



The Yoast Design Meeting

Designing in the open



@LucKickken

UX designer & developer @Yoast



@timhengeveld

UX designer & illustrator @Yoast,
WordPress core contributor



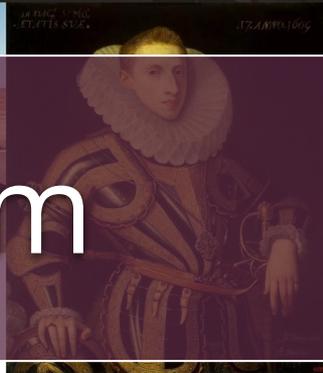
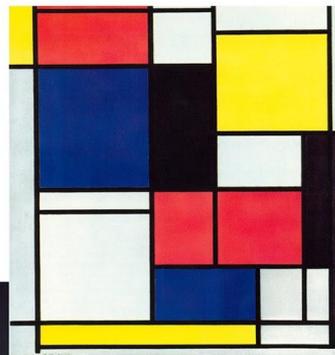
Part 1

The challenges of the design process

Design (from an *artistic* perspective):

- is boundless
- is expressive
- is personal

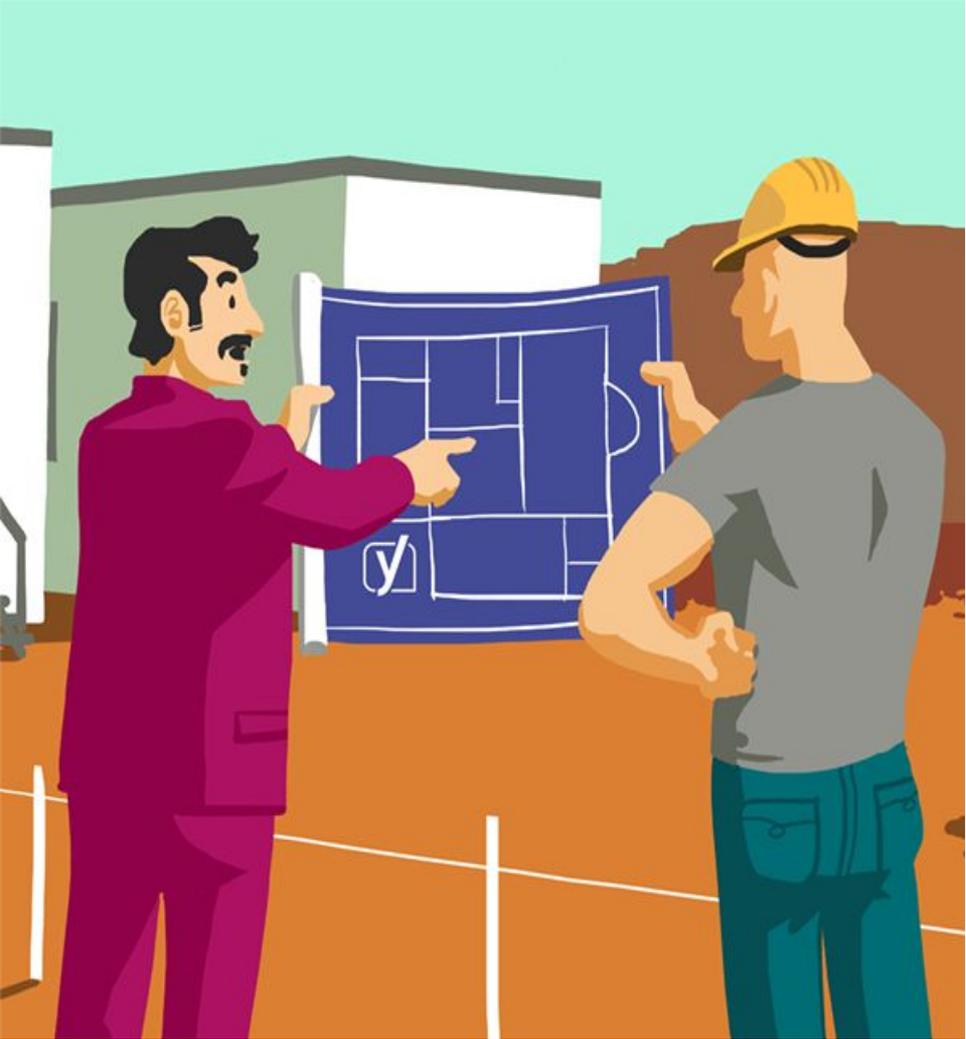




= Creative freedom

Which is *great!*





Unless you treat it as
an *engineering*
discipline.



