



WIAD 2019

LOCAL CONNECTIONS. GLOBAL IMPACT.

Victoria, BC

Four ways a Design System is like a Subway





Giving

Volunteering

Granting

Missions



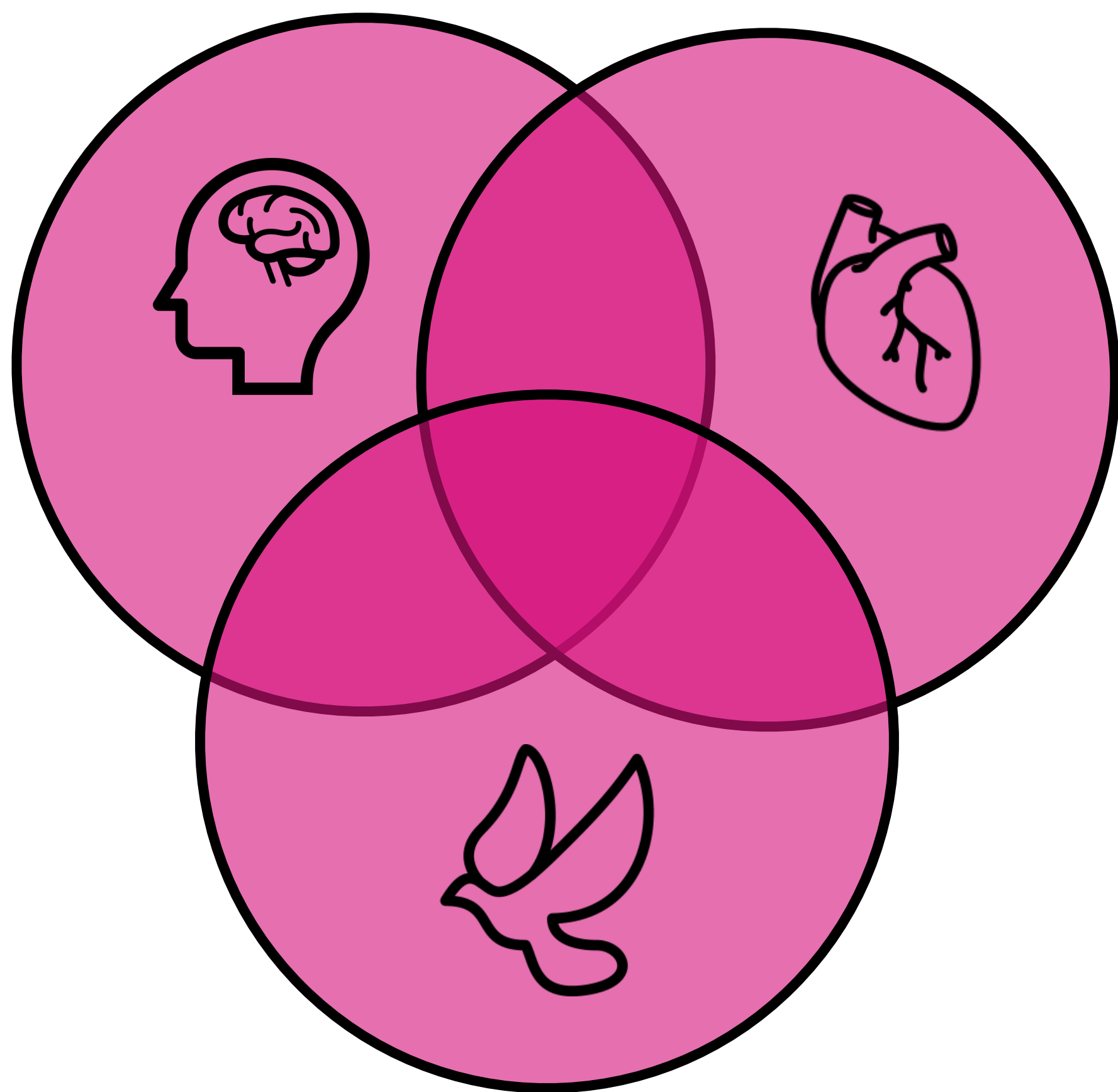
Jen
Developer
Keeper of the Process

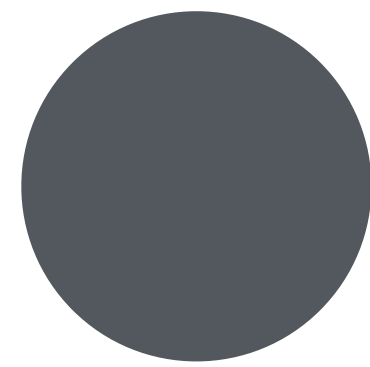


Owen
Designer
Keeper of the Design

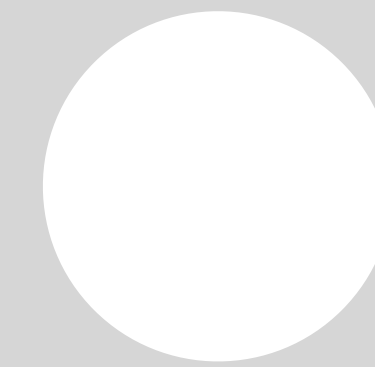


Jake
Developer
Keeper of the Code





I have a degree in
Sociology and Gender
Studies



Before I worked in tech,
I was a non-profit
facilitator for 8 years

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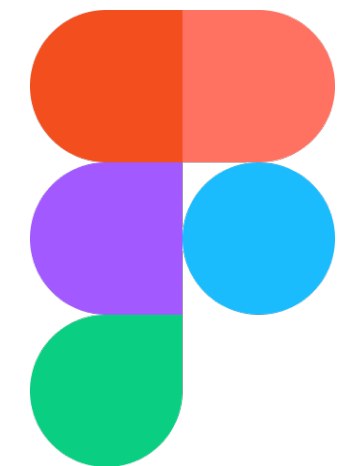
- Some context
- Origins of the metaphor
- How this mental model helps others
- How it helps keep me zen

</context>
(almost)

CLARITY 2018



Thank
you



“Design systems are just like
subways...”

The four big similarities

01
'Brand' awareness and sentiment

02
A functional product

03
Strong information architecture

04
A well-thought out User Experience



We are leveraging the
mental model of a
subway to our benefit

Brand Awareness & Sentiment



Consumers are aware the system exists and know how to access it.

Brand Awareness & Sentiment



Consumers see and feel the value of using the system.

A functional product



Consumers can get from point A to B in a timely manner.

A functional product



Everything is as safe and accessible as possible.

Strong information architecture



Consumers have a way to know if the system is the right direction to get them to their destination.

Strong information architecture



Consumers can easily figure out which part(s) of the system are required to get from point A to B.

A good user experience



Consumers don't get lost or abandoned along their journey.

A good user experience



New parts are included in the system with a great amount of planning, thought and research.

I also like to remind people...



My moment of zen



THANK YOU.

QUESTIONS?

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