GS Design Systems

Status
Launched

01 User Context
02 Discover
03 Define
04 Design
05 Deliver
06 Impact

User Context

Goal

Create GS’s first Design Systems Component Library to improve user experience and consistency across products

User problem

Goldman Sachs(GS) has multiple enterprise and consumer facing products. Each product has its own branding externally but sends users back to GS's internal sites. This causes user confusion because visual systems are inconsistent. Because each visual system is custom built, developers are spending a lot of time building out each feature and 3 sprints behind design.

Hypothesis

A component-based UI Toolkit will help create a better user experience across GS products and save developer time.

Success Criteria:
#1 Reduction in customer complaints
#2 Increase in developer satisfaction and productivity

Discover

Discovery

In the discovery phase, we dug into the user to identify what could improve their pain points.

User Definition

Define the user by facilitating a workshop with stakeholders to identify primary users to focus on.

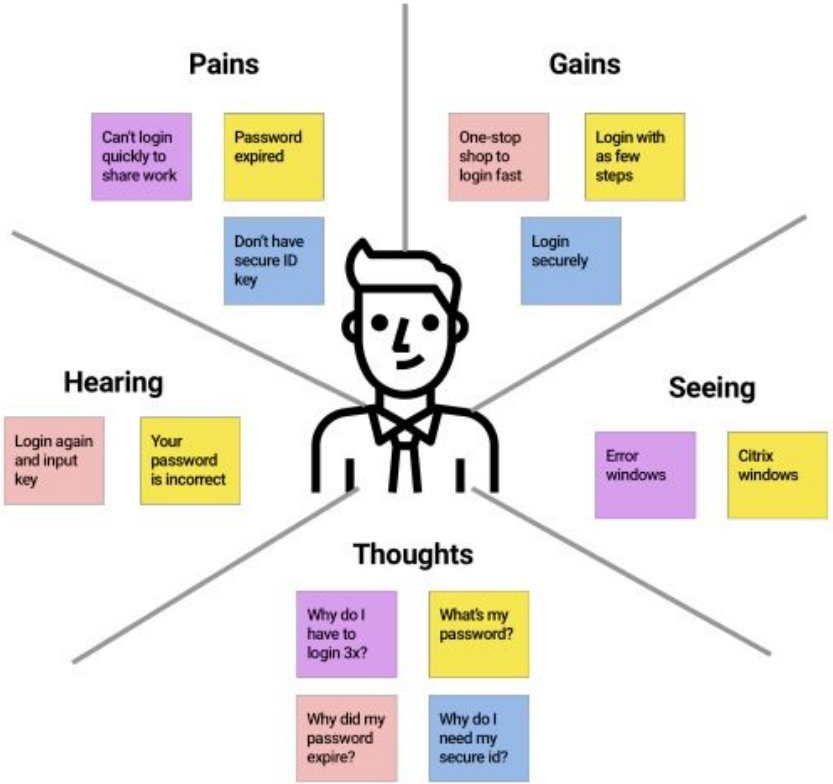
Product Definition

Brainstorm potential solution with primary stakeholders. All stakeholders would vote and align on which solution to move forward with.

Interviews + Affinity Map

I **interviewed** 5 developers and product managers who worked on internal tools to identify pain points.

