Creative UX Designer

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SWATHIS SRINIVASAMURTHY

About

☐ **IntGEL** (Internal Global Experience Language) is the BBC's shared design framework for internal facing tools/products. Very similar to GEL, which is the BBC's shared design framework for audience facing products.

☐ I was briefed to clean up the existing design system.

☐ Historically, there had been several attempts to set up a design system for internal facing tools/products.

☐ I did an audit on existing design system and conducted separate user research sessions with designers and developers to understand why the existing design system failed to have an impact.
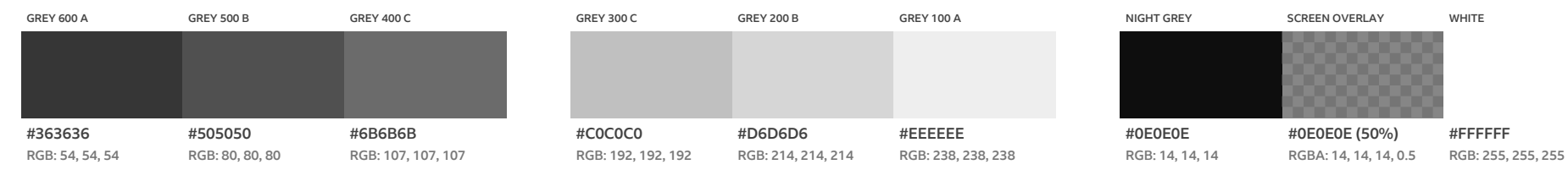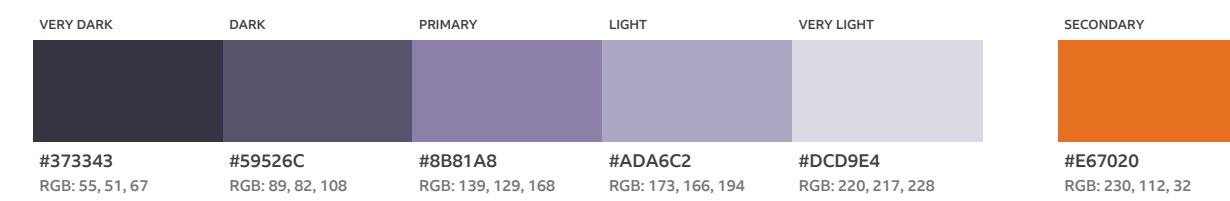
Challenges

☐ Existing design system was not user friendly, it had very limited components, it was never updated and developers were unaware of its existence.

☐ Colour palettes were not suitable for designing light and dark interfaces. So, designers were going rogue, resulting in inconsistent designs across internal products.

☐ Setting up a new design system from the scratch and build a library of reusable components.
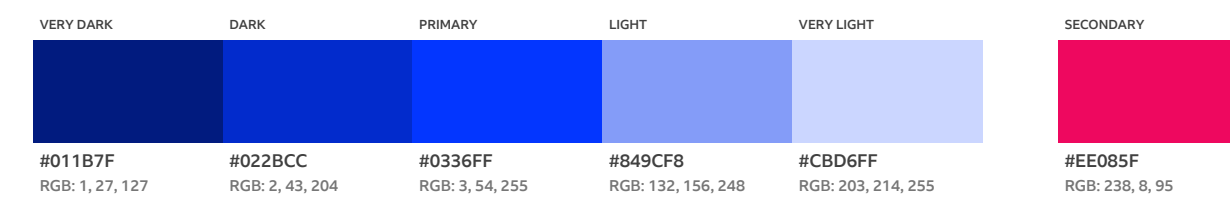
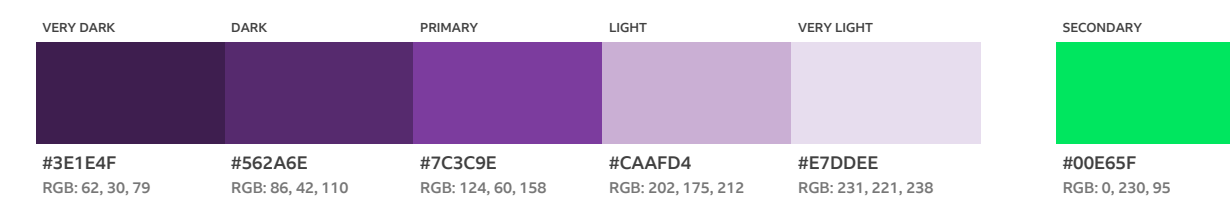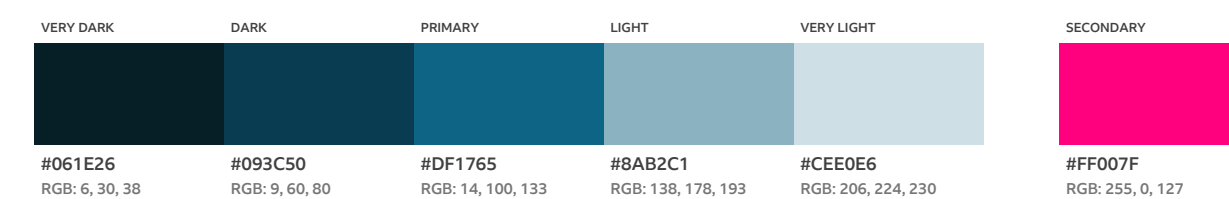# Foundation

Global - Colour Palette

GREY 600 A	GREY 500 B	GREY 400 C	GREY 300 C	GREY 200 B	GREY 100 A	NIGHT GREY	SCREEN OVERLAY	WHITE
#363636	#505050	#6B6B6B	#C0C0C0	#D6D6D6	#EEEEEE	#0E0E0E	#0E0E0E (50%)	#FFFFFF
RGB: 54, 54, 54	RGB: 80, 80, 80	RGB: 107, 107, 107	RGB: 192, 192, 192	RGB: 214, 214, 214	RGB: 238, 238, 238	RGB: 14, 14, 14	RGBA: 14, 14, 14, 0.5	RGB: 255, 255, 255

General - Colour Palette

VERY DARK	DARK	PRIMARY	LIGHT	VERY LIGHT	SECONDARY
#373343	#59526C	#BB81A8	#ADA6C2	#DCD9E4	#E67020
RGB: 55, 51, 67	RGB: 89, 82, 108	RGB: 139, 129, 168	RGB: 173, 166, 194	RGB: 220, 217, 228	RGB: 230, 112, 32

UGC Moderation - Colour Palette

VERY DARK	DARK	PRIMARY	LIGHT	VERY LIGHT	SECONDARY
#011B7F	#022BCC	#0336FF	#849CF8	#CBD6FF	#EE085F
RGB: 1, 27, 127	RGB: 2, 43, 204	RGB: 3, 54, 255	RGB: 132, 156, 248	RGB: 203, 214, 255	RGB: 238, 8, 95

Partner Platform - Colour Palette

VERY DARK	DARK	PRIMARY	LIGHT	VERY LIGHT	SECONDARY
#3E1E4F	#562A6E	#7C3C9E	#CAAFD4	#E7DDEE	#00E65F
RGB: 62, 30, 79	RGB: 86, 42, 110	RGB: 124, 60, 158	RGB: 202, 175, 212	RGB: 231, 221, 238	RGB: 0, 230, 95

Silver - Colour Palette

| VERY DARK	DARK	PRIMARY	LIGHT	VERY LIGHT	SECONDARY
#061E26	#093C50	#DF1765	#8AB2C1	#CEE0E6	#FF007F
RGB: 6, 30, 38	RGB: 9, 60, 80	RGB: 14, 100, 133	RGB: 138, 178, 193	RGB: 206, 224, 230	RGB: 255, 0, 127

☐ With my previous experience, I was able to prioritise the order of the tasks in this project.

