

@john_gough
@stephenorsini

#WCPHX | FEB 2019

DESIGNING SYSTEMS / PART 01



**HI, WE'RE GLAD
YOU'RE HERE**



DESIGN SYSTEMS, NOT SCREENS



- 1. It helps your users understand experiences holistically**
- 2. It helps you maintain and augment those experiences more easily**

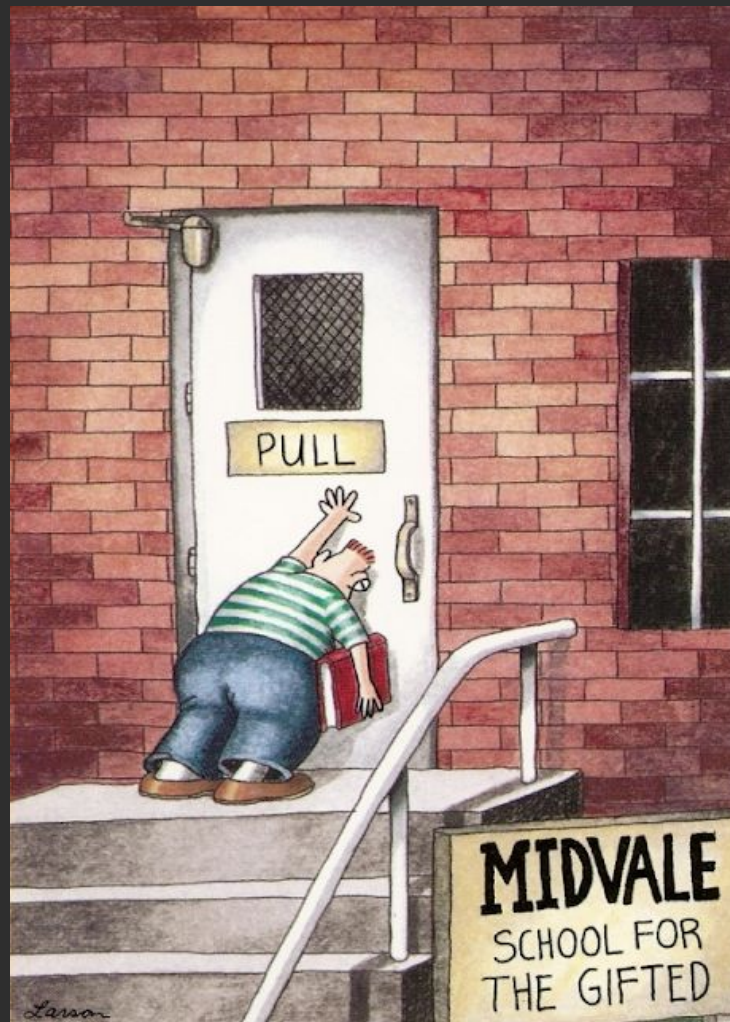


A B _





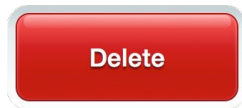
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#WCPHX | DESIGNING SYSTEMS

Gary Larson, The Far Side

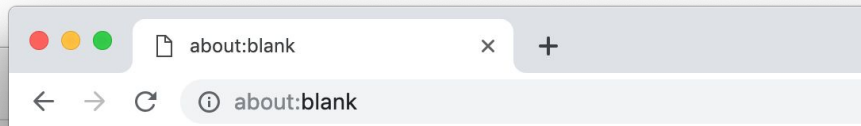
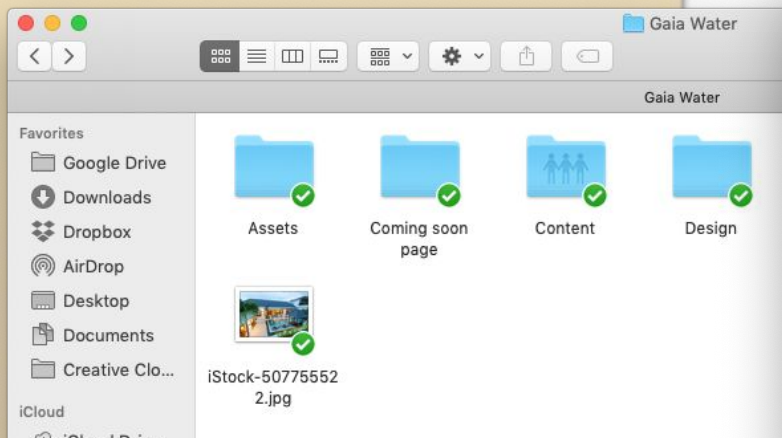
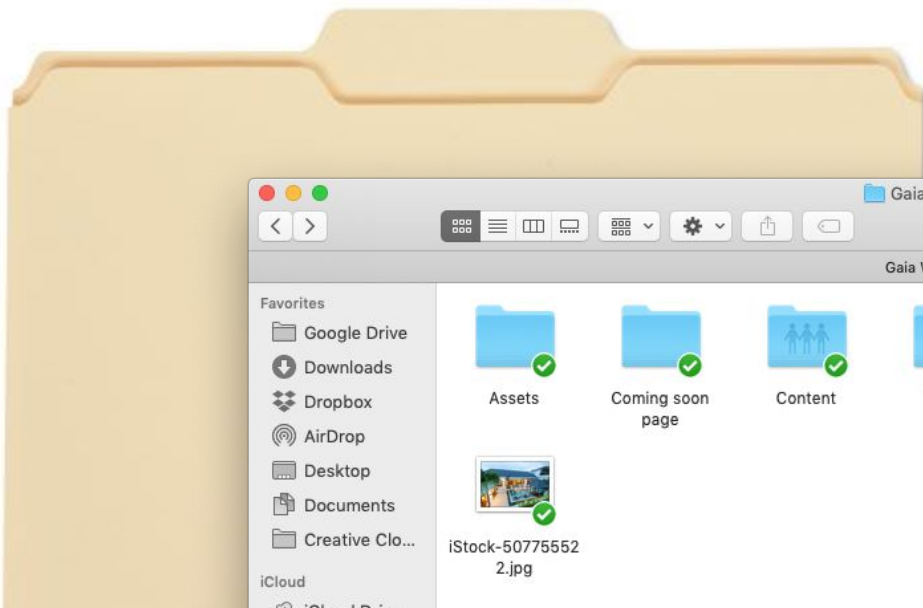
@john_gough
@stephenorsini



dribbble.com/obviousunrest



dribbble.com/zacharyhalvorson



STYLES

CONSCIOUSNESS

UI STANDARDS

MENTAL MODELS



BROKEN MENTAL MODELS SCARE YOU





Please enter your details to reserve your item(s)

Title :

Mr. ▾

First name * :

First name

Last name * :

Last name

Email * :

Email

Phone number * :

Phone number

- Please do not send me details of products and offers from C
- Please send me details of products and offers from third pa
recommended by Currys.co.uk

Reserve items

RESPECT SHARED MENTAL MODELS



ACCESSIBILITY DEMANDS YOU USE UI THE “RIGHT” WAY



https://www.w3schools.com/tags/att_input_type.asp

I have a bike
 I have a car

button
checkbox
color
date
datetime-local
email
file
hidden
image
month
number

password
note
radio
range
reset
search
submit
tel
text
time
url
week

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DESIGN PRINCIPLES & FUNDAMENTALS



People also ask

What is the 7 principles of design?

