Creative UX Designer 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.



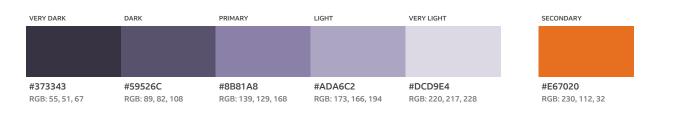
Foundation



Global - Colour Palette



General - Colour Palette

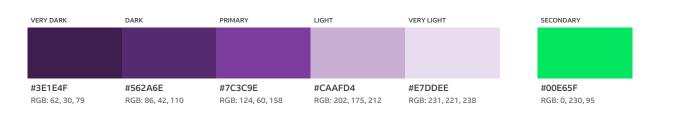


UGC Moderation - Colour Palette

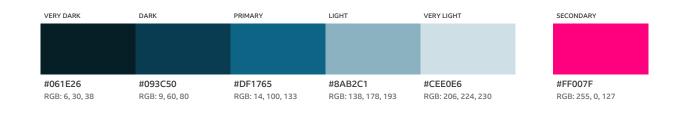
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Partner Platform - Colour Palette



Silver - Colour Palette



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.



NIGHT GREY	GREY 600 A
#OEOEOE	#363636
RGB: 14, 14, 14	RGB: 54, 54, 54

WHITE	GREY 100 A
#FFFFFF	#EEEEEE
RGB: 255, 255, 255	RGB: 238, 238, 238

Dark colours

GREY 500 B	GREY 400 C	
#505050	#6B6B6B	
RGB: 80, 80, 80	RGB: 107, 107, 107	
GREY 200 B	GREY 300 C	
#D6D6D6	#C0C0C0	
RGB: 214, 214, 214	RGB: 192, 192, 192	

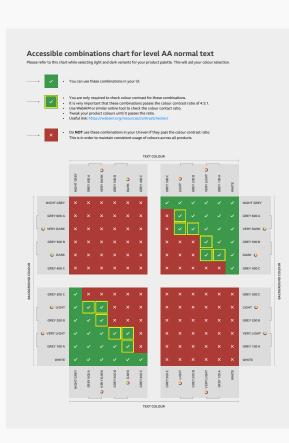
Light colours



Guidelines & Workshops







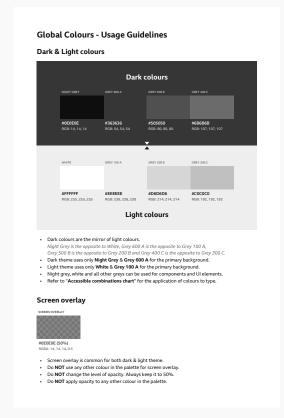
Visual identity guide

Pick the colours

Accessible combinations chart

Check if they are accessible

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.



Colour usage guidelines

Learn how to use them



In action



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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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Dark mode