Design (from an *engineering* perspective):

- lacks boundaries or rules
- is subjective
- is isolated





= Problems

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Hello **Jesse van de Hulsbeek**

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NEED HELP?

Check SEO configuration

Want to make sure your Yoast SEO settings are still OK? [Open the configuration wizard again](#) to validate them.

Problems (0)

Good job! We could detect no serious SEO problems.

Muted problems:

- Huge SEO Issue: You're blocking access to robots. You must [go to your Reading Settings](#) and uncheck the box for Search Engine Visibility.
- You still have the default WordPress tagline, even an empty one is probably better. [You can fix this in the customizer.](#)

Notifications (3)

- Yoast SEO and Advanced Custom Fields can work together a lot better by adding a helper plugin. Please install [ACE Content Analysis for Yoast SEO](#) to make your life better. [More information.](#)
- Yoast SEO and AMP can work together a lot better by adding a helper plugin. Please install [Yoast SEO AMP Glue](#) to make your life better. [More information.](#)

Yoast SEO

- Rank & keyphr
- Preview Twitter
- Get res links
- No mo
- 24/7 as
- No ad

Upgrade

Get Yo

Improve

Extend



Preparing for *the open sourcing of design* actually helps you in addressing these challenges.



By creating an *arena*

A place where design can be practiced in the open.

This empowers you to be open and *transparent*.



By creating a *playing field*

A system with clear rules and boundaries.

This empowers you to create work that is *transferable*.





So, *transparency* and *transferability* are vital ingredients
in the journey to open source design.

But, this journey starts *inside* your company walls.



Part 2

Our journey to an open design process

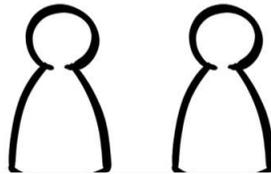




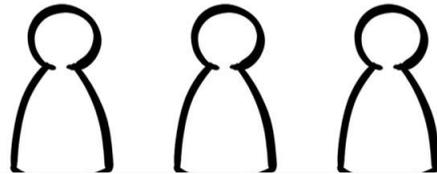
Designer



Designers

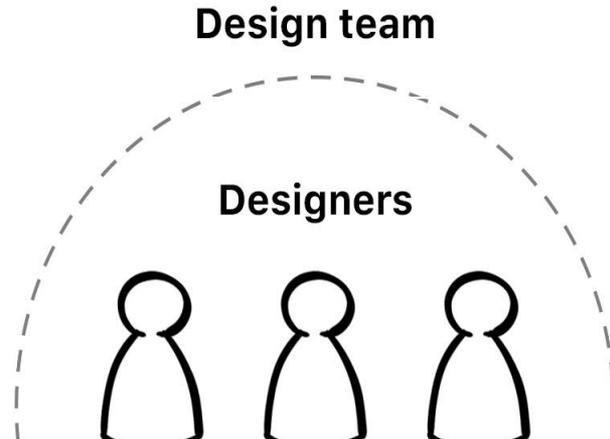


Designers





But how do you create a *team*?

