



# WIREFRAMES TO WIDGETS

## RETHINKING OUR DESIGN WORKFLOWS

**CHRIS WRIGHT & CHRIS BLOOM**



## **THE PROBLEM**

**Our design process isn't agile enough to keep up with our rapid development cycles and relies on everyone having an unrealistic set of skills**



## **THE 'OLD' WAY**

**Pixel Perfection: Designers design static comps in Photoshop. Designers tell developers to just “make it look like the picture.” Developers build and figure out functionality along the way**



*PHOTOSHOP IS THE MOST EFFECTIVE WAY TO SHOW YOUR  
CLIENTS WHAT THEIR WEBSITE WILL NEVER LOOK LIKE.*

**STEPHEN HAY, AUTHOR OF “RESPONSIVE DESIGN WORKFLOW”**



# WHY IS THIS BAD?

1. Slow work cannot happen in parallel
2. Pixel perfection is unrealistic and dangerous for the responsive web
3. Designs shouldn't infer Data Structure or functionality
4. There's very little collaboration unless something goes wrong



## THE 'NEW' WAY

**Designing in code: a designer who is proficient in both design principles and code builds out live designs**



# WHY IS THIS BAD?

1. The unicorn problem: designers who focus too much on code often don't get the time they need to solve design problems
2. The unicorn problem: designers who focus too much on design often don't get the time they need to create high quality code
3. Designing in code is harder than using tools that are specifically designed for the purpose



# WHAT WE WANTED FROM OUR DESIGN PROCESS

- Agile
- Iterative
- Collaborative
- Components/Atomic Design
- Reusability
- Inclusive
- Fail fast, try new things, adapt

