UX CASE STUDY

Allstate Design System

Pattern Libraries, Copy Decks,

Mehmet Aygar

THE CHALLENGE
Help the Allstate Experience Design team to solve the UX and visual inconsistencies across their products and services.

THE OUTCOME
Created a scalable product design system using Atomic Design Principles that would allow for easy updates across multiple components

KEY TAKE AWAY
Applying Atom Design Principles into the design system and maintaining it using Sketch shared libraries and Zeplin allowed teams to have a single source of truth for all design components.

Overview

When I joined Allstate UX Team as a UXA, I worked on a scalable experience design system using Atomic Design Principles that would allow for easy updates across multiple components. This solved the UX and visual inconsistencies across their previous components and pages created by different product teams.

Challenges

One of the bigger challenges for creating this design system was conducting an audit for all existing components and documenting where they live in the app and what they do. To accomplish this, I took screenshots of every page and interaction throughout the app and mapped them to any existing pages that were designed in Sketch. Afterwards, I filled in the blanks and created the missing components and pages so that there would be a 1-to-1 match between Sketch files and what was in production.

As I conducted the audit, our product team realized this was a good opportunity to rethink the structure and design aesthetic of the app. Working in parallel on both the design system and restructure was efficient because I was able to freely explore both design execution and an improved IA and UX for the app.

Patterns Inventory and Copy Decks for each pattern
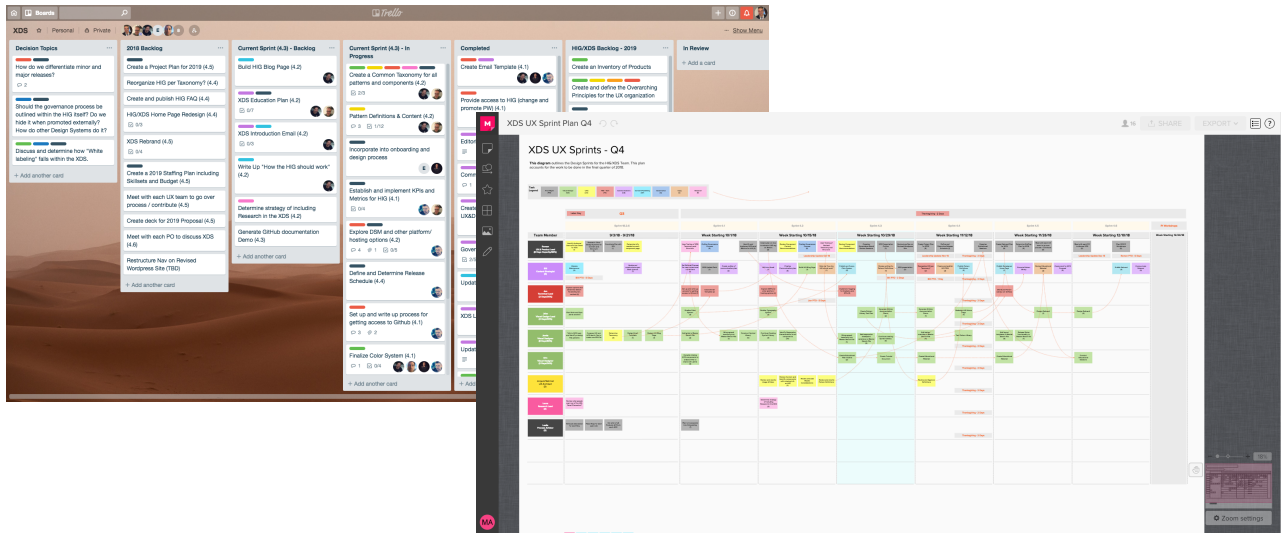
Project Board and UX Sprints
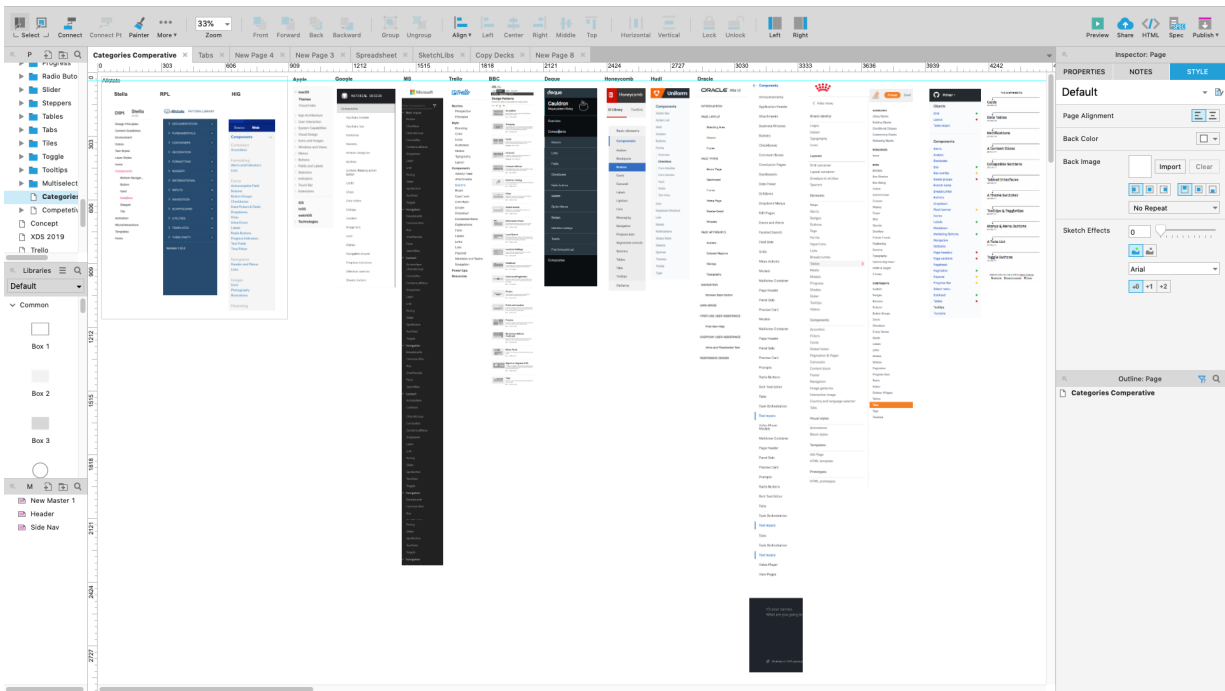
Competitive and Comparative analysis