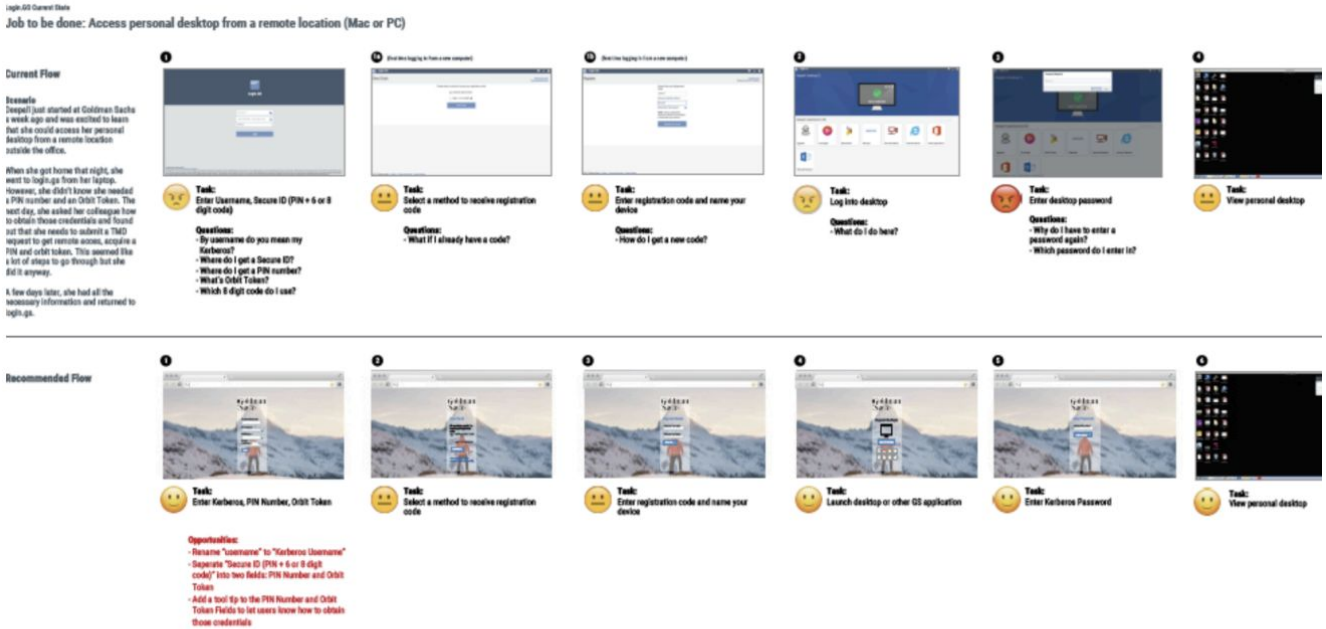
We created an **affinity map** where it was revealed that developers were often 3-4 sprints behind designers because of privacy and access issues, and had heavy tech debt.



Jobs-to-be-done

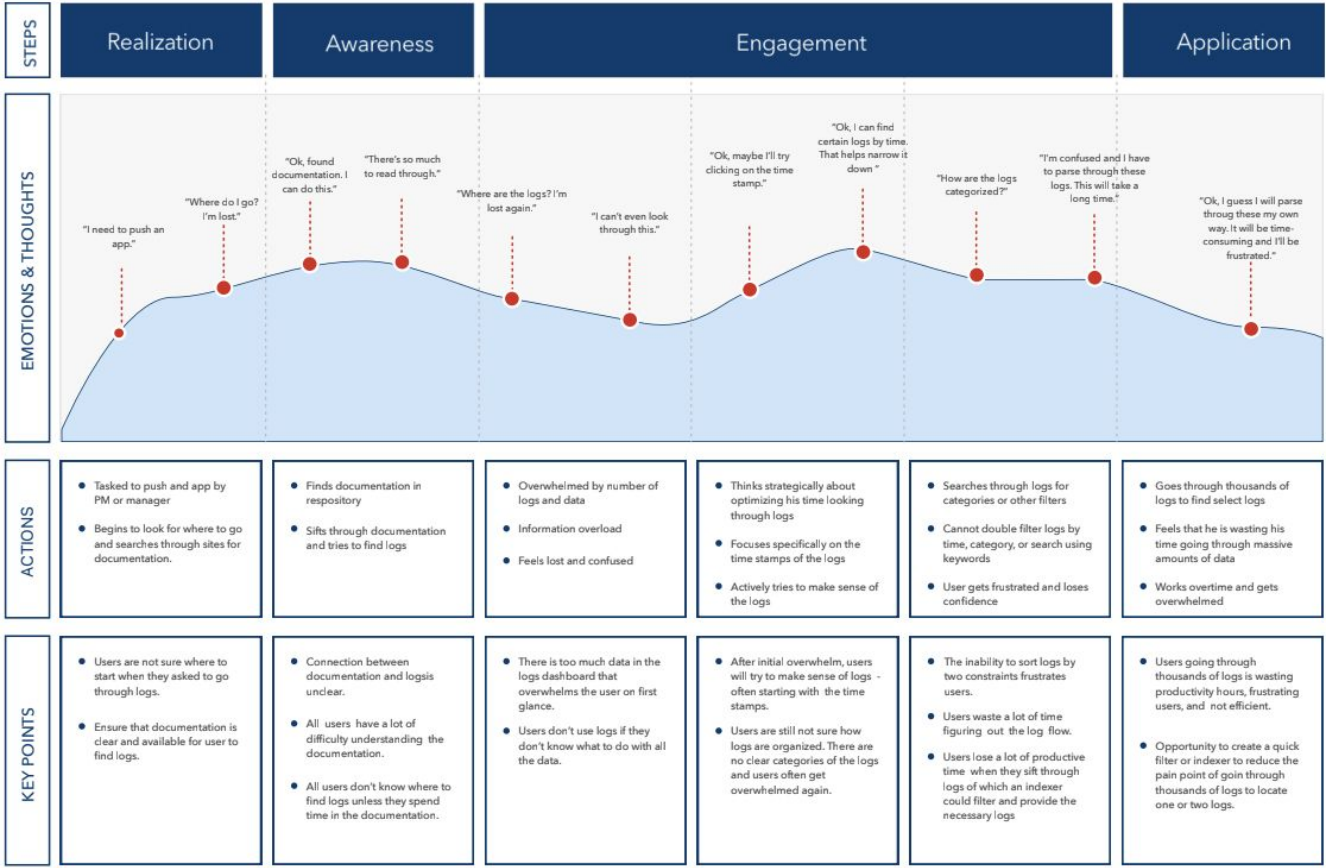
Created a jobs-to-be-done to identify the internal GS user to focus on.