What are the 5 design principles?

What are the eight principles of design?

What are the four principles of design?

What are the 3 principles of design?

What are the 7 elements of design?

What is alignment design principle?

What are the principles of design?

What are the principles of drawing?

What are the 8 elements of design?

COLOR
TYPOGRAPHY
SPACING
HIERARCHY
ALIGNMENT

LINE
SHAPE
RHYTHM
BALANCE
SYMMETRY
TEXTURE
BALANCE
CONTRAST

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[Feedback](#)

Why whitespace matters - Boagworld

<https://boagworld.com/design/why-whitespace-matters/> ▼

Feb 15, 2011 - When designers talk about whitespace, they actually mean negative space. In other words the space between screen elements. ... This space maybe a colour or texture but either way it is space within a design that does not include screen elements. Below you can see a couple of examples of 'whitespace' in on various websites.

Why Whitespace is so Important in Web Design - Segue Technologies

<https://www.seguetech.com/whitespace-web-design/> ▼

Sep 10, 2015 - When designers talk about whitespace, they actually mean negative space, the space between elements in a composition. ... It is the space between columns, between lines of type or figures that provides visual breathing room for the eye. Whitespace is an important element of design for good reason.

When does white space matter in HTML? - Patrick Brosset - Medium

<https://medium.com/.../when-does-white-space-matter-in-html-b90e8a7cdd33> ▼

Oct 21, 2016 - As a web developer, you don't often spend time thinking about white space, right? ... White space is any string of text composed only of spaces, tabs or line breaks (to be precise, either CRLF sequences, carriage returns or line feeds). ... In fact much of our source code is full of ...

Importance of White Space in Design - Prototypr

<https://blog.prototypr.io/importance-of-white-space-in-design-5a40c0e65bfd> ▼

Oct 9, 2017 - White space does not literally mean an empty space with a white background. It can be of any ... Why white space matters and how to use it?

The power of white space | Interaction Design Foundation

<https://www.interaction-design.org/literature/article/the-power-of-white-space> ▼

by M Soegaard -

Dec 12, 2018 - It is also the space within individual design elements, including the space between typography glyphs (readable characters). Despite its name, white space does not need to be white. It can be any color, texture, pattern, or even a background image. White space can cause problems between designers and clients.

Whitespace in Web Design: What It Is and Why You Should Use It

<https://blog.teamtreehouse.com/learn> ▼

No matter what type of content the website is intended for, it's important to use whitespace to keep the navigation clear and smooth, and to make sure the ...

Why Python's whitespace rule is right | Unspecified Behaviour

<https://unspecified.wordpress.com/2011/10/18/why-pythons-whitespace-rule-is-right/> ▼

Oct 18, 2011 - Python is famous among programming languages for its fairly unique syntax: ... Any language that is not whitespace-sensitive requires (by universal ... is it done by interpreter or any other 3rd party tool it doesn't matter, it must ...

When does whitespace matter in HTML? - Stack Overflow

<https://stackoverflow.com/questions/12863588/when-does-whitespace-matter-in-html> ▼

3 answers

Oct 12, 2012 - The parsing actually removes very little white space whilst parsing text (as opposed to markup). It will remove an initial line feed character at the ...

Does indenting or white space matter in html?

May 23, 2017





Why whitespace matters - Boagworld

<https://boagworld.com/design/why-whitespace-matters/> ▼

Feb 15, 2011 - When designers talk about **whitespace**, they actually mean negative space. In other words the space between screen elements. ... This space maybe a colour or texture but either way it is space within a design that **does** not include screen elements. Below you **can** see a couple of examples of '**whitespace**' in on various websites.

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<https://www.interaction-design.org/literature/article/the-power-of-white-space> ▼

by M Soegaard - Cited by 4 - Related articles

Dec 12, 2018 - It is also the space within individual design elements, including the space between



COLOR

TYPOGRAPHY

SPACING

HIERARCHY

ALIGNMENT

color.adobe.com



Change Color Harmony

- Analogous
- Analogous
- Monochromatic
- Triad
- Complementary
- Compound
- Shades
- Custom



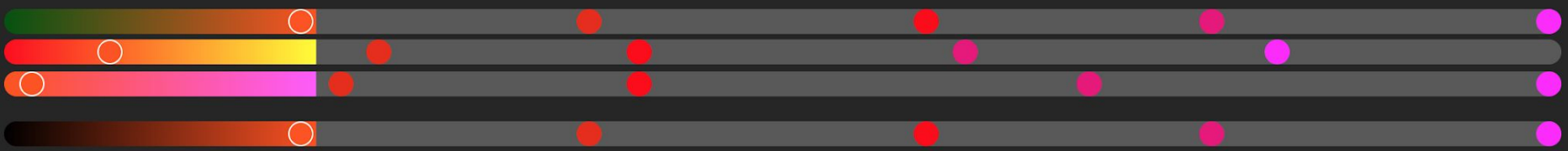
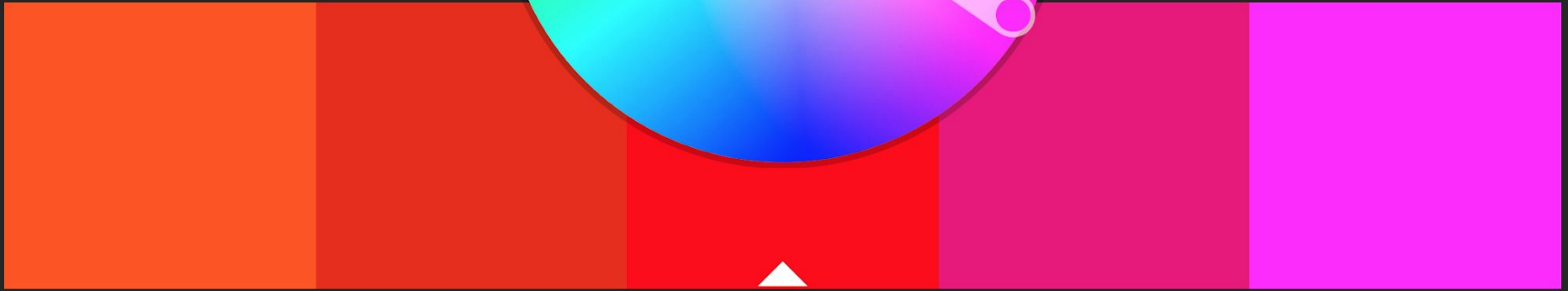
Add tags

