

Drupal Midcamp 2023

# Figma for Full Cycle Design

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Aligning Stakeholders, Designers, Content Authors, Product Owners and Developers

**bounteous**



# AGENDA

**Introductions**

**Full Cycle Design & Common Problems**

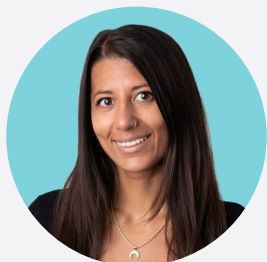
**Solutions Leveraging Figma**

**Maintenance**

**Summary**

**Q&A**

# Meet the Team



**Carley Hussain**

Senior Designer

10+ years of experience in UI Design, Digital Marketing and Advertising, and Content Creation



**Jen Stein**

Senior User Experience Designer

15+ years of experience in UX Design and Project Management, Digital Marketing and Advertising



**Ainoa Matanza**

Senior Designer

15+ years of expertise in UI, marketing, experiential design, and branding. Dedicated to delivering exceptional user experiences.



**Drake**

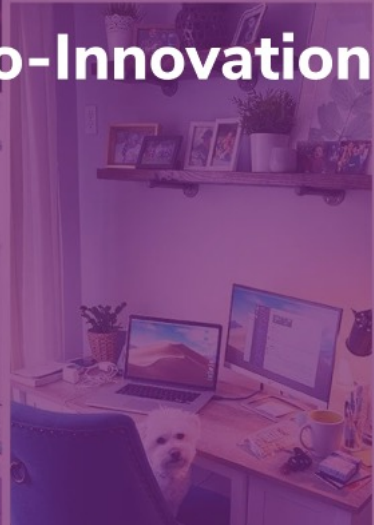
Rapper

First-time MidCamp Appearance (that we know of)



# bounteous

Your Co-Innovation Partner





Bounteous aims to help leading companies win digitally by **continuously innovating** brand experiences that drive transformative results

# Our People

“My team good, we don't  
really need a mascot”



**bounteous**  **Drupal™**

**MARS** **Wilson**  **PARALLON®** **KEMPER**

**biotechne®** *LifeFitness*

# What's Your Role?



**Design**



**Product**



**Dev**



**Content**



**Business**



**Rappers**

# Full Cycle Design

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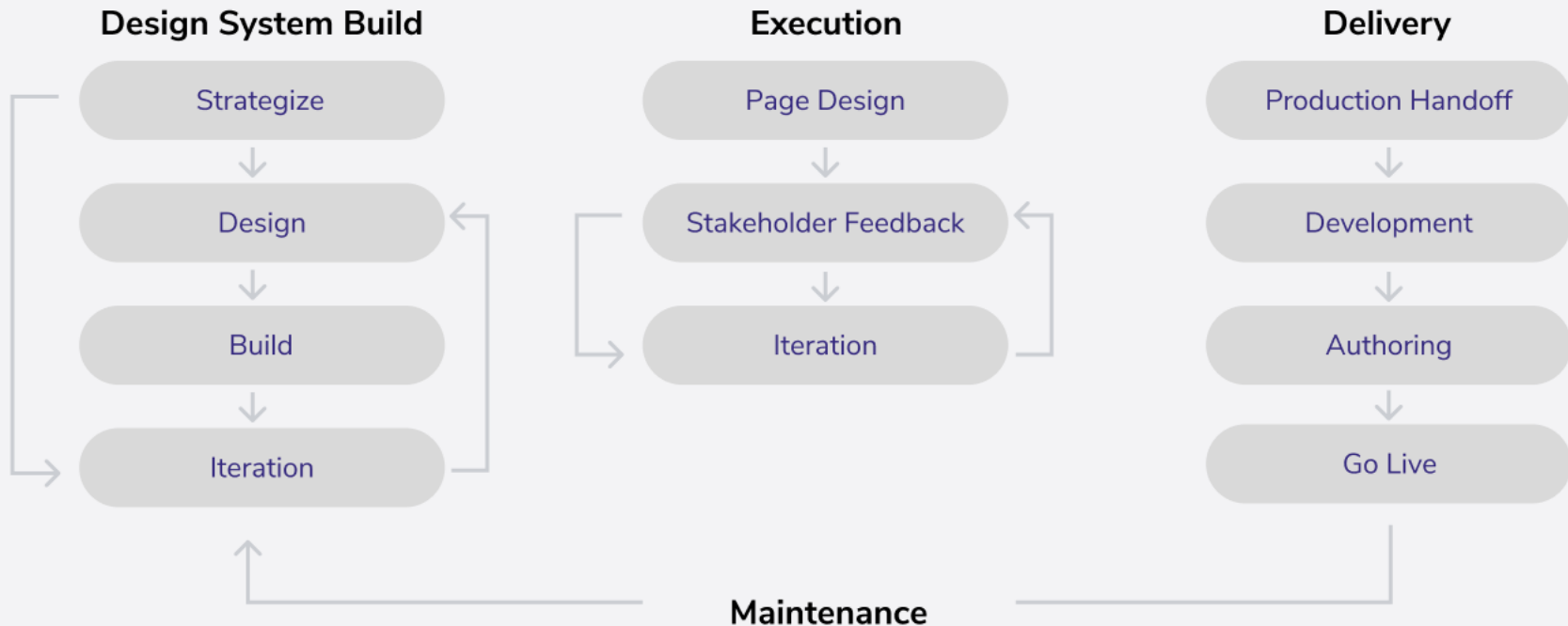
An Overview from Build to Delivery



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# What is Full Cycle Design?