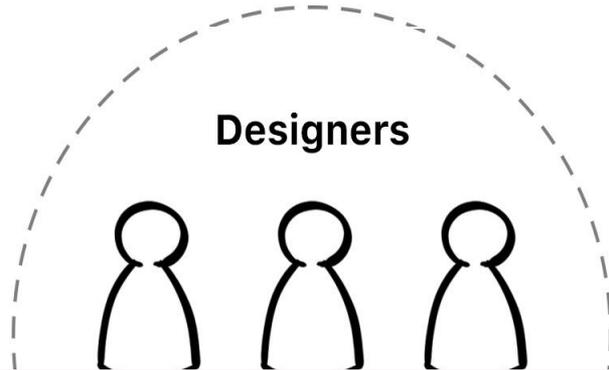


Our answer:

Design meeting

Design team

Designers



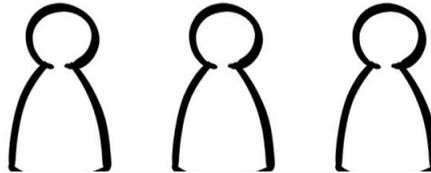


o Data
- Blog post #3060 -> Luc
- Author Page #3051 -> Luc
- Mod... #? -> ...

Design meeting

Design team

Designers

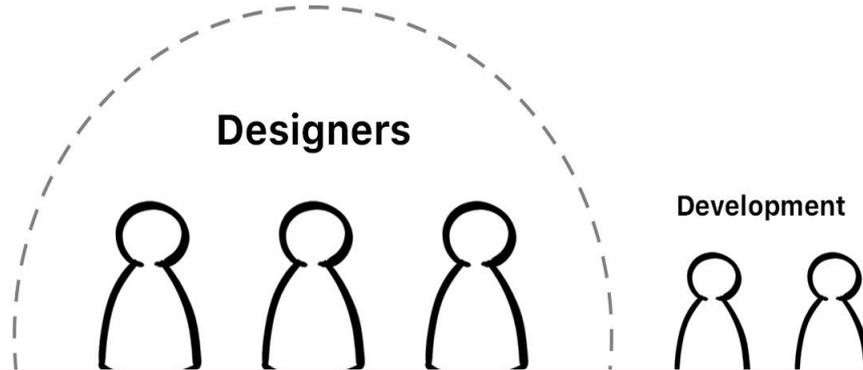


Design meeting

Design team