☐ I started by refreshing the colour palettes with logical naming convention that support both light & dark themes.
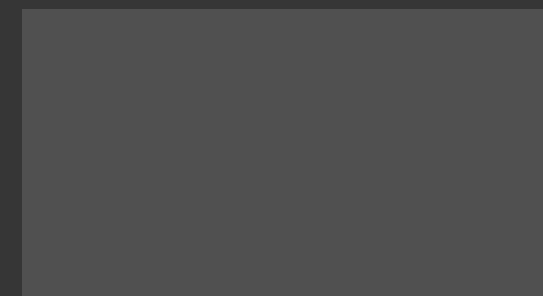
Dark colours

NIGHT GREY	GREY 600 A	GREY 500 B	GREY 400 C
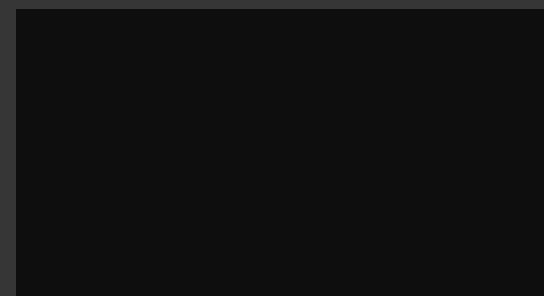
#0E0E0E
RGB: 14, 14, 14

#363636
RGB: 54, 54, 54

#505050
RGB: 80, 80, 80

#6B6B6B
RGB: 107, 107, 107

WHITE	GREY 100 A	GREY 200 B	GREY 300 C
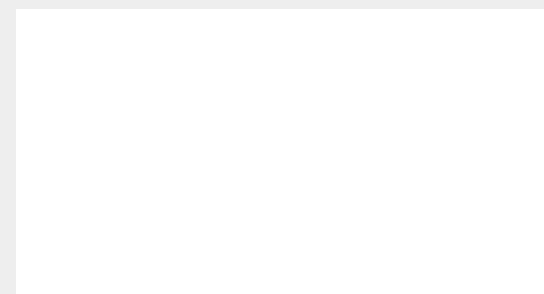
#FFFFFF
RGB: 255, 255, 255
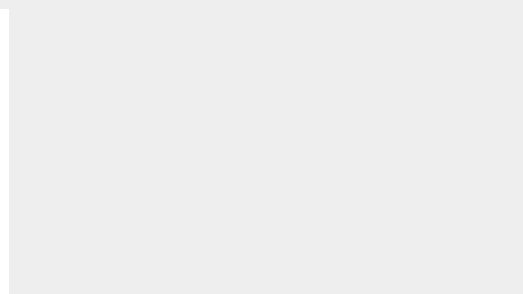
#EEEEEE
RGB: 238, 238, 238
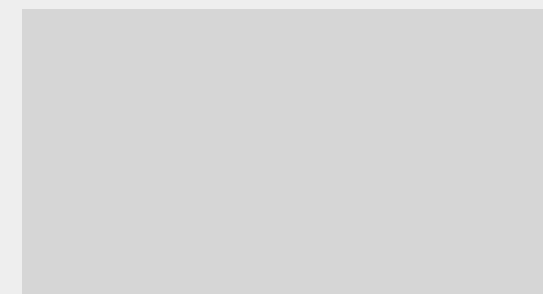
#D6D6D6
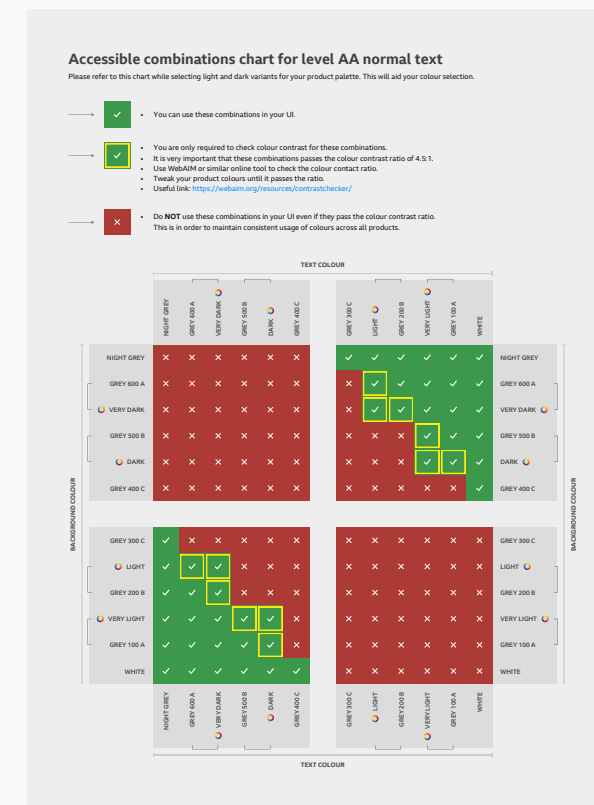RGB: 214, 214, 214
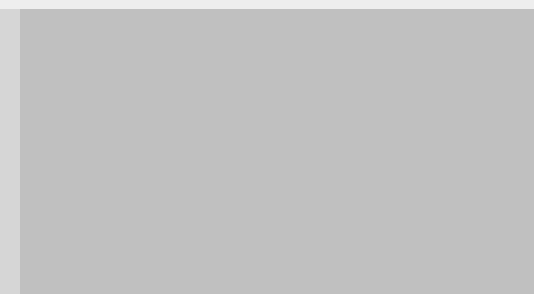
#C0C0C0
RGB: 192, 192, 192