- pink x
 - hot x
 - red x
 - orange x
 - magenta x
- Tags

Publish Theme



Save Color Theme



Change Color Harmony

Monochromatic



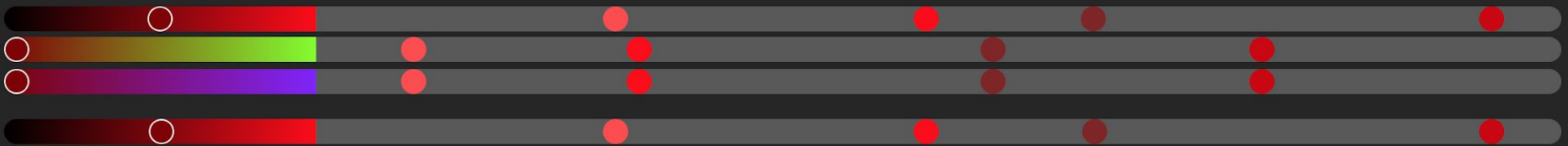
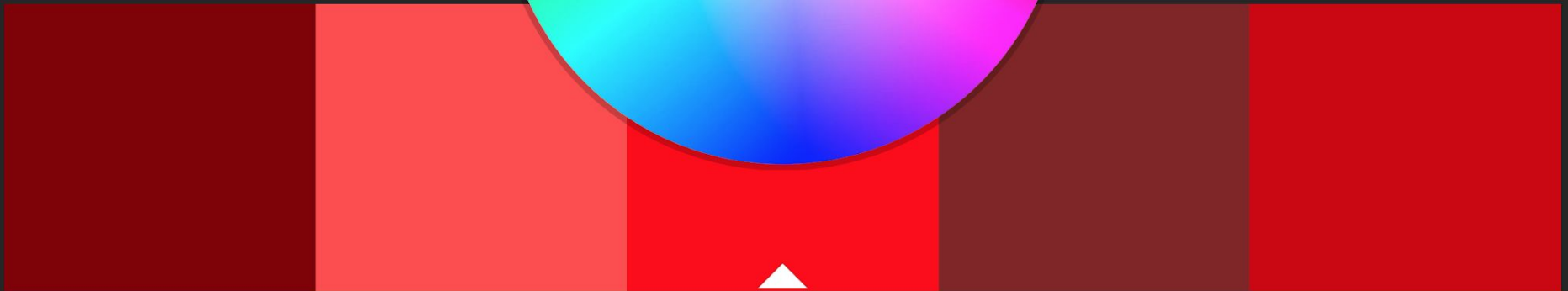
Add tags

- red x
- orange x
- fire x
- dark red x
- bright red x

Publish Theme



Save Color Theme



Change Color Harmony

Triad



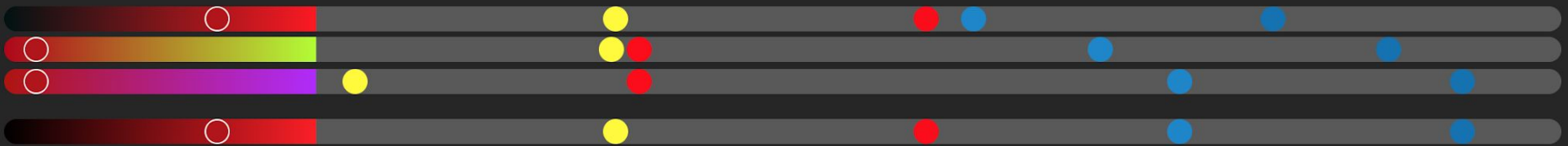
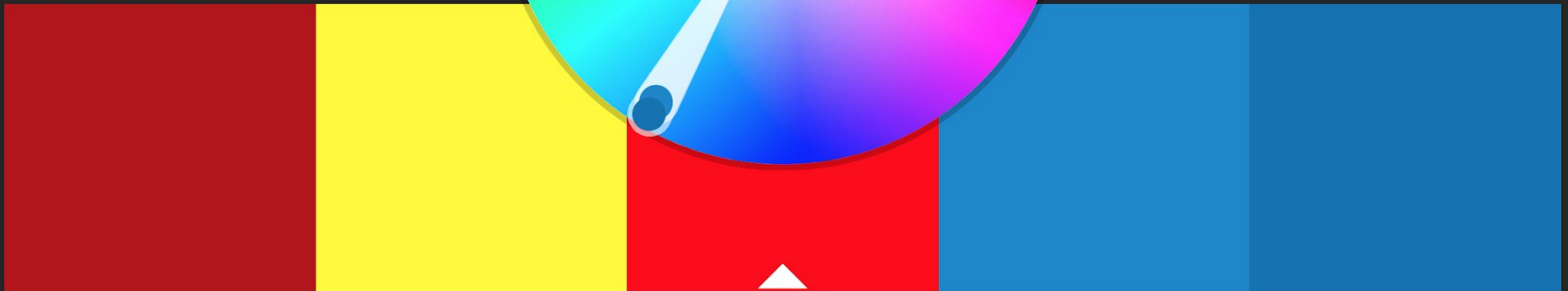
Add tags