SEARCH THE SITE

ENTER KEYWORD

SEARCH



ATOMS



MOLECULES



ORGANISMS



TEMPLATES



PAGES



*AGILE IS ITERATIVE. DESIGN IS ITERATIVE. WHY COULDN'T  
THEY WORK TOGETHER?*

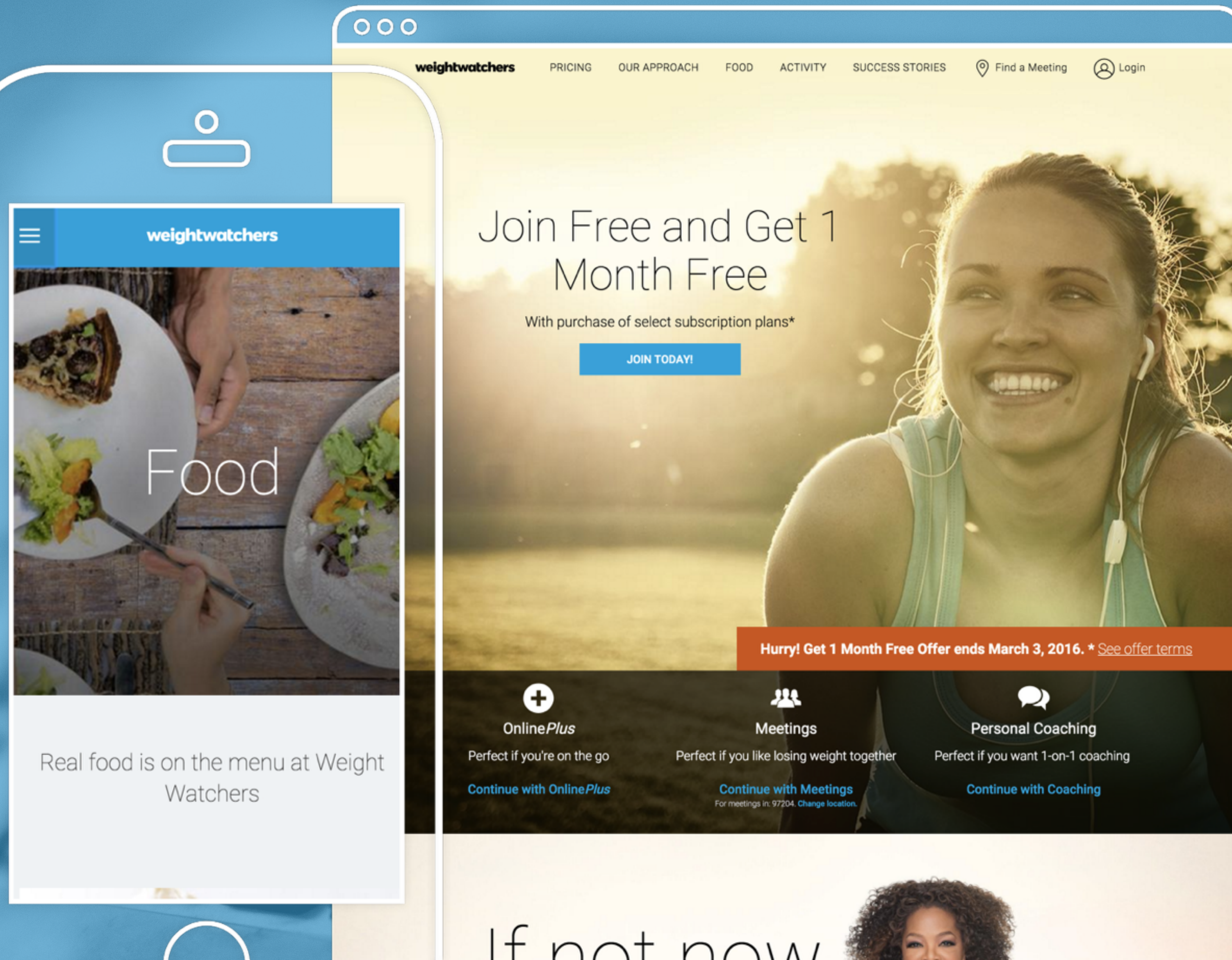
**JEFF GOTHELF, AUTHOR OF "LEAN UX"**



# HOW THIS WORKS IN PRACTICE



# CASE STUDY: WEIGHT WATCHERS RE-PLATFORMING



## weight watchers

- Multisite Platform of 12 international sites with 16 language variants