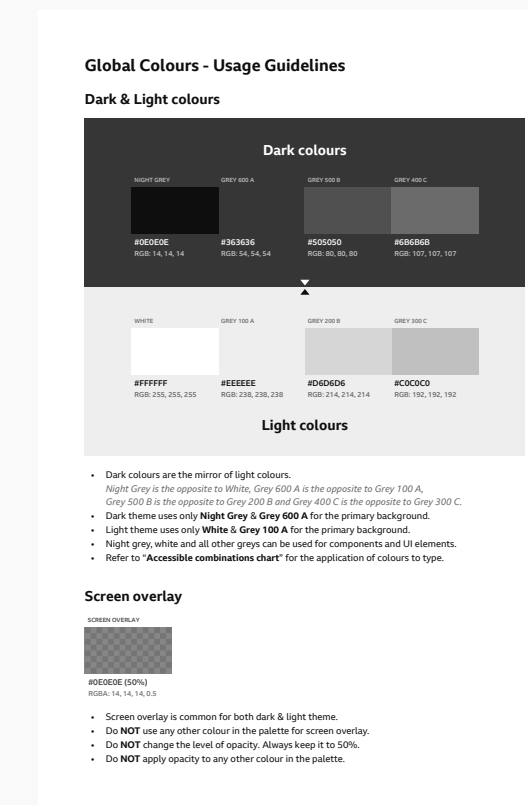# Light colours

Guidelines & Workshops
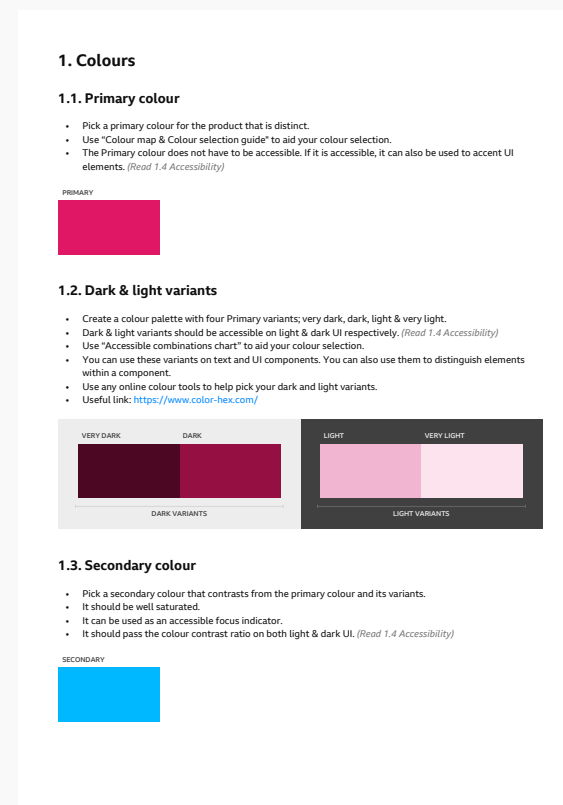
Visual identity guide
Pick the colours

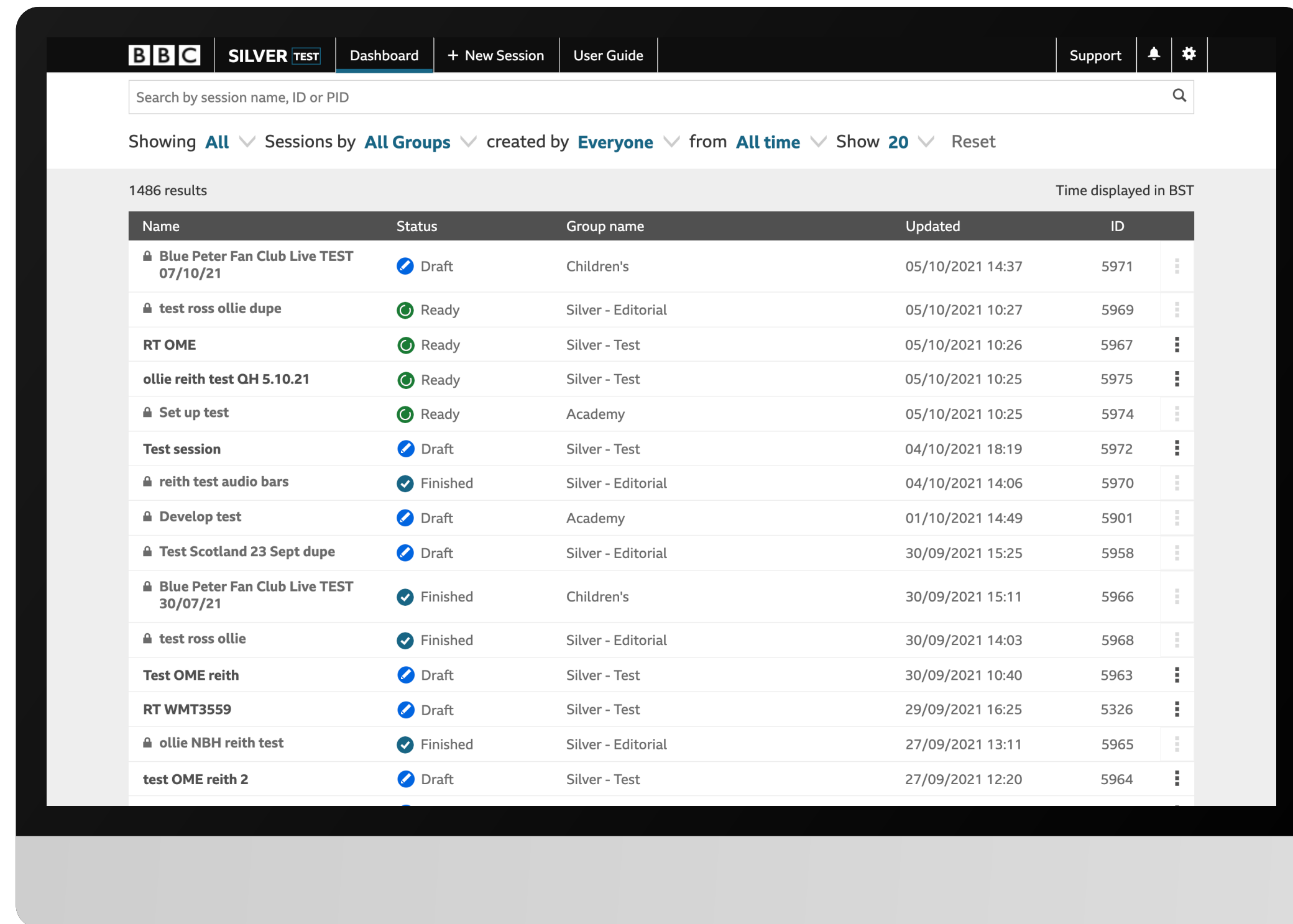## Accessible combinations chart
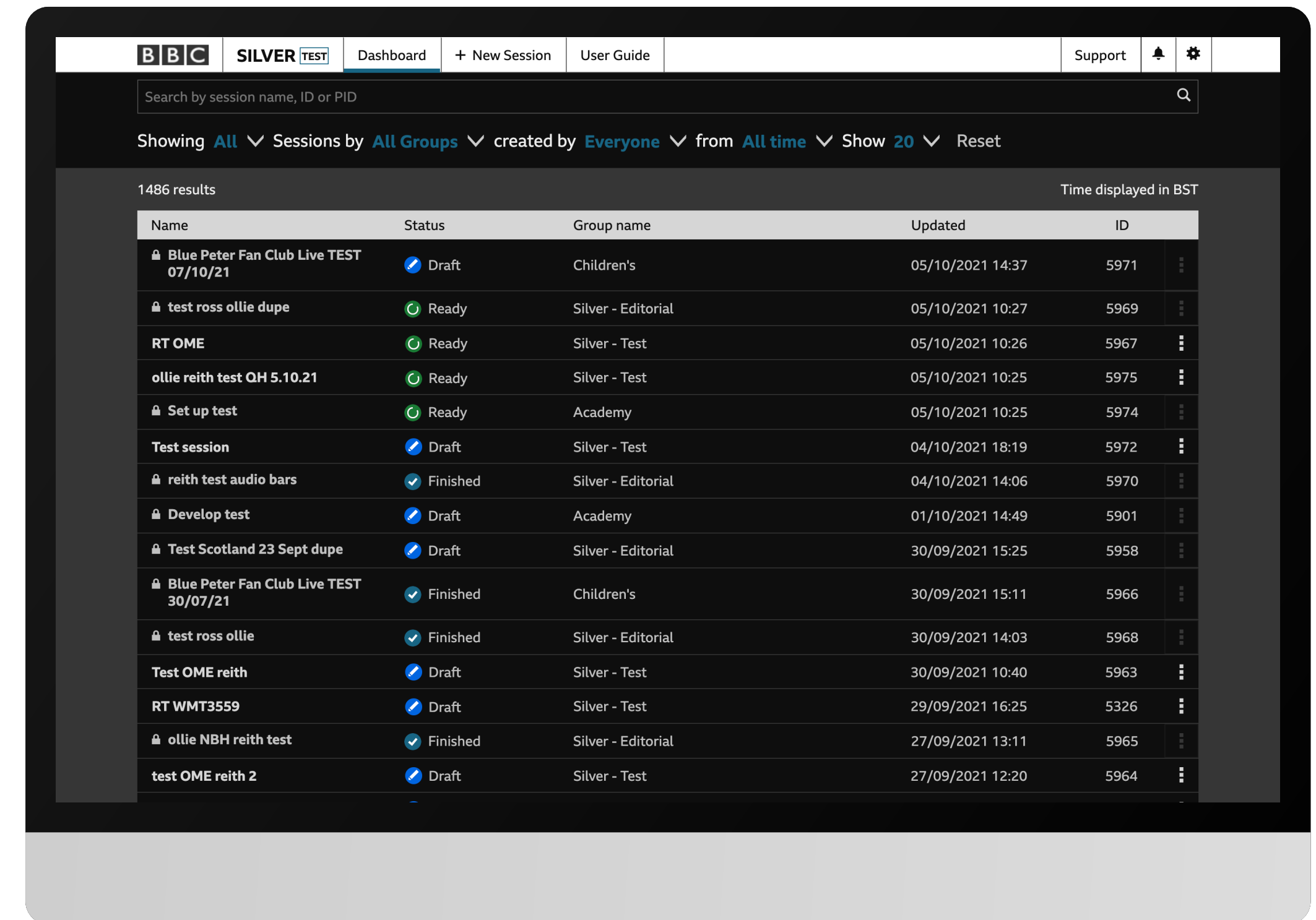Check if they are accessible