Designers

Development



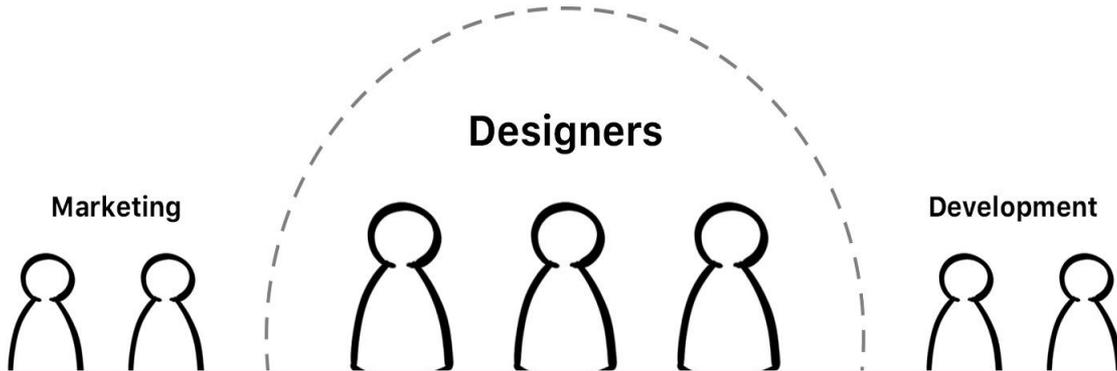
Design meeting

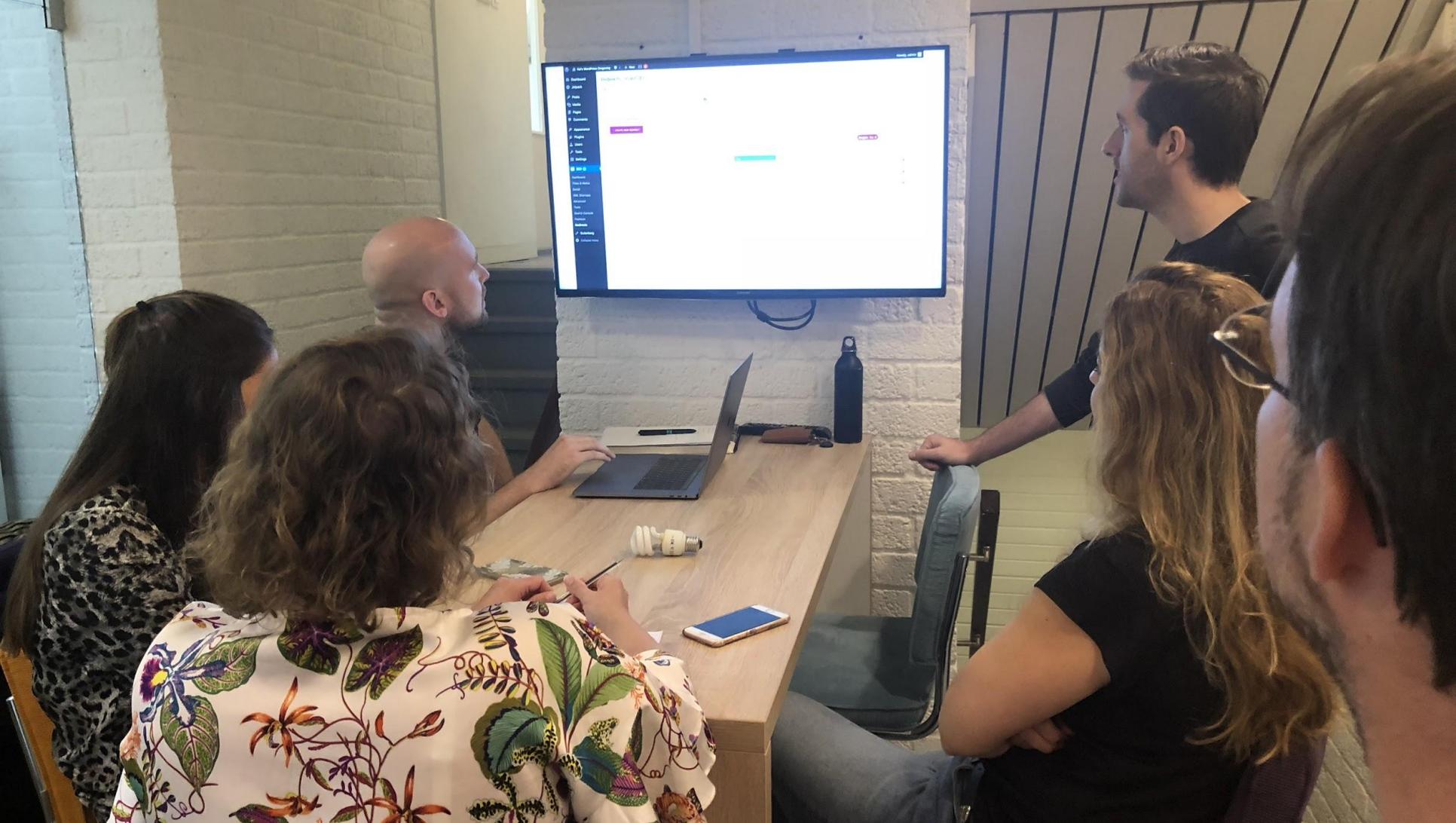
Design team

Designers

Marketing

Development





Design system

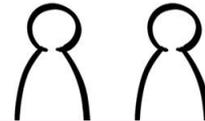
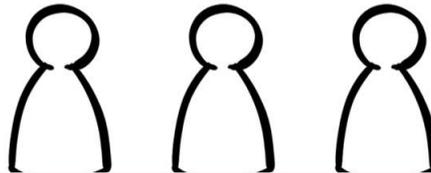
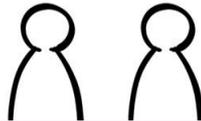
Design meeting

