

Automation for Large Enterprise Teams

ROSENFELD MEDIA - DESIGNOPS SUMMIT

AUTOMATIONS IN DESIGNOPS

Who am I?



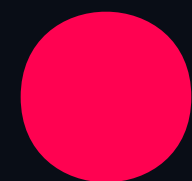
**Farid
Sabitov**

sabitov.me

 <https://twitter.com/faridsabitov>

 <https://www.facebook.com/fsproduction>

 <https://www.linkedin.com/in/faridsabitov/>



Our Plan for today

ROSENFELD MEDIA - DESIGNOPS SUMMIT

OUR PLAN FOR TODAY

Agenda

- 01 What is DesignOps Consultancy and Approach
- 02 Assess the process
- 03 Optimize and scale the process
- 04 Automate the process
- 05 How to start your journey
- 06 Personal Advices

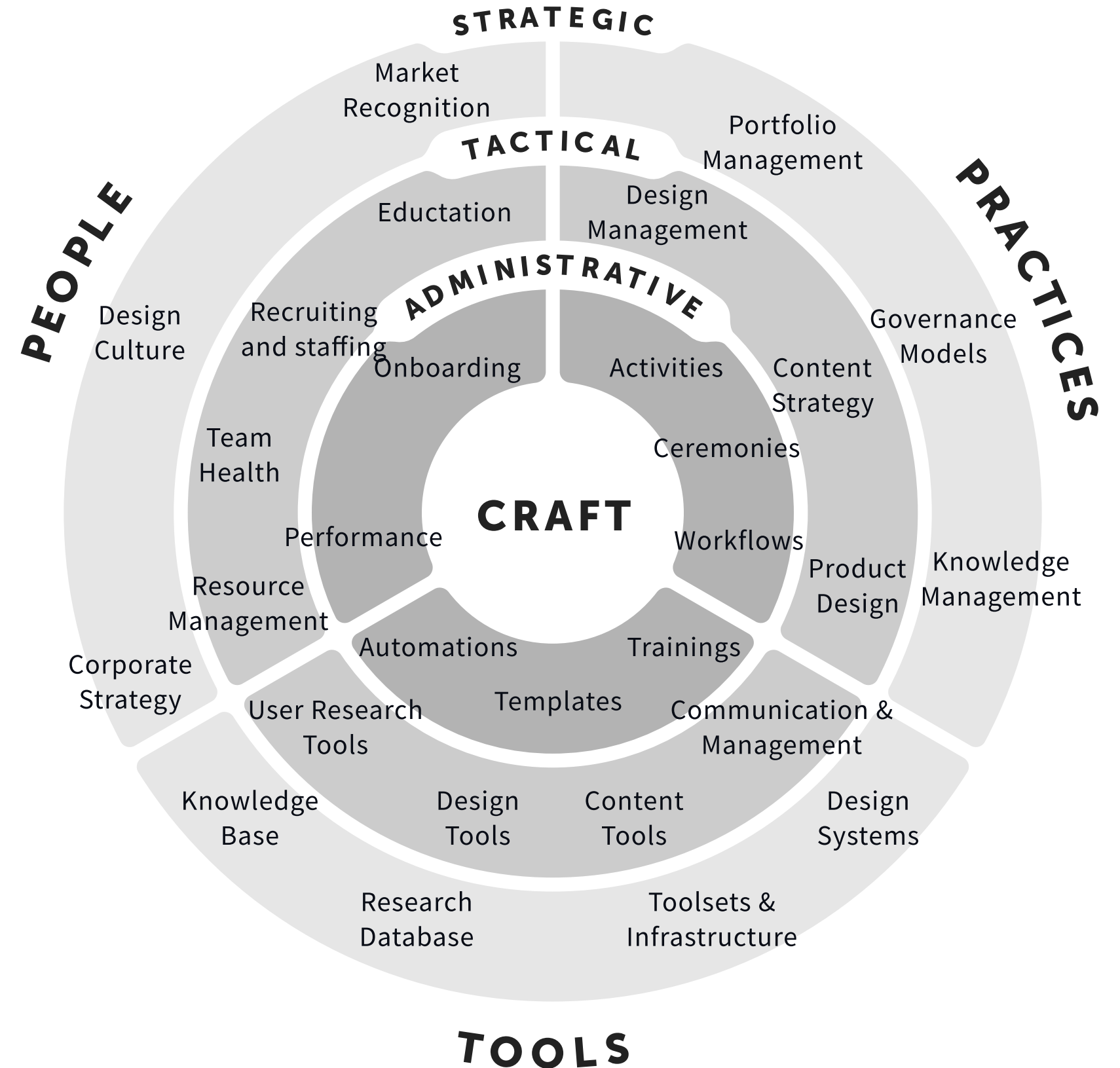
What is DesignOps Consultancy

ROSENFELD MEDIA - DESIGNOPS SUMMIT

WHAT IS DESIGNOPS

What is DesignOps Consultancy

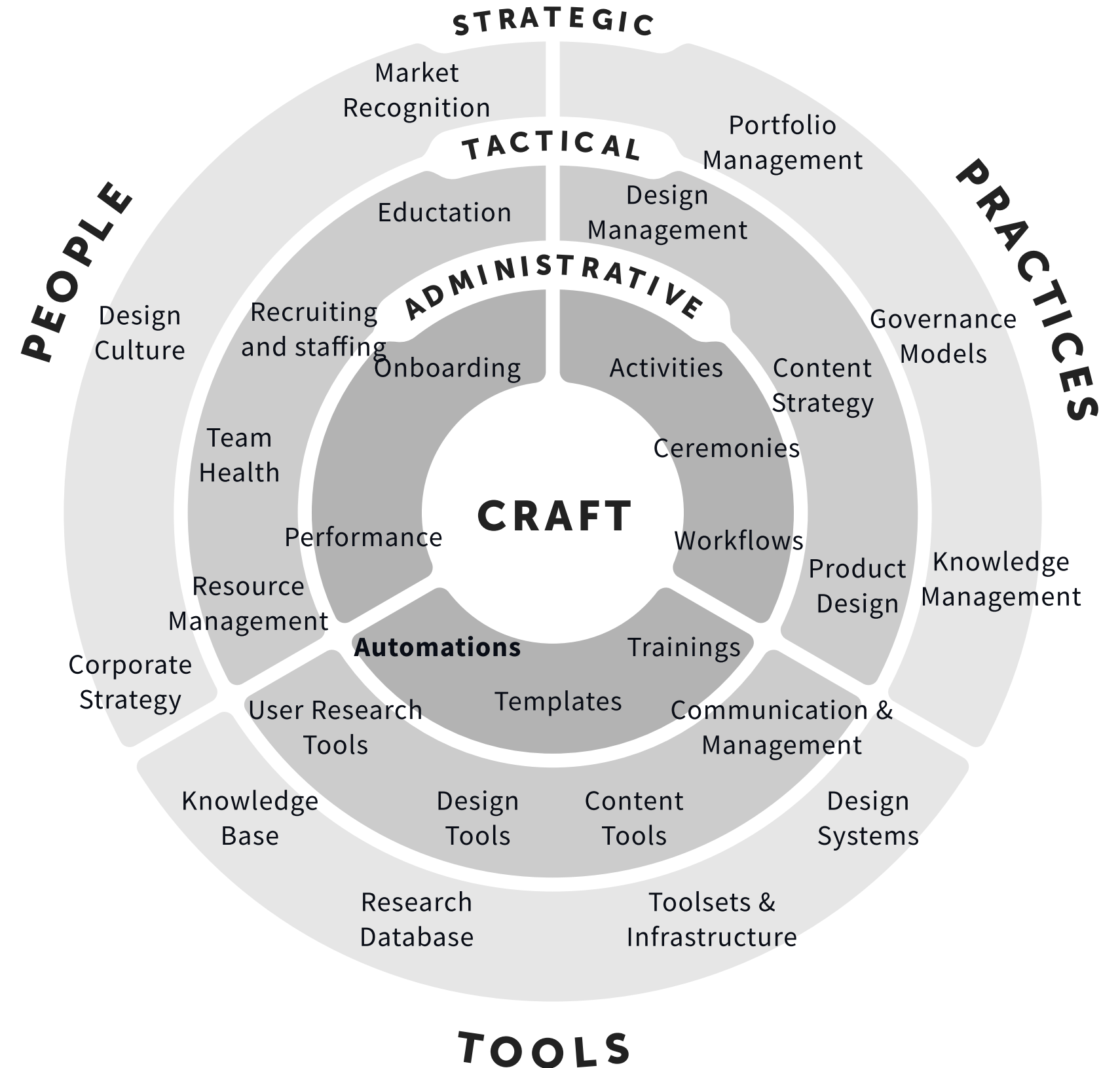
DesignOps Consultancy is focused on operations inside and outside the design teams that can help to **increase** speed, **efficiency** and **quality** of design deliverables in order to amplify design's **value** and **impact** at scale