Colour usage guidelines
Learn how to use them

Organised hands-on workshops for designers to set up a unique colour palette and visual identity for any internal tools/products in less than an hour.
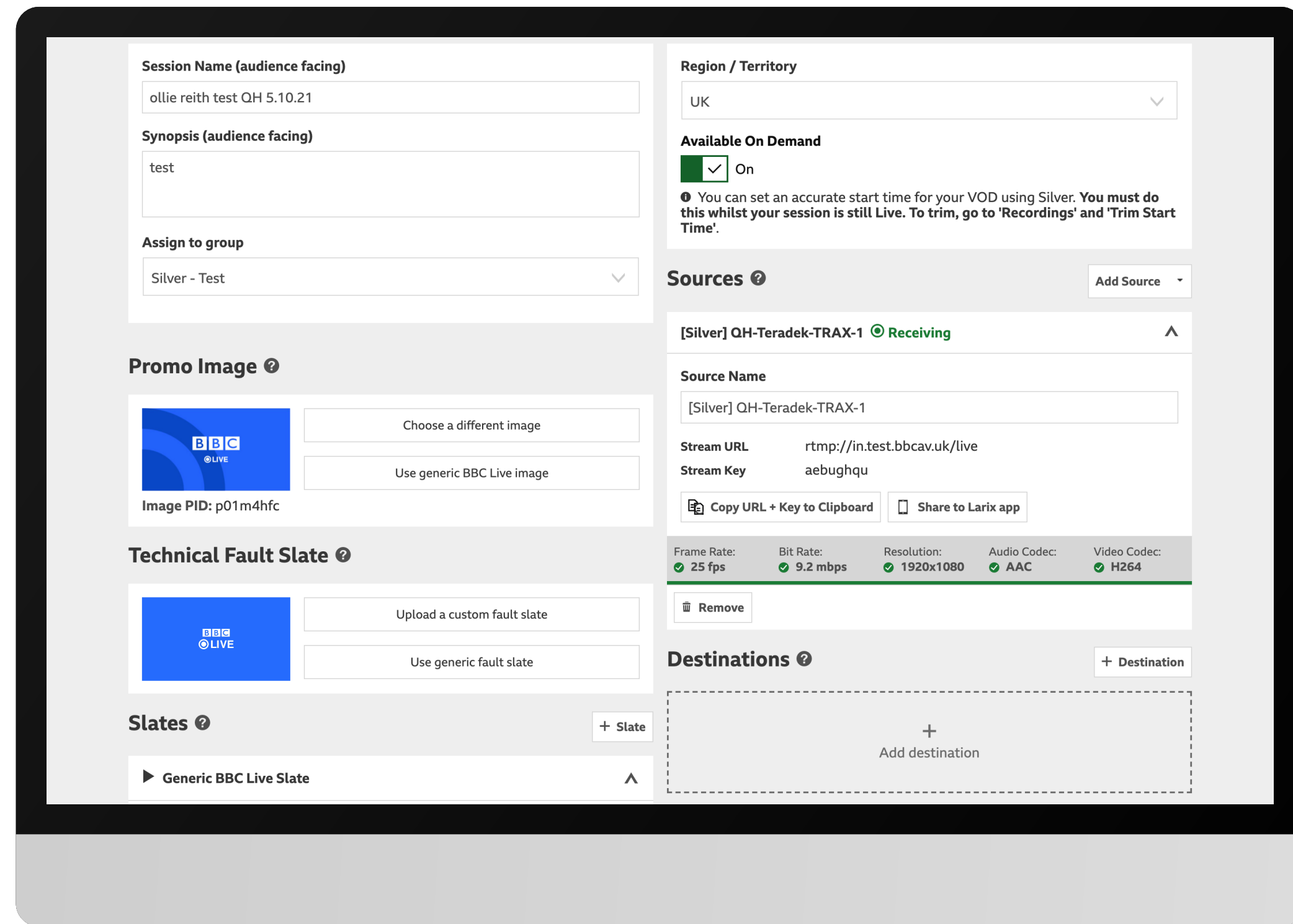
In action

Light mode → **Dark mode**

Silver was the first internal product to implement the new colour palettes. They were really impressed by the concept of reversible colours. Their interface can be switched from light mode to dark mode effortlessly.

