Omio: Unifying brand aesthetic with a Design System

> "We're thrilled that the Omio app continues to grow in popularity and scope – with that in mind, we knew that providing visual consistency and high-quality user experience would be crucial for our customers. To meet this need, PGS Software has helped us implement a Design System that all teams could use to ensure brand consistency. This has proven very efficient and allows us to grow at an even faster pace."
>
> Alex Zhuk
> Engineering Manager — Omio

With over 18 million application downloads and an average of 27 million monthly users, the development effort from Omio was truly extensive – and with many independent frontend teams working on the app, a Design System needed to be implemented to provide brand consistency across all elements.

BUSINESS NEED

Omio enables travellers to find the fastest, cheapest, and best transport options to and between thousands of European destinations.

The Omio app is expansive and the team working on developing its functionalities counts over 100 engineers. In light of the company's growth plans, application features and updates were being added on an ongoing basis.

Due to this scope and scale, Omio had divided its frontend team into smaller teams who were tasked with developing separate user-facing elements of the app. For example, one team was responsible for the homepage, another for the search page, and yet another one for the booking page. To complicate matters further, the teams' development efforts didn't coincide, and each team used a separate code repository.

This sometimes resulted in frontend teams creating visual app elements that looked somewhat different from each other. For example, buttons had slightly different shapes and colours. Omio quickly realised that a systematic change was needed – and that's when the decision was made to implement a company-wide, unifying frontend Design System.

PROJECT DETAILS

When PGS Software was brought in to co-create the frontend of the app, six teams had already been working on this. As previously mentioned, each team had a separate repository, which means that individual buttons and other 'sources of truth' existed for each separate group. This was the root cause of much of the inconsistencies Omio wished to remove.

To better align with the Omio brand aesthetic, a Design System and shared components library was implemented. Moreover, work was also undertaken to bring developers up-to-date and to introduce a more holistic work process.

Additionally, a frontend chapter was created. This project ensured that all of the frontend developers would regularly meet to discuss development advancements and jointly add to the shared components library – helping to cement the Design System as the single source of truth for all user-facing app elements.

BUSINESS BENEFITS

With over 27 million monthly users on average, Omio has many customers to delight and a very clear reason to provide a visually consistent and seamless user experience.

As well as providing this consistency, the creation of the Design System and a central library of resources and components meant that:

— Omio teams can create new services using pre-existing assets, diminishing development times,

— Different teams are able to guarantee a seamless, unified experience across company products,

— Navigation is easy and effortless for users, as all buttons and elements remain consistent,

— Omio can benefit from a streamlined design and development process with a consistent brand aesthetic and tone,

— Users are provided with a perfected, visually consistent application.

46
Contributors
to the shared components library

40+
Projects
that today make use of the design system

30%
Reusable
a substantial amount of the code is shared

TECHNICAL DETAILS

SOLUTIONS
- Components Library
- Private NPM Package

TECHNOLOGIES
- JavaScript
- React
- NodeJS
- NPM

TOOLS
- Storybook
- Styleguidist
- InVision

TEAM
46 Design System Contributors

ABOUT THE CLIENT

Omio (previously known as GoEuro) helps customers find and book tickets for travel by train, bus, and flight across Europe. With Omio, travellers can decide on the best transport option for their needs, based on duration, price or mode, instead of having to visit multiple websites to plan a trip. The booking experience is simple and personalised.

www.omio.com

ABOUT PGS SOFTWARE

PGS Software delivers custom-made IT solutions to clients around the globe. We specialise in providing a range of services in Cloud Computing, Data Science, and UX/UI Design. Our offer also extends to include Software Development, Business Analysis, and Quality Assurance. Among our existing clients are Yell, Ringier Axel Springer Media, Volotea, and many more.

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