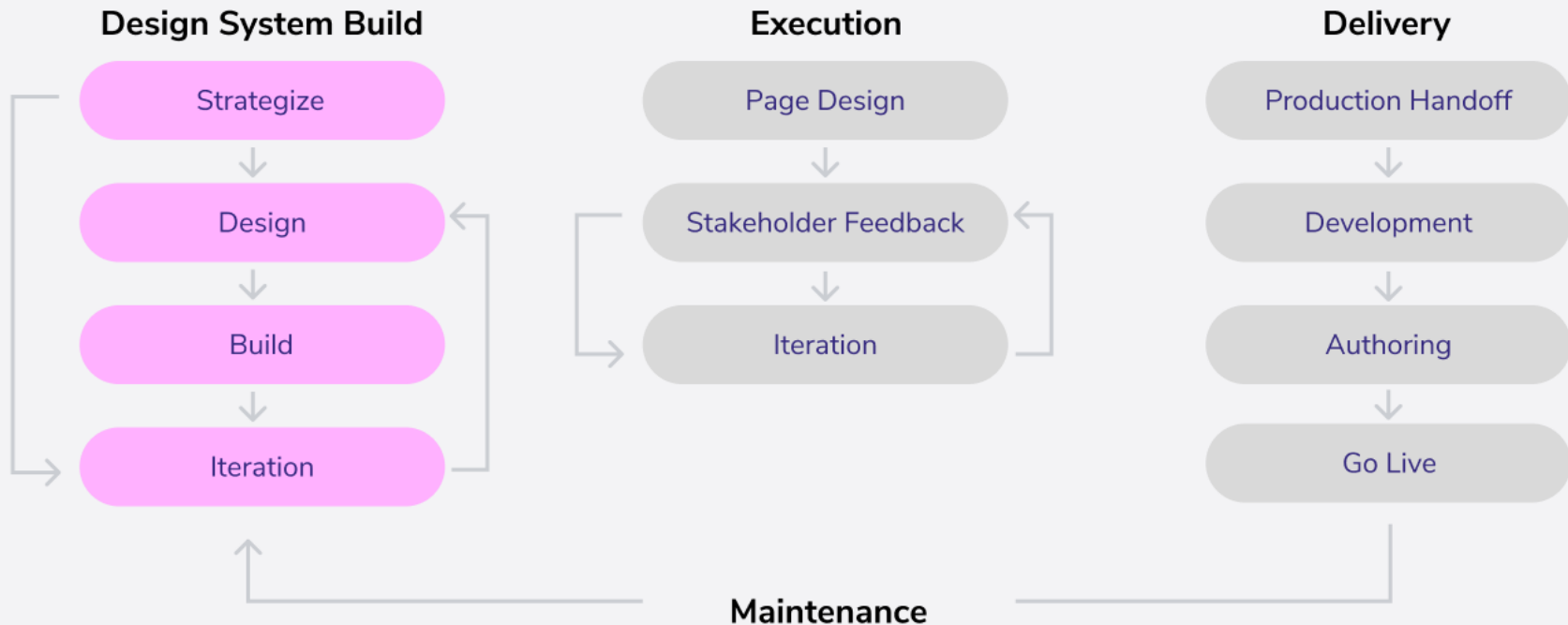
 Business  Design  Product  Development  Content





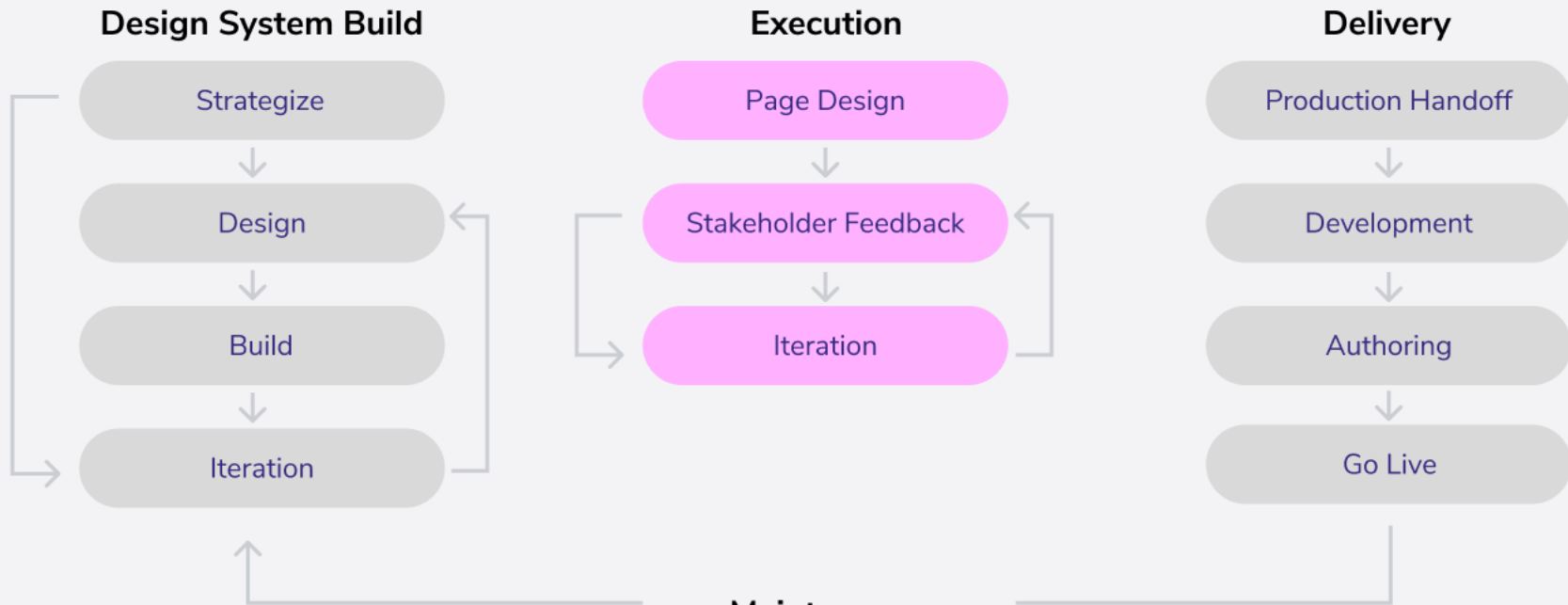
# What is Full Cycle Design?