DESIGN PATTERN SUBMITTAL PROCESS

START

PROPOSAL
Use Case
Pattern
Reasoning
Definition
Visual Sample

UXA/UXD/FED/PD

Submit
Proposal

REVIEW
Visual design
functionality
feasibility
code quality

Gov Board

Approved
?

Y

N

COMPLETE
DESIGN
<All Attributes>

UXA+UXD+FED

REVIEW

Gov Board

N

Complete
?

Y

ADD TO XDS
SITE

FED

END
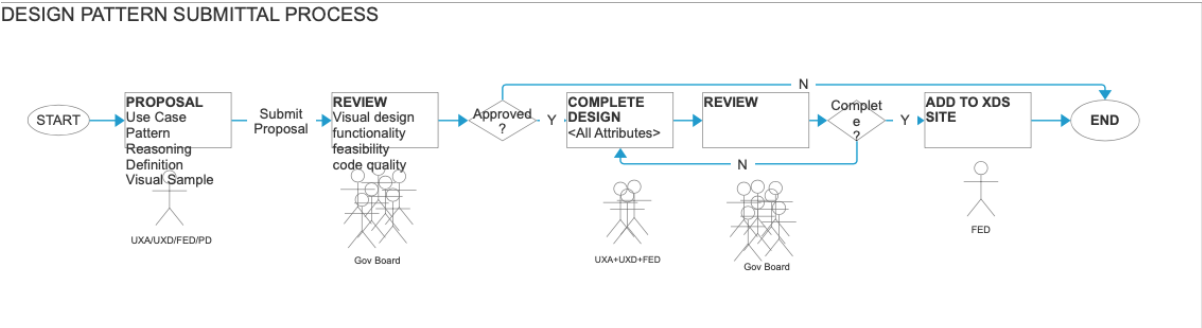
New Pattern Submittal flow

Solution

Sketch was used to build pattern libraries, Wordpress theme was used for a single source of truth, Zeplin to be used as a bridge between UX, creative and front end developers in the design system while making sure atomic design principles were applied. By establishing basic foundation design elements including color palettes, text styles, iconography…etc and working up towards more complex components such as input fields, buttons and content cards, it allows everyone in the team to freely explore visual styles and quickly see them across multiple pages.
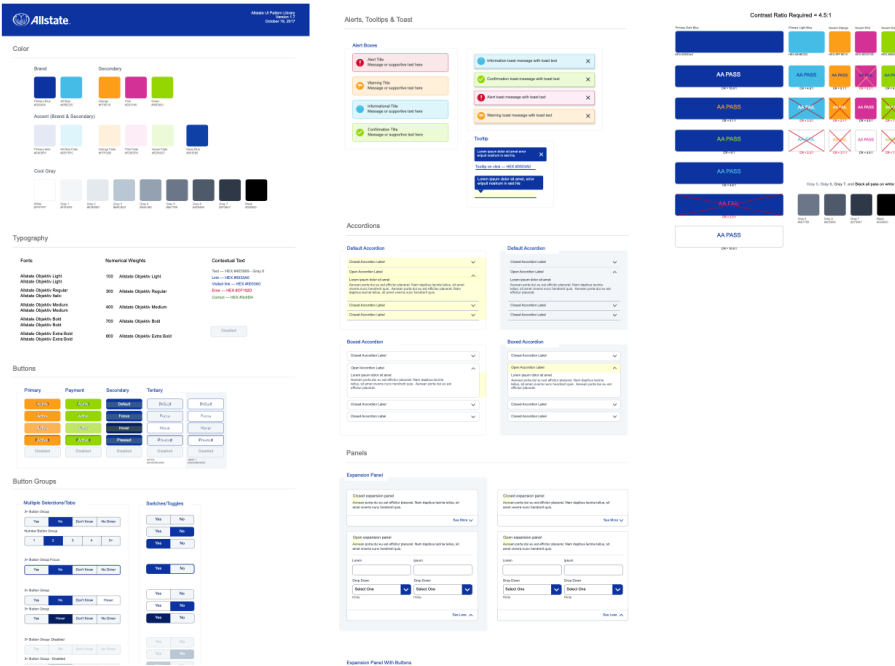
Wordpress site builder was used to house all the information and links to downloads like Axure libraries, sketch libraries and code generated by Zeplin, etc.