USD 2.0
Initial Discovery
Current Process
WHAT WAS HAPPENING

Features created from scratch
Duplicated efforts and silos
Highly customized solutions
Limited time for innovation
SOME THINGS WE’VE HEARD

What are the other school/departments doing?
Can I get that feature too?
Are people even using this feature?
Why does it take so many clicks to find something?
Will I break something?
Where did the web team go?
Project Goals
CROSS-DEPARTMENT COLLABORATION

Break down the barriers between areas and identify common issues and solutions
GLOBAL COMPONENT LIBRARY

Have the flexibility to use components that are fully tested and shared across the university
DATA-DRIVEN VALIDATION

Implement better analytics to inform us if the features we add are effectively meeting our goals.
USER-FOCUSED

Continue to review and streamline sites to make sure content stays fresh and easy to navigate
MAINTAINER CONFIDENCE

Build the tools and provide training that empowers maintainers to keep their site dynamic
WEB TEAM PARTNERSHIP

Create time for collaboration post-launch and on a quarterly basis
INTRODUCING

Design Systems
DESIGN SYSTEM

Branding
logos, fonts, colors, icons, messaging, tone, voice

Visual Style
font sizes, color palette, imagery, spacing, animation

Component Library
heros, buttons, accordions, carousels, modules, page templates

Guidelines and Governance
usage, rules, accessibility, documentation, collaboration
a collection
of **reusable components** and **repeatable patterns**
that provide **interchangeable building blocks**
guided by **clear standards**
that we can use to build complex solutions
empowers maintainers of all skill levels to create dynamic layouts by providing a wider range of page templates with the flexibility to evolve
allows the web team to collaborate with maintainers more often to focus on new features and primary users
Benefits
DESIGN SYSTEM IN PLACE

Think through new features on a holistic level, figuring out how the changes will ripple through the entire user experience, explore and test more avenues and options for new products and features
USD Websites

Internal Team

Agile Process

Design, Develop, Test

Original Content/Slides from Tor Gunderson / Adobe MAX 2018
Third-Party Website

External Agency

Waterfall Process

Design, Develop, Test

USD Websites

Internal Team

Agile Process

Design, Develop, Test

Portal

IT Partner

Hybrid Process

Design, Develop, Test

Original Content/Slides from Tor Gunderson / Adobe MAX 2018
EFFICIENCY INCREASES SPEED ACROSS THE BOARD

Developing and Refining System
Implementing System

Design System
Traditional Process
USD DESIGN SYSTEM

We are saving USD from needing to commission others to do design, development, usability and accessibility work – often at a cost of tens or hundreds of thousands of dollars.
Improved Process
WHAT WE HOPE TO ACHIEVE

Focus on what matters: the bigger picture
Spend more time studying our users
Collaborate more often with maintainers
Explore and test options for new innovation
Evolve the design system as needs arise
Thank you.