 Business  Design  Product  Development  Content



# What is Full Cycle Design?

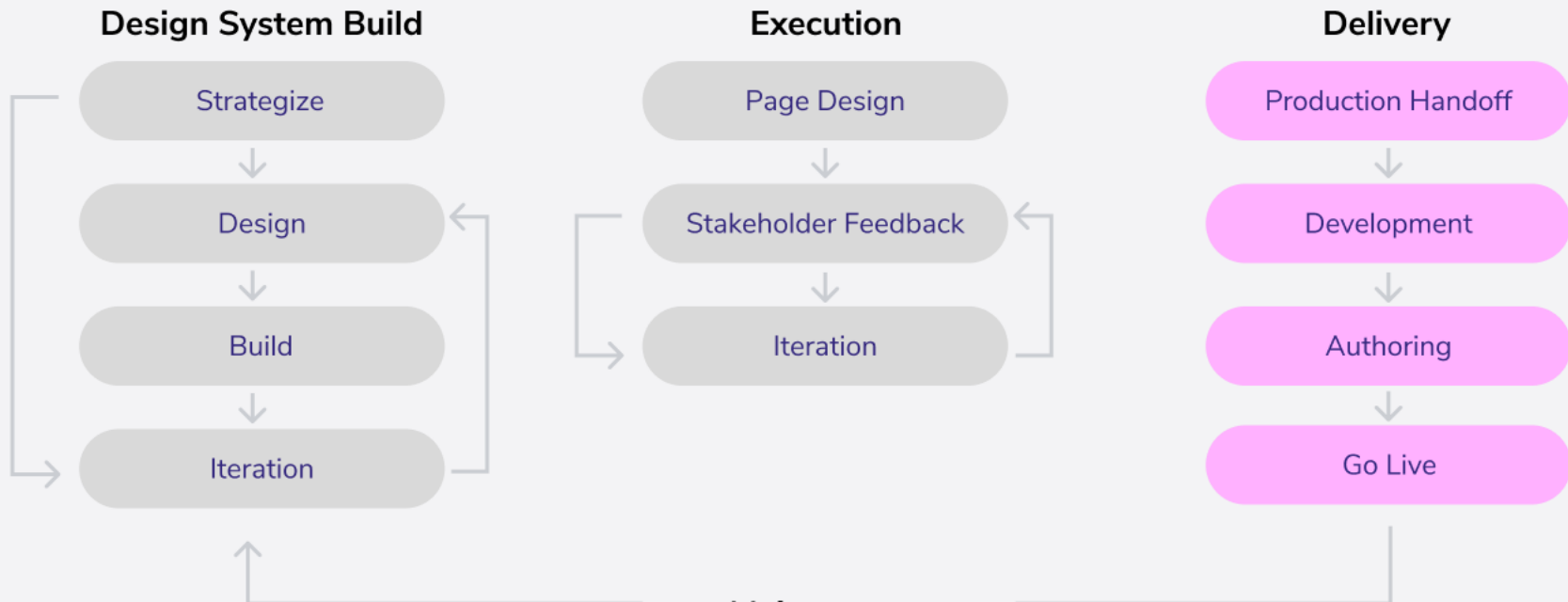
 Business  Design  Product  Development  Content



Maintenance

# What is Full Cycle Design?

 Business  Design  Product  Development  Content



Maintenance

# Common Problems within Full Cycle Design

“I want things to go my way;  
But as of late, a lot of  
stuffs been goin’ sideways”



# Common Problems within Full Cycle Design

## Inconsistent Source Files

- Unorganized design files & sources
- Inconsistent global elements such as type sizes, padding, colors, etc.
- Time consuming to scale and repeat across various content types

## Misalignment Against Your CMS

- Component and annotation details and formatting vary by designer
- Situational adjustments
- Design system and CMS not in parity

## Teams Working In Silos

- Multiple teams, each with different needs (Designers, content authors, product owners and developers)
- Teams running in parallel, not communicating strategies and designs in progress

## Facilitating Clear Hand-off

- **Unclear status** between design approvals and development
- Inconsistent or unclear annotation details to support designers, content authors, product owners AND developers

# Our Solutions

“Last Name Ever,  
First Name Greatest”





Build a design system & workflow that serves as the **single source of truth** for the entire team to increase collaboration and quality of the experience

# Building a Design System

Leveraging the Power of Figma

## Create a Structured Library of Complex Components

By utilizing built-in Figma tools, you can create a dynamic and scalable library of components that allow for seamless content updates and quicker page builds

## Team Specific Documentation, Reflective of your CMS

Creating component, page, and template documentation based on team practice and mirrors requirements and capabilities within your Drupal Toolkit to eliminate inconsistencies or future blockers.

## Annotation for Clearer Hand-Offs

Document clear design rules and authoring guidelines to streamline how pages are translated and handed-off to production teams



# Figma is a design platform for teams to **build products together**



One place to keep artifacts, wireframes, user journeys, and design systems



Entire teams can work in the same file in parallel



Version control is simplified



Built-In Tools to make building more efficient

# Every System and Team is Different

A Design System is your robust library of style assets and components. These should be custom built for your product team and your client

## Who Will Use This Library?

- What are the needs and requirements?
- How many people are on your team(s)
- Are there any roadblocks to avoid?

## What is the Nature of the Work?

- What are the particularities of the product?
- What would add value to the system and to the product?
- How often will the product evolve?

## What Comes Next?

- How often will the system evolve?
- What would add value to the system and to the product?

# Let's Build a System

YOLO: You Only Live-Demo Once



# Foundational Figma Tools and Resources

A robust library of built-in tools within the Figma platform that can be utilized as part of your design system build



## Auto-Layout

Helps content adjust to the component structure, without breaking the pre-established rules



## Built-In Padding

Establishes consistent padding rules regardless of content length



## Text Property

Component property that indicates which text can be edited. It allows for edits within the property panel



## Boolean Properties

Component property that allows the user to toggle an attribute on or off



## Instance Property Swap

Component property that indicates which of a main component or variant can be swapped



## Variant Property

A component set that contains multiple variants with different attributes



# Figma Demo

Text Properties ->

Title	Lorem ipsum Dolores Itu Prote Lorem Itu
Body	Lorem ipsum dolor sit amet, consectetur adipiscing elit,

Auto-Layout ->

Built-In Padding ->

Auto layout +

↓ →

]i[ 30

|a| 0    0    □

Boolean Property ->

Card Style Dark    Teaser ...