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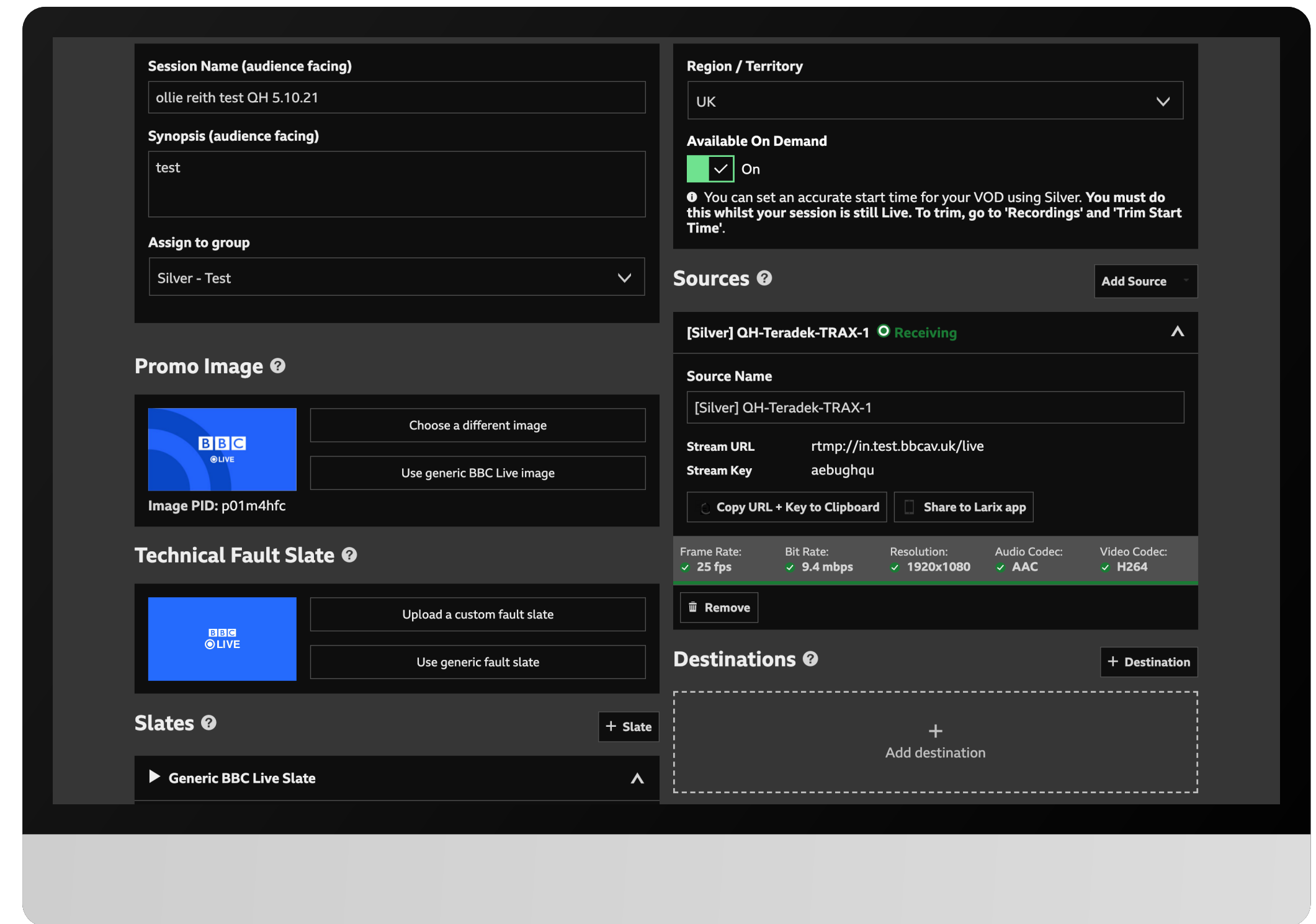
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