

Shure Design System

Interviews readout - August 2018

The interviews

7 internal interviews

GPM, marketing and PDD

Designers, developers and product managers

Goal

Probe on tools, experience and needs of those expected to use the design system.

Use these findings to inform the SDS redesign.

Methodology

Contextual inquiry “light”:

We took detailed notes

Verbally recapped the interviews

Sorted and consolidated notes into high level, first person statements

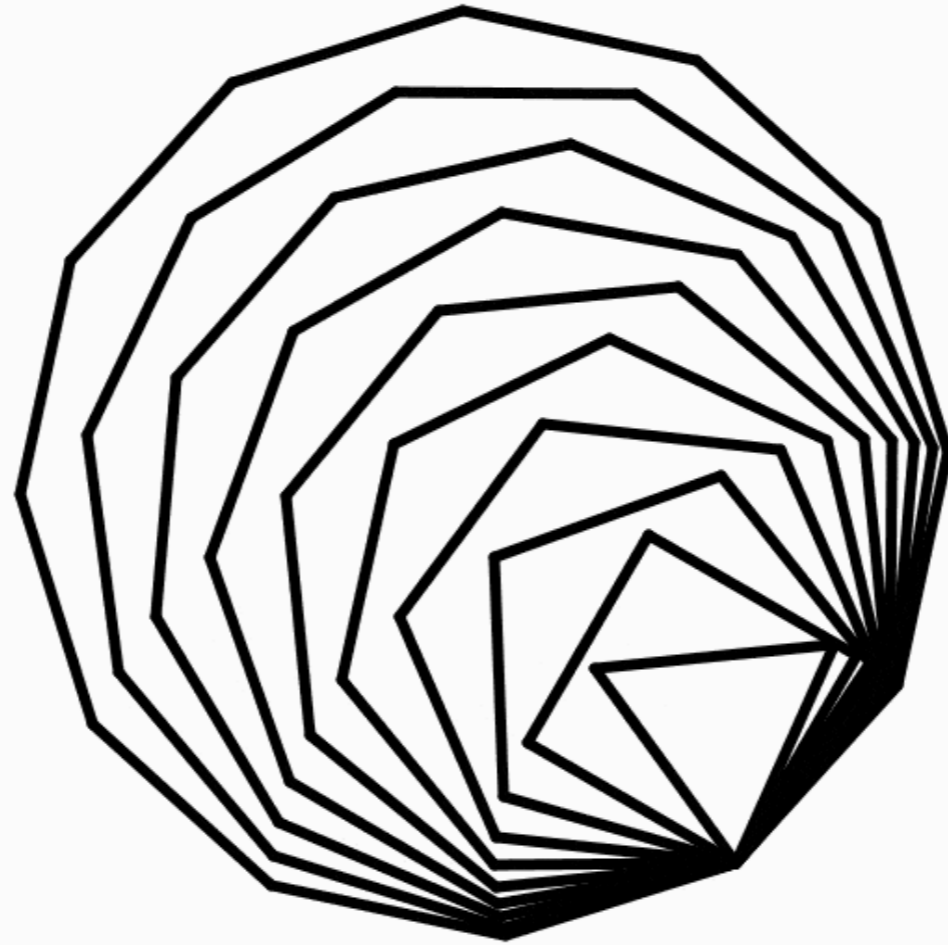
These aren't direct quotes, but are a qualitative way of letting the data tell the story.

Themes

1 Tool pragmatism

2 Flexibility vs out of the box

3 Process and communication



Tool pragmatism

Findings

1

I'll use the design system tools and resources if they save me time and are in one place.

Findings

I'll use the design system tools and resources if they save me time and are in one place.

Our assets are currently all over the place

Links and downloads are useful to me

Having one link for everyone saves a lot of time

I avoid certain tools

Findings

2

I want things to look like they're from the same family

Findings

I want things to look like they're from the same family

I want the print and web UI documentation to look like it's from the same family.

I don't know much about the brand project, but consistency is idea.

There can be different interpretations of patterns based on audience

General style principles would be useful

Findings

3

The design system needs to clearly explain its purpose and relationship between different parts

Findings

The design system needs to clearly explain its purpose and relationship between different parts

The design system needs to make the case for itself

I want to understand the value of aligning the product with the design system

Findings

4

The design system needs to be clear about its gaps, including platform differences, and offer guidance on bridging those gaps

Findings

The design system needs to be clear about its gaps, including platform differences, and offer guidance on bridging those gaps

