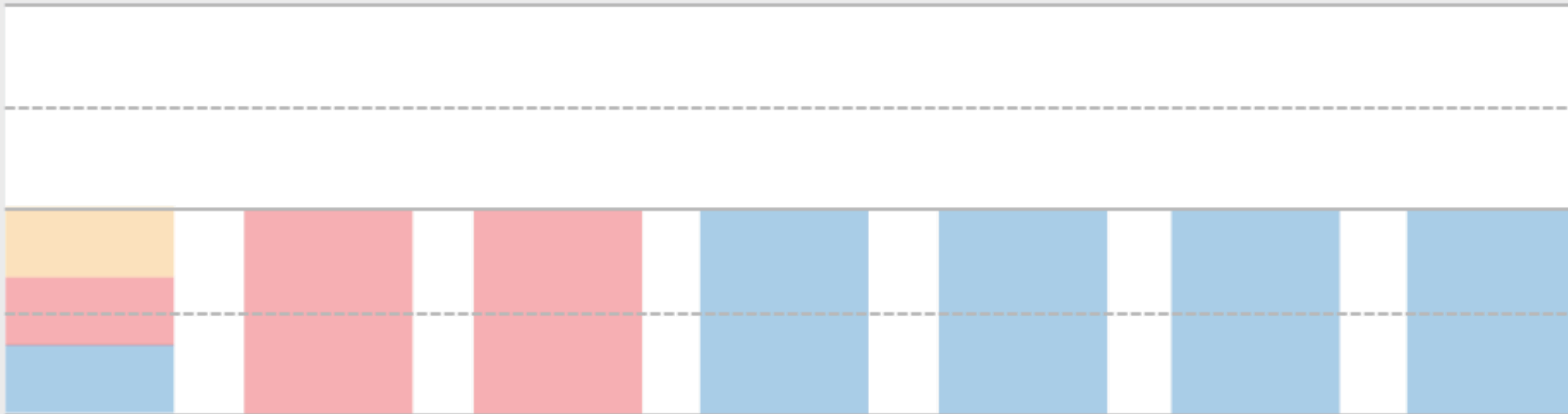
Designing a Systems Team

Models and Lessons Learned to Scale a Team for an Enterprise



Nathan Curtis

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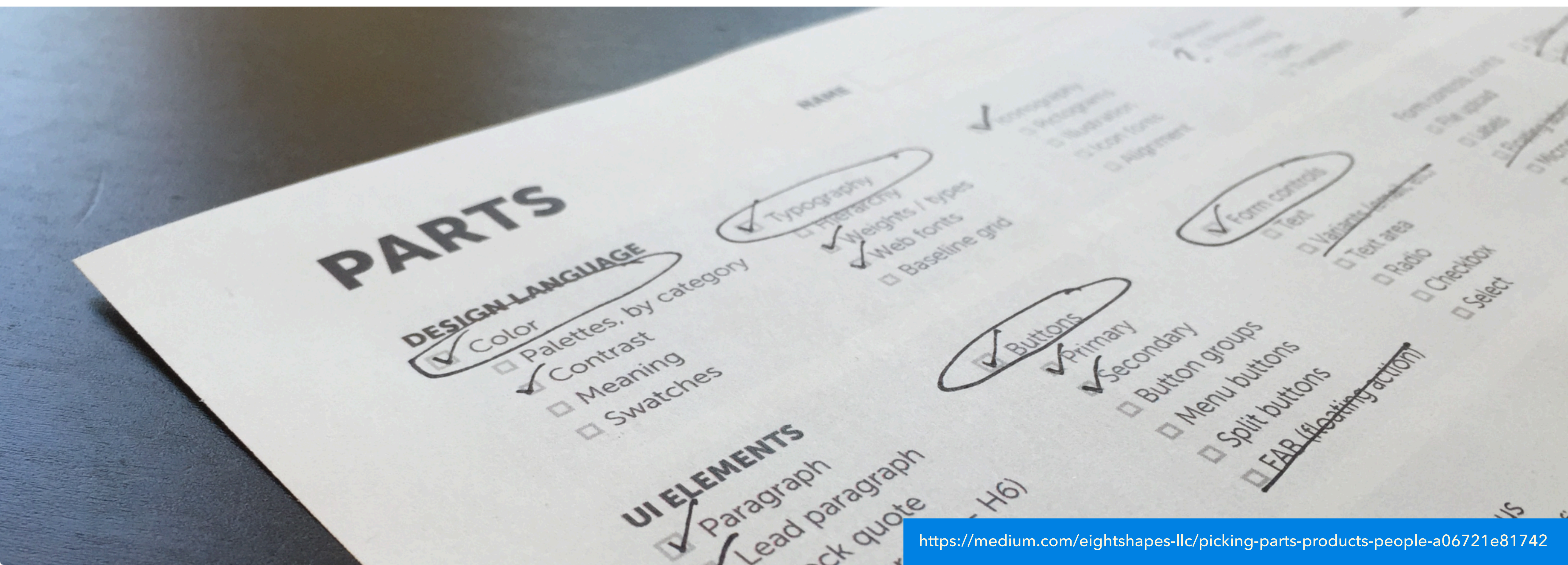
Picking Parts, Products & People