- blue x
- bright x
- orange x
- green x
- colorful x
- Tags

Publish Theme



Save Color Theme



Change Color Harmony

Complementary



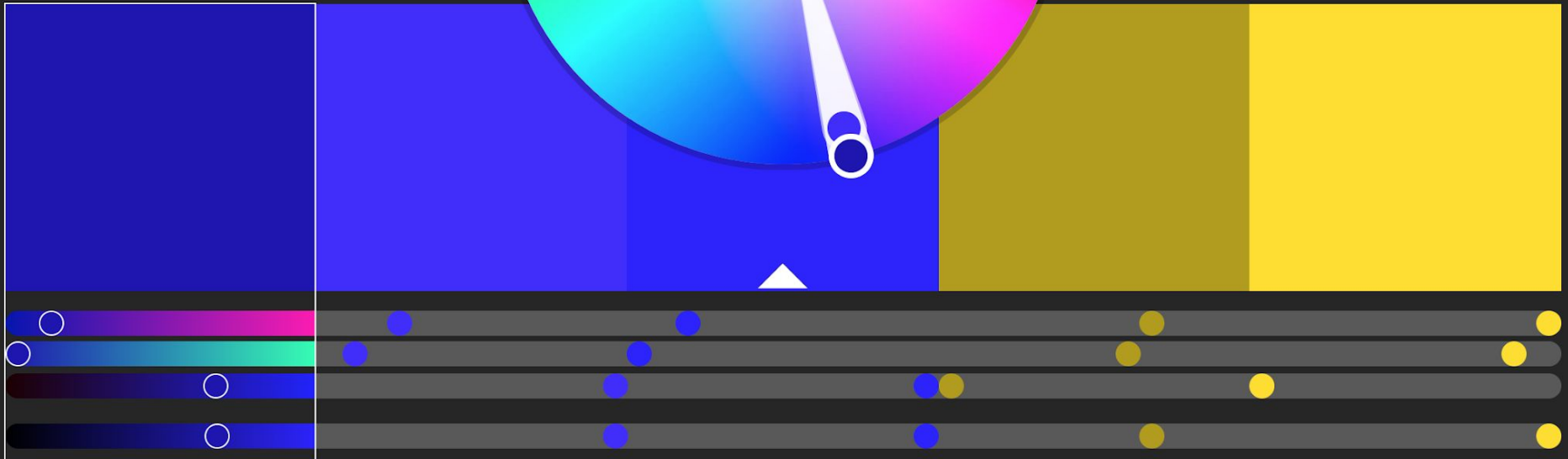
Add tags

- blue x
- orange x
- purple x
- gold x
- bright x
- Tags

Publish Theme



Save Color Theme



COLOR

TYPOGRAPHY

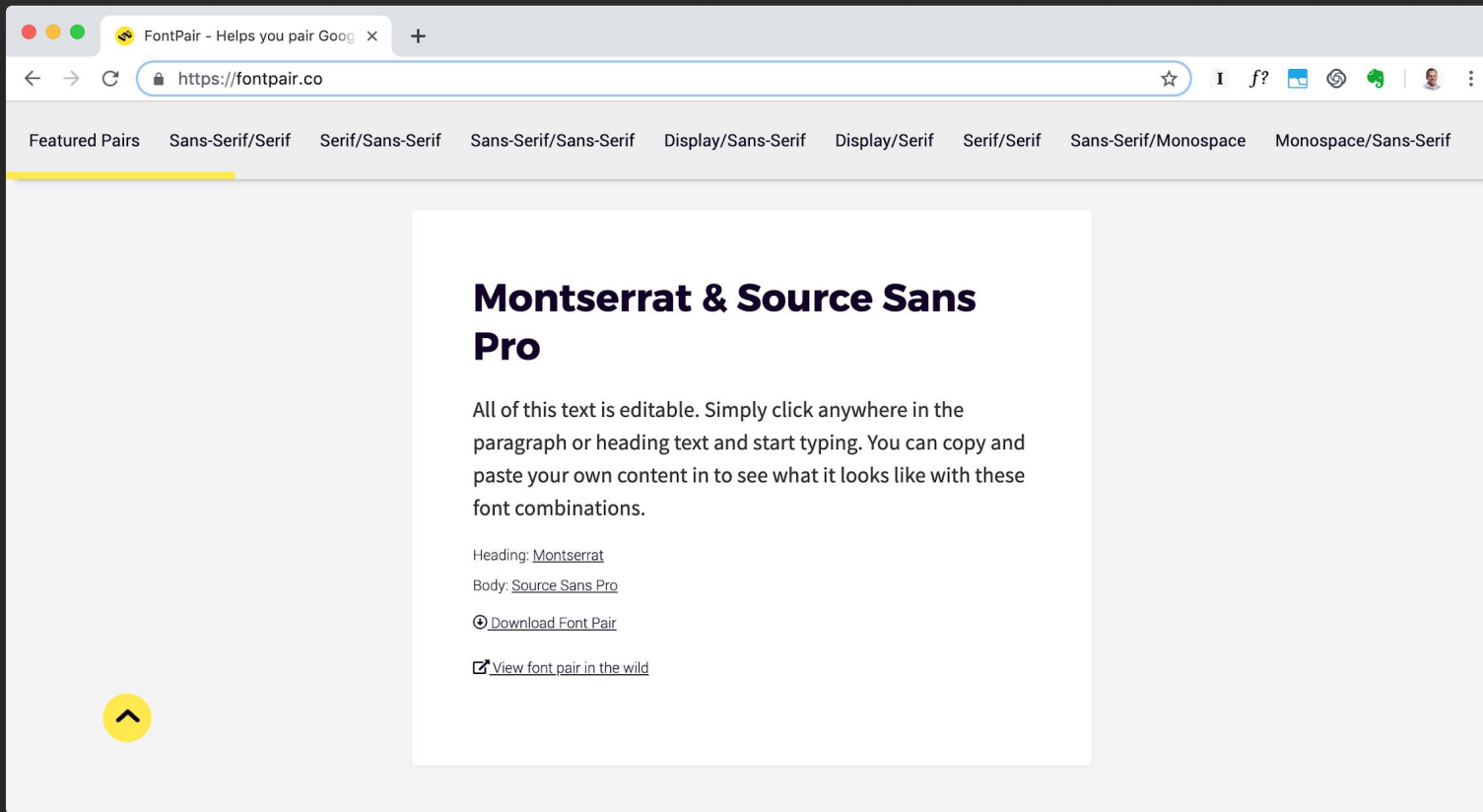
SPACING

HIERARCHY

ALIGNMENT

fonts.google.com
fontpair.co





COLOR
TYPOGRAPHY
SPACING
HIERARCHY
ALIGNMENT

Within Objects

Around Objects
Line Height



What our customer says?

96px

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam in eleifend tellus. Vivamus in fermentum lectus. Quisque pretium neque nulla, quis scelerisque velit sollicitudin eget. Ut venenatis molestie nisl, non iaculis est convallis ac. Sed mollis dolor non semper tincidunt. Integer blandit, purus eget iaculis vestibulum, dui elit posuere arcu, et tristique sem arcu sit amet lorem. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras semper sed risus at semper."