We analyzed issues of privacy, inability to access data, and lag time with development.



Critical User Journey

A CUJ was created to highlight the touchpoints that internal GS developer users might have to hone in on how to provide a potential solution.



Define

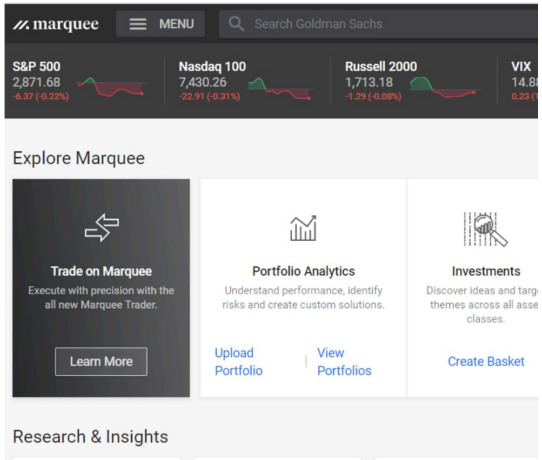
User + Product Definition: Ideation Workshop

Facilitated a 3-day ideation workshop with developers, product, and designers to identify the problems GS users were facing with the current GS Design Systems.

The user problem:

When users logged into trading or research portals, visual systems would change from one brand to another. **Visual changes would confuse users**.

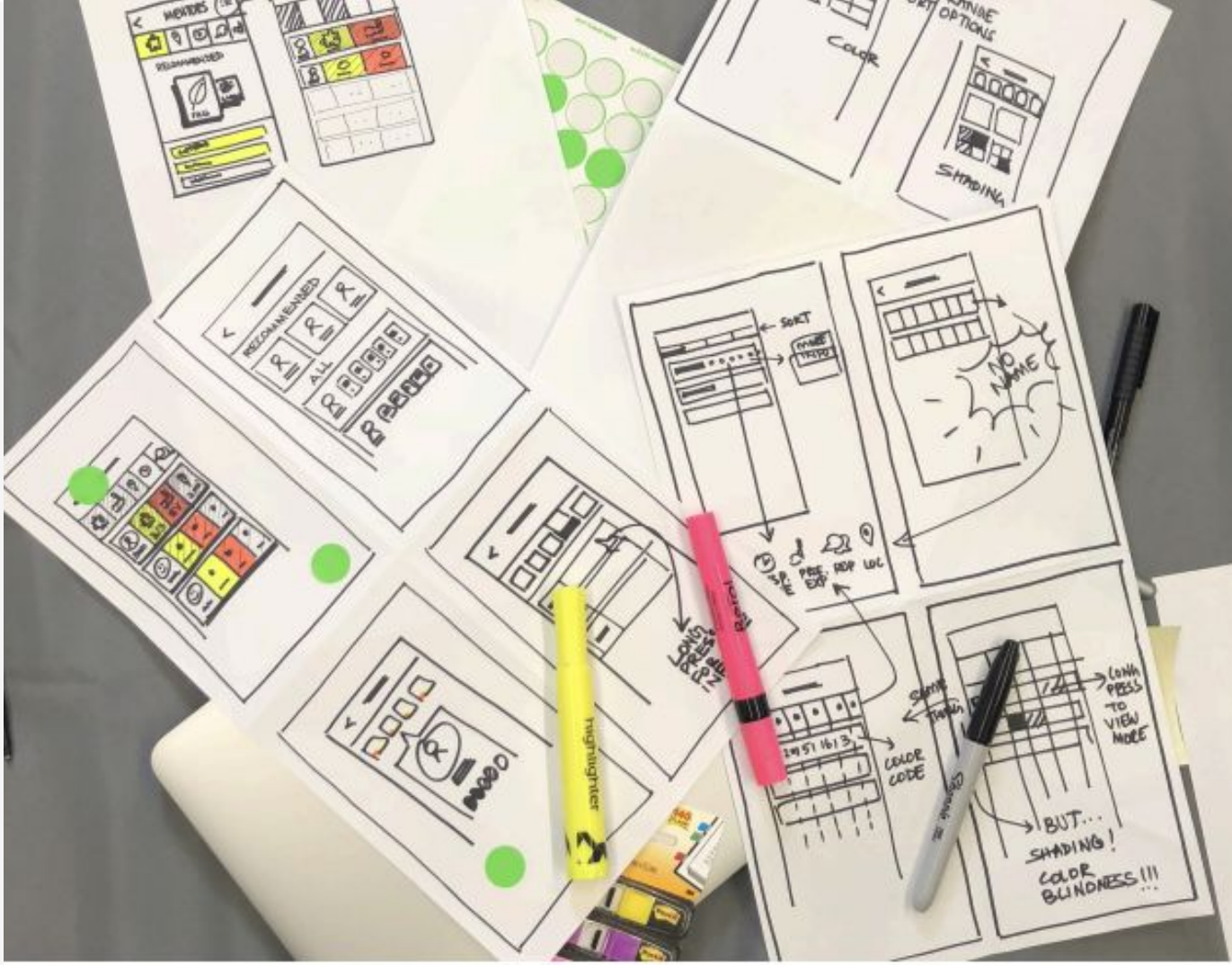
Inconsistency caused time inefficiencies with developers having to custom build each page and feature resulting in a Frankenstein effect.