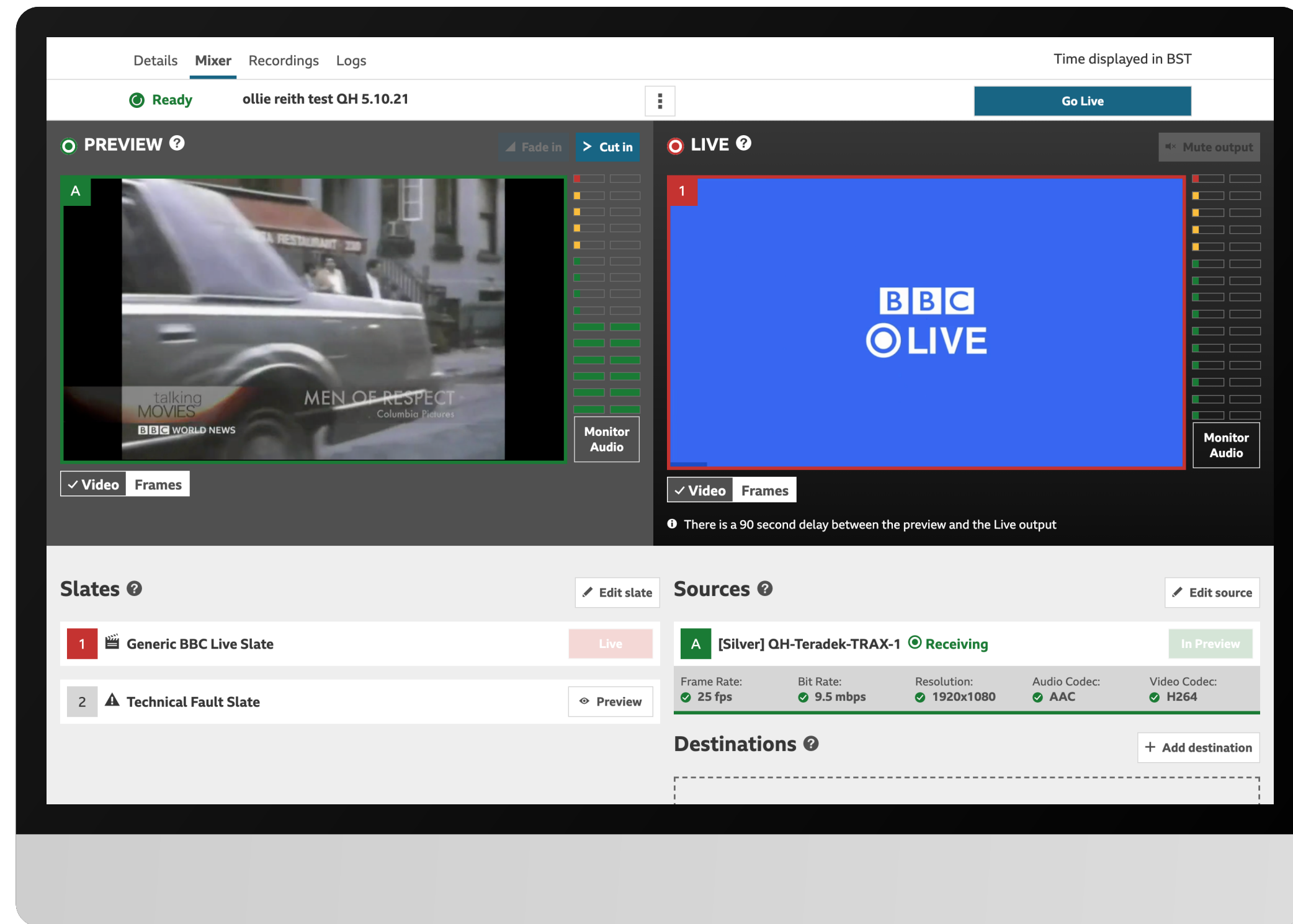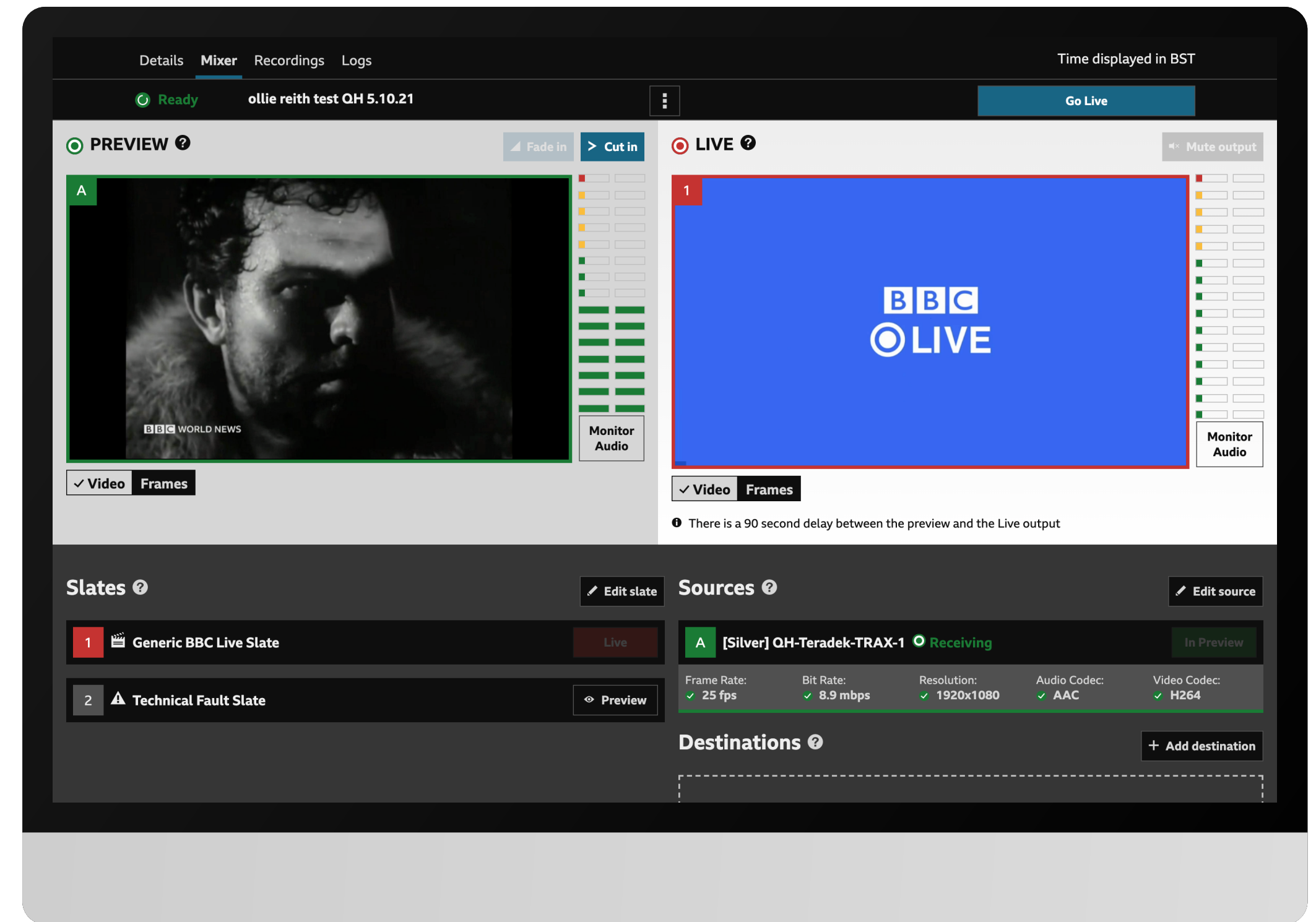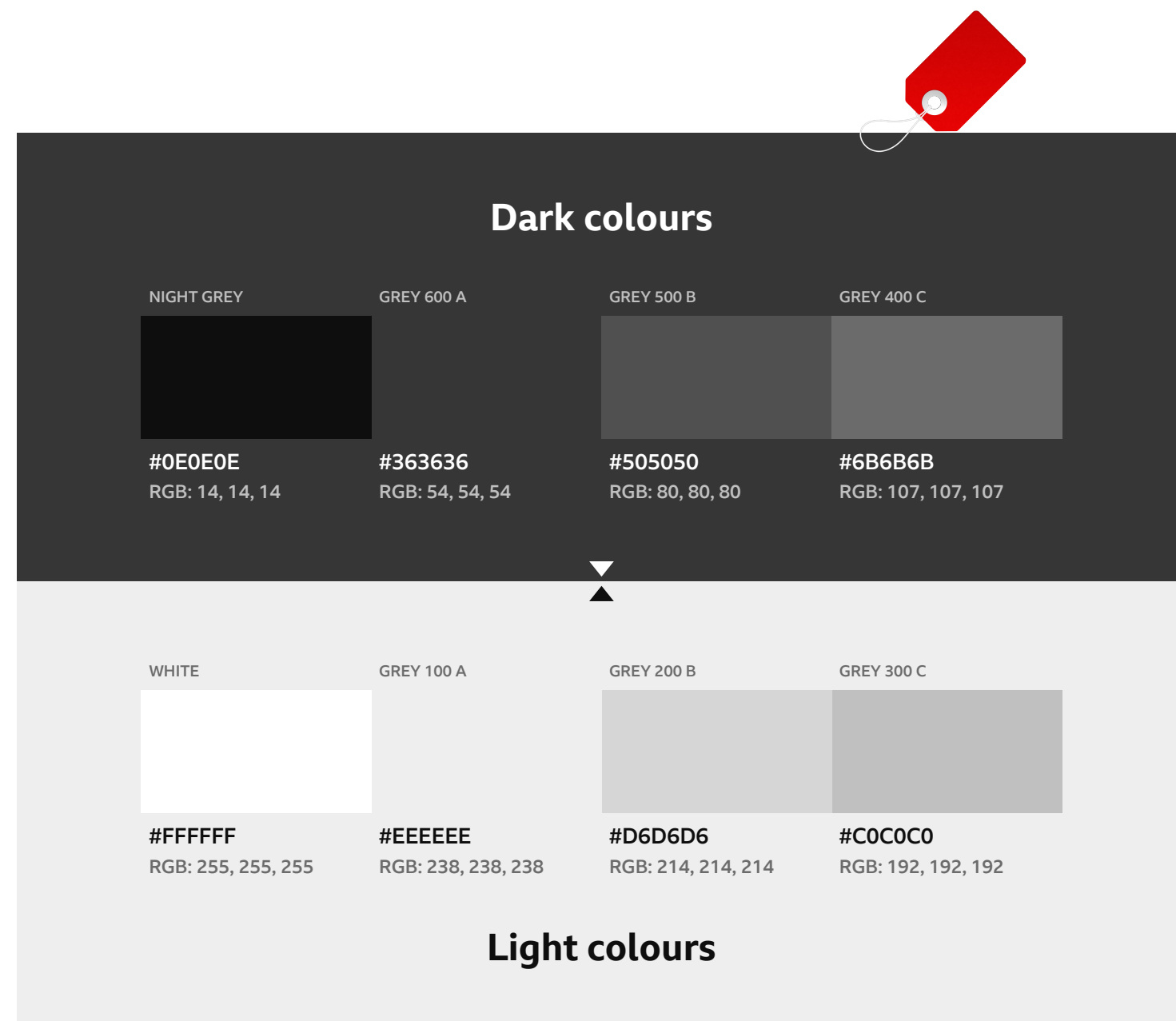
Selling the BIG idea