WHAT IS DESIGNOPS

What is DesignOps Consultancy

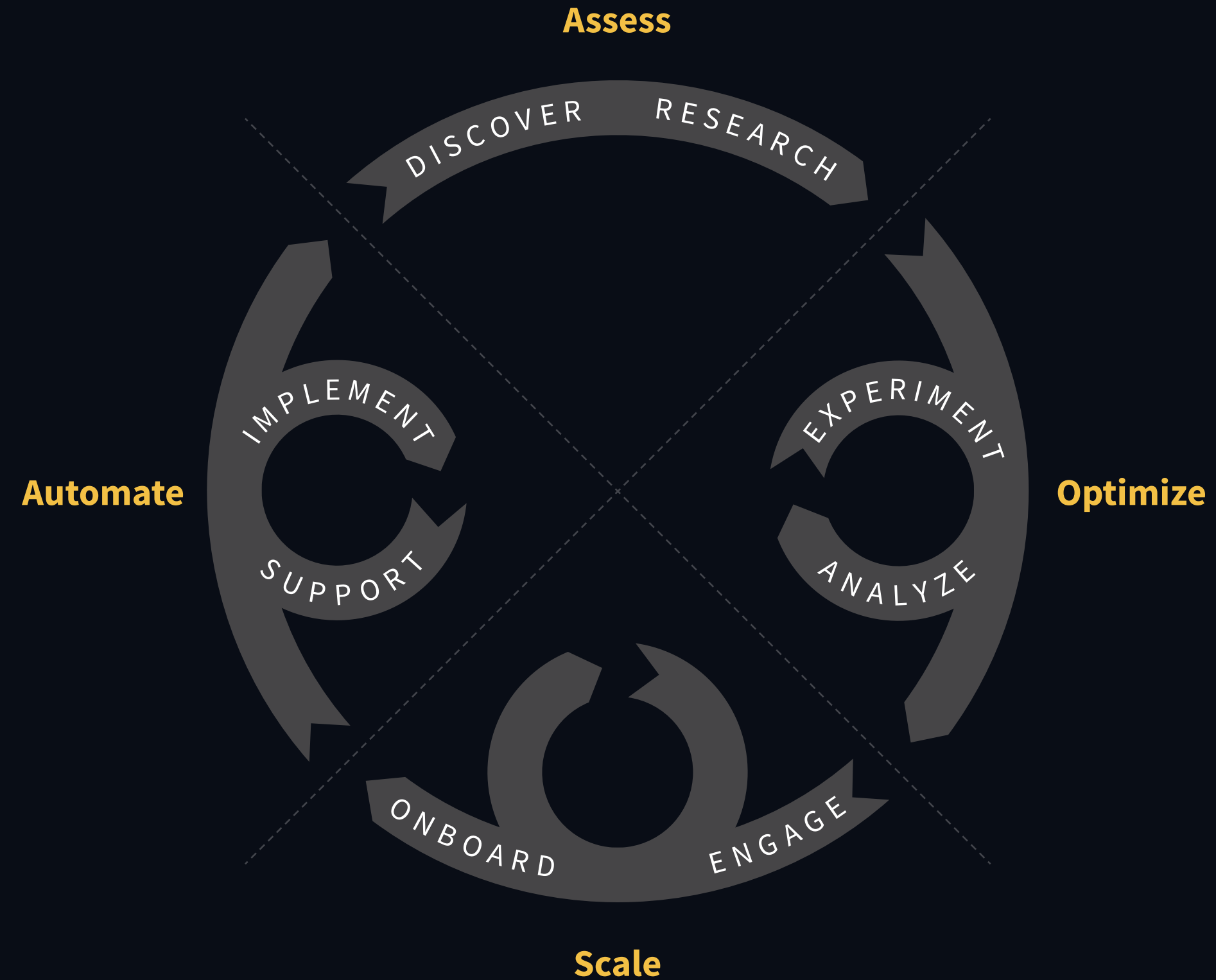
DesignOps Consultancy is focused on operations inside and outside the design teams that can help to **increase** speed, **efficiency** and **quality** of design deliverables in order to amplify design's **value** and **impact** at scale



WHAT IS DESIGNOPS

DesignOps Consultancy Approach

By implementing design thinking into DesignOps we are able to understand and validate problems first and then experiment with our approach with the recommended solution.





Assess the process

ROSENFELD MEDIA - DESIGNOPS SUMMIT

Assess the process



Goal

Is to understand the **current situation** from the operations perspective. Each topic from People, Processes, Tools, Organization and leadership will have own score from the **maturity matrix** that will allow us to find the **weak spots** and create a more detailed **plan** for the optimize phase.

Activities

- DesignOps workshop(s)
- User Interviews with Design/Business/Tech teams
- Diary Study
- Maturity Evaluation
- Demo and Planning

Outcomes

- DesignOps Canvas. With DesignOps Goals, Stakeholder Map, Design Organization Chart, Products Map, Communication Plan
- Interview report. Validated flows, pains, gains and insights
- Journey Map. Journeys, actors, touchpoints and hypotheses
- Maturity Matrix. Actionable Insights
- Roadmap. Specifying Operations Team and testing groups



Understanding the challenge

Design Handoff process as example



Why it's not the **same** as in design guidelines?



I didn't check the results **pixel by pixel**



I wrote **3 pages** of visual fixes, can you do it?



How it could go to the app store if I **didn't know** we have such a feature?



Can we ask the **designer to review** the build?



I remember I fixed that in **component** level



Why we didn't use component from our **design system**?

Understanding the challenge

How might we make sure that the handoff process is seamless and nimble and production is same as in designs?

ASSESS THE PROCESS

Understanding the key components

Analyzing the process



People

People

Activities

Activities



Tools

Tools

Ceremonies

Ceremonies

Deliverables

Deliverables

ASSESS THE PROCESS

Understanding the key components

Analyzing the process



People

People

It's important to understand **who** exactly involved in the current process.

