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5 Benefits of a Design System

As businesses scale, they're often expected to build more, better, and faster. Design systems provide the guidelines and reusable components you and your team need to scale efficiently and add new team members *without* adding chaos.

Check out our infographic to learn about the benefits of a design system — and how NASA used a Blink design system to unify over 3,000 separate websites. View the [infographic as a PDF](#).
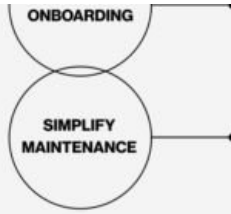

A **design system** is a collection of well-defined guidelines and reusable building blocks that make it easy for you and your team to design new experiences quickly and consistently. Think of it as your toolkit for creating great products.

5 BENEFITS

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
New employees have less to learn so they can start

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.
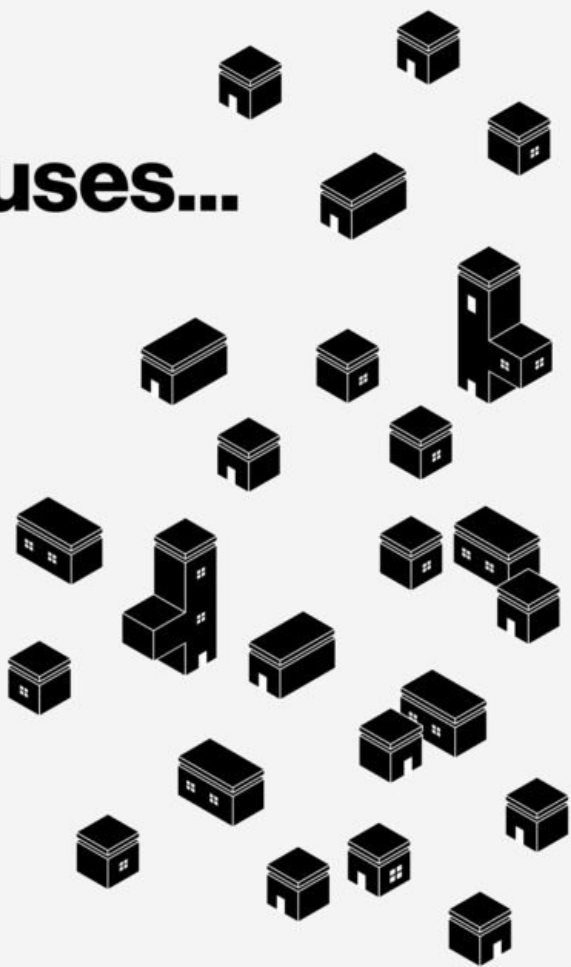
contributing faster and more effectively.

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 a design system aimed at capturing the spirit of NASA's mission and modernizing the agency's web experience.

From 3,000 separate houses...

⊘ **INCONSISTENT BRANDING**

Without a cohesive look and feel, it was challenging for NASA to build trust and connect with its audience.

⊘ **HIGH COSTS**

Each website incurred separate costs for content strategy, accessibility, web development, and maintenance.

⊘ **INEFFICIENT PROCESS**

Without reusable components NASA storytellers weren't able to publish new content quickly.

⊘ **POOR EXPERIENCE**

Inconsistent interfaces made it difficult for users to discover and interact with NASA's content.

⊘ **BURIED CONTENT**

A disjointed web experience meant important and impactful stories weren't reaching the public.

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. A Card Component, 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	**MODULES**

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

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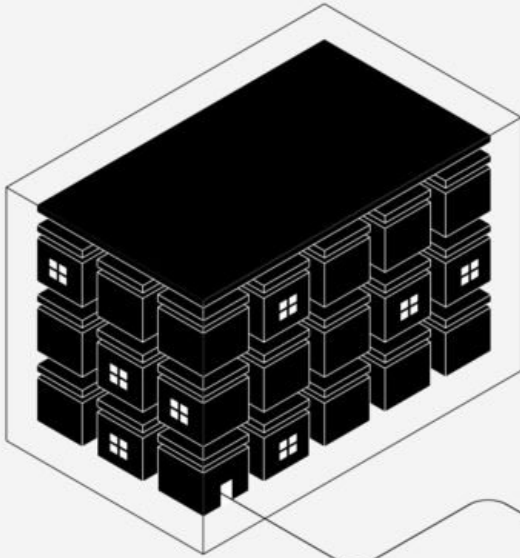
MODULES

TEMPLATES

...to one unified hotel.

☑ **MORE DISCOVERY**

Built-in accessibility components make it easier for NASA's audience to find and engage with content.

☑ **IMPROVED EXPERIENCE**

Easy, enjoyable, and inspiring webpages 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 more upkeep and spend on thousands of sites.

Want to unify the web experience for your brand? Work with Blink to create a unique design system fit to your audience needs!