

# Design Systems

A **design system** is a collection of well-defined guidelines and reusable building blocks that make it easy for you and your team to design new experiences quickly and consistently. Think of it as your toolkit for creating great products!

## 5 BENEFITS

As businesses scale they're often expected to build more, better and faster. Without standards in place, every new hire and new project can lead to chaos. A design system helps streamline.

- ALIGN YOUR TEAM** Documented standards articulate the philosophy and expected behavior of company's products.
- PROMOTE CONSISTENCY** Design and development guidelines mean each new feature follows the same principles and rules.
- INCREASE EFFICIENCY** A single source of truth and standardized processes help people re-use existing work to get things done faster.
- SPEED UP ONBOARDING** New employees have less to learn so they can start contributing faster and more effectively.
- SIMPLIFY MAINTENANCE** Using well tested components means less time in quality assurance, and consistent code style helps developers work together.

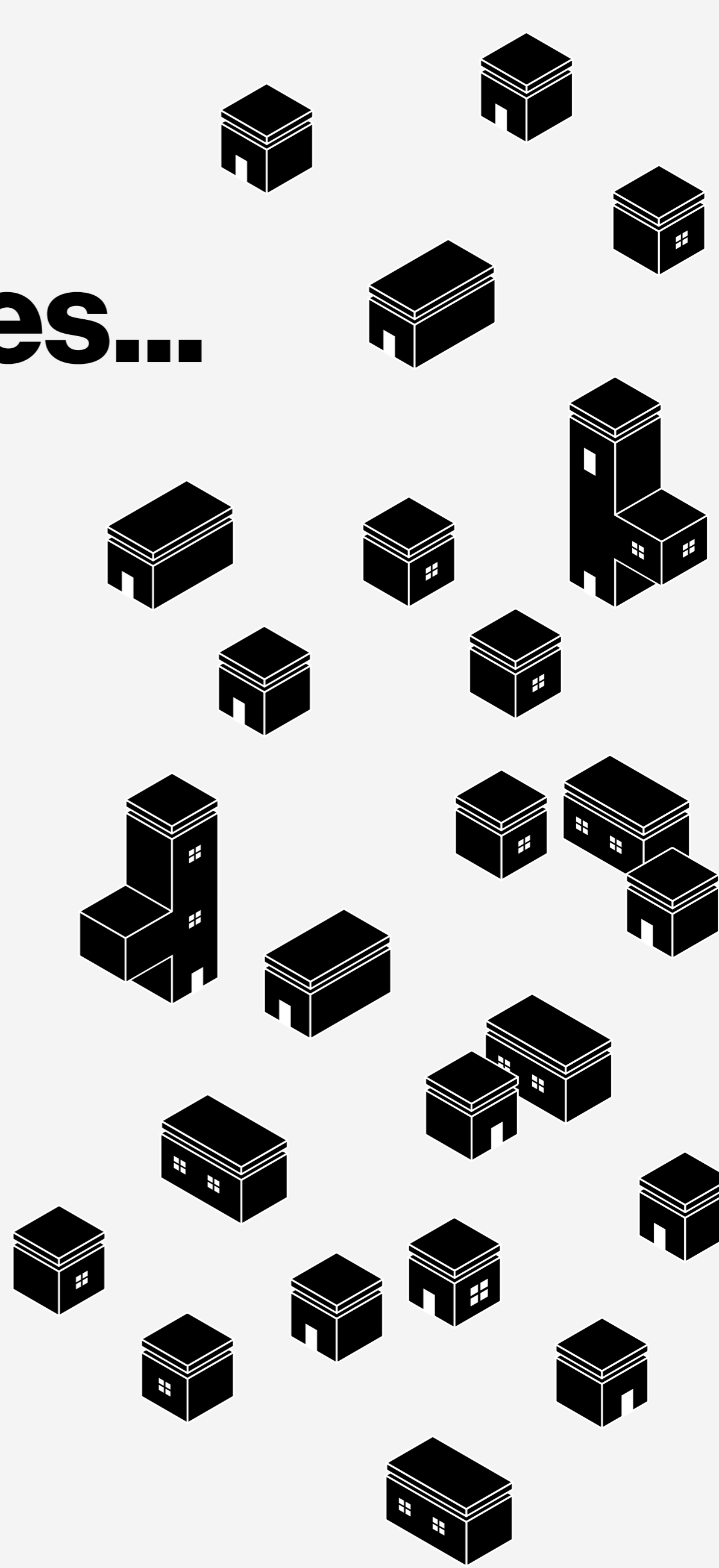
## How NASA used a design system to consolidate 3,000 websites

NASA partnered with Blink to create the Horizon Design System, a custom design system aimed at capturing the spirit of NASA's mission and modernizing the agency's web experience.

## From 3,000 separate houses...

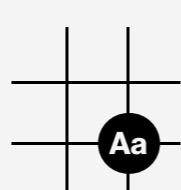
### Before the Horizon Design System

- VARIOUS BRANDING** Without a unified look and feel, it was challenging for NASA to fully connect with its audience online.
- HIGH COSTS** Each website incurred separate costs for content strategy, accessibility, web development, and maintenance.
- OPPORTUNITIES TO STREAMLINE** Without reusable components NASA storytellers weren't able to publish new content quickly.
- ROOM TO IMPROVE UX** Various interfaces made it difficult for users to discover and interact with NASA's content.
- BURIED CONTENT** Having multiple websites meant important and impactful stories weren't reaching the public.