By **specifying roles, structure and responsibilities** we can find weak spots in the **skill matrix** and count the **communication gaps** between the teams.



Activities

Activities

Is the main **steps** that a specific person needs **to perform** to get a result.

By capturing everything as a checklist and adding everything into DoD we can make sure that others will **not miss anything**. Also, that will visualize which things can be **automated**



Tools

Tools

Each activity can be done manually but tools are helping us to increase efficiency and quality of our deliverables.

By capturing all the tools that are involved in the process we are able to specify the **right toolset** that will work best for specific team.

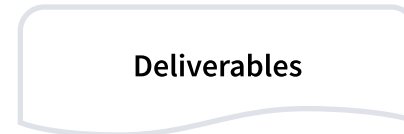


Ceremonies

Ceremonies

Ad-hoc meetings or repeatable meetings are needed to make sure that people are connected and sharing the information between.

It's important to make sure that people have time to do the **work** instead of fill up the day with **unefficient meetings**.



Deliverables

Deliverables

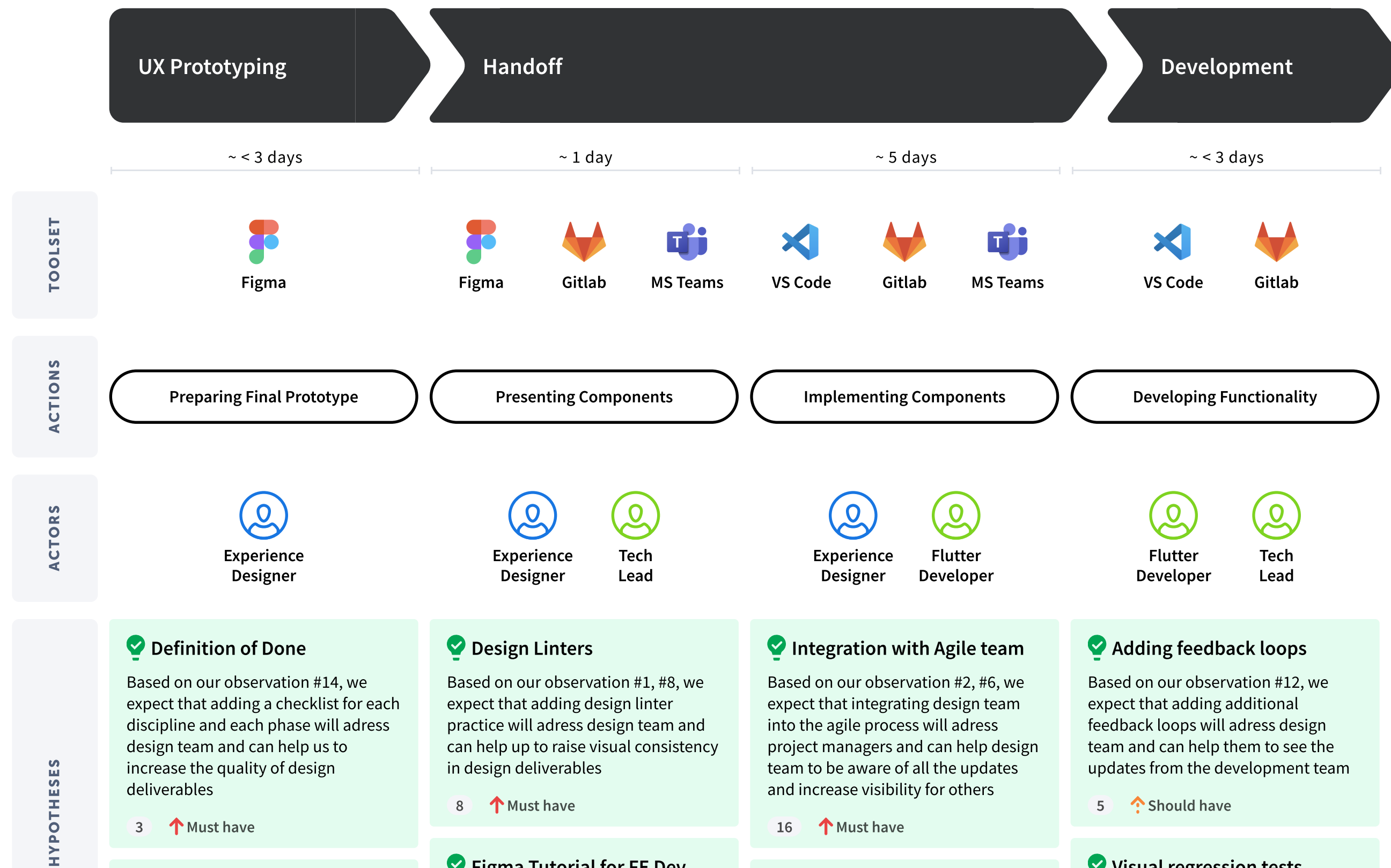
Is the main result of all the activities and ceremonies. Each discipline has it's own deliverables at each phase of the process.

By capturing deliverables we are able to see which disciplines are **creating** results and how and when this **results** are **used by others**

ASSESS THE PROCESS

Understanding the journey map

Always cover create and update cycle



ASSESS THE PROCESS

Conclusion

With a prioritized and approved roadmap

~ 6 days

Average Time Spent on the handoff

We have couple hypotheses how to **improve** it and **unlock** new possibilities

~ 3

Actors are involved

In ideal case we need to make sure that the amount of communication gaps is low

~ 90%

Manual work

There are a lot of things that we can automate with pre-made scripts and integrations

Toolset



Figma



Gitlab



VS Code



MS Teams

Optimize and scale the process

ROSENFELD MEDIA - DESIGNOPS SUMMIT

OPTIMIZE AND SCALE

Optimize



Goal

Is to present all available solutions for specific challenges and test it with a small group of people. Gather all **feedback** and **optimize** the way of how design teams are working