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Material System

Introduction

Material studies

Material Foundation

Foundation overview

Environment

Surfaces

Elevation

Elevation in Material Design

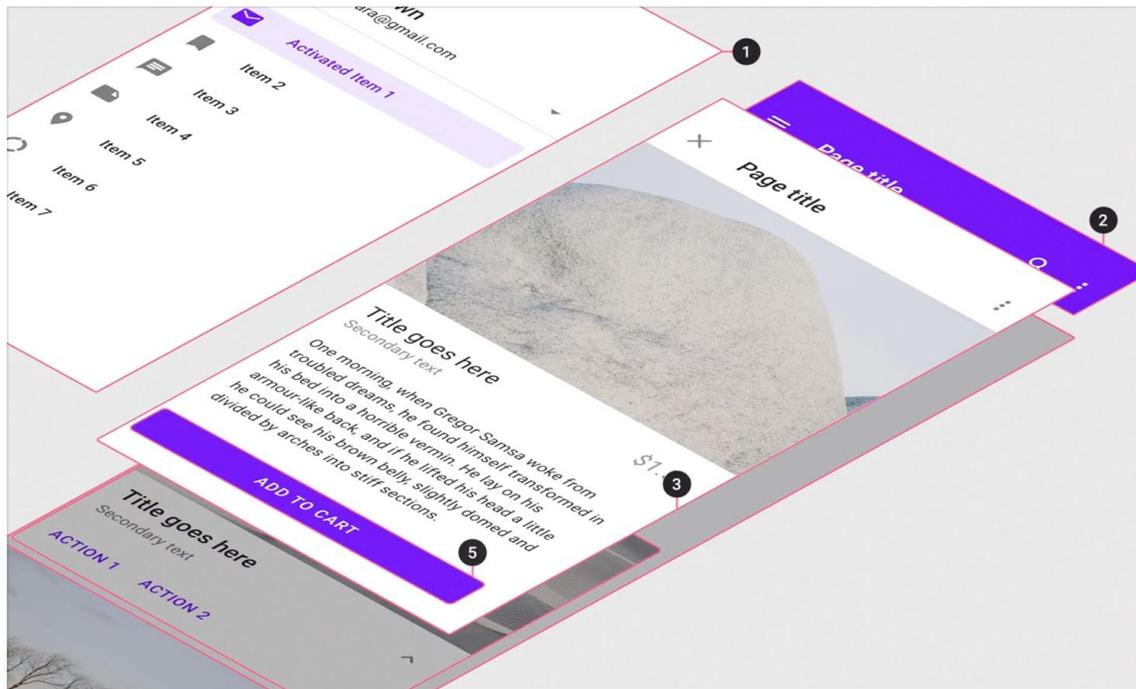
Depicting elevation

Elevation hierarchy

Default elevations

Elevation

Elevation is the relative distance between two surfaces along the z-axis.



Component elevation values



Hover  #000000 Opacity 0.2



Active  #000000 Opacity 0.2
Without inner shadow
Padding bottom: 6 px

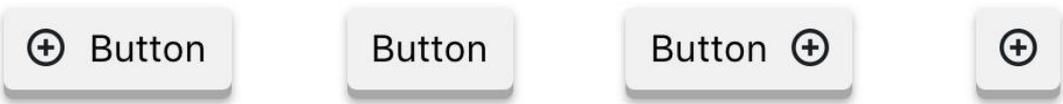


Focus  #000000 Opacity 0.2
Border: #5E9ED6 1px
,#5E9ED6 Opacity 0.5 3px



Secondary

 #F1F1F1



Hover  #000000 Opacity 0.2



Active  #000000 Opacity 0.2



Design system

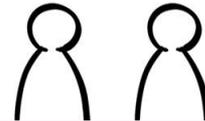
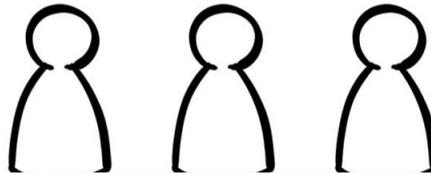
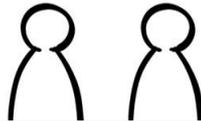
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Decision makers