- Automated workflows to schedule, stage, and publish content reducing editorial burdens
- Built in training documentation and editorial customizations

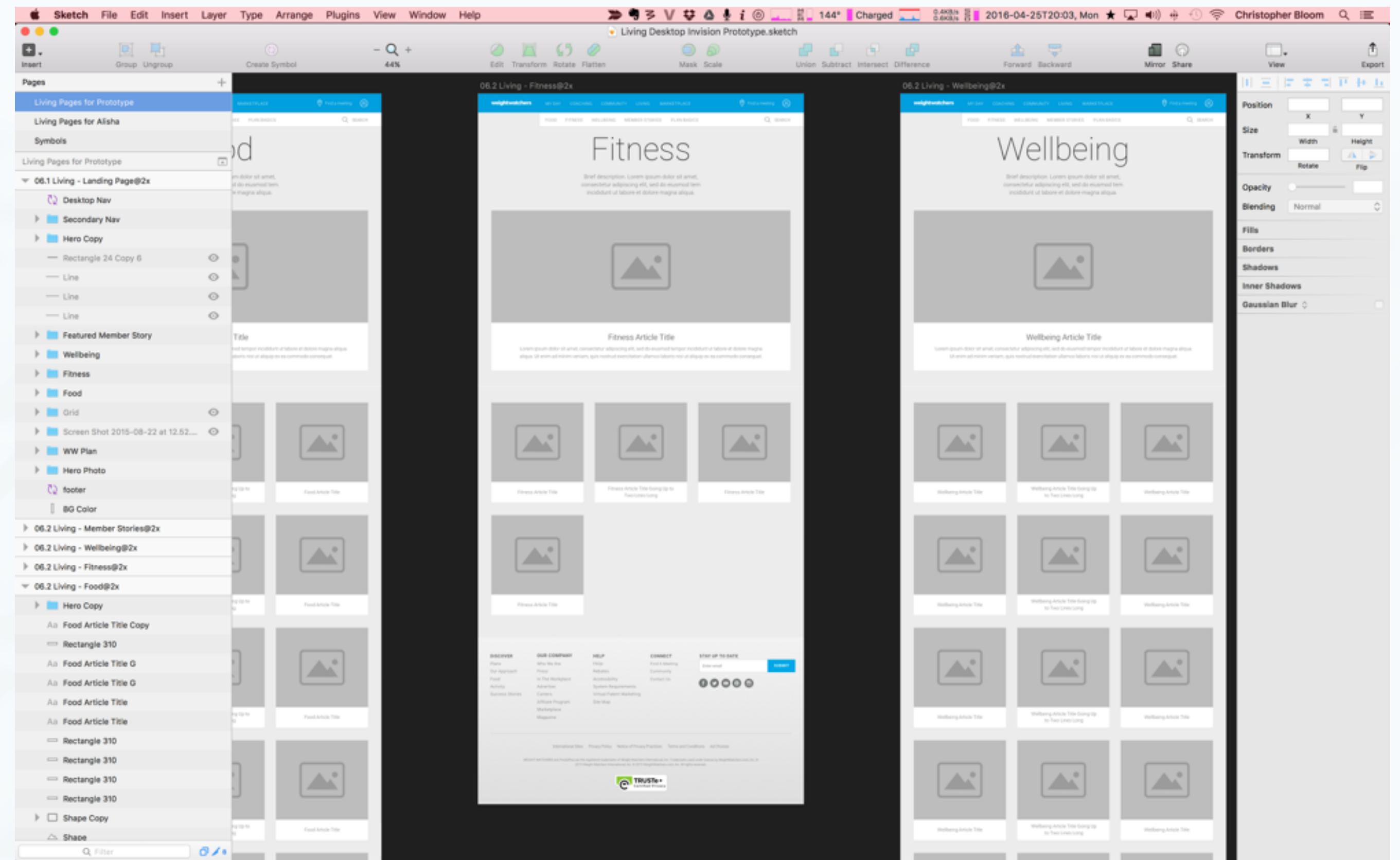


# 1. UX & FUNCTIONAL DEFINITION

**Who:** UX Designer, IA Architect, Analyst, etc

**What:** Sketch, Omnigraffle, UXPIn, pen & paper, etc...

**Why:** By defining functionality first, we ensure that what we're building aligns to the actual business needs of a project from the start.