Activities

- Workflow Analysis
- Desk Research
- Usability testing
- Demo and Decisions

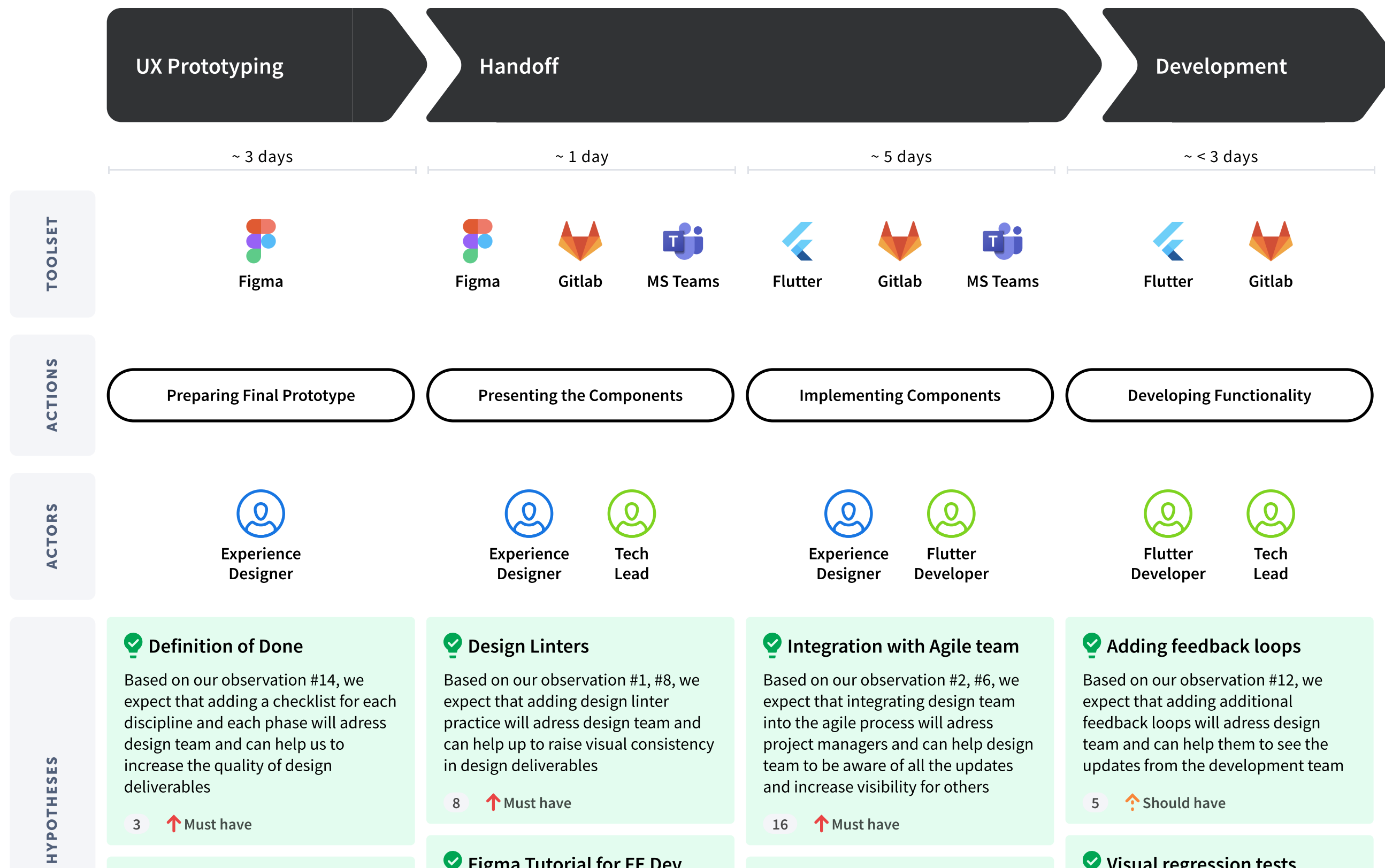
Outcomes

- Pipelines/Use Cases/Detailed Flows
- Available Solutions for specific challenges. Business Values and Implementation Cost
- Validated hypotheses, insights, feedback and detailed flows
- Practice Report. Onboarding materials, milestones and specified focus groups or streams



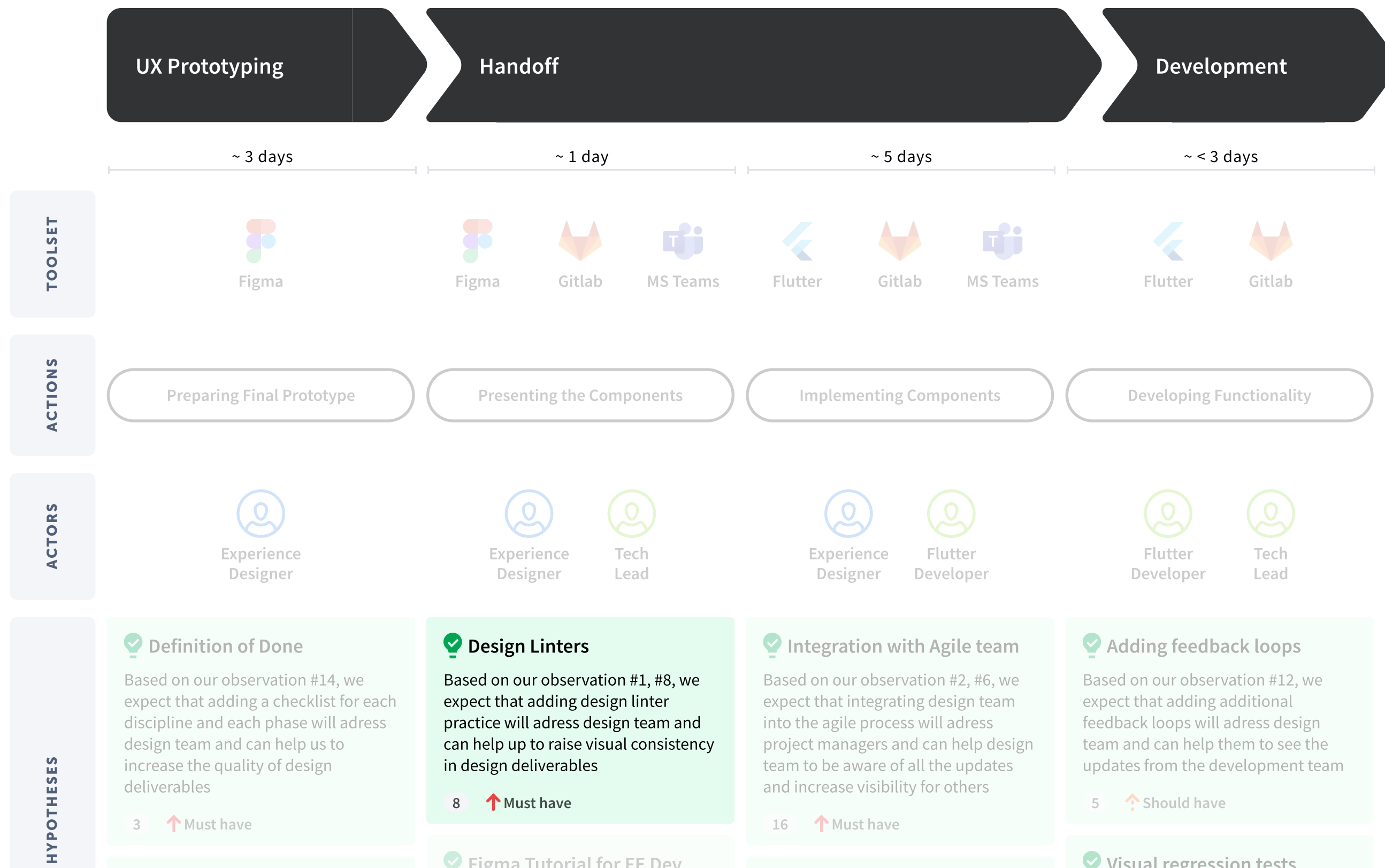
OPTIMIZE AND SCALE

Understanding the journey map



OPTIMIZE AND SCALE

Understanding the journey map



OPTIMIZE AND SCALE

Testing Results Overview

Each hypotheses are tested to gather early feedback

Goal

Deliver Consistent Solutions from Design team

Hypothesis

Based on our observation, we expect that by implementing **Design Linter practices** for Experience Designers we can deliver 100% consistency in text styles

Participants



Alina Miadzelets
Experience Designer



Aliaksandr Dudzinski
Senior Experience Designer

Previous Observations

27.9%

Current External Library Usage in project

OPTIMIZE AND SCALE

Testing Results Overview

Each hypotheses are tested to gather early feedback

Goal

Deliver Consistent Solutions from Design team

Hypothesis

Based on our observation, we expect that by implementing **Design Linter practices** for Experience Designers we can deliver 100% consistency in text styles