Gaps in the design system leave me guessing

Conflicts across projects make it difficult to align with platform

A hardware limitation can change the way we interpret the platform

Native platforms have their own rules that I need to follow first

Findings

5

Requirements need to be easy to find

Findings

Requirements need to be easy to find

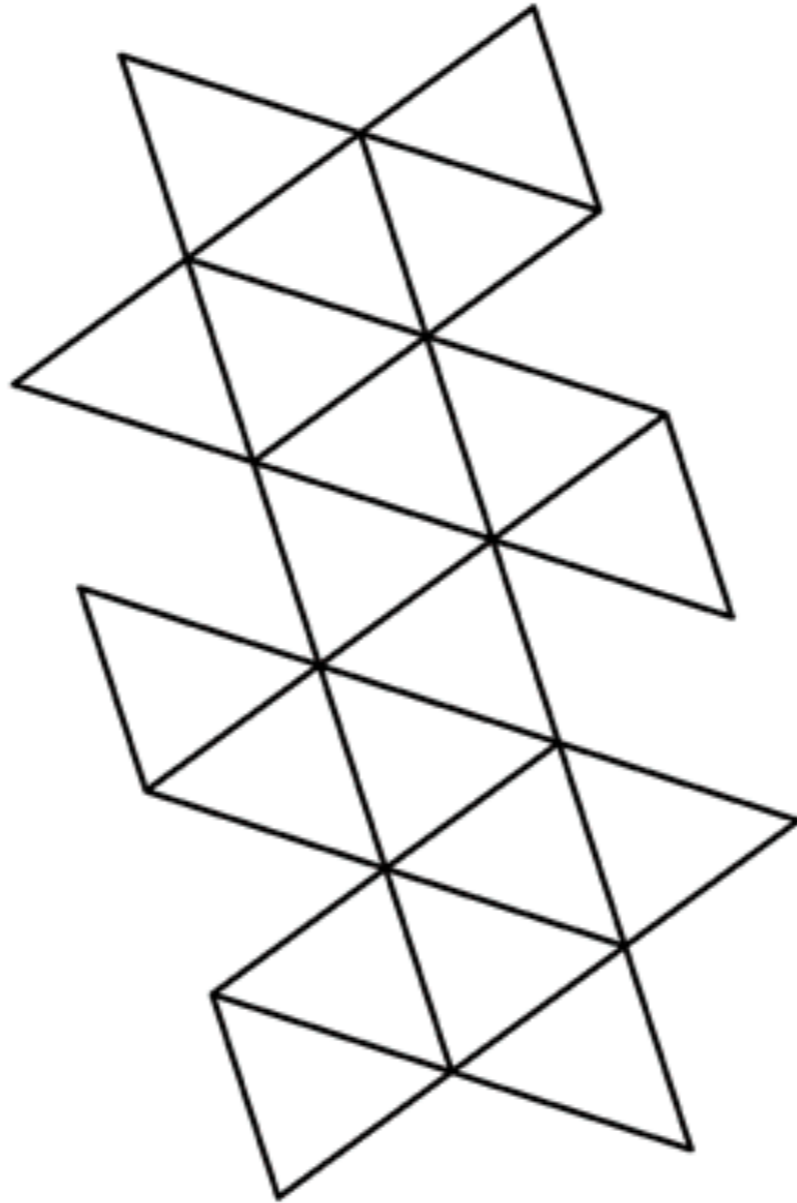
The ability to search is important

PDFs are undesirable

Permalinks matter

Resources need to be detailed in their offerings

Flexibility vs out of the box



Findings

6

Flexibility keeps my work meaningful and interesting,
and can also save time

Findings

**Flexibility keeps my work meaningful and interesting,
and can also save time**

I prefer a flexible solution that I can interpret. More interesting for me if everything isn't already defined.

Flexible guidance is easier to apply than being overly prescriptive

Rules can save time thinking about things I don't have to

Findings

7

The real thing offers convenience

Findings

The real thing offers convenience

Off the shelf components are convenient

Audi design system is an example of how you can grab code for any of its components

What I like about Bootstrap is that you can grab the code snippets and test in your code

I only care about the built piece, so I would prefer off-the-shelf to reusable

Findings

8

Having demos that show rather than tell will make everyone happy

Findings

Having demos that show rather than tell will make everyone happy

Having documentation and demos is important

GIFs and videos are time saving tools that help show an idea

Our experiments with GIFs and videos have paid off

Findings

9

My pragmatic approach to the tools I use is based on my need for exporting my work and smart integrations

Findings

My pragmatic approach to the tools I use is based on my need for exporting my work and smart integrations

I use the best tools to convey the concept

Being able to export my work is important for the tools I use

Workflow documents are useful deliverables

Some tools are better for Agile projects, some tools are better for reviews

Integration is important for the tools I use

Findings

10

I would like to share the design system outside of Shure
sometimes

Findings

**I would like to share the design system outside of Shure
sometimes**

I would like to share SDS with agencies/freelancers

I would like to share SDS with people outside of work

I would not share SDS outside of work



Findings

11

Requirements don't happen without conversation,
process and review

Findings

Requirements don't happen without conversation, process and review

How I work depends on who I'm working with

I have a role in the requirements creation process

Conversation is needed for things like handoffs

A workflow can be broken into different parts

A system for handing off work is helpful for sharing tasks and transparency

Findings

12

I would like a view of what's new and what's next

Findings

I would like a view of what's new and what's next

I need to see what's new

I don't need to know what's in the visual spec, I need to know priorities for what's coming next

Process is what's needed now

Findings

Full findings are [here](#).

Next steps

Naming workshop (Product Design Team - August)

Concept generation (David & Gabe - August)

Show progress and collect feedback

(David, Gabe & Anna - September)