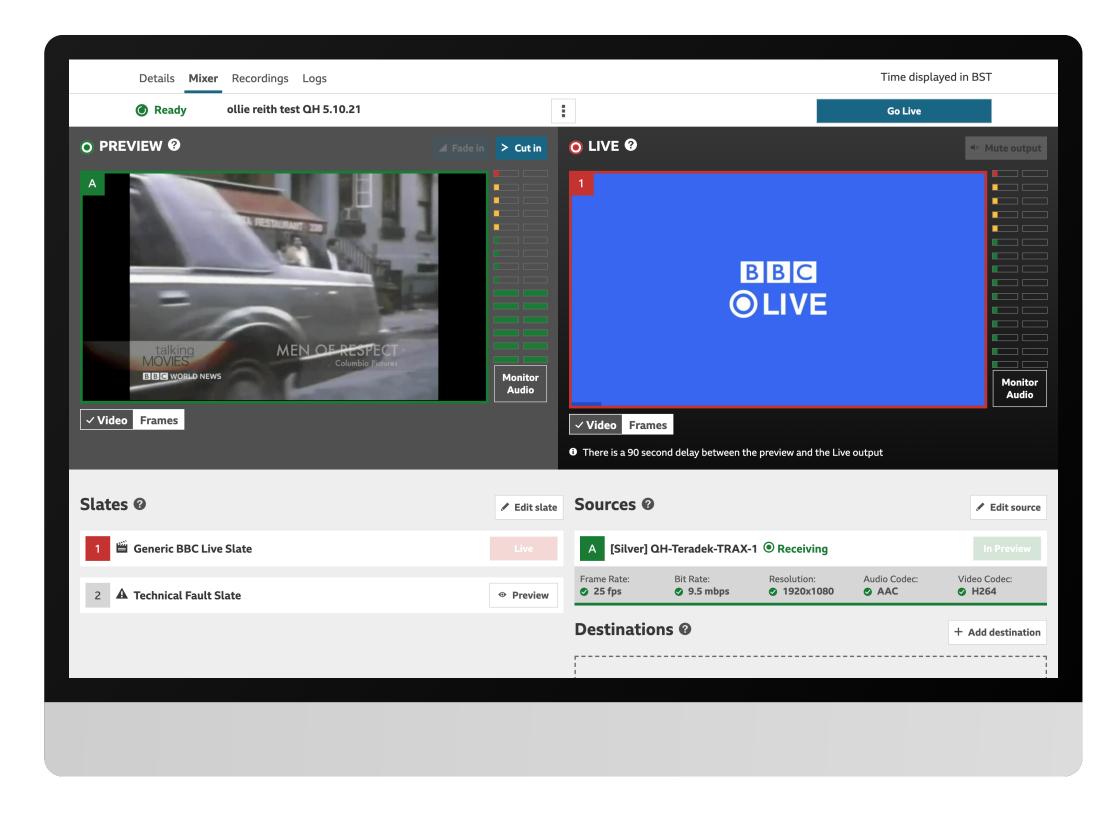
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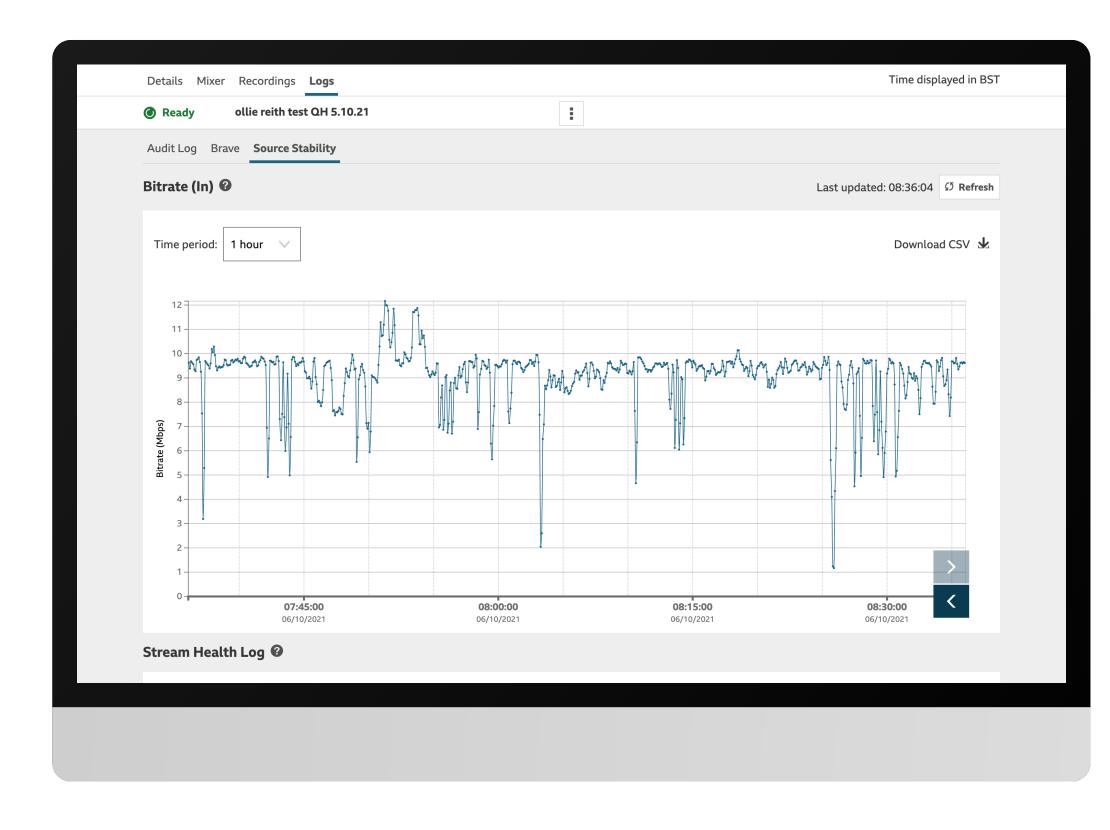