CONFIRMED

~ 30 mins

Average Time Spent on the practice
Instead of couple days of manual work

\$3/mo per member

Price to scale the practice
By using the team version plan

~ 30%

Manual work
With the opportunity to develop a plugin that will replace all styles automatically

Toolset



Figma



Gitlab



VS Code



MS Teams



Roller Plugin

NEW

OPTIMIZE AND SCALE

Scale



Goal

Is to scale selected practices through out the organization. Make sure that the suggested solutions are easy to **follow** and easy to **onboard** new designers and other disciplines as well

Activities

- Consulting
- Suggested Practice Improvement
- Support
- Trainings
- Engagement Workshops

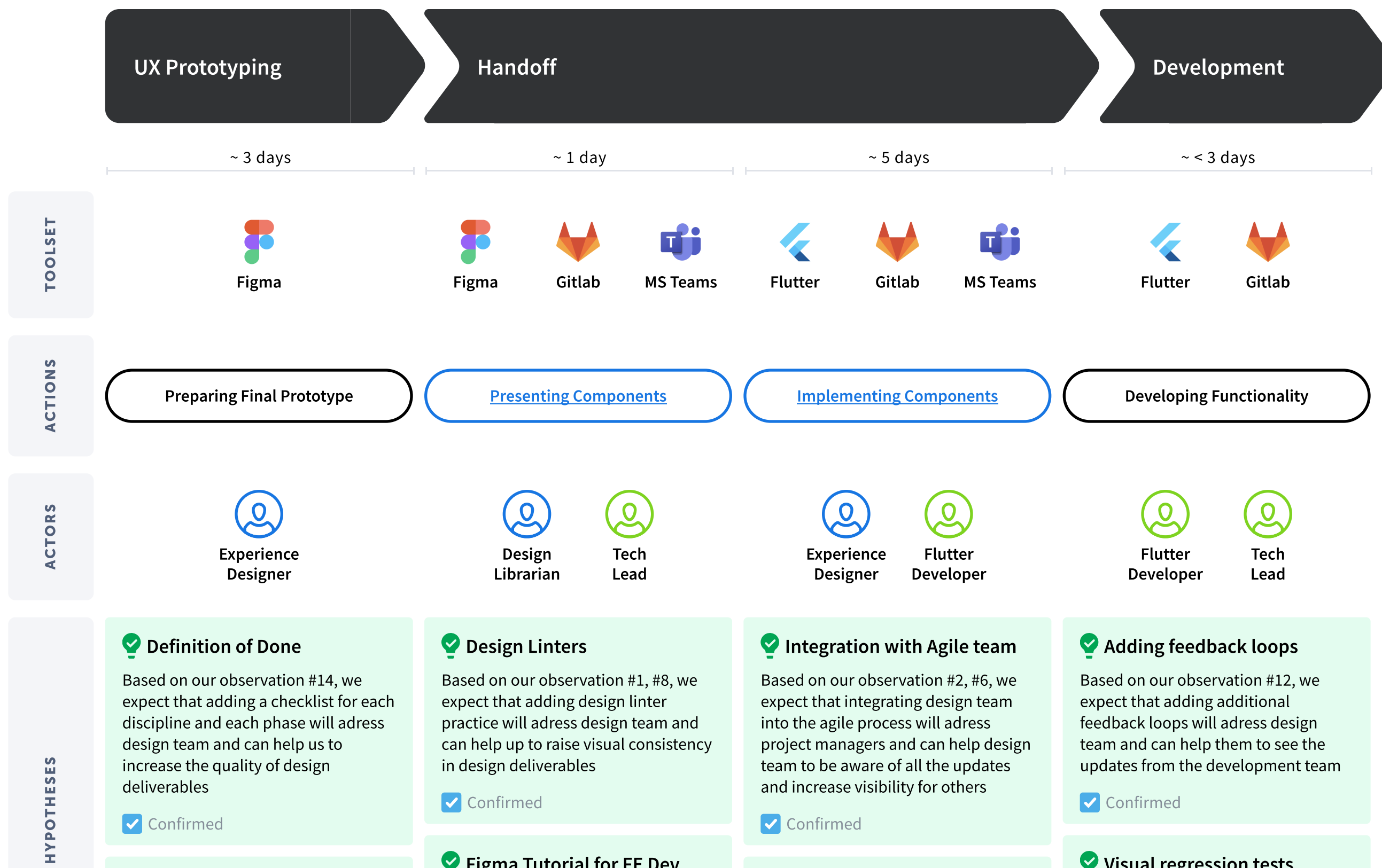
Outcomes

- Consulting Report with all the feedbacks, cases and feature requests for automation
- Practice Materials. Detailed onboarding materials with videos, FAQ and things to improve in the future. Contact details for support



OPTIMIZE AND SCALE

Understanding the journey map



OPTIMIZE AND SCALE

Detailed Flows

“Presenting components” step in details

Automations

Ideas of how we could improve the efficiency by automating the routine work

Pro Tips

Some notes from the experts with some best practices and recommendations

Feedback

Capturing feedback for the future improvements

OPTIMIZE AND SCALE

Detailed Flows

“Presenting components” step in details

Automations

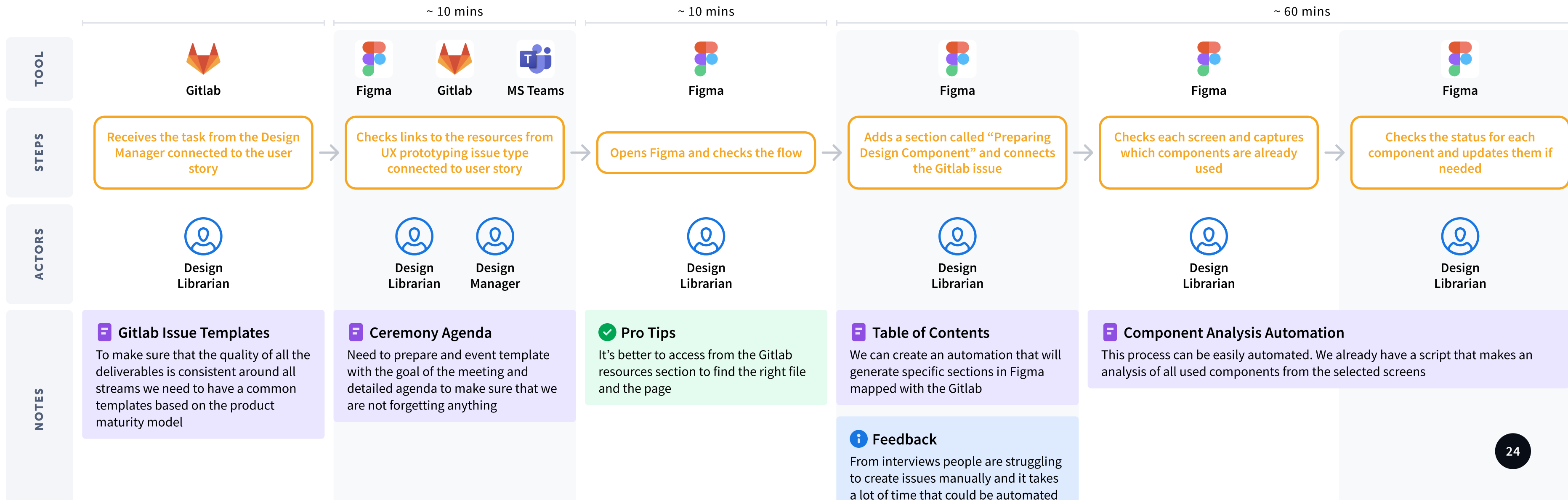
Ideas of how we could improve the efficiency by automating the routine work