64px



Adeline Quinn

Software Engineer



96px



COLOR

TYPOGRAPHY

SPACING

HIERARCHY

ALIGNMENT

SIZE

COLOR

SHADE

DIRECTION

MOVEMENT



COLOR
TYPOGRAPHY
SPACING
HIERARCHY
ALIGNMENT

**BOOTSTRAP
FOUNDATION**

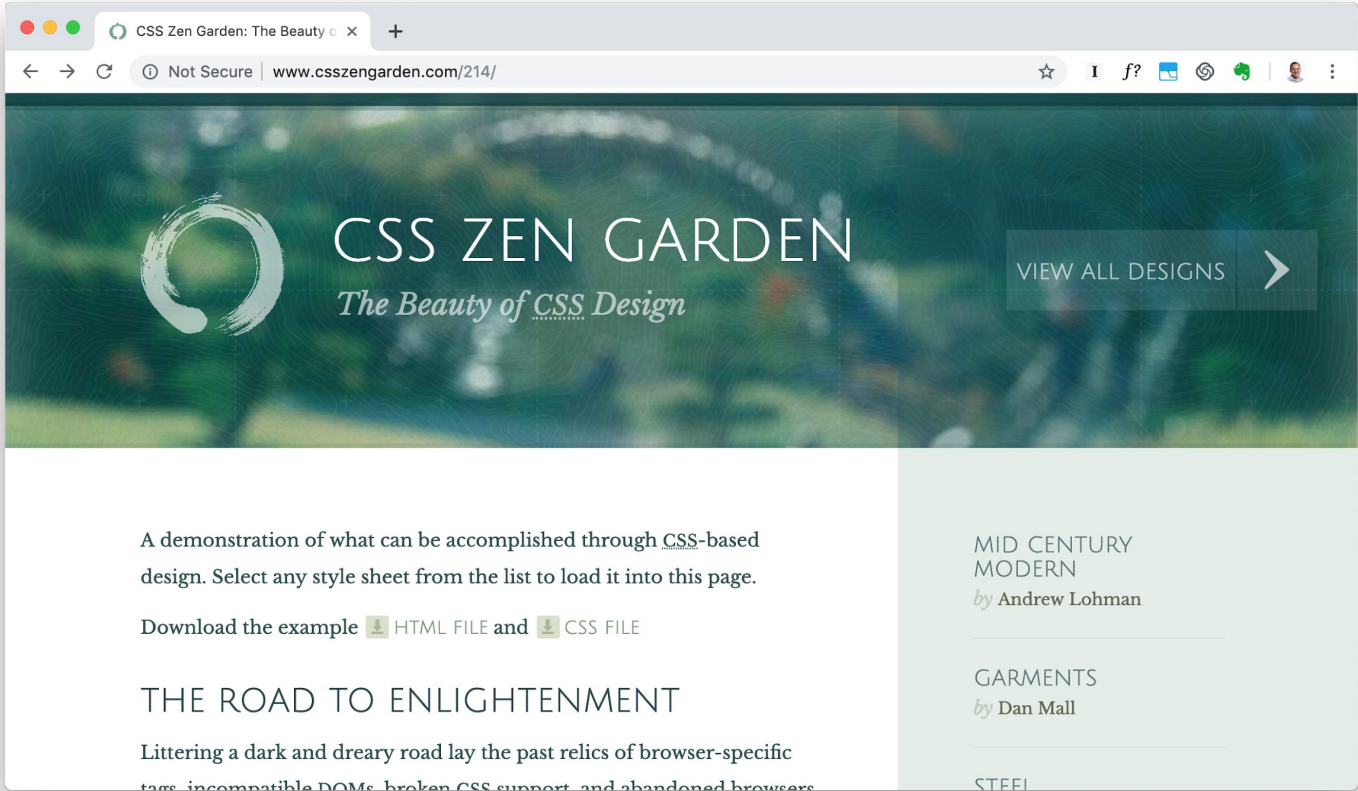


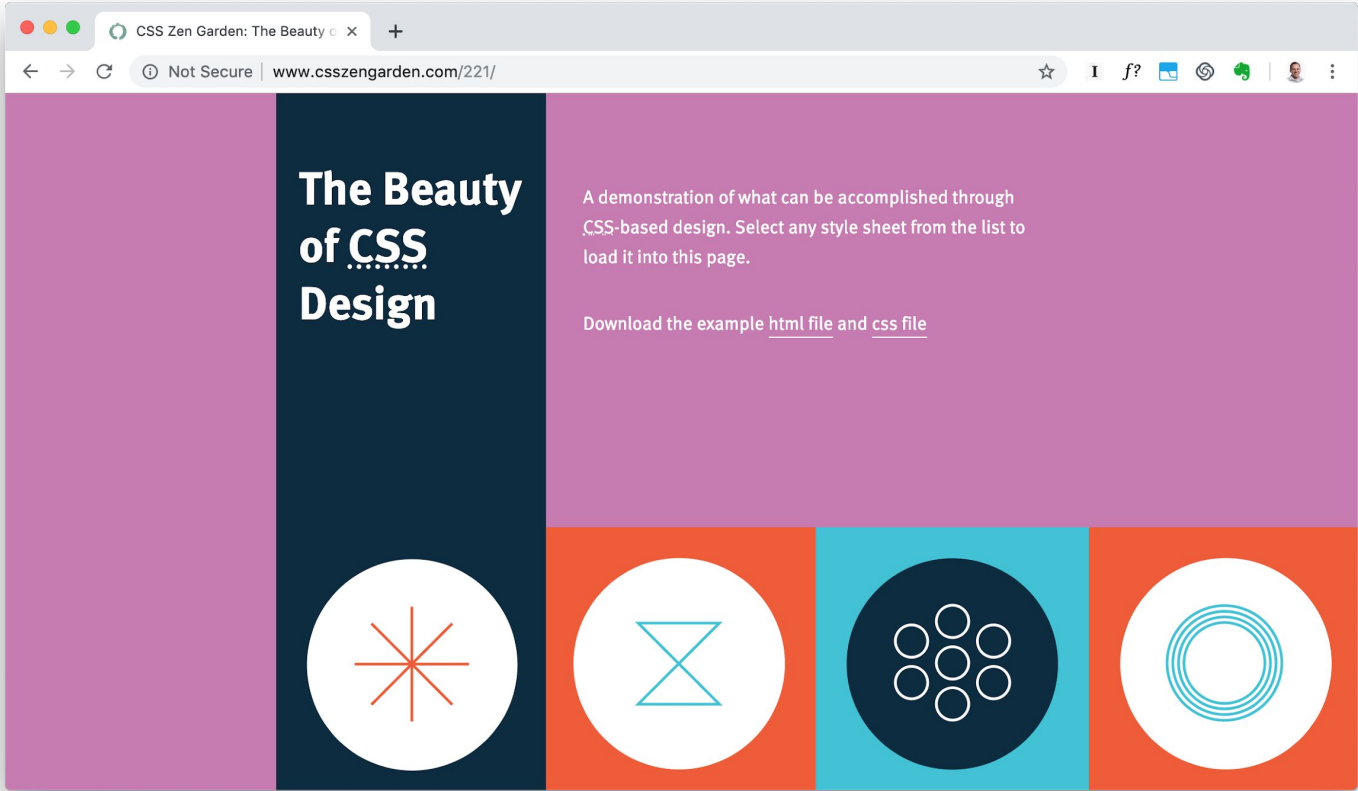
@john_gough
@stephenorsini

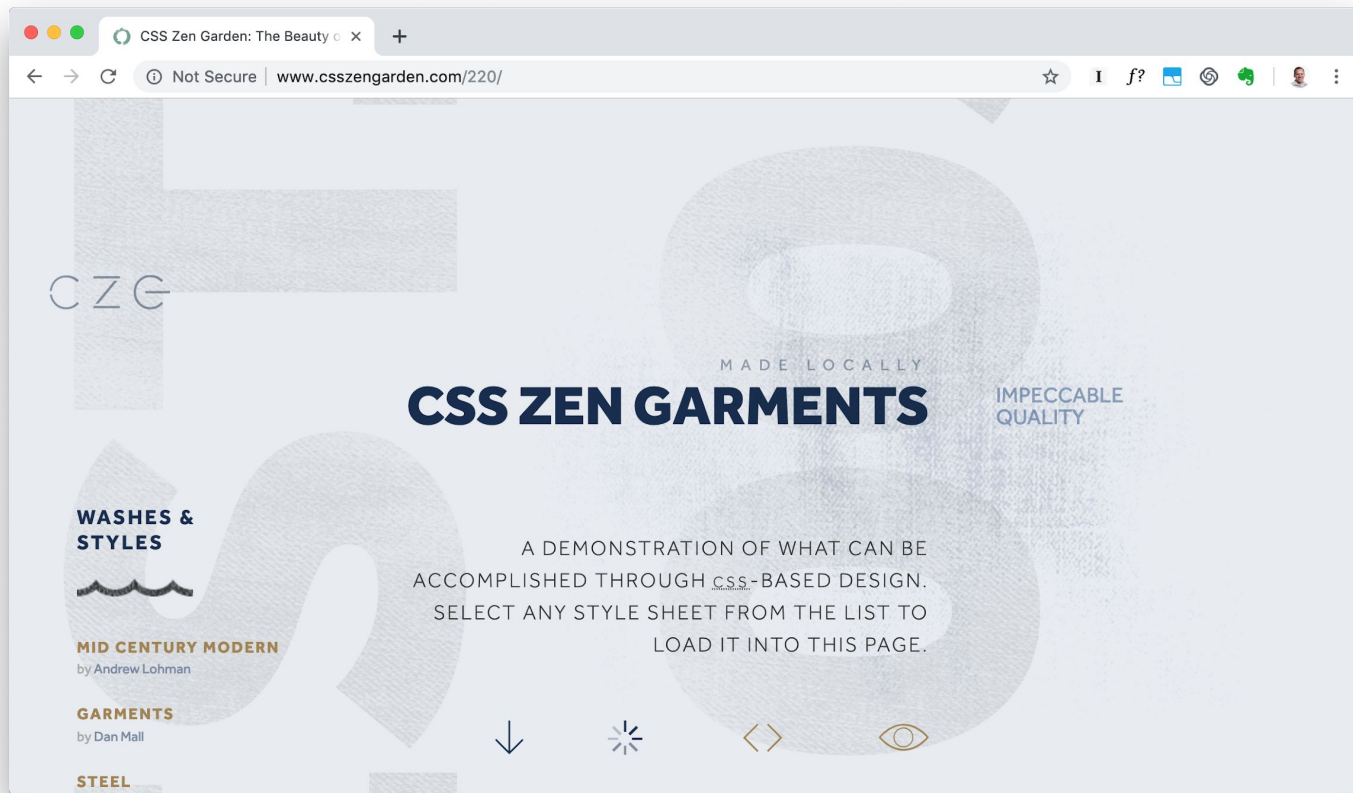
CSSZENGARDEN



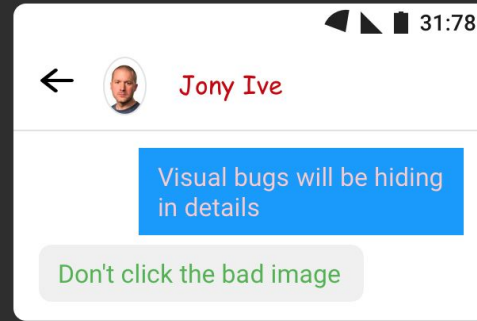
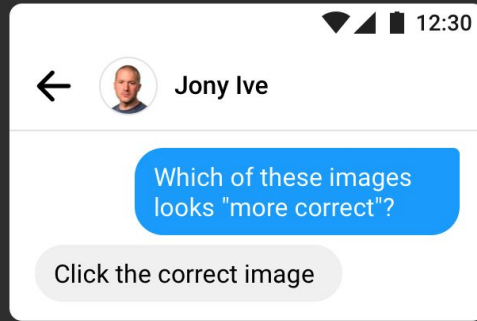
#WCPHX | DESIGNING SYSTEMS







Can't Unsee



Select the design that is most correct



APPLYING THIS TO WORDPRESS

PLUGINS:
SETTINGS
CUSTOM FIELDS
ADDITIONAL-
FUNCTIONALITY



**BUILD ON,
DON'T DISCARD AN
ESTABLISHED SYSTEM**



- 1. It helps you design without having to reinvent the wheel**
- 2. Users will intuitively get your design since they are already familiar with the system or “language”**



LEARNING FROM OUR EXPERIENCES



**A good plugin is easy to use
and understand.**

**A great plugin should look and
feel like was designed to be
shipped with WordPress.**



A CASE STUDY: YOAST SE-NO



**Clearly the most popular SEO
plugin (for good reason).**

**Soooo much potential for it to
be a true leader.**

Let's take a look ...



TABS



META BOX



CONFIRMATION



Search Appearance - Yoast SEO

General Content Types Media Taxonomies Archives Breadcrumbs RSS

NEED HELP?