Show Teaser T...

Teaser Title    Section Title

Instant Property Swap ->

Card Style Dark    Teaser ...

Choose instance

Search preferred values

Preferred

Card Photo/D...    Card Photo/D...

Card Icon/Dar...    Card Icon/Dar...

Variant Property ->

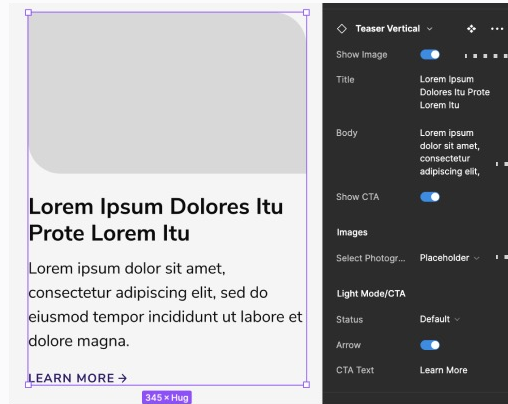
Dark Mode

Number of Car... Three

Device    Desktop

# Using component libraries

## Designers and Content Authors



### What this means for designers and content authors:

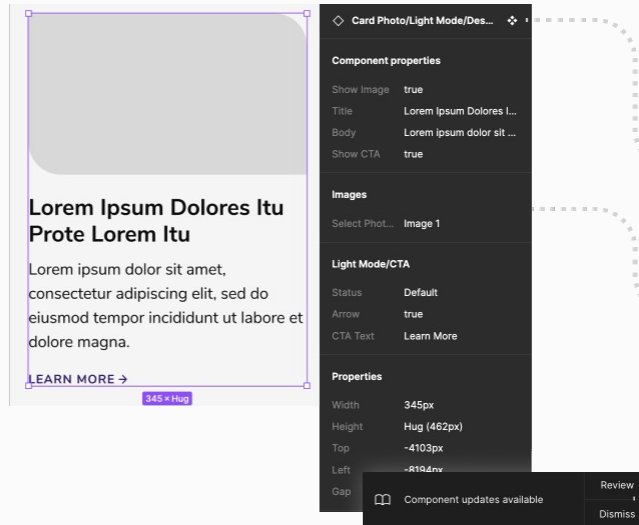
- Understanding of which layers you can hide or show
- List of text strings that can be changed which can be edited in this panel
- Swappable instances that allows to change element quickly

### Component properties saves time by:

- Removing the need to select, override individual layers, and detach components
- Clearer understanding of component requirements
- Quickly update all instances of linked components

# Using component libraries

## Developers



### What this means for developers

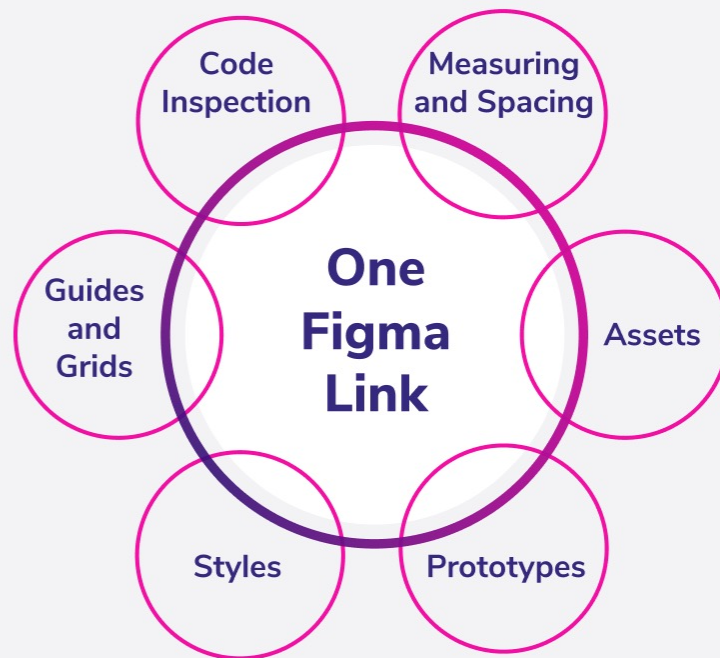
- Understanding how reusable components in designs are being used with the ability to navigate to the master component's location from an instance
- Applicable component options makes sure components in Figma mirror components' requirements and capabilities in Drupal unless further customization is needed.
- Changes in Drupal can be updated quickly in Figma and pushed to all instances of the component.

### Complex components benefits developers by:

- Navigate through component sets to understand what is part of the design system, what has been created for the project as well as quickly understand any overrides needed to components.
- One source of truth to align team members and avoid discrepancies.

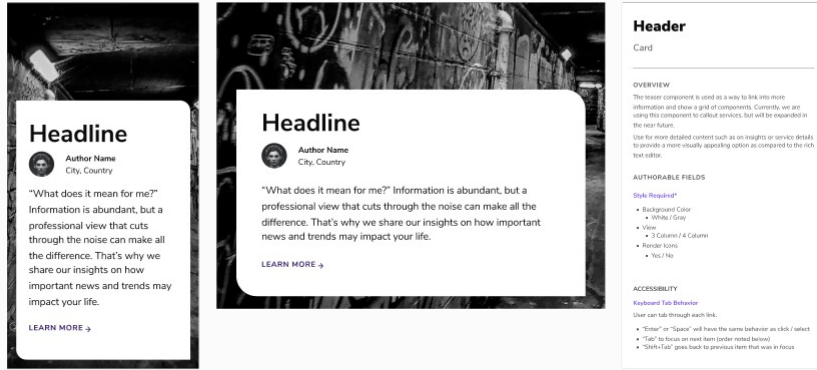
# What can be accessed in Figma

In Figma developers have access to many tools to retrieve information including the code panel where all the information needed about the design is readily available.