Design system

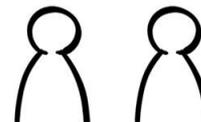
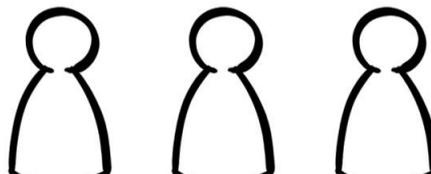
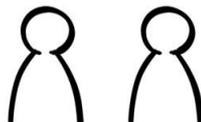
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Design team

Designers

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Design system

Design meeting

Decision makers

Design team

Product owners



Designers

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Development





Design meeting

2 july 2018

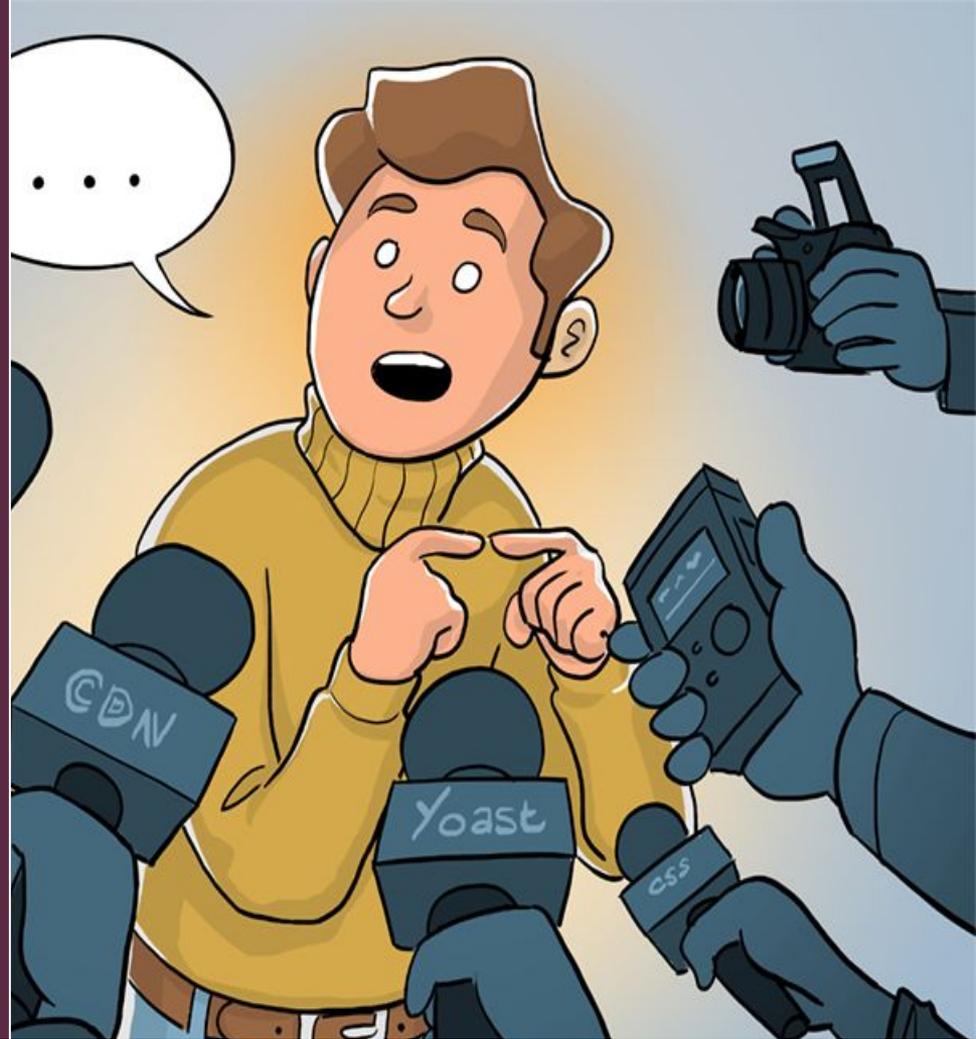
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Design meeting