Title Separator

Homepage

SEO title

Meta description

Knowledge Graph

Save changes

Yoast recommendations for you

Upgrade to Yoast SEO Premium

Improve your SEO skills

Extend Yoast SEO

NEW BUTTON STYLE



STRANGE SELECTORS



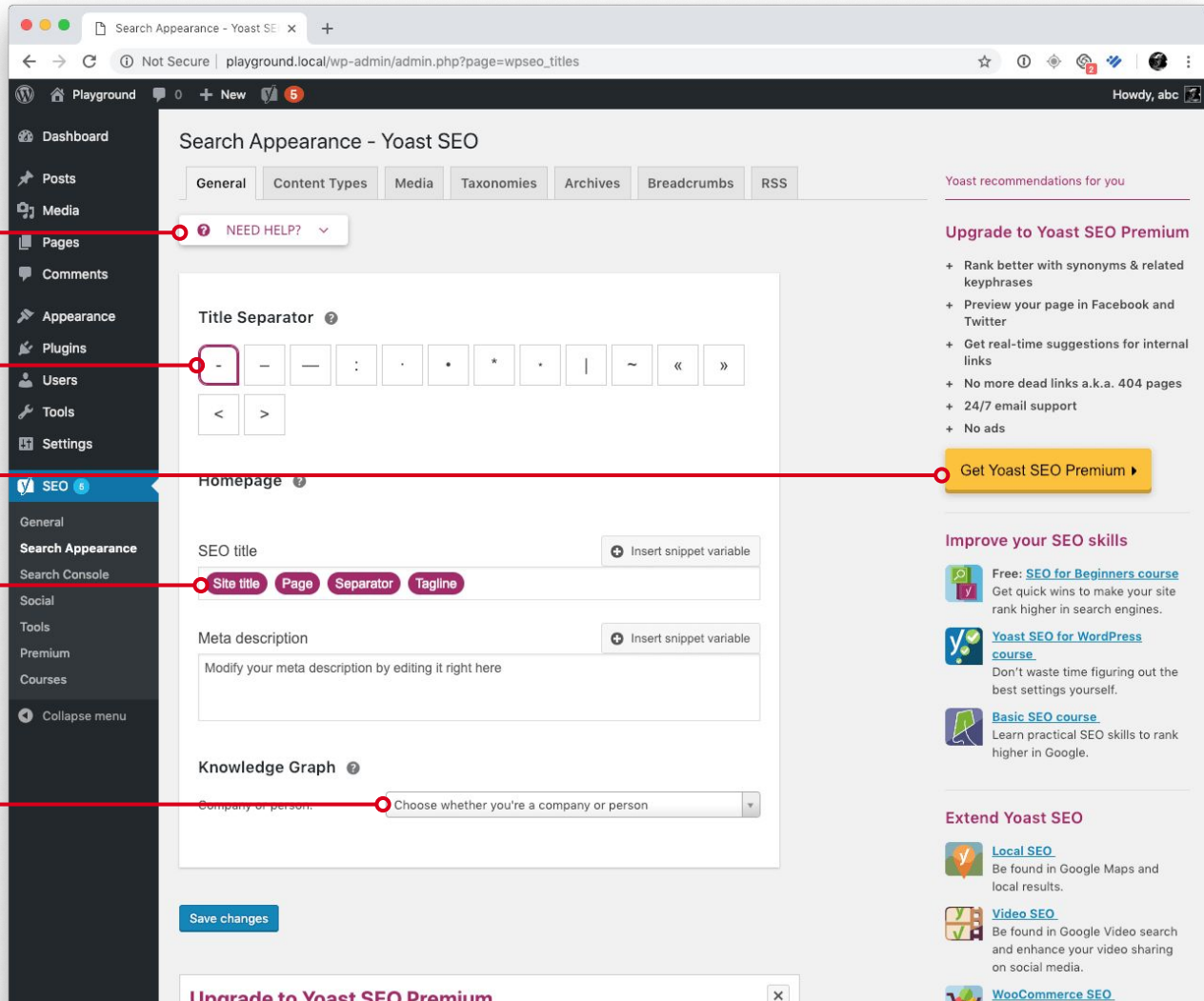
HUGE UPSSELL BUTTON



NEW COLOR AND "PILL" STYLE



NEW DROPDOWN STYLE



Search Appearance - Yoast SEO

- General
- Content Types
- Media
- Taxonomies
- Archives
- Breadcrumbs
- RSS

NEED HELP? ▾

Title Separator

Homepage

SEO title Insert snippet variable

- Site title
- Page
- Separator
- Tagline

Meta description Insert snippet variable

Modify your meta description by editing it right here

Knowledge Graph

Company or person Choose whether you're a company or person

Save changes

Yoast recommendations for you

Upgrade to Yoast SEO Premium

- + Rank better with synonyms & related keyphrases
- + Preview your page in Facebook and Twitter
- + Get real-time suggestions for internal links
- + No more dead links a.k.a. 404 pages
- + 24/7 email support
- + No ads

Get Yoast SEO Premium ▶

Improve your SEO skills

- Free: [SEO for Beginners course](#)
Get quick wins to make your site rank higher in search engines.
- [Yoast SEO for WordPress course](#)
Don't waste time figuring out the best settings yourself.
- [Basic SEO course](#)
Learn practical SEO skills to rank higher in Google.

Extend Yoast SEO

- [Local SEO](#)
Be found in Google Maps and local results.
- [Video SEO](#)
Be found in Google Video search and enhance your video sharing on social media.
- [WooCommerce SEO](#)

Upgrade to Yoast SEO Premium

NO META BOX
IN SIDEBAR



NOT QUITE THE SAME
META BOX COLLAPSE



NEW COLOR
AND "TOGGLE" STYLE



ALSO, WHICH
WAY IS "ON"?

Search Appearance - Yoast SEO

General Content Types Media Taxonomies Archives Breadcrumbs RSS

NEED HELP?

The settings on this page allow you to specify what the default search appearance should be for any type of content you have. You can choose which content types appear in search results and what their default description should be.

Posts (post)

Settings for single Post URLs

Show Posts in search results?

Yes No

Date in Snippet Preview

Show Hide

Yoast SEO Meta Box

Show Hide

SEO title

Insert snippet variable

Title Page Separator Site title

Meta description

Insert snippet variable

Modify your meta description by editing it right here

Pages (page)

Yoast recommendations for you

Upgrade to Yoast SEO Premium

- Rank better with synonyms & related keyphrases
- Preview your page in Facebook and Twitter
- Get real-time suggestions for internal links
- No more dead links a.k.a. 404 pages
- 24/7 email support
- No ads

Get Yoast SEO Premium

Improve your SEO skills


- Free: [SEO for Beginners course](#)
Get quick wins to make your site rank higher in search engines.
- [Yoast SEO for WordPress course](#)
Don't waste time figuring out the best settings yourself.
- [Basic SEO course](#)
Learn practical SEO skills to rank higher in Google.

Extend Yoast SEO

- [Local SEO](#)
Be found in Google Maps and local results.
- [Video SEO](#)
Be found in Google Video search and enhance your video sharing on social media.
- [WooCommerce SEO](#)

Yoast SEO > Configuration Wiz: x +

← → ↻ Not Secure | playground.local/wp-admin/admin.php?page=wpseo_configurator




Yoast SEO for WordPress installation wizard

1 Welcome! — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10 — 11 — 12

Welcome!


Please choose the Yoast SEO configuration of your liking:



Configure Yoast SEO in a few steps

Welcome to the Yoast SEO configuration wizard. In a few simple steps we'll help you configure your SEO settings to match your website's needs! Yoast SEO will take care of all the technical optimizations your site needs.

[CONFIGURE YOAST SEO →](#)



Get the most out of the Yoast SEO plugin

If you want to take full advantage of the plugin, get our Yoast SEO for WordPress training. Get insights from renowned SEO expert Joost de Valk and the team behind the plugin. Actionable tips that'll help you configure your site to perform even better in search and for your visitors. Hours of video, sliced into bite-sized clips for you to learn from!

[GET THE YOAST SEO PLUGIN TRAINING NOW](#)

[X CLOSE WIZARD](#)

WHAT THE?!?!?



A CASE STUDY: ACF-YEAH!



Very popular among developers, this plugin has been the champion for adding custom fields to WordPress.

Let's take a look ...



NEW ROW NUMBERING 🤔

WordPress Playground interface showing the 'Edit Field Group' screen. The page title is 'Edit Field Group' with an 'Add New' button. The main content area displays a table of field groups:

Order	Label	Name	Type
1	Custom Wysiwyg	custom_wysiwyg	Wysiwyg Editor
2	Custom Featured Image	custom_featured_image	Image

Below the table is an '+ Add Field' button. The 'Location' section includes a 'Rules' area with a dropdown for 'Post Type', 'is equal to', and 'Post', and an 'Add rule group' button. The 'Settings' section includes an 'Active' toggle set to 'Yes', and dropdowns for 'Style', 'Position', 'Label placement', and 'Instruction placement', along with an 'Order No.' input field.

NEW TOGGLE, SAME BLUE 🤔

PAGE TITLE AND
ADD NEW BUTTON



POST TITLE



META BOX



PUBLISH META



MOVE TO TRASH



CONFIRM/UPDATE
BUTTON STYLE



META BOX COLLAPSE



The screenshot shows the WordPress admin interface for editing a field group named "Test Field Group". The interface includes a sidebar with navigation menus, a main content area with a table of field groups, and a settings panel on the right. Red lines connect the text labels on the left to specific UI elements in the screenshot:

- PAGE TITLE AND ADD NEW BUTTON:** Points to the "Edit Field Group" title and the "Add New" button.
- POST TITLE:** Points to the "Test Field Group" title.
- META BOX:** Points to the "Custom Fields" menu item in the sidebar.
- PUBLISH META:** Points to the "Publish" meta box on the right.
- MOVE TO TRASH:** Points to the "Move to Trash" link in the publish meta box.
- CONFIRM/UPDATE BUTTON STYLE:** Points to the "Update" button in the publish meta box.
- META BOX COLLAPSE:** Points to the collapse icon in the "Settings" section.