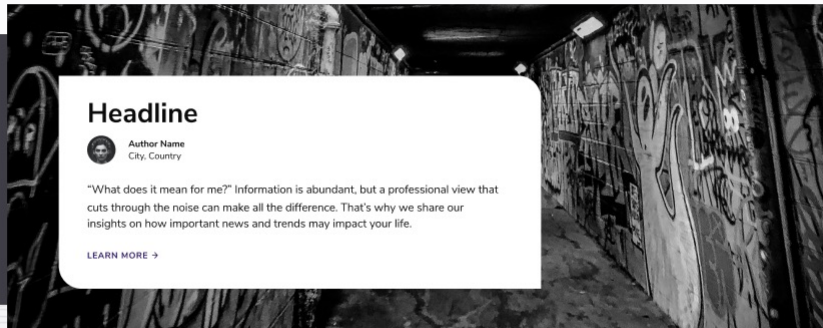
# Using component libraries

## Designers and Content Authors



## Variants selection makes designing for devices and adding annotations easy and fast:

- One selection to the desired device will adjust content and layout to flow through the component without having to work on each independently.
- Images and copy selections will cascade into every component variant seamlessly.
- Annotations can be added as a device for quick handoff.



Stakeholders benefit from quick revisions and mockup production allowing the designers to focus on what really matters, the experience.

# Let's Discuss Annotations

We're about to get nerdy





# Annotations that support all team members:

Annotations template can be customized by showing or hiding details specific to the audience to makes sure all the information needed is already populated and ready to go.

### Teaser (3 / 4 Column) Icons

Card

**OVERVIEW**  
The Teaser component is used as a way to link into more information and show a grid of components. Currently, we are using this component to collect services, but will be expanded in the near future.  
Use for more detailed content such as an image or service items to provide a more visually appealing option to consumers than text alone.

**ADJUSTABLE FIELDS**

**Style Required?**

- Background Color
  - White / Gray
- Icon
  - 3 Column / 4 Column
- Number Icons
  - Yes/No

**Details Required?**

- Teaser Title
  - Max Characters: 75
  - Recommended: 35
- Teaser Description
  - Max Characters: 207

**Details Optional**

- Component Title
  - Max Characters: 60
- Number Call
  - None / CTA
- Teaser styling info

**Dimensions**  
The component allows for any ratio to be specified, but due to fixed height of icons icon recommended only use the full ratio.

**Image Sizes (All Ratio)**

- Desktop: 400px x 100px
- Tablet: 730px x 160px
- Mobile: 400px x 100px

**ANATOMY**  
A Teaser component consists of a minimum of 3 cards that can contain a heading, paragraph text, CTA and image to an icon. Above the group of cards the user can add a title and description for the cards as well as a CTA right hand.

**VERTICALS**



## Designers | Product

Information to understand components available, their uses, best practices and specs.

### Teaser (3 / 4 Column) Icons

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## Content Creators

Information to assist content authors with creating content that fits component requirements and follows best practices.

### Teaser (3 / 4 Column) Icons

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**STYLING**  
Card styling options include, but not only, class or image for all cards. Content are not at all fixed.  
Content up to 3 rows of content.

- On 3 column/4 column minimum number of content is 3 columns.
- On 3 column/4 column minimum number of content is 4 columns.

Do not use any of the features you can have any number of components.  
Center the content on the page if less than the number of columns.  
Display  
Background color variations are

- White (#FFFFFF)
- Black (#333333)

**ACCESSIBILITY**  
**Keyboard Tab Behavior**  
User can tab through each link.

- On "Focus" on "Teaser" will focus on the link as well as the

## Developers

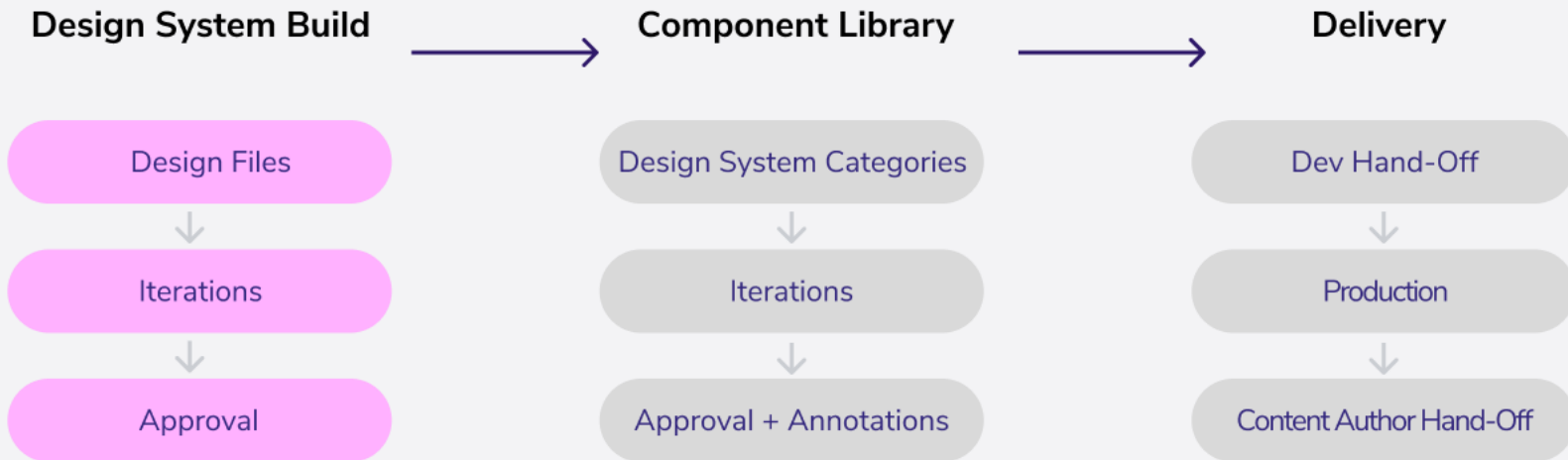
Technical information relevant for production.