☐ IGM (Internal GEL Matter) was a developer led component library. There was no formal process for adding/updating components.

☐ They receive mockups from UX, they identify a candidate component for IGM, create the component and publish it

☐ Yet, these components would look different across internal products, because developers takes the code from the library and manually overrides the style.

Dark colours

NIGHT GREY	GREY 600 A	GREY 500 B	GREY 400 C
#0E0E0E	#363636	#505050	#6B6B6B
RGB: 14, 14, 14	RGB: 54, 54, 54	RGB: 80, 80, 80	RGB: 107, 107, 107

WHITE	GREY 100 A	GREY 200 B	GREY 300 C
#FFFFFF	#EEEEEE	#D6D6D6	#C0C0C0
RGB: 255, 255, 255	RGB: 238, 238, 238	RGB: 214, 214, 214	RGB: 192, 192, 192

Light colours

☐ I walked them through the new colour concept and the plans for building a library of reusable components.

☐ I invited the developer from Silver product team, to demonstrate how the one switch light mode and dark mode was achieved.

☐ The IGM developers agreed to collaborate with UX to build a central library of reusable components that could benefit both designers and developers.

The making
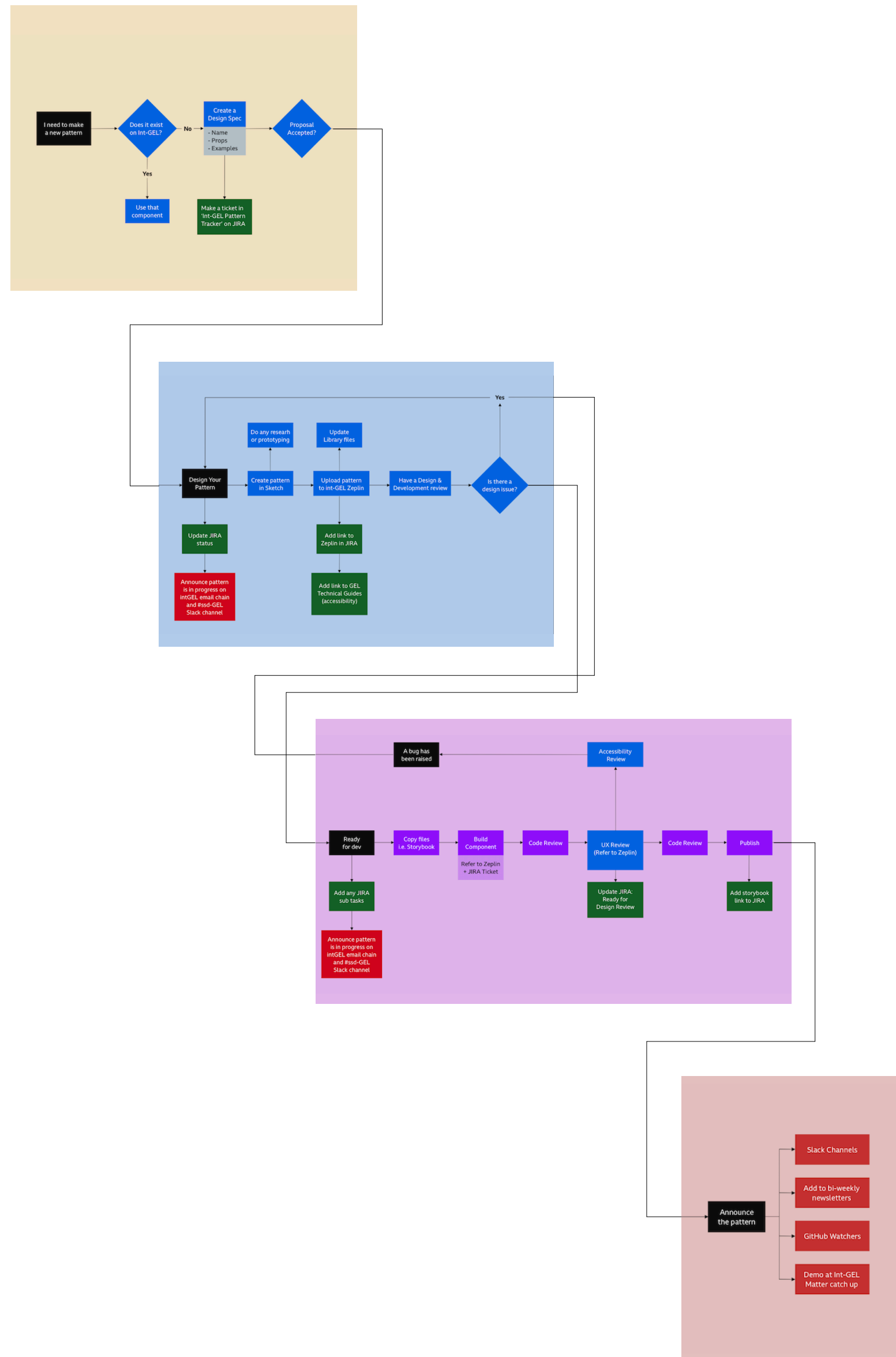
- Managed to gather designers to set up the Internal GEL team, led the team, set up a design process, had regular fortnightly meetings, prioritised and designed the components.

- Collaborated with internal accessibility team to ensure all the components designed are in-line with accessibility guidelines.

- Collaborated with the IGM developers and established a process to handover the components.