Design Sprint: Alignment

Our team facilitated alignment through dot voting to identify which components developers, product, and designers agreed were the most important.

We identified **Foundational Typography and Colors, Cards, and Interactive States** as our MVP component Toolkit.



Design

Constraints of Redesign

There were the prioritized areas our team focused on redesigning. We worked to **visually design each component initially in Adobe Illustrator, exported as SVGs and PNGs to Powerpoint**.

Our first Component Toolkit was in Powerpoint and highly usable across the bank because the accessibility of Powerpoint. Design tools such as Figma, Sketch, Adobe, and Invision were not introduced until the next year because of firewalls.

While only designers had access to design tools, we began to move components to Sketch over the course of a year.

Type

I performed an audit of the typography and color across the brands to focus on a foundation.

Navigation

A primary navigation existed. However, secondary and tertiary navigation items were not available.

Cards

Customized content views (out of scope) and user generated custom reports remove need to call for information.

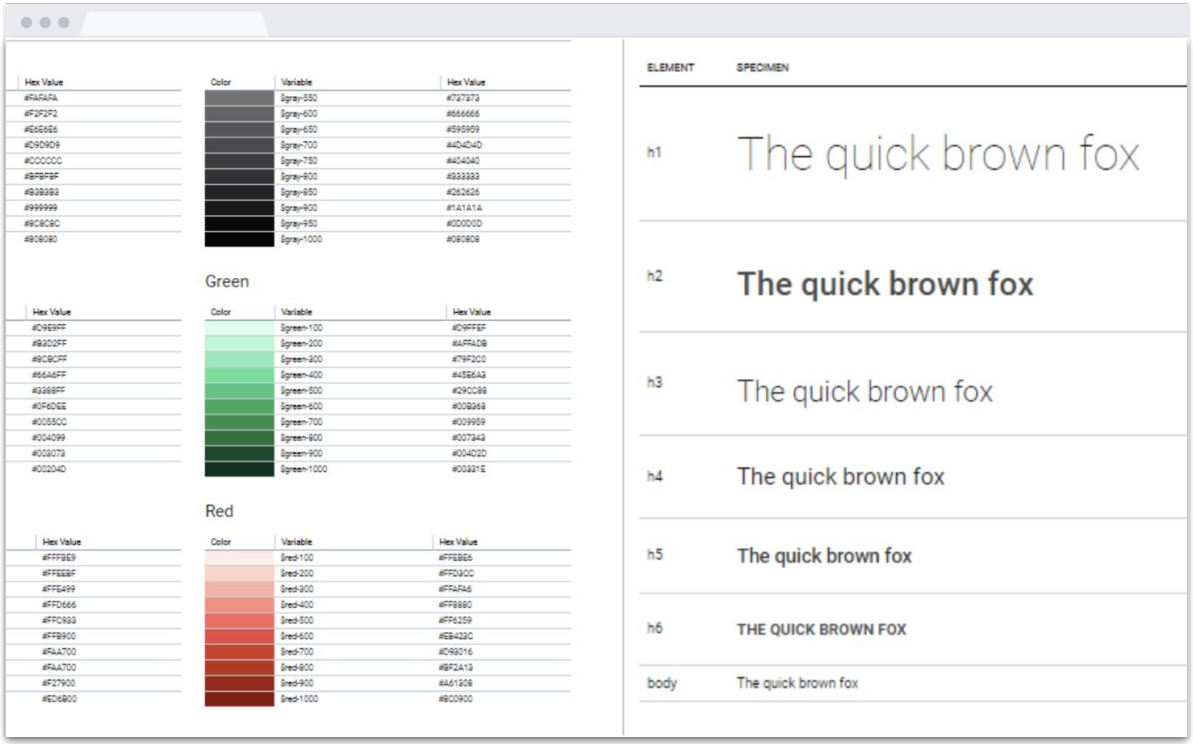
Grids

Self-service money management experience.

Visual Design

I audited and identified the **typography, brand colors, and element size**s with an Accessibility vendor for our UI Toolkit. Our Design System was **AA accessible.**

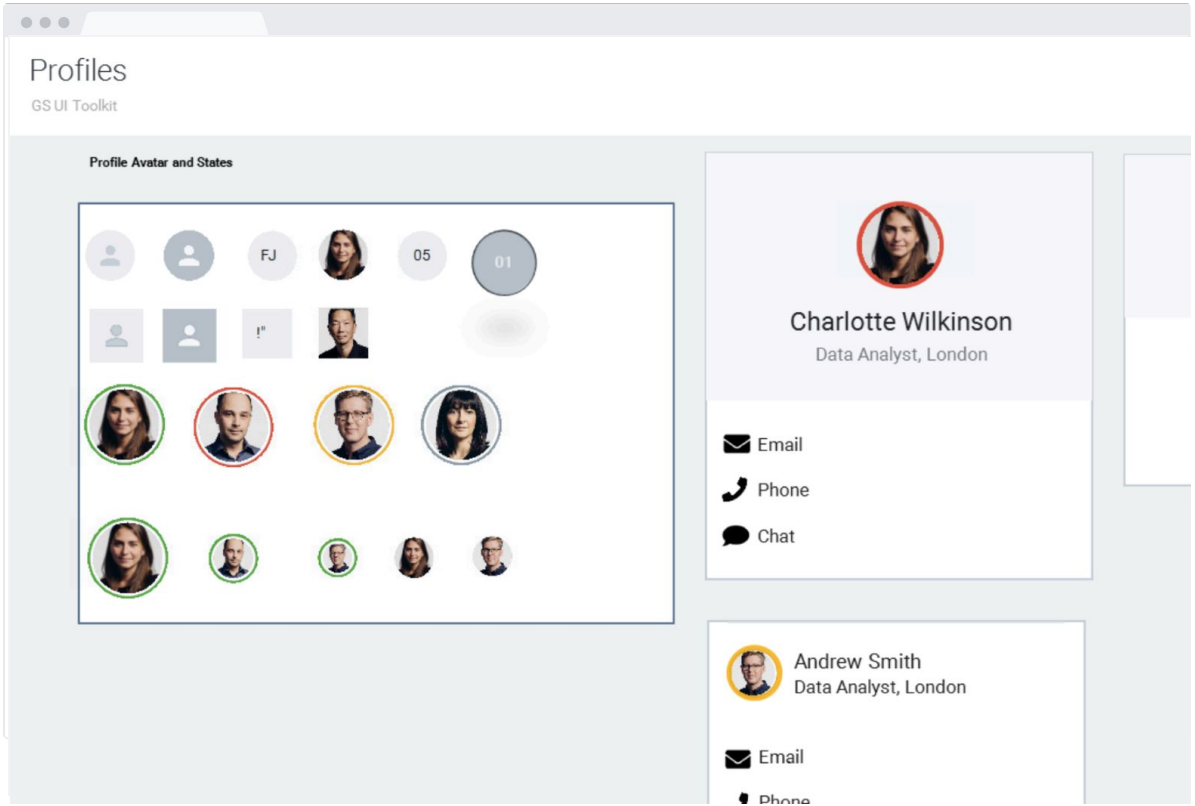
To implement, I worked with a front-end developer to create a Foundational Styles page for these Visual Design guidelines.