# Maintaining Your Design System

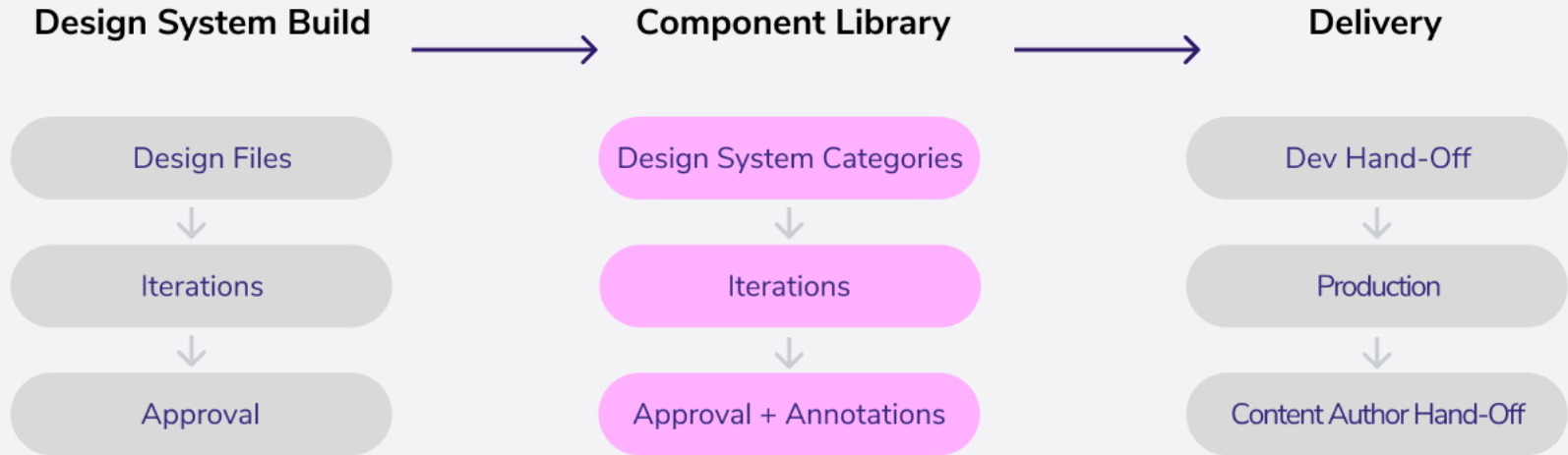
“Me, Myself, and All My Millions...  
of hours saved with organized files!”