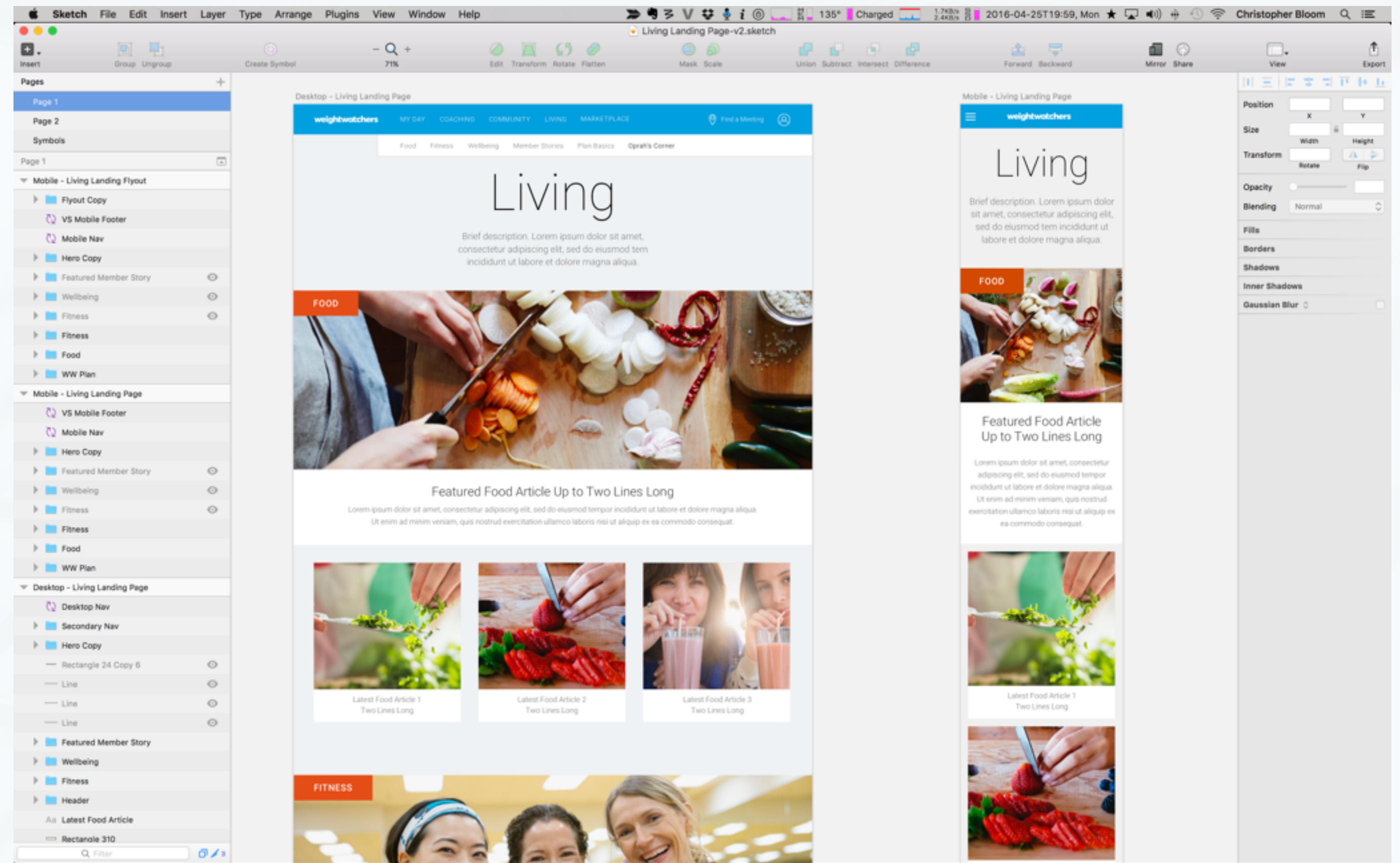


# 2. DESIGN

**Who:** Web Designer

**What:** Sketch, Photoshop, CSS, etc...

**Why:** To tell a story.



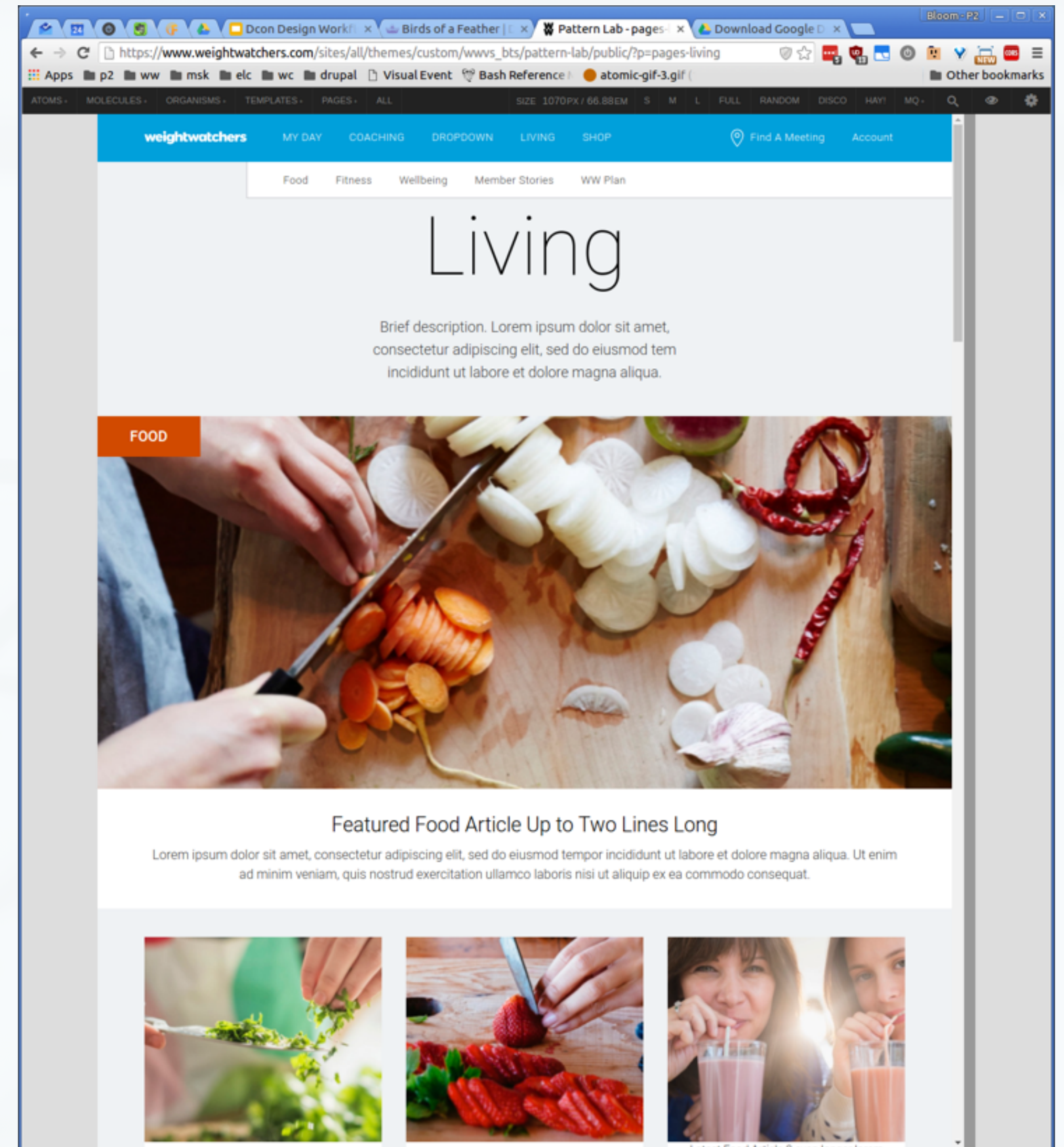


# 3. PROTOTYPE

**Who:** Front-End Developer

**What:** Pattern Lab, Sass, BrowserSync, Gulp, etc...

**Why:** This is how we bridge the gap between designs and implied functionality. Rapidly iterate, surface design systems, define common aspects of typography, patterns, relationships, variables. Work FAST with nearly no limitations to unearth problems, edge cases, and questions - especially when dealing with mobile-first.





# 4. BUILD

**Who:** Front-End Developer

**What:** Drupal, Angular, React (and friends), HorsePants.js, etc...

**Why:** Full CMS/frameworks are usually the end goal deliverable. Nothing beats Drupal as a content delivery platform and the Drupal theme system is incredibly powerful and flexible.

Though our process usually results in a fully fleshed out styleguide, pattern library, and prototype, rarely are those the final deliverable!



