



## Alberta Blue Cross® Design System

Final presentation

**Alberta Blue Cross®** 

Shaista Ali

Paper Leaf

Anne Brown & Sara Ferguson

Who is Paper Leaf?

We make custom digital products for clients in various industries, coming up with creative solutions to solve their problems.

#### Itinerary

- **01** Project objectives
- 02 The Alberta Blue Cross Design® System
- 03 Using the Design System
- **04** Rollout & governance

## **Project objectives**

**Objective** 

# A robust Design System that is the source of truth for all Alberta Blue Cross® products.

#### **Existing issues**

- Inconsistent design across products.
- Disjointed user experiences.
- No single source of truth.
- Cumbersome and inefficient internal workflows.
- Lack of governance.

## A source of truth for all Alberta Blue Cross® products.

#### Organizational goals

- Brand consistency.
- Increased customer satisfaction.
- Reduction of design debt.
- User experience and accessibility standards upheld.

#### Team goals

- Centralized and scalable standards.
- Streamlined processes.
- Improved collaboration.
- Documentation and support.

#### User goals

- Improved experience.
- Increased satisfaction.

What is a design system?

A set of reusable components and standards for consistent digital product design across an organization.

#### **Defining your Design System**

We performed a series of activities that helped us uncover Alberta Blue Cross's® unique needs for a Design System.

- Internal interviews
- Product assessments
- Component audit
- Competitive analysis
- Technical planning

#### **Outcomes**

# Consistency Accessibility Scalability Collaboration

## The Alberta Blue Cross® Design System

#### **Your Tools**



#### **Atomic Design**

Design methodology for building scalable design systems.



#### **Figma**

Houses your design elements and components.



#### GitLab

Code versioning and component feedback.



#### Chromatic

Hosting and deployment functionality.



#### Storybook

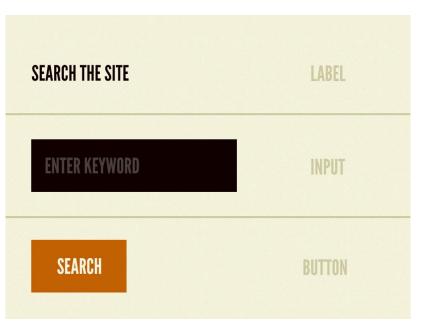
System structure for viewing the online design system.

#### What is Atomic Design?

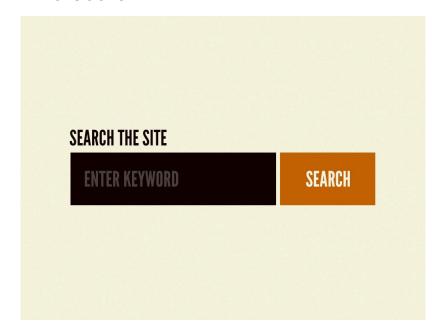
Atomic design is a web design approach developed by Brad Frost. It is based on the idea that a design system is similar to chemical elements, in that all designs are built of the same foundational components.



#### Atoms



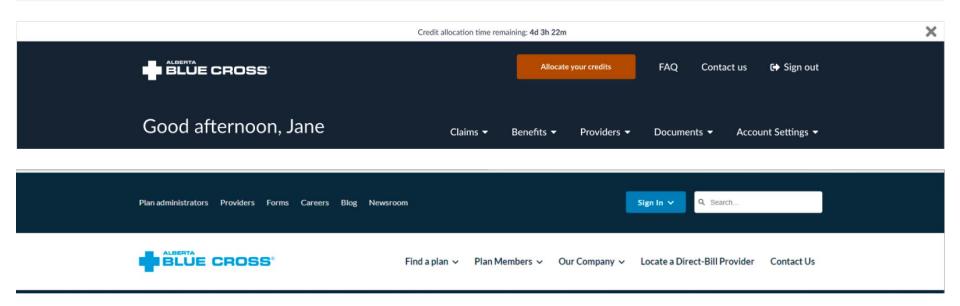
#### Molecule





BLUE CROSS® Q Search Explore plans v Member v Resources v Our company v Plan administrator Provider ①







View all personal plans



#### I would like to pay by



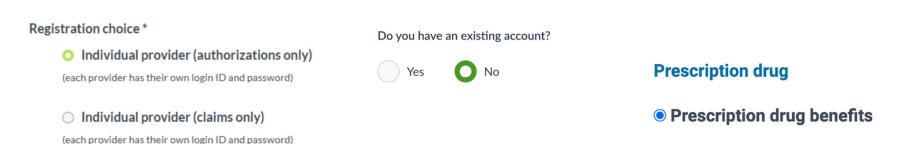


## In order to develop an atomic design system we first needed to agree on what we were calling *correct*.

Preauthorized payments (bank account)

Credit card (Visa, Mastercard and Amex)

Visa Debit, Debit Mastercard, other debit metho



#### **Atomic Components**

Accordions Modals

Breadcrumbs Navigations

Buttons Notifications

Cards Progress trackers

Checkboxes Radio Buttons

Footers Tables

Forms Tooltips

Inputs Utility icons

Menus

#### Brand

Colour

**Graphic Icons** 

Illustration

Logo

**Typography** 

#### **Foundations**

Elevation

Grids & Spacing

Shape

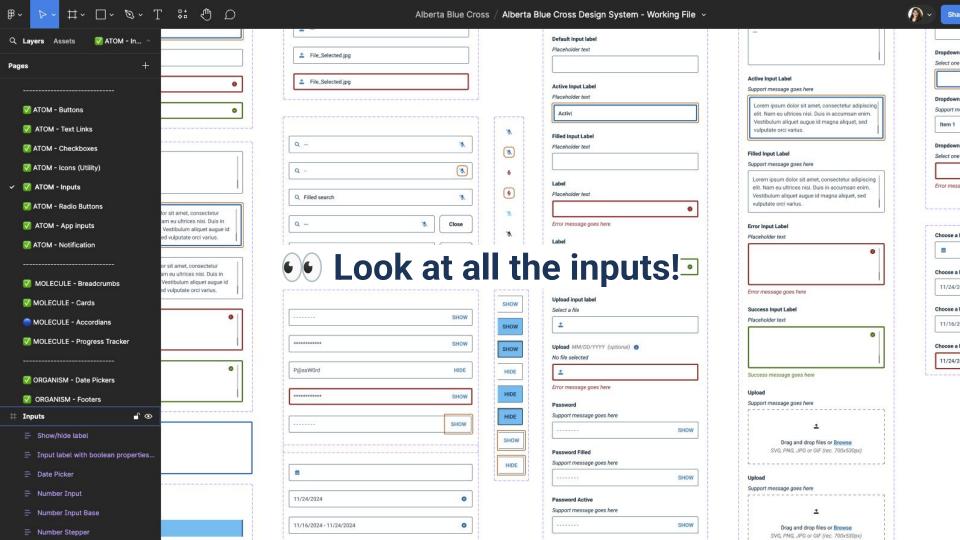
### Content & Language

Actionable content

Vocabulary & grammar

Voice & tone

Readability



Storybook walkthrough

### Let's do a demo!

### The future

An evolving system

## A living, breathing system that grows with us.

#### **An Evolving System**

#### **First Phase**

- Accessible atomicly designed components
- WCAG 2.2 compliance
- Status indicators
- Figma & Gitlab connections
- 17 primary components + brand, foundations and content guidelines

#### **Future Phases**

- Additional components (including mobile app related) added
- Dark mode components & guidelines included in Design System
- Metrics and analytics to measure the impact of Design System

## **Questions?**