UX Team: ameliasander@

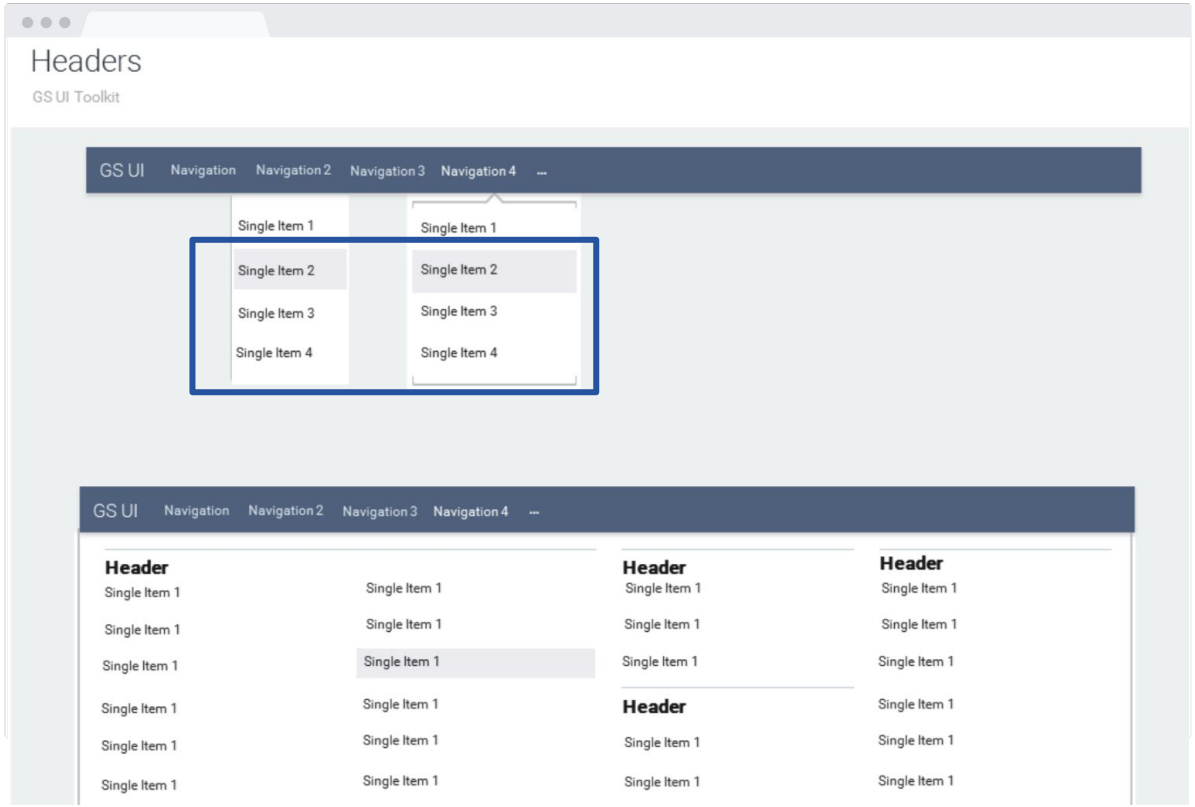
Component Library

- Built **cards and profiles** to focus on user activity status in GS's internal and external systems
- Cards and profiles were **expanded to create page templates** that designers and developers could drag and drop to quickly design and implement new pages.