Featured Food Article Up to Two Lines Long

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.  
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

```
12 <div class="card card--large <?php print $classes; ?>">
13   <?php print l($bg_image_container, 'node/' . $nid, $link_options); ?>
14   <?php if (!empty($content['field_ww_section'])): ?>
15     <aside class="tag tag--pinned card_tag"><?php print render($content['field_ww_section']); ?></aside>
16   <?php endif; ?>
17   <div class="container container--ww-max card_text">
18     <div class="row">
19       <div class="col-sm-12">
20         <?php print l($card_text, 'node/' . $nid, $link_options); ?>
21       </div>
22     </div>
23   </div>
24   <?php print render($title_suffix); ?>
25 </div>
26
```





# OUR TOOLS



# OUR UX TOOL: SKETCH



## Why this is the best tool for the job

- Rapid wireframing
- Placeholders
- Really easy “snapping” for quick layouts and big adjustments
- Very quick to get into InvisionApp/Zeplin.io for rapid, early UX feedback
- Easy to pick up coming from Adobe-land or Omnigraffle
- Very intuitive pages, artboards, layers
- Vector and bitmap
- \$99 ain't too shabby

## How we've customized it to make it better for our needs

- Does what we need out of the box, we use a few plugins to help with annotating and exporting



# OUR DESIGN TOOL: SKETCH



## Why this is the best tool for the job

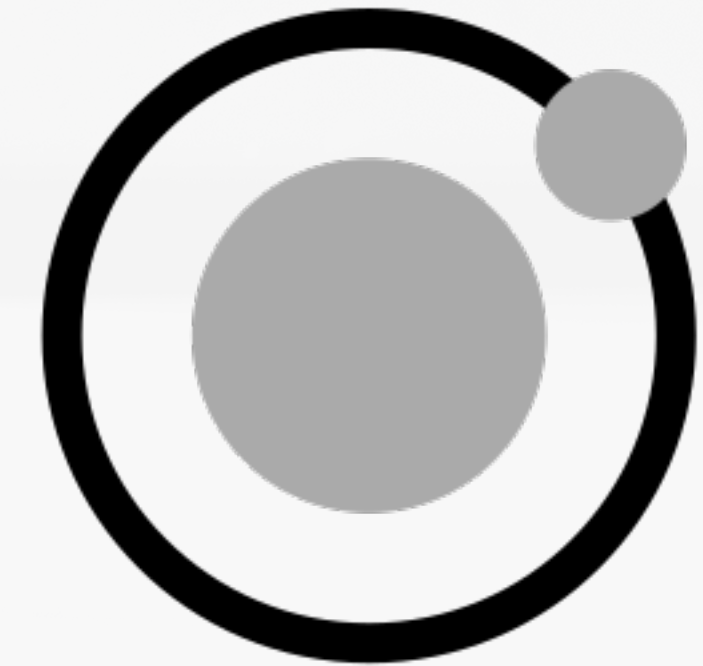
- Easy transition from Wireframes to Designs
- symbols === patterns
- “Closer the metal of the web”
- extensive plugin support
- Vector with web focused styling
- Instant disassembly of design into constituent assets for build
- Command line API!
- Ludicrous integration with Invision: <https://labs.invisionapp.com/craft>
- Easy to export assets (svgs, css, etc) and get information from designs

## How we've customized it to make it better for our needs

- Same as before, out of the box it does a lot of what we need. But we've added a few plugins to make exporting assets and annotating comps a little easier.



# OUR PROTOTYPE TOOL: PATTERN LAB



## Why this is the best tool for the job

- Fundamentally Drupal has one job: make HTML. Websites are made up HTML + CSS + JS + Images/Icons + Fonts, etc. The tools used to create site assets are ultimately up to us.
- Enact the benevolent guideposts of Atomic Design early in the build process
- Solve problems early, before backend dev
- Test UX early with real code
- Iterate on designs rapidly
- Frontend development is FAST
- Generate assets (CSS/JS/Icons) at STEP ONE
- Parallel development with "backend"
- Roadmap for backend development

## How we've customized it to make it better for our needs

- Gulp + all the npm goodies (BrowserSync, font-icon generation, libsass, sass and js linting, babel)