13 december 2018

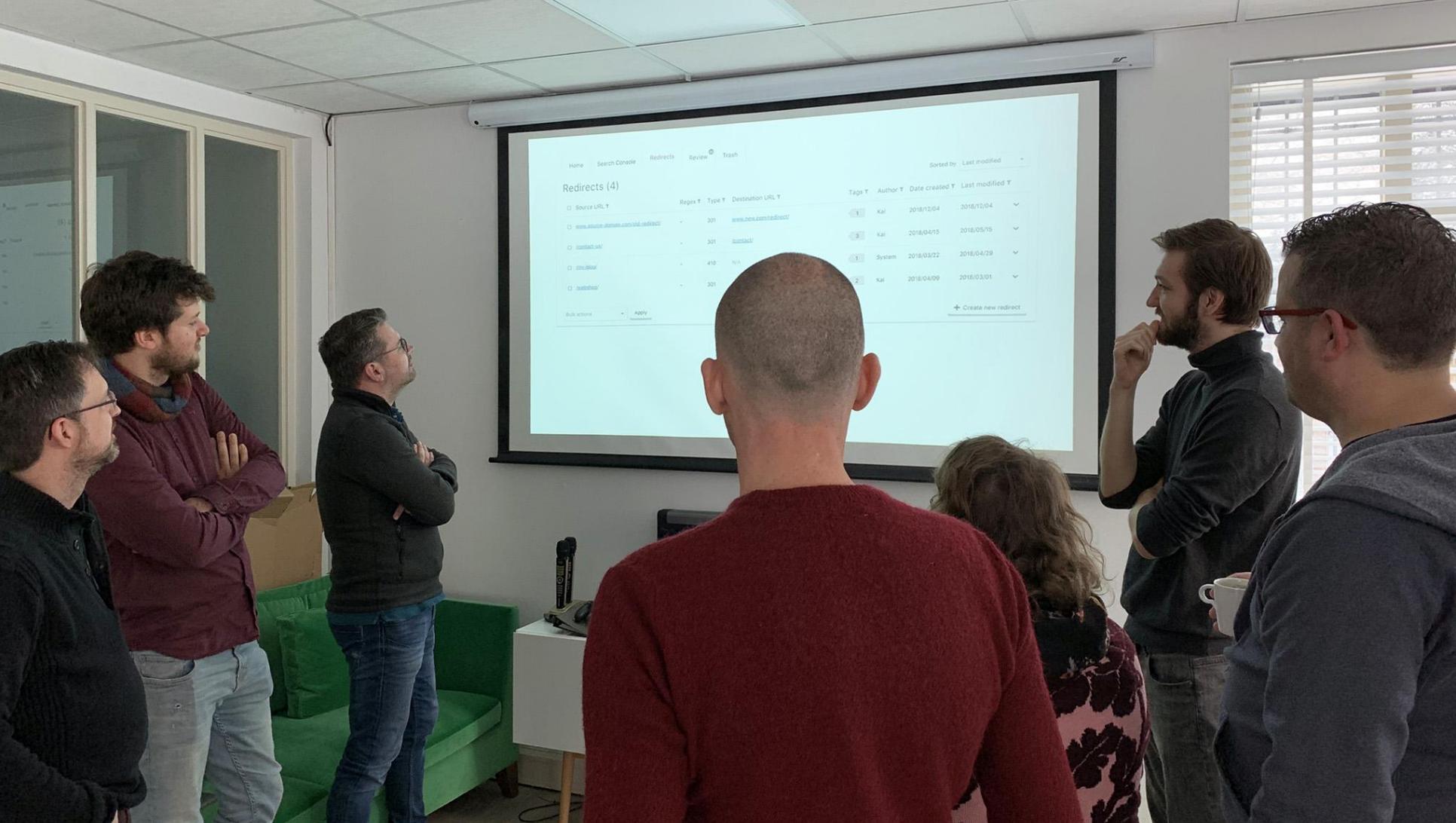


From
person-based
to
subject-based



The image shows a group of people in a meeting room. A large projection screen displays a web interface for managing redirects. The interface has a navigation bar with 'Home', 'Search Console', 'Redirects', 'Review', and 'Trash'. Below the navigation bar, there is a title 'Redirects (4)' and a 'Sorted by: Last modified' dropdown. The main content is a table with columns: 'Source URL', 'Regex', 'Type', 'Destination URL', 'Tags', 'Author', 'Date created', and 'Last modified'. There are four rows of data. At the bottom of the table, there are 'Bulk actions' and a '+ Create new redirect' button.