A Team Activity to Start a Design System



Nathan Curtis

Mar 22, 2016 · 6 min read



PARTS

NAME DATE

VISUAL LANGUAGE

- Color
- Palettes, by category
- Contrast
- Meaning
- Swatches
- Typography
- Hierarchy
- Weights / types
- Web fonts
- Baseline grid
- Iconography
- Pictograms
- Illustration
- Icon fonts
- Alignment
- Motion
- Principles
- Timing
- Types
- Transitions
- Space
- Units / measurements
- Metrics and keylines
- Structure
- Photography

UI ELEMENTS

- Paragraph
- Lead paragraph
- Block quote
- Headers (H1 - H6)
- Lists
- Links
- Code
- Buttons
- Primary
- Secondary
- Button groups
- Menu buttons
- Split buttons
- FAB (floating action)
- Form controls
- Text
- Variants (email, etc)
- Text area
- Radio
- Checkbox
- Select
- Form controls, cont'd
- File upload
- Labels
- Floating labels
- Microcopy
- Required
- Validation
- Divider / rule
- Switch
- Slider
- Image
- Block
- Full bleed
- Inline with positions

UI COMPONENTS

- Action bar/sheet
- Back to top
- Badges
- Breadcrumbs
- Calendar picker
- Caption
- Cards
- Chat (live)
- Code block
- Comments
- Contact us
- Cookie notification
- Data tables
- Dialog
- Drawer/accordion
- Filters
- Footer
- Footnotes
- Header
- Hero billboard
- Hero carousel
- Legend
- Loading / spinner
- Local navigation
- Maps
- Menu
- Messaging
- Toast
- Block
- Inline error
- Modal
- Nav Megamenu
- Pagination
- Progress bar
- Pull quote
- Ratings
- Reviews
- Rich text editor
- Search
- Sidebar
- Site/App navigation
- Social networking
- Status (alpha, beta,...)
- Tabs
- Tags / chips / pills
- Thumbnails / #-ups
- Tips / tutorial
- Toolbar
- Tooltips
- Video & media

UI PATTERNS

- Authentication
- Create account
- Database connection
- Form structure
- Launch
- Permissions
- Purchase/checkout
- Settings
- Site / app structure
- Swipe to refresh

PAGE TEMPLATES

- Home
- Category
- Product
- Dashboard
- Article
- Search results
- Contact us
- Getting started
- Discussion
- Gallery

LAYOUT SYSTEMS

- Grids for sites
- Grids for apps
- Paneling/transitions
- Responsive/breakpoints
- Screen sizes

EDITORIAL

- Voice & tone
- Writing for the web
- Word list
- Capitalization
- Punctuation

BRANDING

- Identity
- Logo(s)
- Tagline(s)
- Partnerships
- Themes

RESEARCH & USERS

- User needs
- Personas
- Research techniques
- Surveys
- A/B, multivar. testing

PRACTICES

- Accessibility
- Prototyping
- Performance
- SEO
- Design thinking

CODING STANDARDS

- Style
- Browsers & devices
- Environments
- Prog. enhancement
- Version control

DOWNLOADS

- Templates (PSD,...)
- Swatch palettes
- Fonts
- Icons
- Code

GETTING INVOLVED

- Request New Parts
- Give Feedback
- Request Audit
- Present at a Share
- Contribute

ABOUT THE PROGRAM

- Home page
- Principles / pillars
- Getting started
- FAQ
- Version history

ABOUT THE TEAM

- Team
- Recruiting / jobs

UTILITIES

- Variables / tokens
- Mixins
- Helpers
- Customize

OTHER?

SYSTEM

NAME DATE

PARTS

NAME	VALUE
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

PRODUCTS

NAME (TIER)	PLATFORM

PEOPLE

NAME	DISCIPLINE(S)

Tier: F (Flagship) • S (Secondary)
Platform(s): WS Web Site • WA Web App • iOS
• AND Android • WIN Windows • [Other]

Discipline: UX • DESign • CONtent • FED •
Dev • QA • PdM • PJM • Exec

The Component Cut-Up Workshop

Kickoff a Design Library Effort by Engaging the Whole Team



Nathan Curtis

Nov 3, 2015 · 6 min read



VISUAL STYLE

- Color
- Type
- Spacing/Grid
- Icons
- Borders
- Layers
- Opacity
- Shadows
- Animation

UI COMPONENTS

- Buttons
- Links
- Form Inputs
- Headers
- Navigation
- Alerts
- Cards
- Modals
- Badges, etc.

The beta of Pattern Lab Node 3.0 is here! Help us kick the tires and make it better.

Create atomic design systems with Pattern Lab.

Download

Documentation

Demo

Pattern Lab helps you and your team build thoughtful, pattern-driven user interfaces using atomic design principles.



Eleventy is a simpler static site generator.

[Docs v0.7.1](#) | [GitHub](#) | [npm](#) | [Twitter](#) | [@zachleat](#)

QUICK START

```
npm install -g @11ty/eleventy
echo '# Page header' > README.md
eleventy
```

SOME FINAL LESSONS

- Systems are about process and people, not tech
- Make a system that solves the problems you have (now)
- It's easier to ask forgiveness than get permission
- Sell the results, not the system

STAND ON THE SHOULDERS OF GIANTS

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THANK YOU!

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