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ANALYSIS OF THE DESIGN SYSTEMS IMPACT YASENOK SERHII

National Aviation University, Kyiv

GNATIUK LILIA, PhD in Architecture, associate professor

Research on the application of design systems in the digital and physical spheres. It is found that focusing on the key function of the concept of design systems, the study reveals the evolution of this concept from its initial stages to modern strategies and methods. An analysis of previous research was carried out, including an overview of successful implementations of design systems in digital and physical environments and the challenges and advantages of their use.

Keywords: design systems, colors, user experience, navigation.

Introduction. The growing complexity of digital and physical products leads to design incoherence, which negatively affects user experience and brand perception. To determinate design systems usage.

Results. Design systems play a critical role in improving the user experience. The main aspects of their impact include Consistency and convenience of interaction, which contribute to the creation of consistent interaction between various products and services. This allows users to quickly master new interfaces and interact with them without additional training, or to quickly navigate in a new environment.

A design system is a set of interrelated tools, components, rules, and guidelines used to create and manage the design of products or services to ensure consistency, efficiency, and speed of development. It is a strategic approach that simplifies and unifies design and development processes, facilitating collaboration between different teams and stakeholders.

Design systems can include various components, such as standardized interface elements, typography, color palettes, graphic elements, animations, and other elements that together form the overall style and appearance of a product or brand.

An important aspect of design systems is their ability to quickly scale and change in response to new requirements and challenges. This helps to ensure not only consistency in design, but also the speed of implementing changes and responding to market needs.

Google implemented Material Design, which has become an example of a successful design system for a variety of digital products. This system helped to create a consistent interface for Google products (Fig. 1), providing ease of interaction for users in different environments.

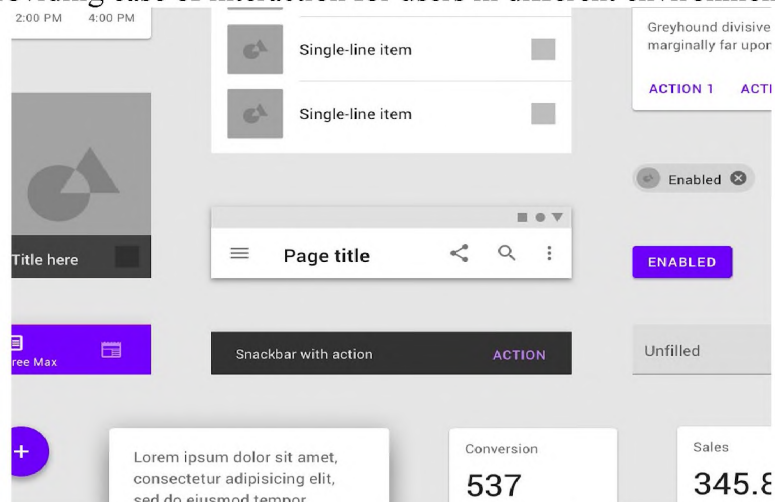


Fig. 1. Material Design by Google



Salesforce has successfully implemented the Lightning Design System, which helps improve the user experience for its customers. This design system allows you to create powerful and effective business applications with a unified interface and high functionality.

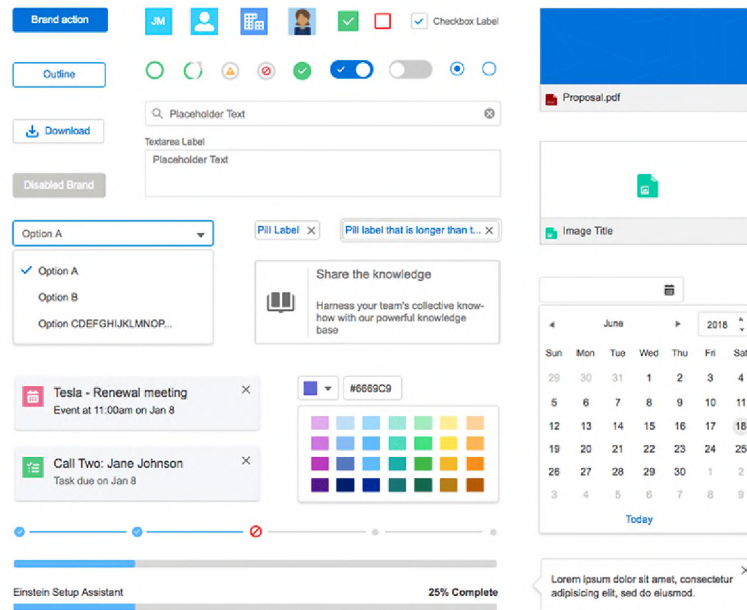


Fig. 2. Lightning Design System by Salesforce

In the context of design systems, an important component is identity, which not only defines the appearance of products or a brand, but also aligns this appearance with the company's strategy and values. Identity encompasses elements such as logos, color palettes, fonts and other defining elements of a brand. It contributes to the creation of a unified and easily recognizable image, which is the key to any successful design.

A design system that includes an identity allows for consistency in all aspects of interaction with a brand or product. Not only does this help build a strong brand, but it also facilitates development and scaling processes, ensuring consistency in look and feel regardless of the number and variety of elements that make up a product line or brand portfolio.

Conclusion. Design systems are an important tool in improving the efficiency, consistency and quality of products. As a result of the study, it was found that the implementation of design systems requires a systematic approach and attention to details. Their impact on the user experience is to improve consistency and ease of interaction, improve UX/UI design, reduce learning time, strengthen brand recognition, and improve accessibility.

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