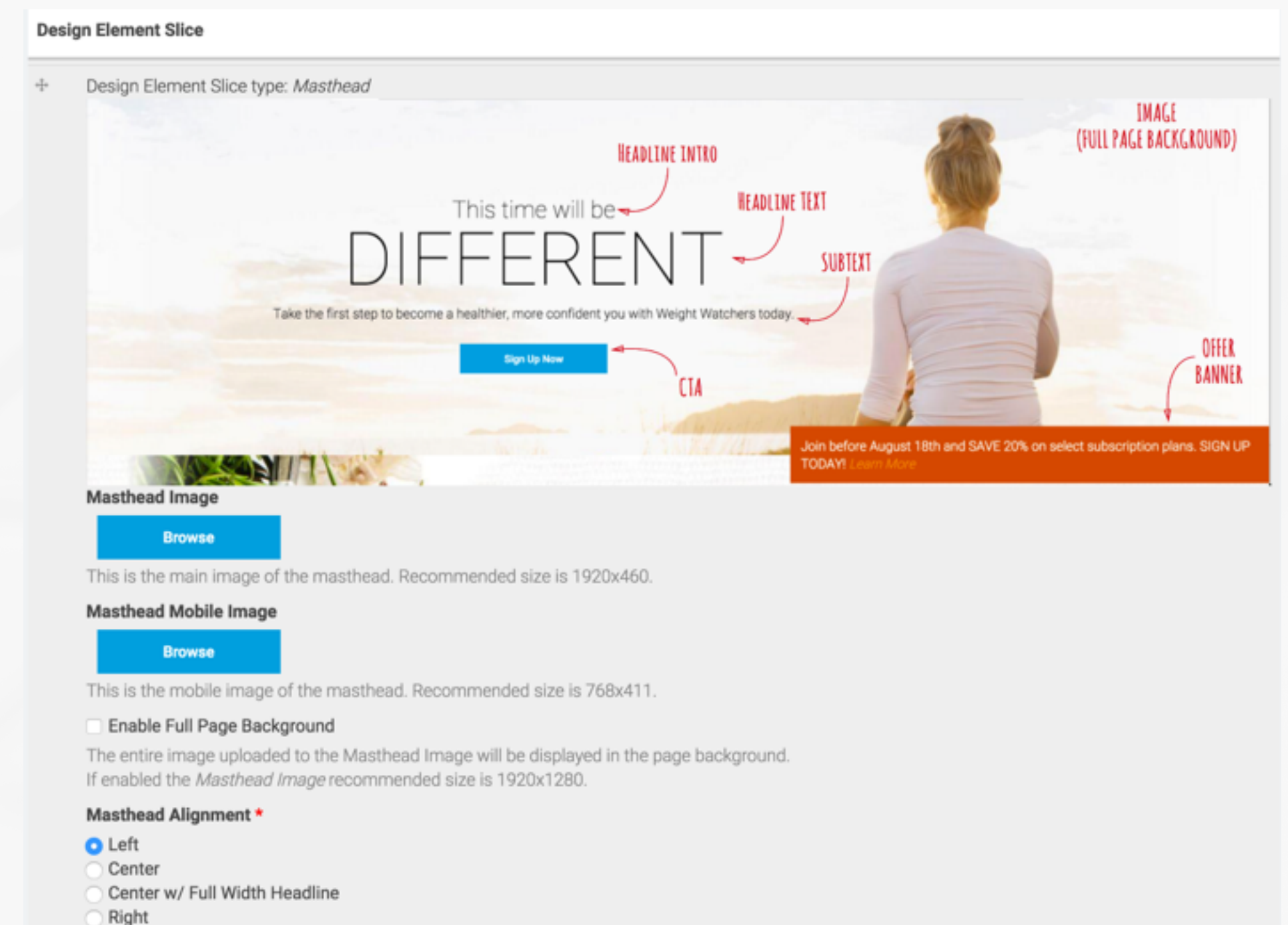
# OUR BUILD TOOL: PARAGRAPHS

## Why this is the best tool for the job

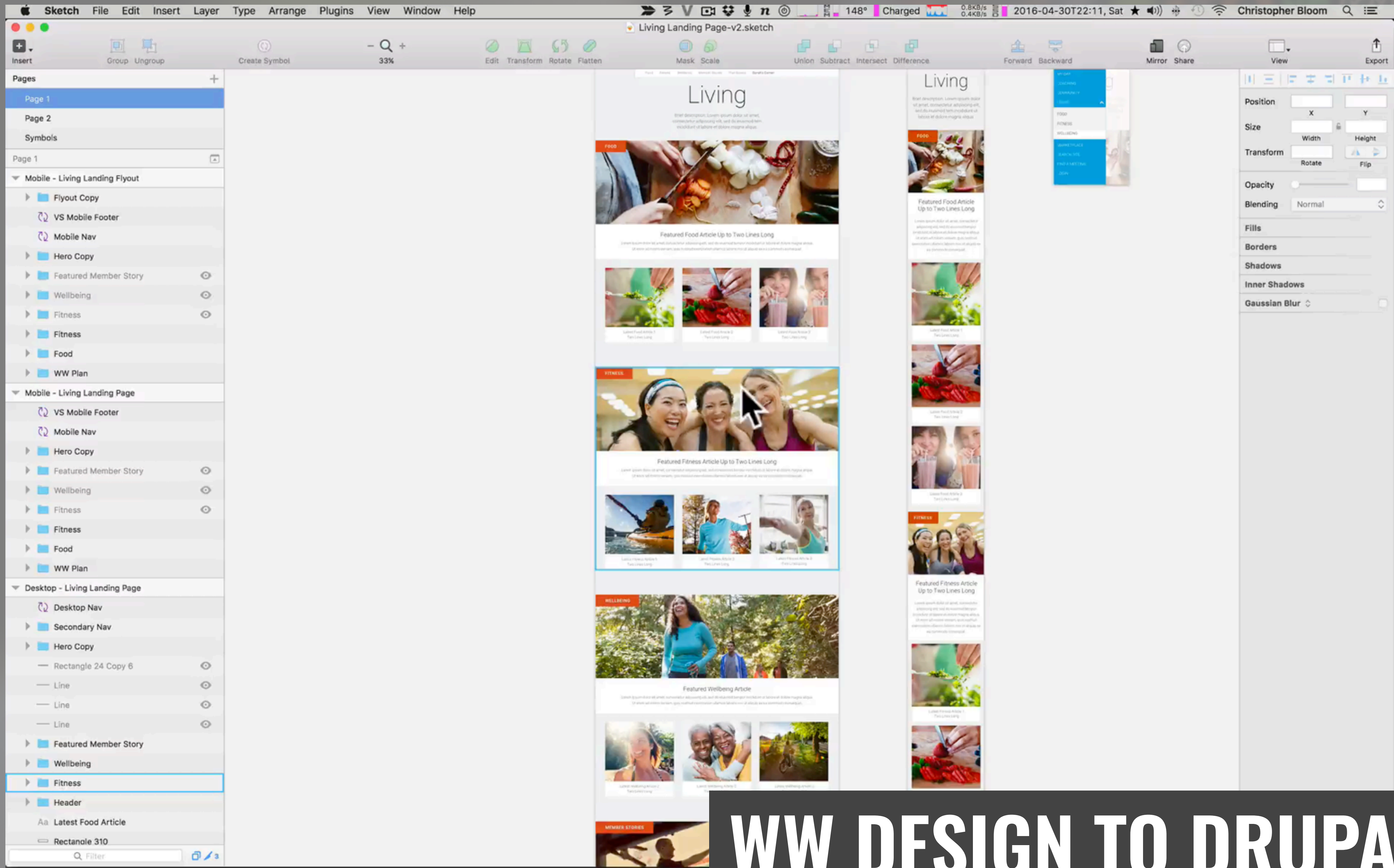
- Paragraph entities map wonderfully to Atomic Design patterns we prototyped earlier: Atoms, Molecules, Organisms
- “Componentize” design into reusable Drupal structures
- Define data model per pattern instead of overall per page or per content type
- Assemble completely unique pages on the fly using default Drupal structures of nodes, fields, entities.