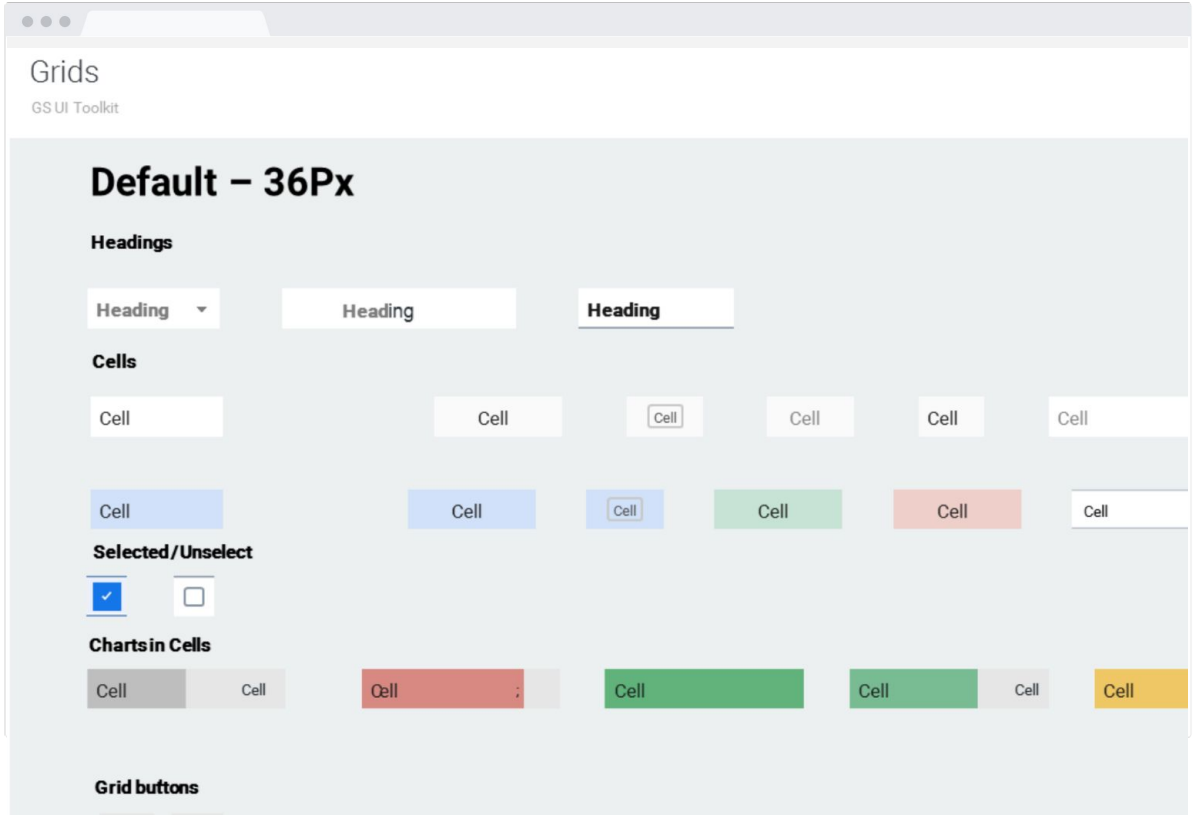
Headers and Navigation

- Navigation was expanded to **improve findability for users** and display multiple nested navigation items clearly.
- **Interactive hover states** were developed to show when users were hovering over or selecting specific menu items



Grids

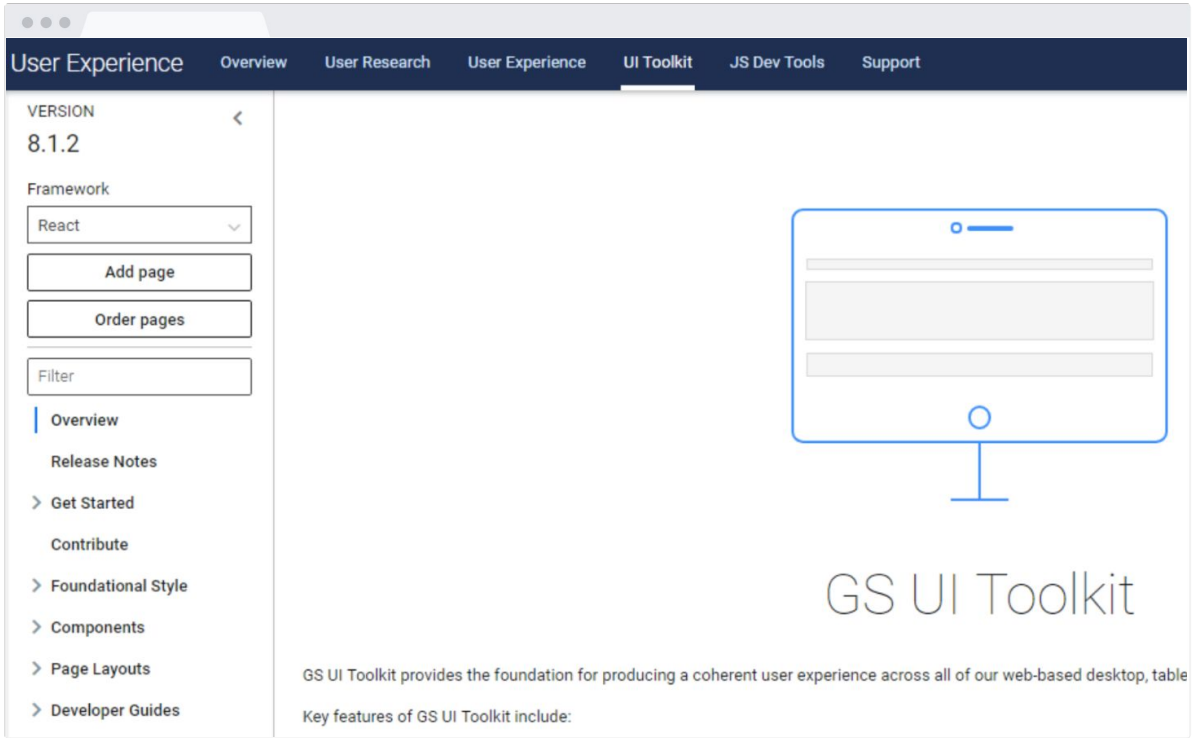
- Delivered **12-column grid systems** based on 36PX to help with managing Big Data trading products
- Responsive cells were designed to show **error state and interactions** for selected items.