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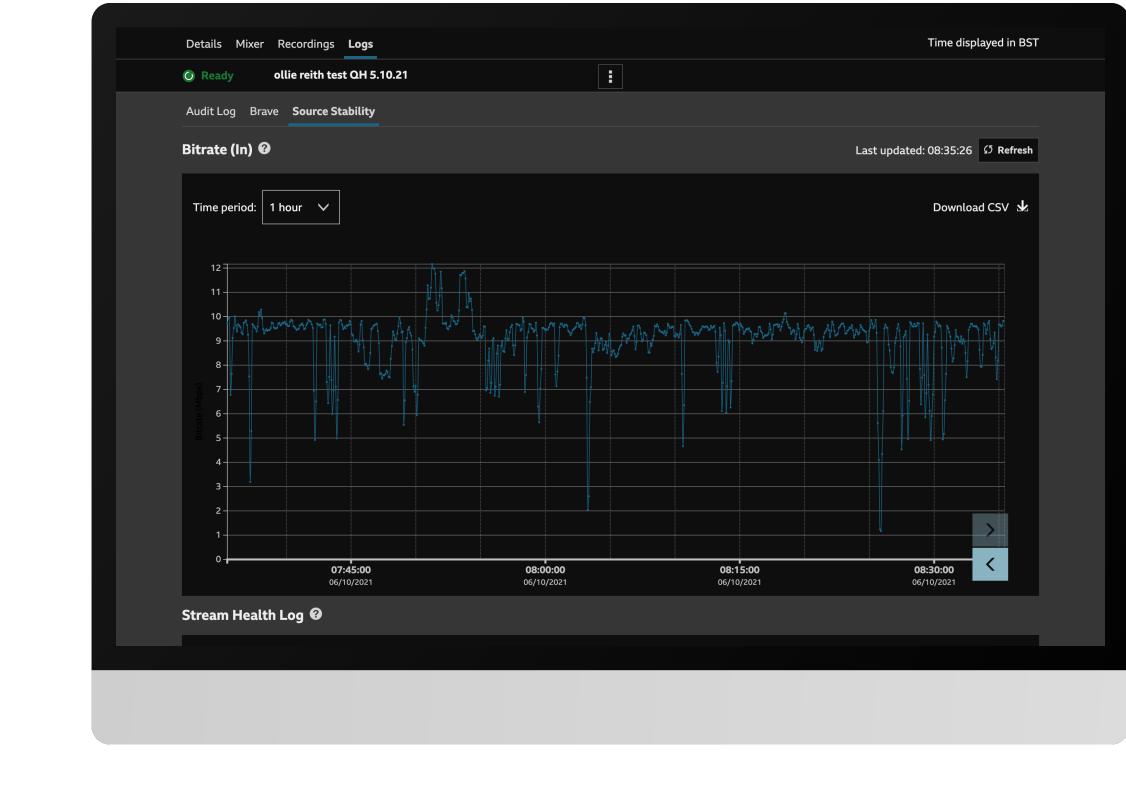
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Selling the BIG idea



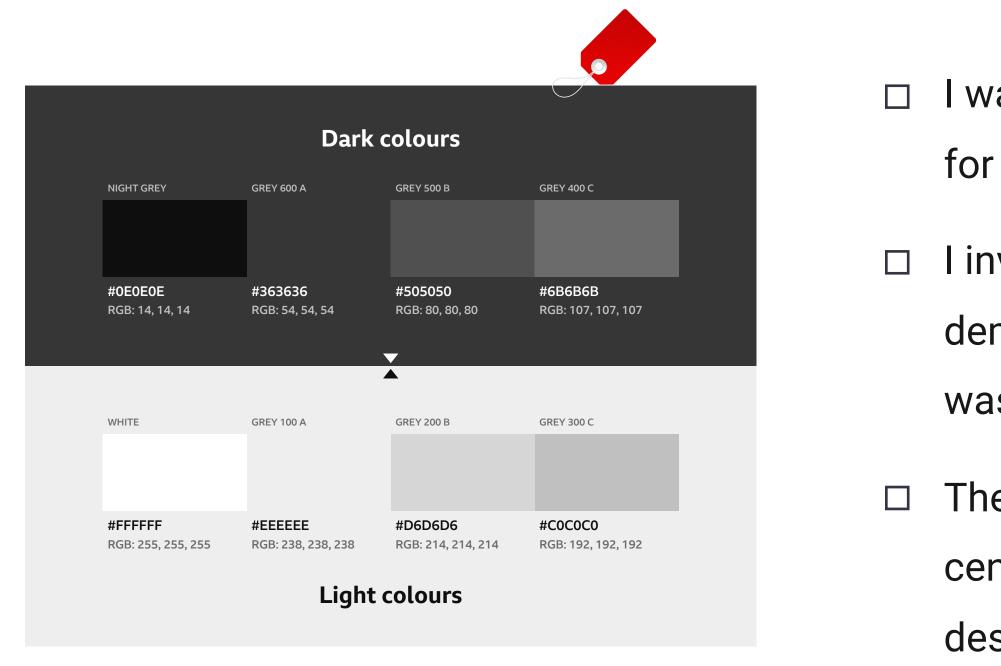


IGM (Internal GEL Matter) was a developer led component library. There was no formal process for adding/updating components.