Pro Tips

Some notes from the experts with some best practices and recommendations

Feedback

Capturing feedback for the future improvements



OPTIMIZE AND SCALE

Other Deliverables

Roller Guide

Created by Ilya Gorchakov, last modified by Farid Sabitov on May 04, 2020

Table of Contents:

- Why do we need a Design Linter?
- Video Tutorial
- How to use
- Resources
- FAQ

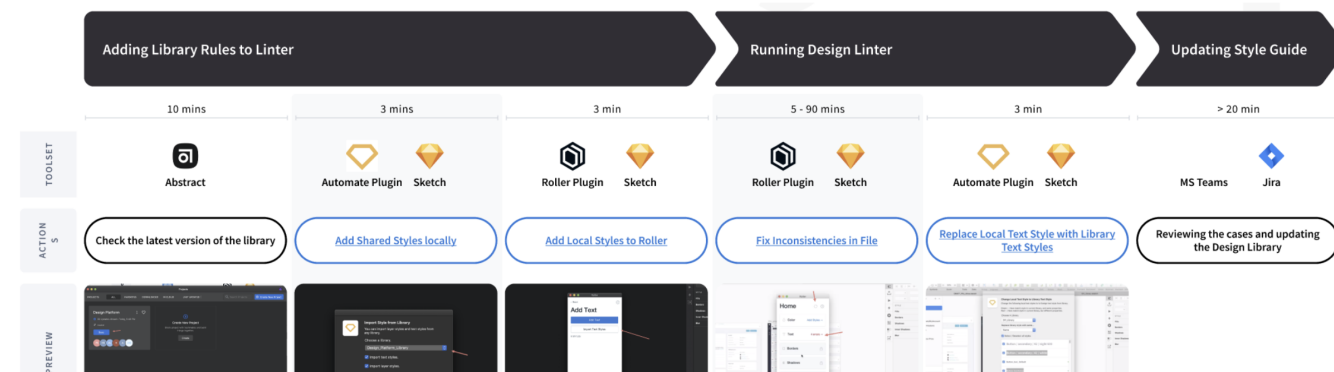
Why do we need a Design Linter?

Roller Plugin helps us to have a Design Linters on the project. Design Linters are used to make sure that we are providing consistent solutions in our design deliverables. It can analyze colors, typography and other styles that we specified in our prototypes. Roller in Sketch can show us the inconsistencies only in text styles.

Video Tutorial

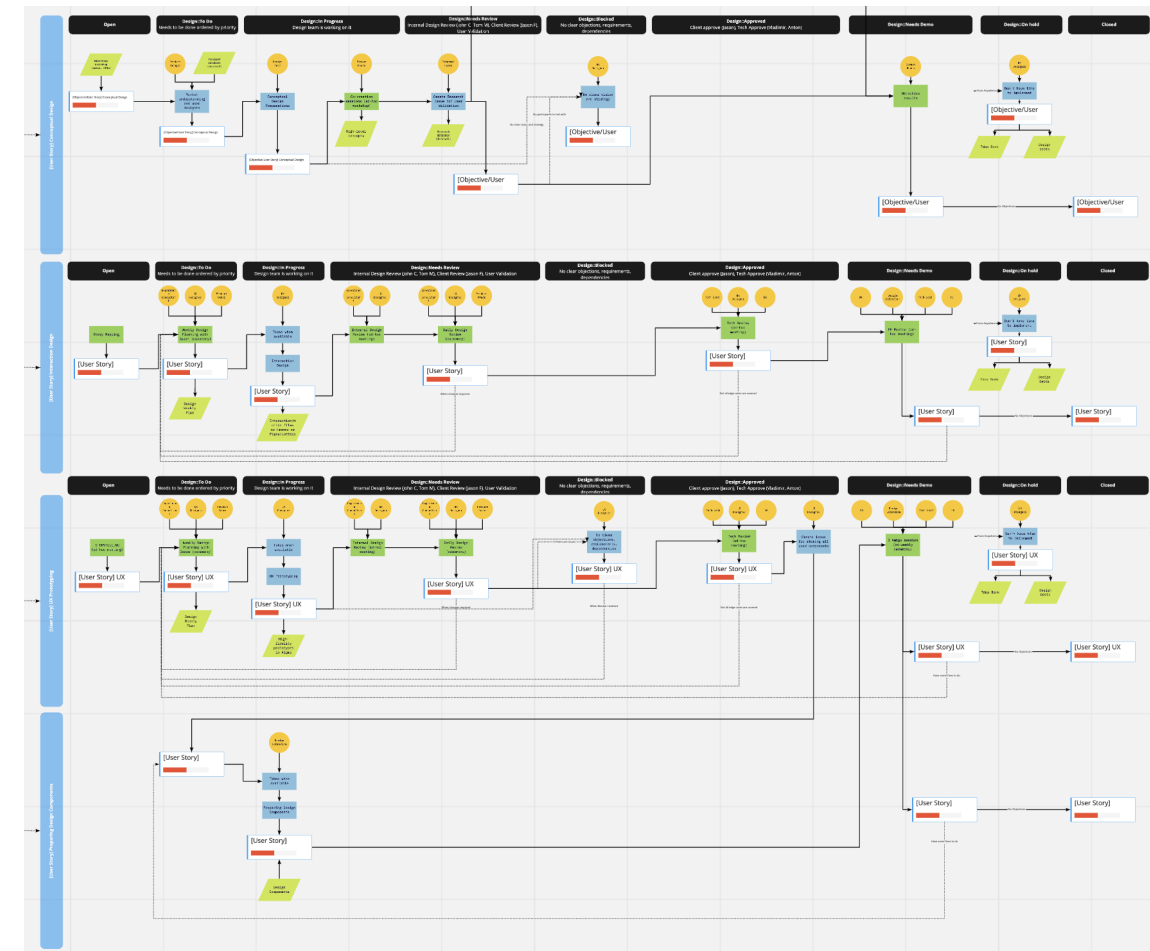


How to use



Detailed onboarding flow

With full explanations, resources, contact points and FAQ section



Integration with the Agile team

How the new process will affect the issue tracking platforms like Jira

Conclusion

Conclusion

**It's not only about optimizing the
efficiency but also about
unlocking new possibilities**



Automate the process

ROSENFELD MEDIA - DESIGNOPS SUMMIT

AUTOMATE THE PROCESS

Automate



Goal

Is to **automate** the routine work. Make sure that design team spends more time on creating design rather than spending time on some **simple tasks**