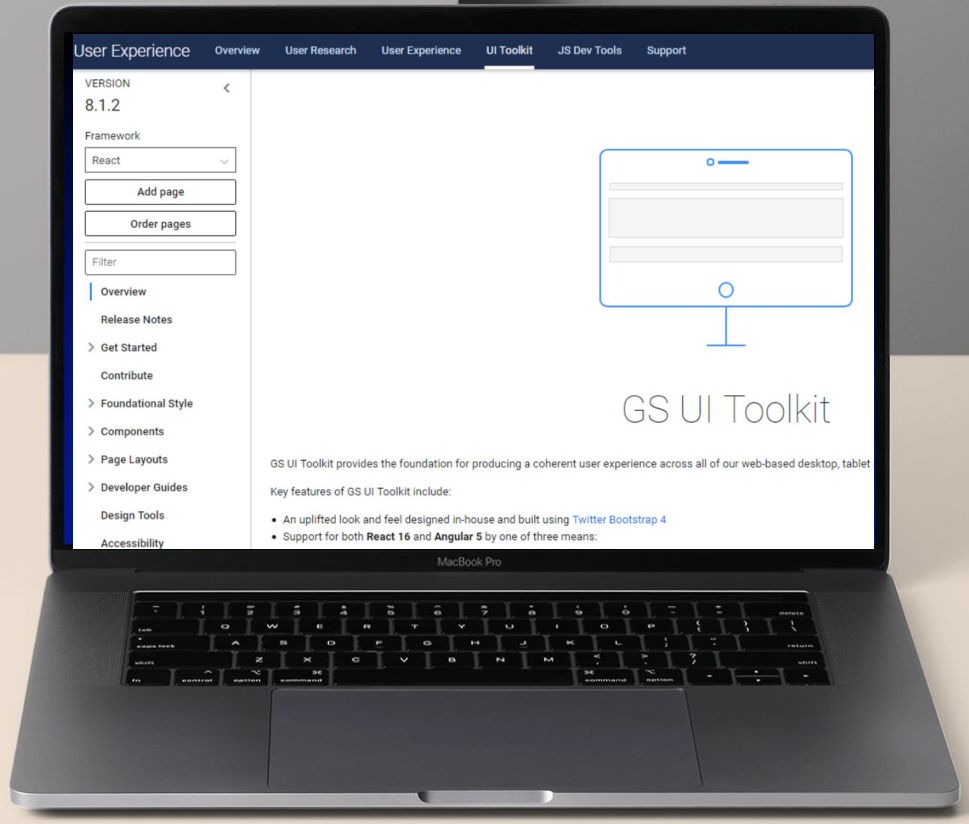
Deliver

UI Toolkit Design System

The new component based Design System allows users to drag and drop components to design + build pages.



Impact


User Experience
Overview
User Research
User Experience
UI Toolkit
JS Dev Tools
Support
VERSION
8.1.2
Framework
React
Add page
Order pages
Filter
Overview
Release Notes
Get Started
Contribute
Foundational Style
Components
Page Layouts
Developer Guides
Design Tools
Accessibility
GS UI Toolkit
GS UI Toolkit provides the foundation for producing a coherent user experience across all of our web-based desktop, tablet
Key features of GS UI Toolkit include:
An uplifted look and feel designed in-house and built using Twitter Bootstrap 4
Support for both React 16 and Angular 5 by one of three means:
MacBook Pro

Deliverables & Outcomes

Successfully launched Component Library and scaled to Marcus, Marquee, GS Research products. Reduced development sprint time by 40%. Improved CSAT score and Developer Satisfaction.