# Libraries, Components, Guidelines & Specifications
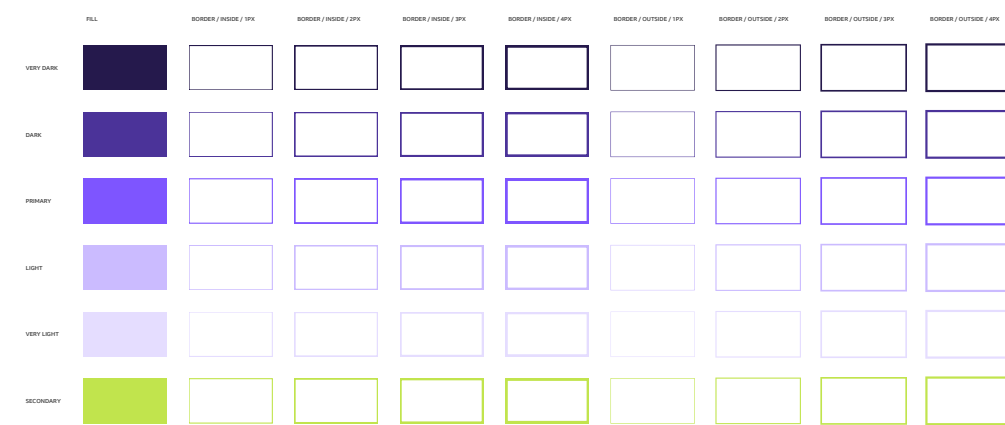
Colour library

Icon library

Add

Back To All

Backspace

Embed

Exit

Export

Home

How To

Import
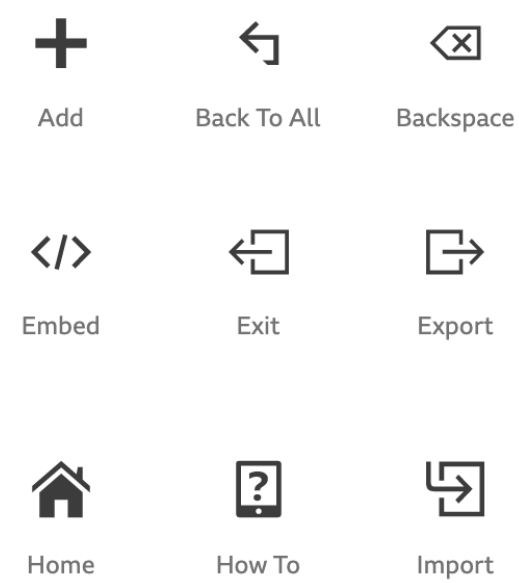
Font library

Sans / Group A / 02 Trafalgar - 20,24 / 01 Light / Left

Sans / Group A / 02 Trafalgar - 20,24 / 02 Light Italic / Left

Sans / Group A / 02 Trafalgar - 20,24 / 03 Regular / Left

Sans / Group A / 02 Trafalgar - 20,24 / 04 Italic / Left

Sans / Group A / 02 Trafalgar - 20,24 / 05 Medium / Left

Sans / Group A / 02 Trafalgar - 20,24 / 06 Medium Italic / Left

Sans / Group A / 02 Trafalgar - 20,24 / 07 Bold / Left

Sans / Group A / 02 Trafalgar - 20,24 / 08 Bold Italic / Left

Sans / Group A / 02 Trafalgar - 20,24 / 09 X-Bold / Left

Sans / Group A / 02 Trafalgar - 20,24 / 10 X-Bold Italic / Left
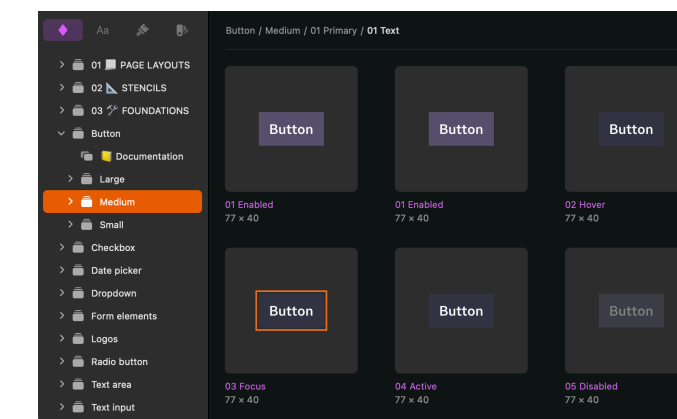
Components library

Copyright

B

✓ **Bill Smith**

Use "B"

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Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Label (Optional) ⓘ

Dropdown ▼

⚠ **Error message**
An instruction to fix

✓ Checkbox item

64 px

Lorem ipsum dolor sit amet
This is the maximum width for all tooltip containers. This helper text should be no more than four lines. If the text is longer please use a modal.
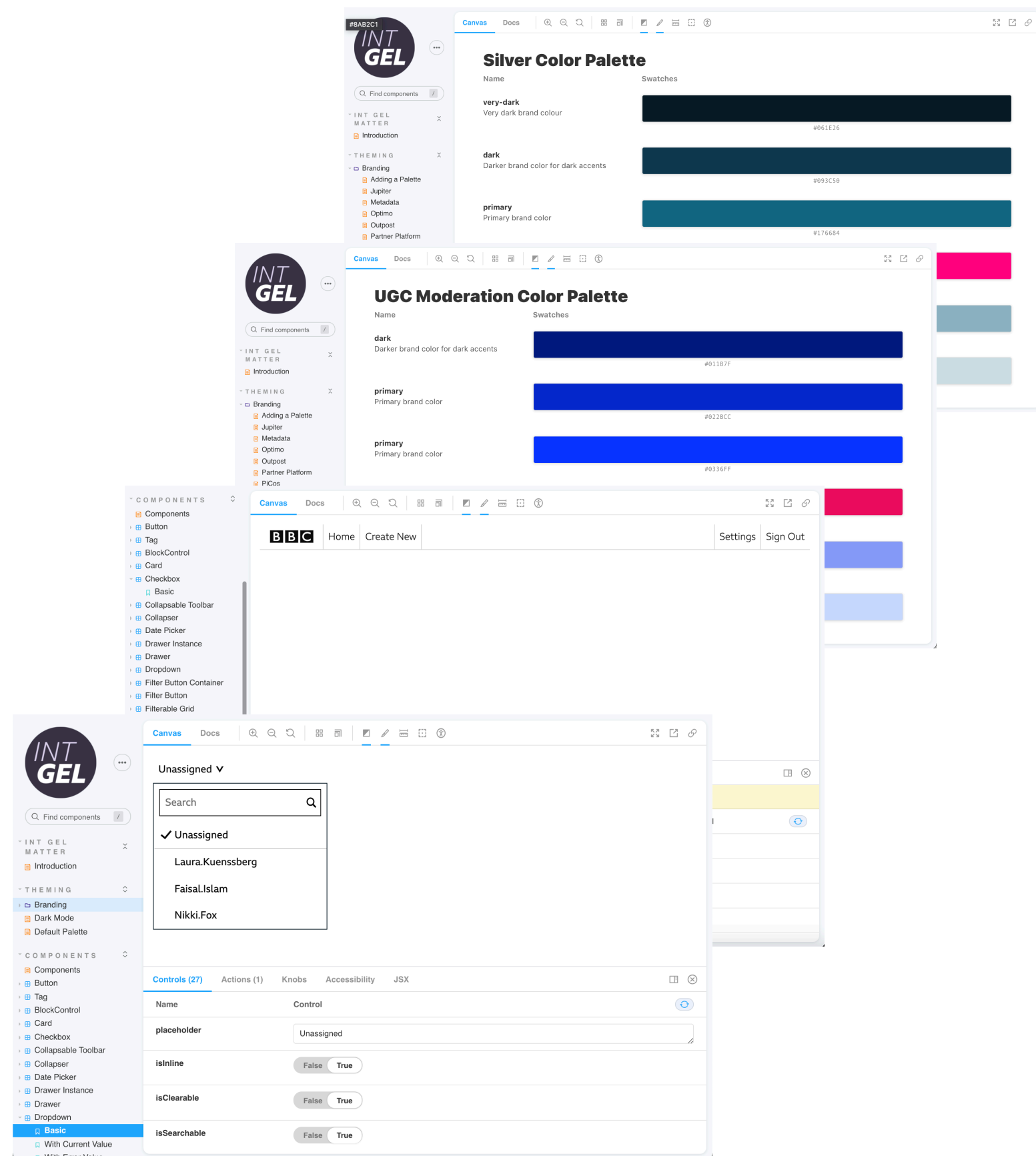
Button

+ Button

✓ On

BBC **Product name** Menu item Menu item More

Menu item Menu item Menu item

Beyonce ✕ **Glastonbury** ✕
Person *Somerset, UK*

+ Lorem ipsum + Dolor sit amet ✓ Consectetur adipiscing elit + Sed do e

IntGEL

☐ Wide range of components are now available in the library and new components are published to the library as they are approved.

☐ Components in the IntGEL library are designed to be used in multiple products to achieve consistent look and feel.

☐ Designers don't need to produce developer handovers and developers don't need to re-write the code for the components in the IntGEL library.

Constantly evolving design system is in place.

Thank you