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.





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

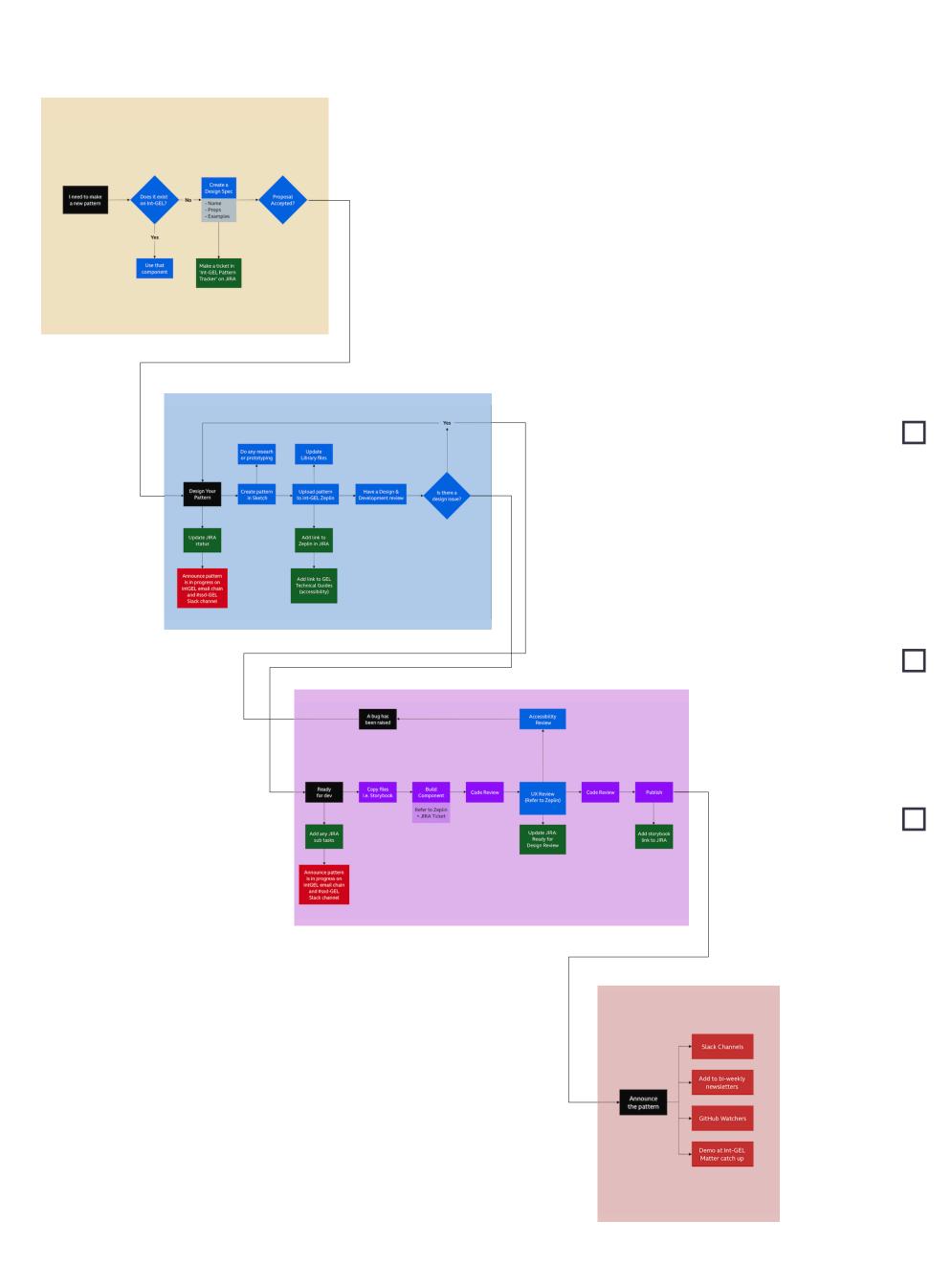
I invited the developer from Silver product team, to demonstrate how the one switch light mode and dark mode was achieved.

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.