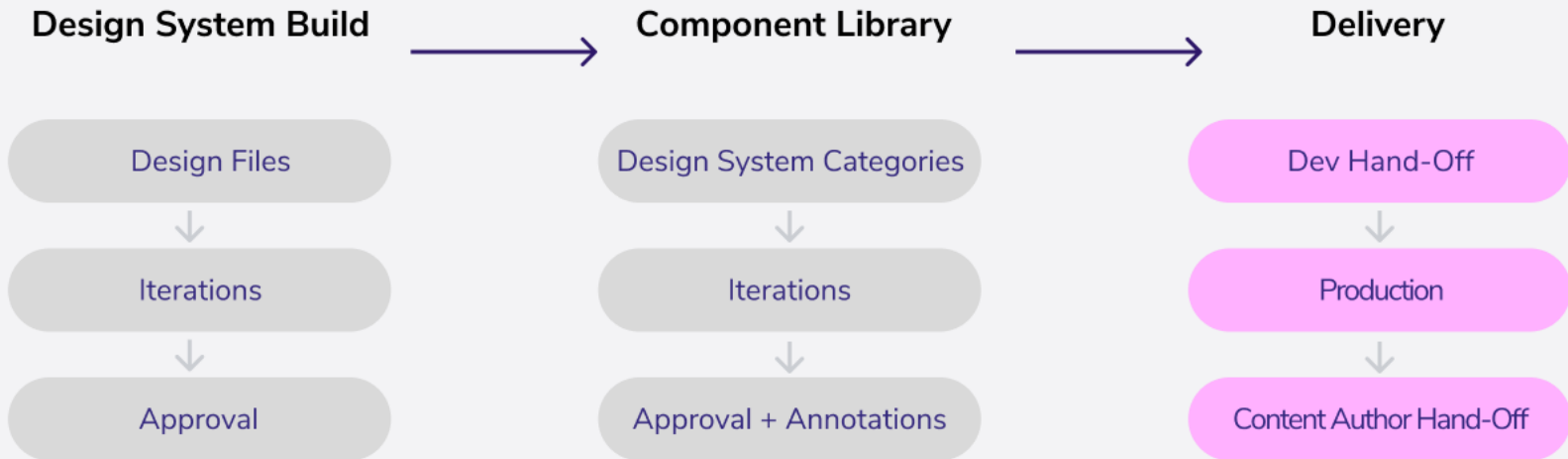
# Establish a Project Workflow



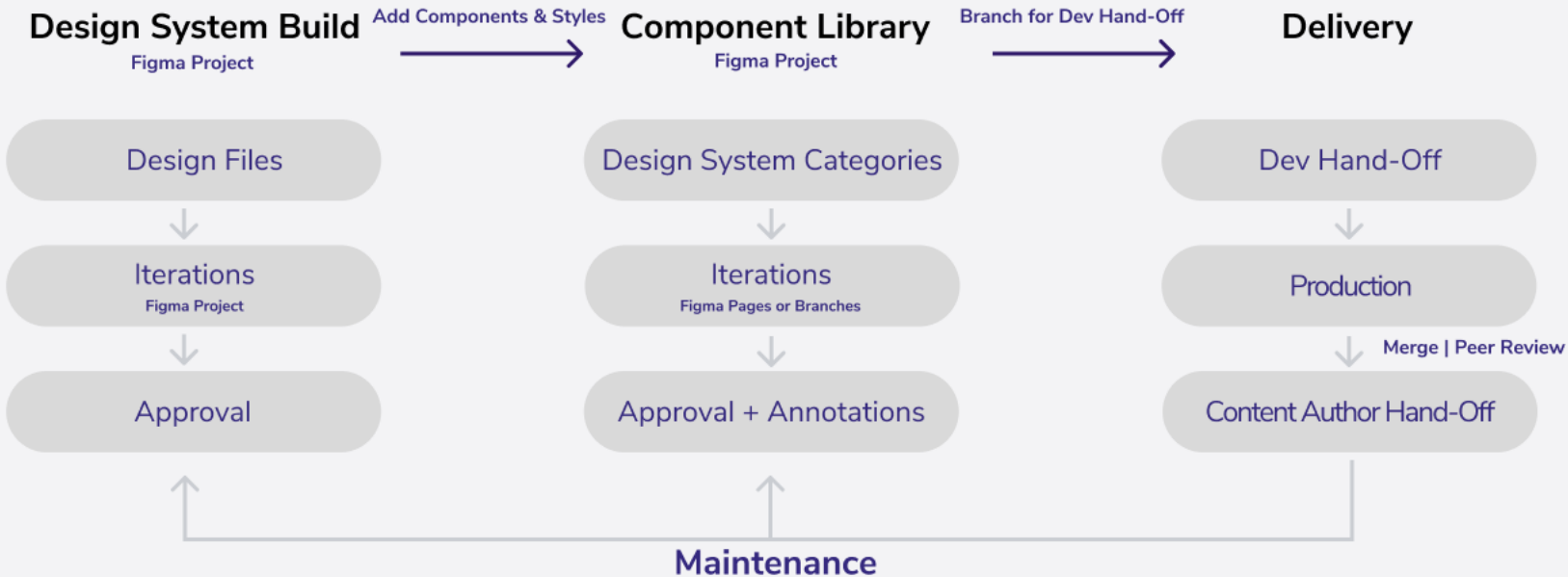
# Establish a Project Workflow



# Establish a Project Workflow



# Establish a Project Workflow



# Clearly Define Projects, Design Files

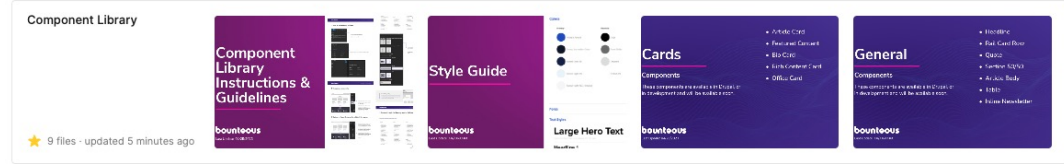
## Figma File Organization

- **Figma Projects:** Organize design working files and component library into separate projects
- **Figma Files:** Organize components by purpose into separate files
- **Figma Covers:** legible thumbnail of contents within file

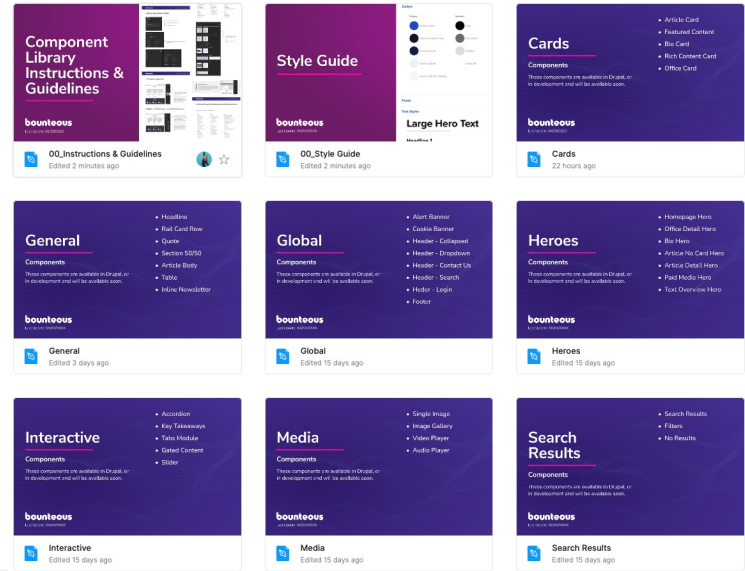
## Figma Workflow

- **Branches:** establish a branch and archive process to easily identify status of most recent components

## Projects

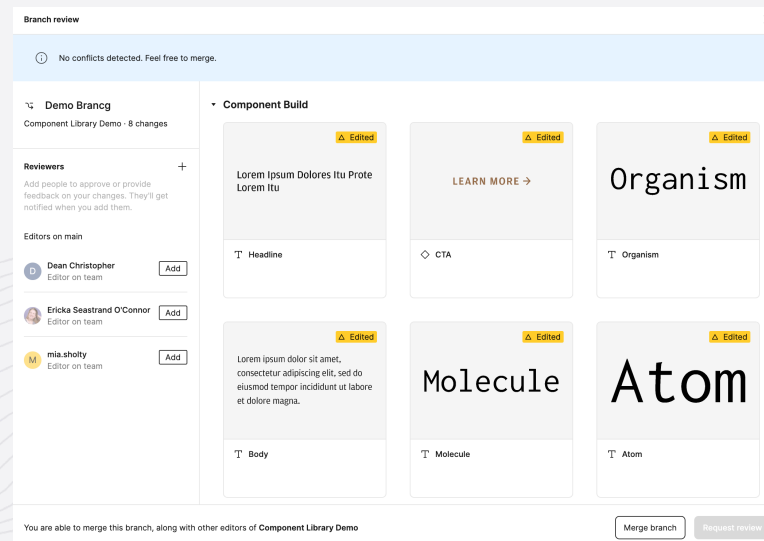
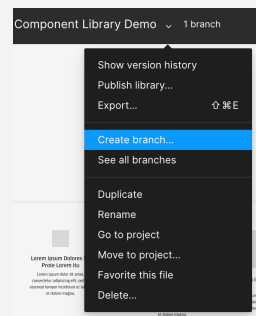


## Component Library



# Figma Workflows to Identify Component Status

- **Branches:**
  - Easily identify status of most recent components
  - Exploratory spaces that enable designers to safely create design changes without disrupting the main file.
- **Peer Reviews:** Request a review of your branch from Reviewers on or members of your team before publishing
- **Publish Branches** during scheduled and communicated times to ensure work isn't disrupted, and to quality check updates
- **Archive:** create separate project for old work that could still be used as historical reference





# Document The Process to Onboard Team Members

Instructions & Guidelines: document workflow for all contributors (designers, content authors and/or developer) can includes how to:

- Add libraries
- Browse components
- Swap instances
- Update / add new components
- Detach instances
- Customize components
- Update placeholder content
- Breakpoints
- Create and use Annotations

The image displays three sequential screenshots from a Figma help document titled "How to add libraries", "Finding Components", and "Selecting Component Instances".