Activities

- Workflow Analysis
- Desk Research
- Usability testing
- Demo and Decisions

Outcomes

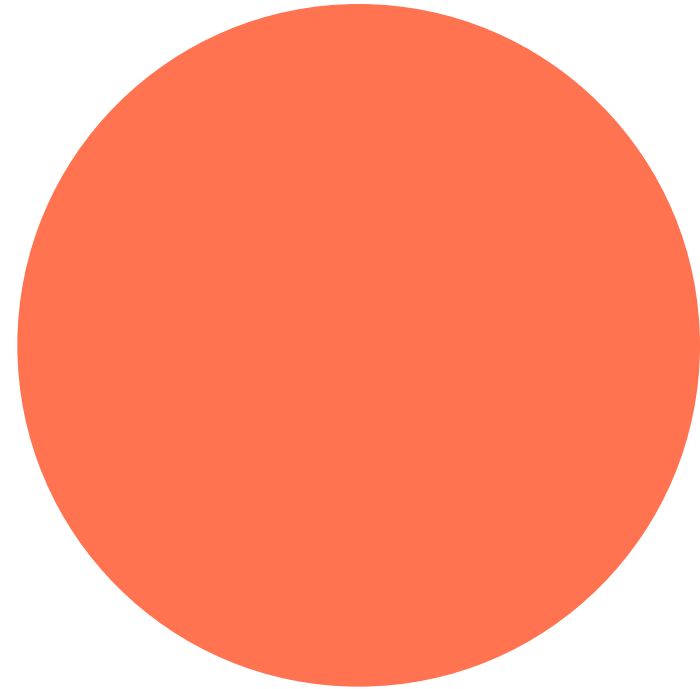
- Pipelines/Use Cases/Detailed Flows
- Available Solutions for specific challenges. Business Values and Implementation Cost
- Validated hypotheses, insights, feedback and detailed flows
- Practice Report. Onboarding materials, milestones and specified focus groups or streams



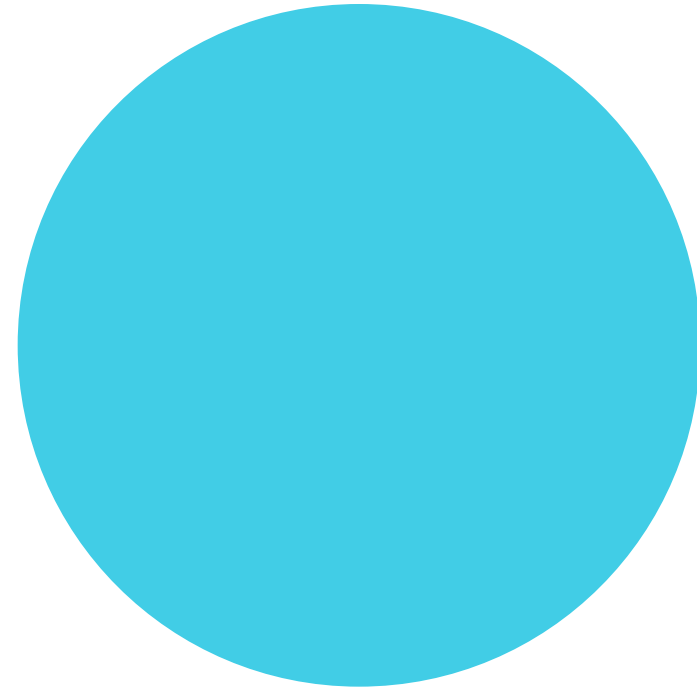
AUTOMATE THE PROCESS

How to start?

