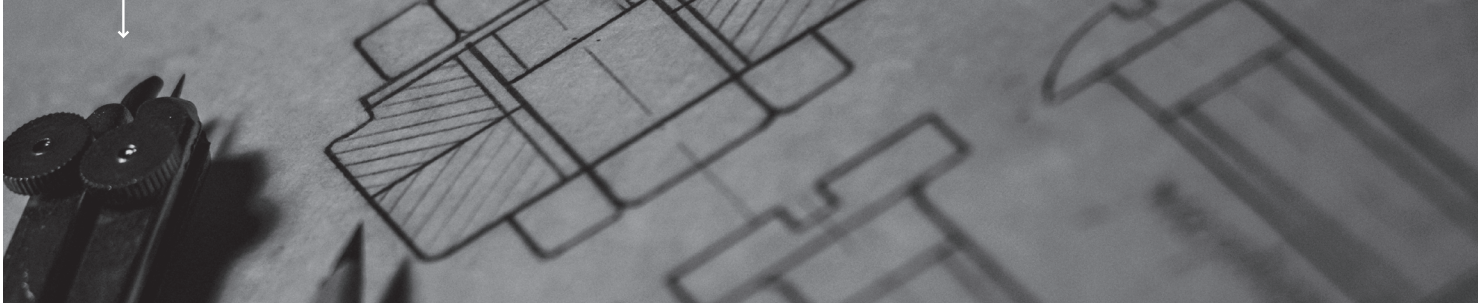


# How **Design Systems** can improve development and consistency



## CASE STUDY



Our website needs to be as **modern and innovative** as we are - but it also needs to be consistent. In-line with our **Design System services**, we strove to deeply audit our own site. Through this, we gained the knowledge and means to create complete consistency and a **seamless user experience**.



## BUSINESS NEED

**PGS Software** has been actively providing digital solutions since 2005. In the decade since, our website has grown to incorporate each new service and speciality that we offer.

As new pages and elements have been added to our site, it has increased in size, as we have needed to provide more and more information. Because of this rapid growth - both in the company and our online presence - new pages are getting updated with modern design elements, yet this has not been consistently retroactively applied across the domain.

While we were aware of this, we were not aware of the extend of these inconsistencies and what exactly needed to be done. **Before such design issues can be fully solved, they first need to be uncovered.**

On its own, each change can be quite minor, enough iterations over time will result in larger differences between pages - whether its comparing older and newer areas, or two pages from different departments without a consistent shared design to implement.

Because the latter was also an issue we are increasingly aware of, in addition to updating the entire design, we also wanted to implement a tighter system, establishing which elements and features we should use, how they appear, and how we can **provide a more consistent experience** for our website's visitors and clients.

Our website is a vital part of our business. It is how we represent ourselves online and, for many clients, it can be their first experience with PGS Software. In other words, it is crucial that our online presence is as modern and forward thinking as the rest of the company. This is a challenge faced by the majority of businesses in today's world.

With over 650 staff, representing experts across various fields, we had the internal specialists available to audit our website and establish a much needed plan.

## SOLUTION

As an initial audit, our goal at this stage was not to change or edit the website. Instead, we **chose to study and analyse the entire domain**, in order to gain a complete and thorough understanding of the work that needed to be done. To ensure full efficiency, we analysed the website through various segments: **layout, colour, typography, buttons, forms, navigation, icons, embedded content, carousels, images, and interactions**. Each section provided clear examples of inconsistencies, a summary of issues, and a clear series of recommendations.

In terms of methodology, we applied the key principles of a Heuristic Review - an evaluation process prioritised around various review factors and criteria that keep user experience and behaviour in mind. As created by Rolf Molich and Jacob Nielsen, these recognised usability elements are in turn mostly derived from established **behavioural and cognitive heuristics**. All of this enables us to not only understand the users' perspective and experience, but also to make the best recommendations in terms of corrective measures, using the appropriate heuristics for each factor.

Along with a full Design System summary overview, we explored how such inconsistencies could impact the overall user experience and how this influences the business overall. This included plenty of research into additional areas, such as UX and establishing user trust, to gain a fully rounded understanding of the situation.

## BUSINESS BENEFITS

By implementing a central Design System, the final report showed us how we can cut costs by preventing the duplication of unnecessary work. Going forward, this will allow us to work on creating a central library of resources and components, ensuring all additional pages and content continue to represent the company as intended. Our teams can create the new services they need, **using pre-existing assets to vastly diminish the development time needed.**

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**Likewise, establishing a core Design System will ensure we can readily update the entire website when required, preventing any future issues with consistency.**

This readily reduces the time required to go back and ensure older elements are updated - it was this demand on time restraints that led to the initial problems.

By carefully analysing our own site, as well as using a Design System, we can begin to remove many of the problems that occur at such a large scale and rate of development.

Overall, Design Systems allow for a streamlined design and development process that maintains

a consistent aesthetic and tone throughout. This is essential for providing an ideal user experience - one where users want to return and continue using your service. Even in working in isolation, different teams will still create a **seamless, unified experience** between their two respective products within your company. What's more, using preexisting and agreed upon components, they'll complete development faster than ever.

By utilising a **shared library and system**, the same resources can be used again and again. This is a vital part of the UX process. If all buttons and elements remain consistent, users can easily and effortlessly navigate through your website, app or service - **all of which generates a positive impression.**

In turn, this also helps to establish clearer branding and representation. Users will come to recognise key elements, such as specific colours, typography and layouts, that are synonymous with your business. New offers won't look out of place; they will **elegantly match your existing services**, gaining the reputation and associated quality that comes with it.

## ABOUT PGS SOFTWARE

**PGS Software** is one of the largest public listed custom software & services providers in Poland. As an AWS Advanced Consulting Partner, we specialise in Cloud projects - consulting, cloud-native development, application modernisation, & migration. Working according to agile methodologies (Scrum, DevOps, & Continuous Delivery), we create mobile & web applications as well as provide Business Analysis, Visual Design, UX, UI, & QA services to clients worldwide. We have development & business entities in Poland, UK, Germany, & Spain.

### For more information about our services:

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