- How to add libraries:** This section shows the process of adding a library to a design. It includes three numbered steps: 1. Open the file you want to add the library to. 2. Click on the Assets tab in the left sidebar. 3. Click on the Library icon. A second screenshot shows the library being added to the Assets panel. A third screenshot shows the library being added to the Design Panel.
- Finding Components:** This section shows how to browse through library groups to find components. It includes a list of components organized into groups: General, Content, Cards, Headers, Navigation, Lists, Containers, Text, Buttons, Inputs, and Images. A screenshot shows the search results for "Card" components.
- Selecting Component Instances:** This section shows how to swap components. It includes three numbered steps: 1. Select the component on the page and click on the component name in the right sidebar. 2. The list of items within the same library will be available in the dropdown, select from one of those or click on the library name to navigate to another library. 3. Click the component in the library. A screenshot shows the component being swapped in the design.

# Is this system a good fit for my team?

“Know yourself, know your worth”



# Is the Juice Worth The Squeeze

There is a significant upfront investment with heavier maintenance of this type of design system, which can provide value with the efficiencies gained utilizing the design system if...



**Large Team(s)  
Structure**



**Maintenance &  
Hand-Offs**

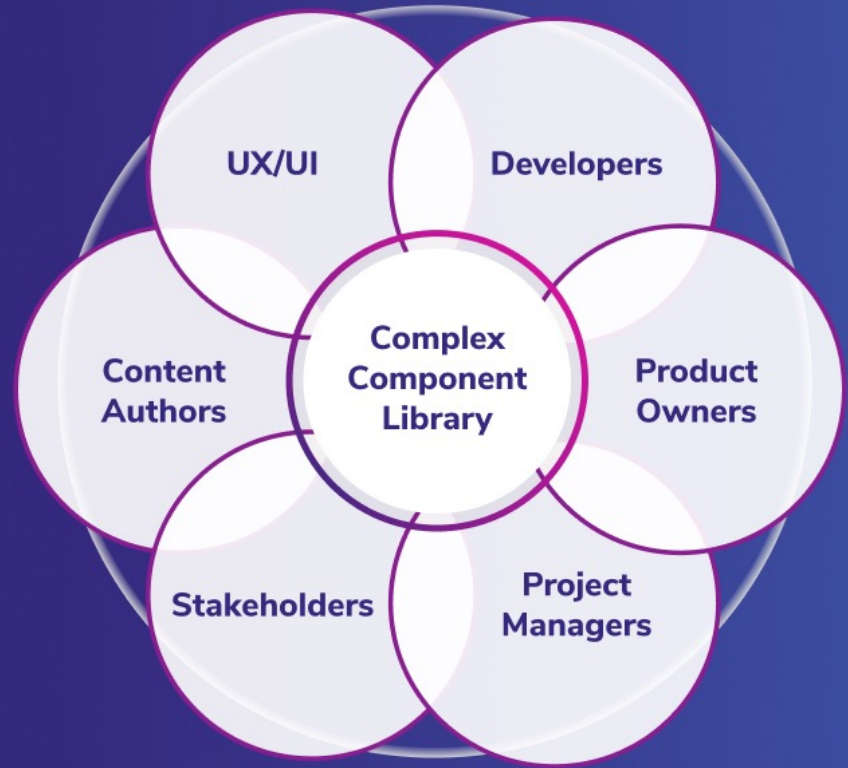


**Time and Budget  
To Support**

Started from the **Bottom,**  
Now We Here



Started from the Bottom,  
Now We **Here**



# Design System Resources

## Related Figma Community Resources

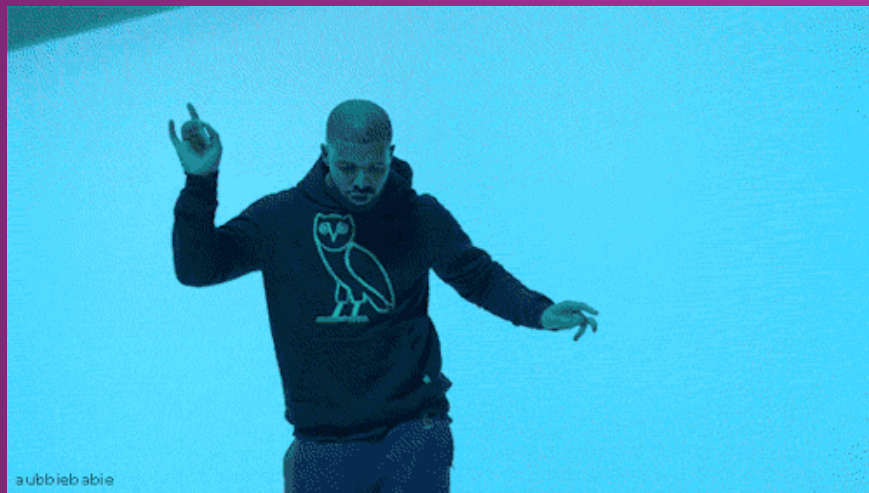
- [Creating Atomic Components](#)
- [Auto Layout](#)
- [Instant Property Swap](#)
- [Create and Manage Component Properties](#)
- [Create and Use Variants](#)

## Other related

[Designing Design Systems for Drupal: Jared Ponchot](#)







## Thank you, questions?

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**Please Provide Your Feedback!**

[mid.camp/6932](https://mid.camp/6932)



# Contribution Day

Saturday 10am to 4pm

You don't have to know code to give back!

New Contributor training 10am to 4pm with **AmyJune**

**Hineline** of Opensource.com