### Inside the design system

The base properties at the heart of any UI element, including guidance on layout, typography, and color.



## FOUNDATIONS

Foundational building blocks like form fields, links, and buttons used to create Components and Modules.



## ELEMENTS

Simple groups of Elements that function together as a reusable unit. Card Components, for example, is made up of a headline, tag, date, and image.



## COMPONENTS

Modules are the largest building block of the system. They make up entire page sections and stack vertically to make Templates.



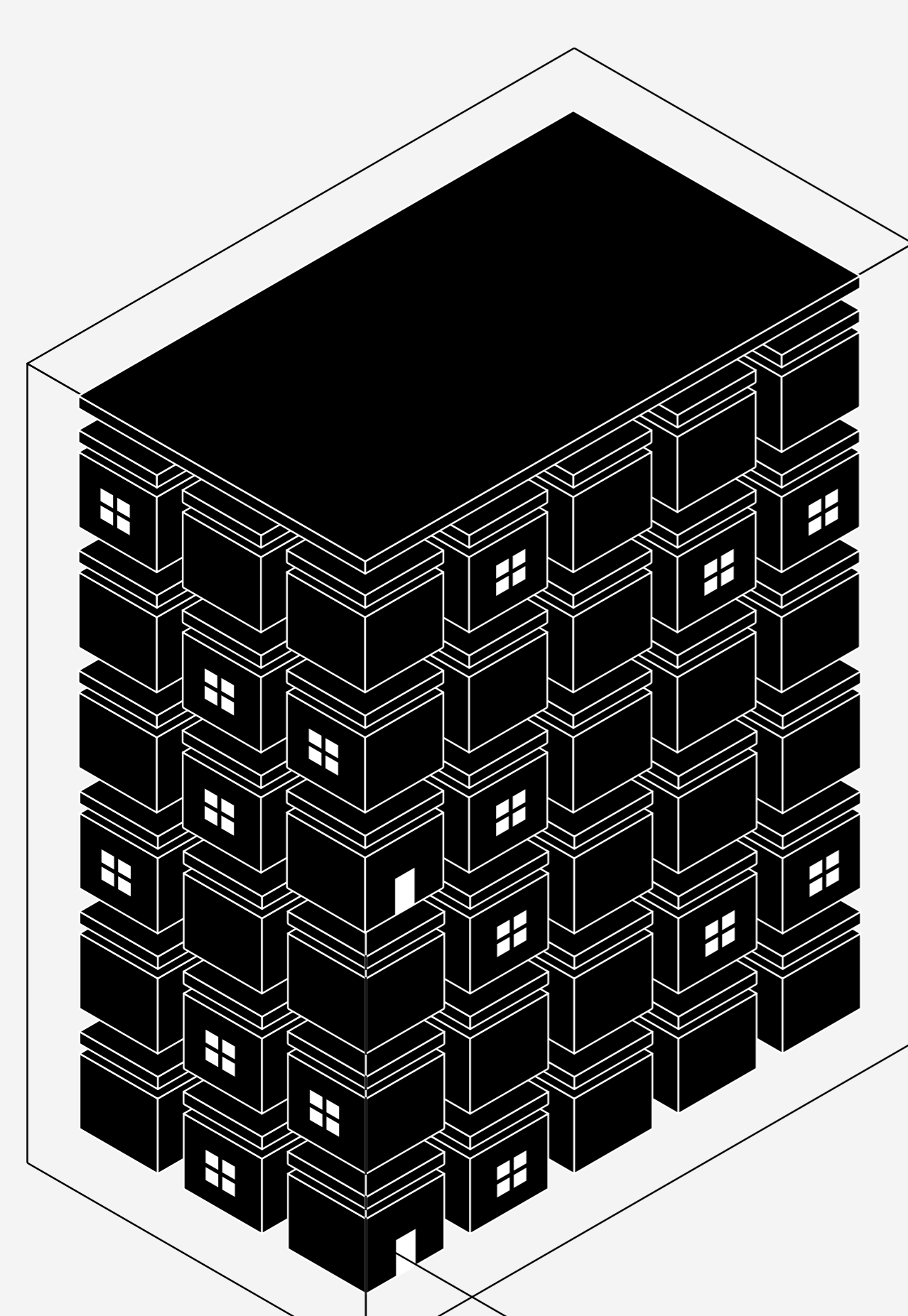
## MODULES

Reusable sets of stacked modules, and guidelines for content creation. When content is added to templates, they make up the pages of NASA.gov



## TEMPLATES

## ...to one unified hotel.



### After the Horizon Design System

- MORE DISCOVERY** Standardized patterns and components make it easy for NASA's audience to find and engage with high-quality content.
- IMPROVED EXPERIENCE** Intuitive, inspiring web pages enable visitors to dive deep into content with no dead ends.
- SEAMLESS PUBLISHING** Flexible templates make it easy for content creators to quickly curate stories for specific audiences and use cases.
- ENGAGING CONTENT** Accessible and beautifully branded content help NASA connect with a wider audience.
- REASONABLE COSTS** Consistent, reusable components mean no less upkeep and spend on thousands of sites.

Want to unify your products and experiences? Work with Blink UX to create a unique design system fit to your audience needs!