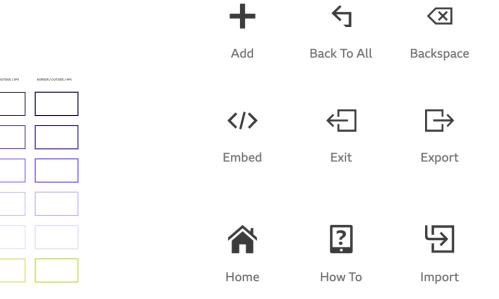
Collaborated with internal accessibility team to ensure all the components designed are in-line with accessibility guidelines.

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



Libraries, Components, Guidelines & Specifications





Colour library

VERY DARK

PRIMARY

LIGHT

VERY LIGHT

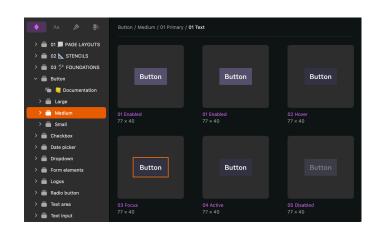
SECONDARY

Icon library

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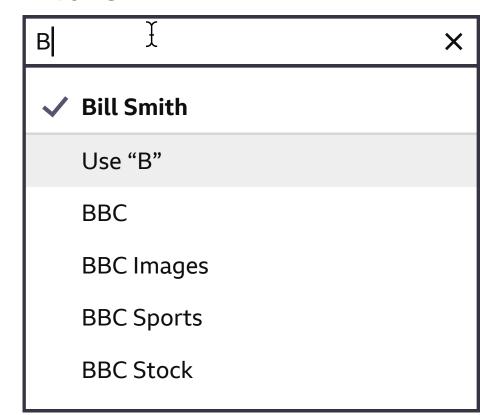
Font library

Components library





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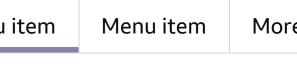
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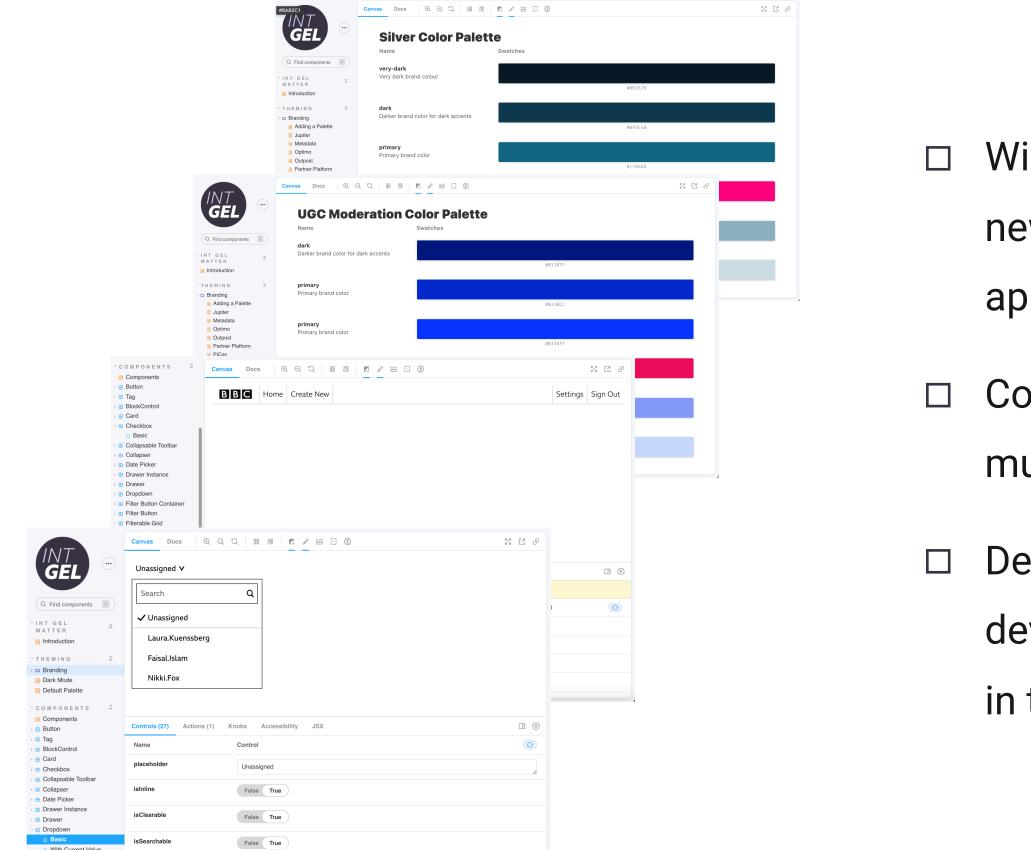






IntGEL





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