## How we’ve customize it to make it better for our needs

- One multi-value Paragraph field per “Dynamic Page” content type === SquareSpace Lite.
- Nested Paragraphs === simple custom layouts









# WHY IS THIS GOOD?

1. **Fast:** prototyping allows our front-end devs to work ahead of the back-end ones. We're able to write most of our front-end code before any back-end code is ever written.
2. **Agile & Collaborative:** prototyping is another step in the process, it allows us to work out potential functionality issues early.
3. **Allows specialization:** designers can focus on design, coders can focus on code. Everyone works together on quality.
4. **Reusable:** the code from our prototyping tools lives within our theme structure and can be easily adapted for the finished site.





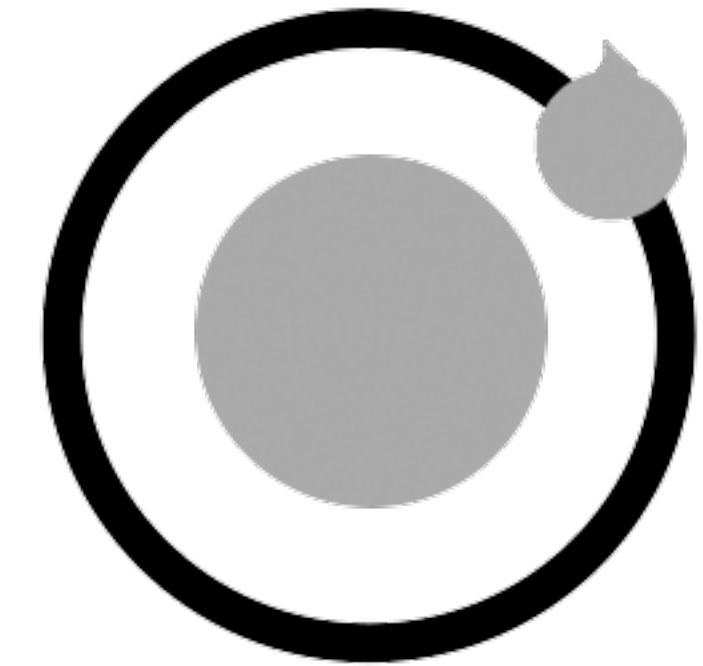
*IF A PICTURE IS WORTH 1000 WORDS, A PROTOTYPE IS  
WORTH 1000 MEETINGS.*

**TOM & DAVID KELLEY, CREATIVE BROTHERS AT IDEO**



# WHAT ARE WE DOING NEXT?

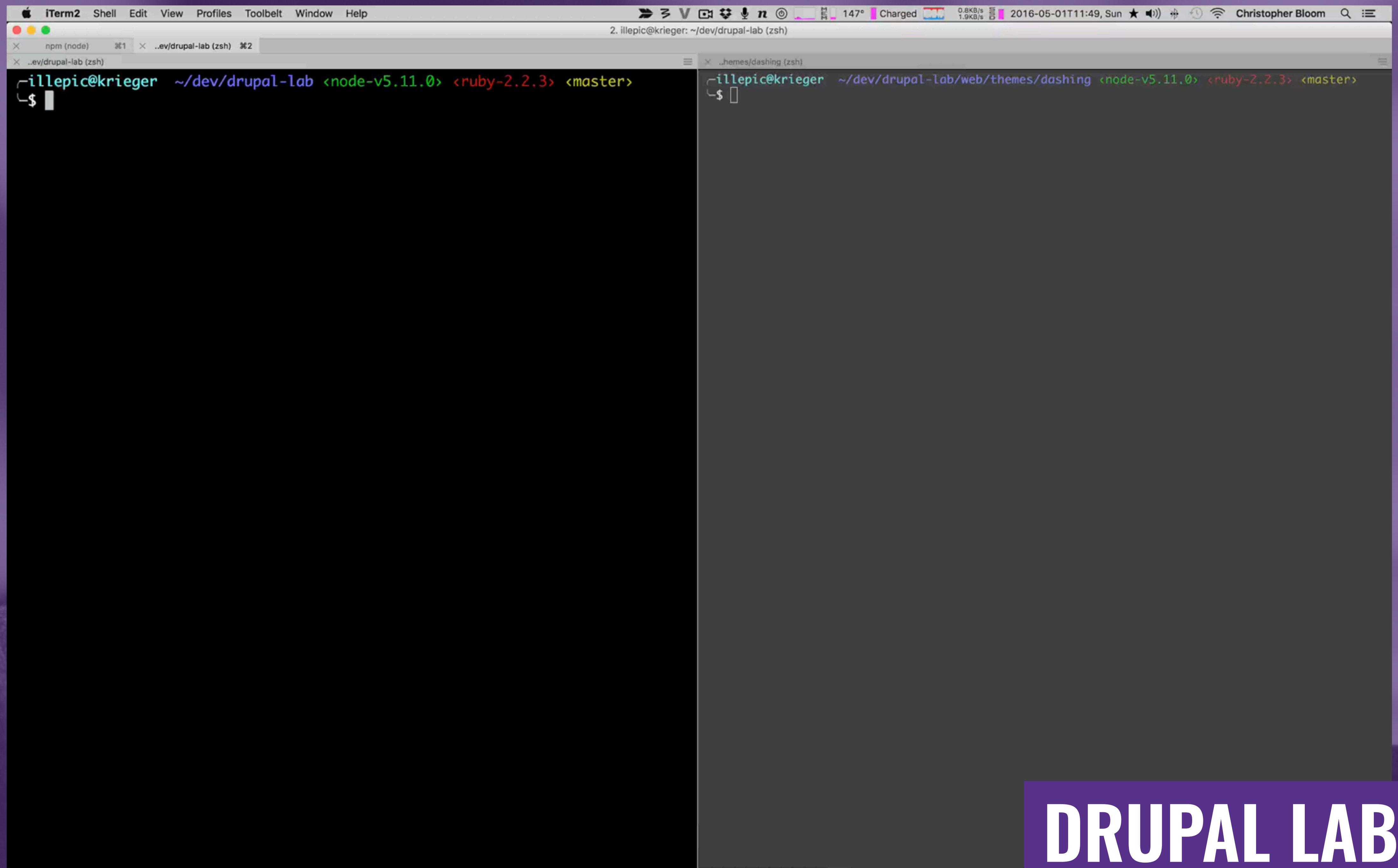
## PATTERN LAB TWIG + DRUPAL 8



### STOP THROWING AWAY YOUR PATTERN TEMPLATES

1. <https://github.com/phase2/drupal-lab>
2. Bash scripts/site-setup.sh
3. `cd web && ../vendor/bin/drupal server`
4. `cd web/themes/dashing && npm run compile && npm start`





**DRUPAL LAB**



# QUESTIONS?

**SPECIAL THANKS TO**

**Aleksi Peebles, Dave Olsen, the ForumOne team,  
Evan Lovely, Anne Sturdivant, Kellye Rodgers**





**Join us for Sprints!**

**Friday, May 13 at the Convention Center**

**First-Time Sprinter Workshop - 9am-12pm in Room 271-273**

**Mentored Core Sprint - 9am-6pm in Room 275-277**

**General Sprints - 9am-6pm in Room 278-282**



**CHRIS**



**@CKWRIGHT**



**CHRIS**



**@ILLEPIC**

**Check out DrupalLab - <https://github.com/phase2/drupal-lab>**

**Videos from our talk- <http://bit.ly/1NrJy7R>**

**Micah Godbolt's talk on Design Systems - <https://bitly.com/road-runner-rules>**

**So How Was It? - Tell Us What You Think!**

**Evaluate this session - <http://bit.ly/1W8q8r1>**