Source URL	Regex	Type	Destination URL	Tags	Author	Date created	Last modified
www.abc.com/old-redirect	-	301	www.abc.com/new-redirect	1	Kai	2018/12/04	2018/12/04
contact.us!	-	301	contact!	3	Kai	2018/04/15	2018/05/15
site.html	-	410	N/A	1	System	2018/03/22	2018/04/29
redirect!	-	301		2	Kai	2018/04/09	2018/03/01



Design language

Design system

Design meeting

Decision makers

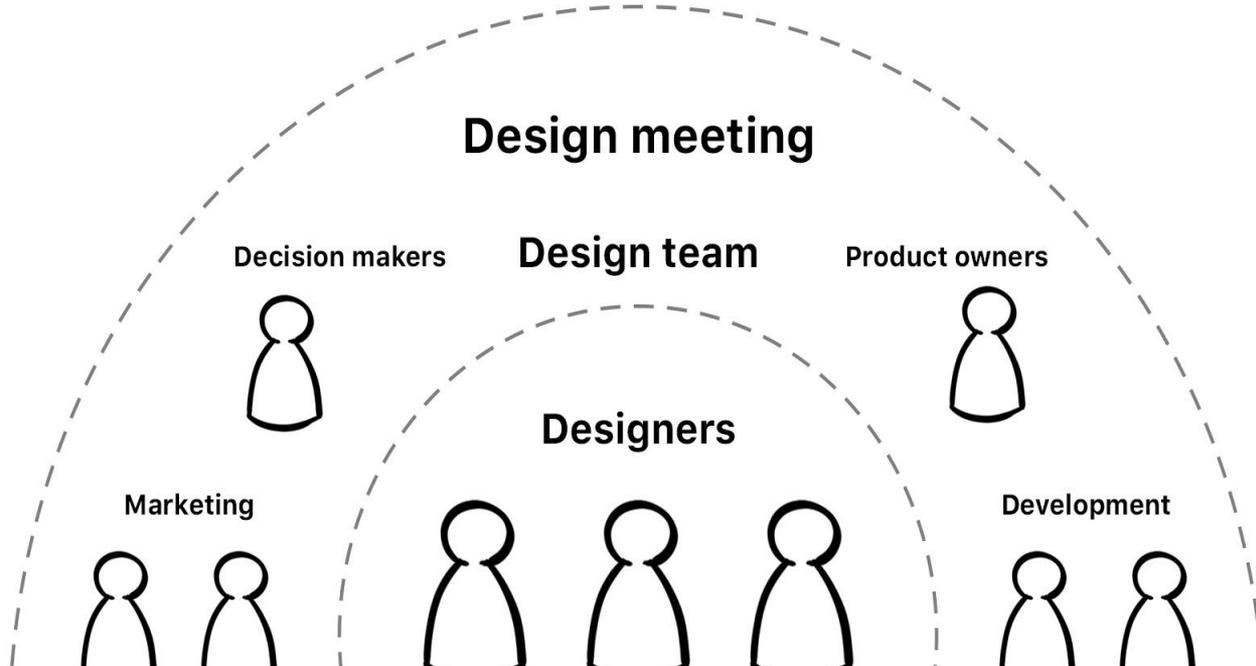
Design team

Product owners

Marketing

Designers

Development



Next steps:

- Make design system easily editable
- Document design system changes
- Make design system available to non-designers
- ★ Connect design system with component library



Open source design

Design language

Design system

Design meeting

Decision makers

Design team

Product owners

Outside contributors

Marketing

Designers

Development

Outside contributors





Thanks for listening