Order	Label	Name	Type
1	Custom Wysiwyg	custom_wysiwyg	Wysiwyg Editor
2	Custom Featured Image	custom_featured_image	Image

Settings:

- Active: Yes
- Style: Standard (WP metabox)
- Position: Normal (after content)
- Label placement: Top aligned
- Instruction placement: Below labels
- Order No.: 0

Tags

- Media
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Custom Fields
- Collapse menu

Paragraph B I [List] [List] [Quote] [List] [List] [List] [Link] [List] [List] [Table]

Word count: 0

Test Field Group

Custom Wysiwyg

Add Media Visual Text

Paragraph B I [List] [List] [Quote] [List] [List] [List] [Link] [List] [List] [Table]

Custom Featured Image

No image selected Add Image

Visibility: Public [Edit](#)

[Publish immediately](#) [Edit](#)

[Publish](#)

Categories

All Categories [Most Used](#)

Uncategorized

[+ Add New Category](#)

Tags

[Add](#)

Separate tags with commas

[Choose from the most used tags](#)

Featured Image

[Set featured image](#)

META BOX 👍

FAMILIAR WYSIWYG 👍

FAMILIAR IMAGE INPUT 👍

Advanced Custom Fields just gets it. Nowhere do they break the user experience to promote ACF, or their own brand.

ACF feels like something that could be shipped with WP.



PROCESS OVERVIEW



- 1. Make a list of your interface needs**
- 2. Find existing solutions**
- 3. Draw from design cues to create solutions if needed**
- 4. Implement/prototype**



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SHORT BREAK



#WCPHX | Designing Systems

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#WCPHX | FEB 2019

DESIGNING SYSTEMS / PART 02



@john_gough
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LET'S MAKE SOMETHING



#WCPHX | DESIGNING SYSTEMS

CHOICES...

1. UPDATE A PLUGIN
TO MATCH
WORDPRESS DESIGN
SYSTEMS
2. BUILD A STYLE
GUIDE
3. REVIEW YOUR
WEBSITE 🤪

@john_gough
@stephenorsini



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@stephenorsini

RESOURCES



#WCPHX | DESIGNING SYSTEMS

- ❑ **10up/SketchPress**
<https://github.com/10up/SketchPress>
- ❑ **WordPress Volunteer Design Team**
<https://make.wordpress.org/design/>
- ❑ **WordPress Design Team Handbook**
<https://make.wordpress.org/design/handbook/>
- ❑ **WordPress Admin Pattern Library**
<https://github.com/helen/wp-style-guide>
- ❑ **WordPress Plugin Developer Handbook**
<https://developer.wordpress.org/plugins/>



- ❑ **Style Guides - collection**
<http://styleguides.io/>
- ❑ **Can't Unsee Space Game**
<https://cantunsee.space>
- ❑ **Dark Patterns in UI**
<https://darkpatterns.org/>
- ❑ **Accessibility Guidelines**
<https://www.usability.gov/>
- ❑ **Google Fonts**
<https://fonts.google.com>



- ❑ **Google Font Pairs**
<http://fontpair.co>
- ❑ **CSS Zen Garden**
<http://www.csszengarden.com/>
- ❑ **Bootstrap**
<https://getbootstrap.com>

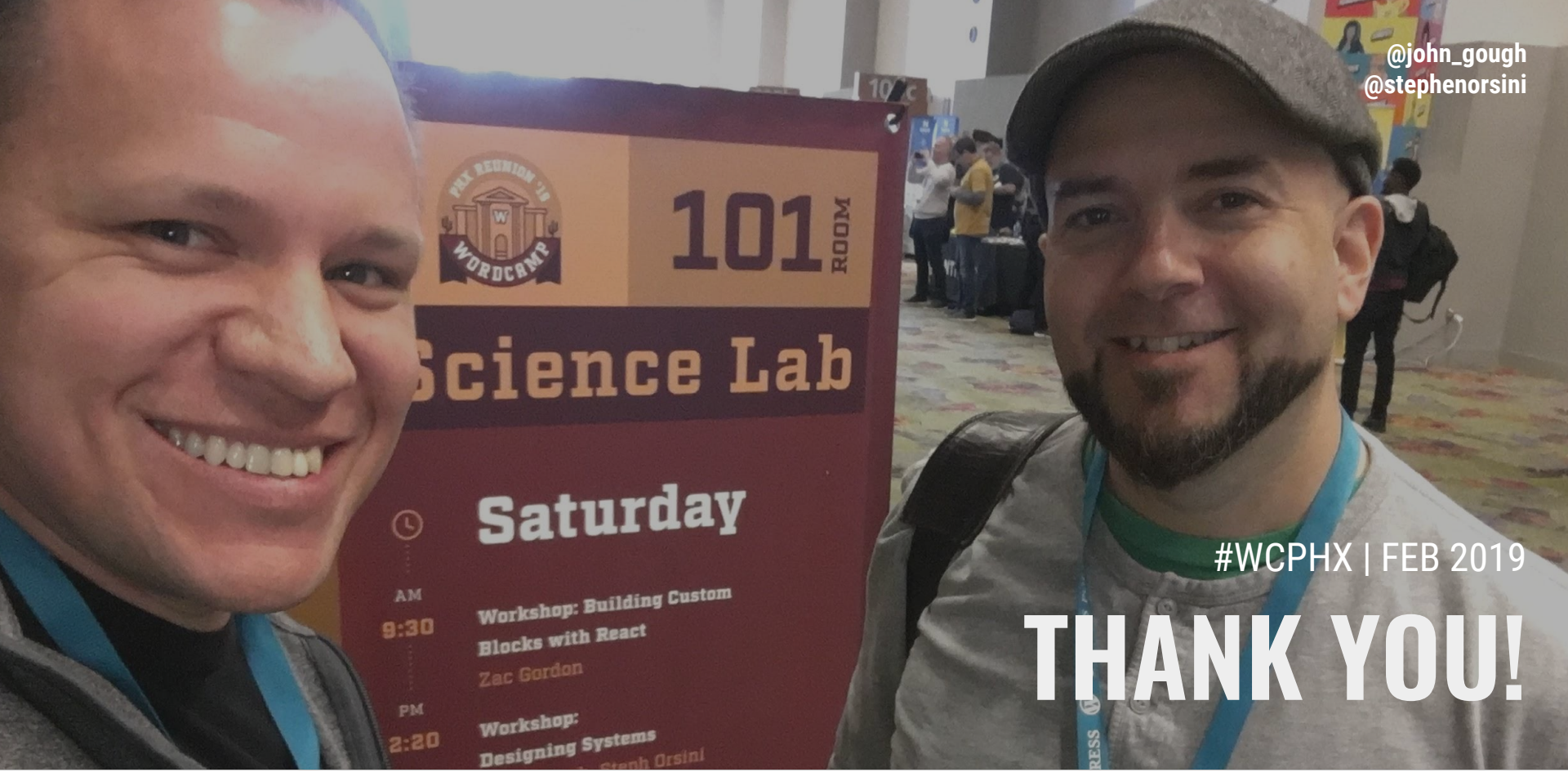


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DISCUSSION



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THANK YOU!



skyhookinteractive.com