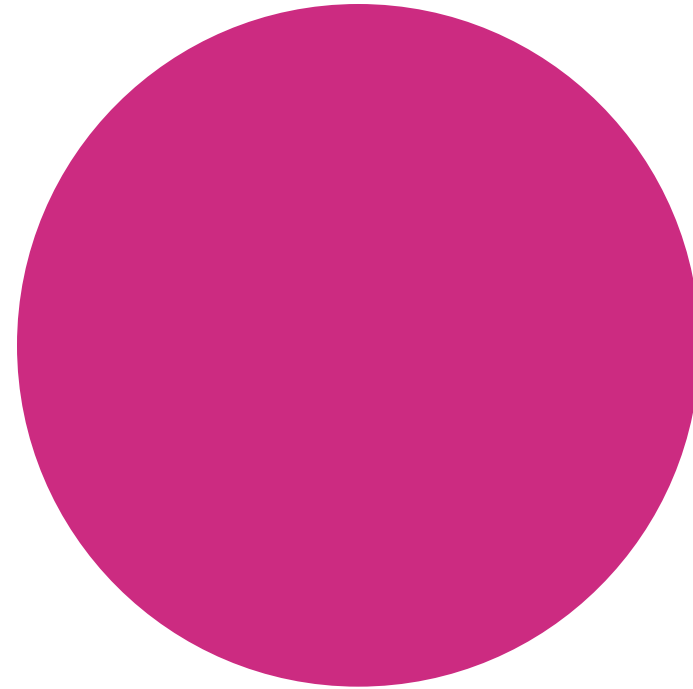
Managment



Execution



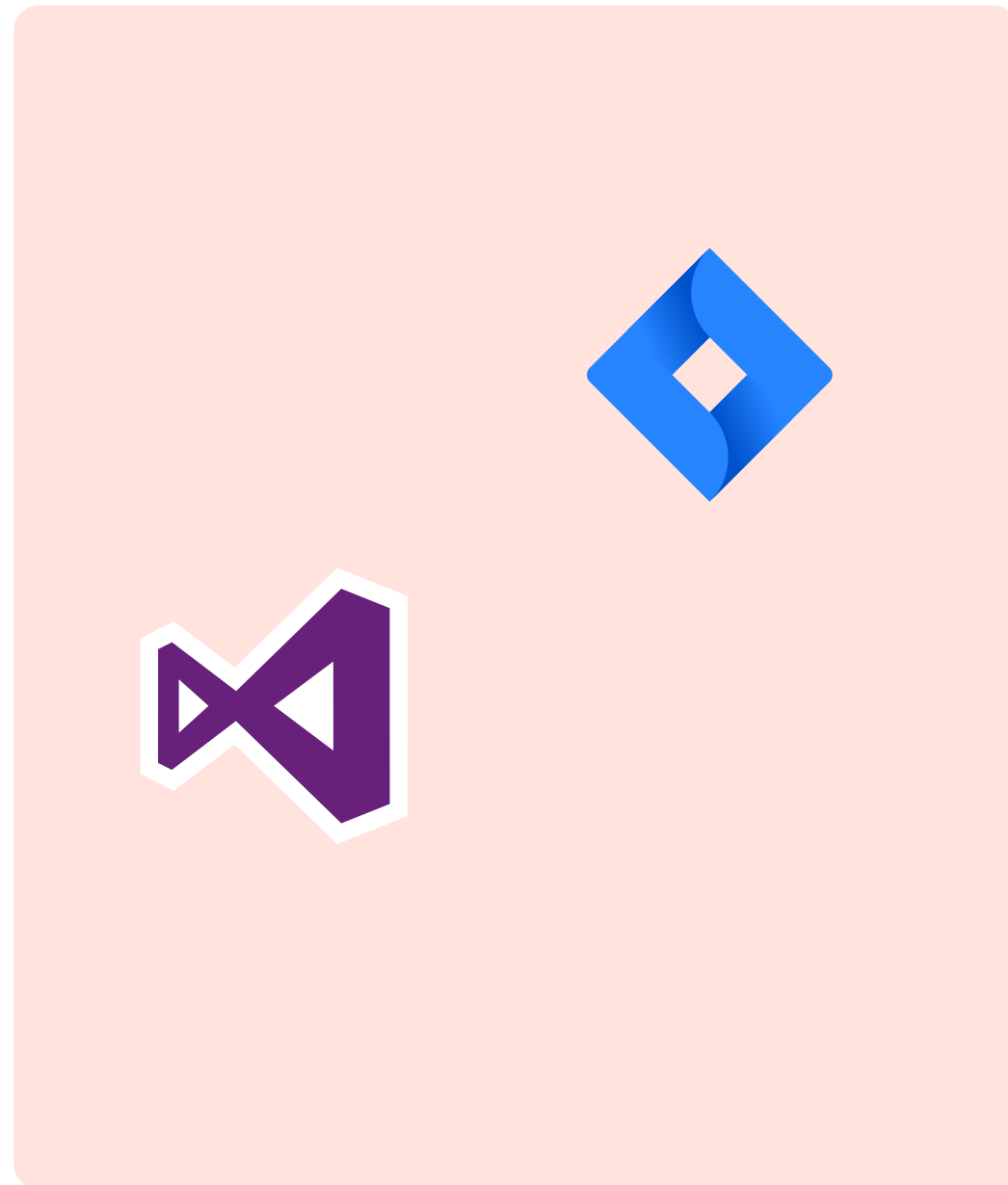
Communication



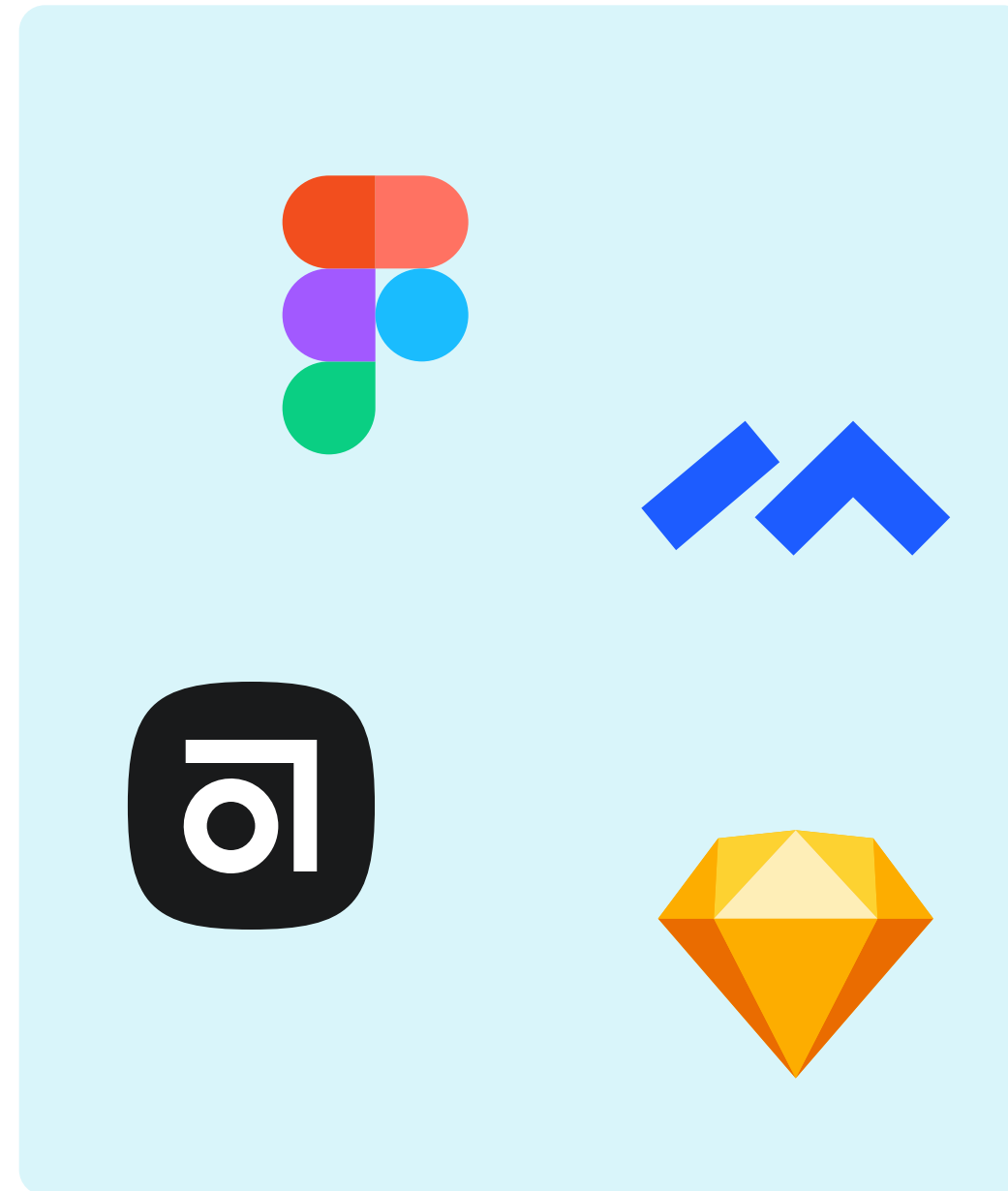
AUTOMATE THE PROCESS

How to start?

Managment



Execution

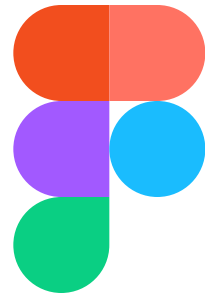


Communication

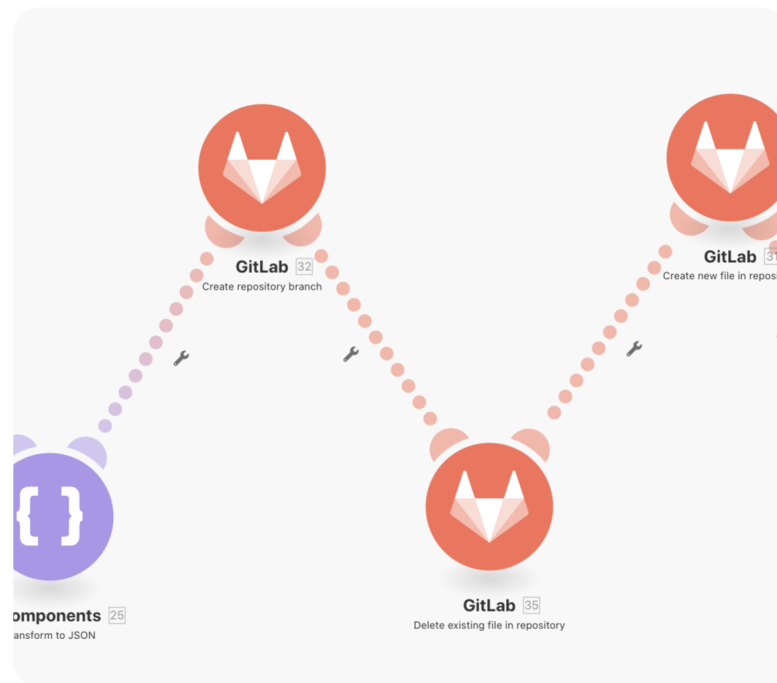


AUTOMATE THE PROCESS

How to start?



INTEGRATIONS



<https://www.integromat.com/>

API

Developers [REST API](#) [Plugins](#) [Embeds](#) [My apps](#) [Log out](#)

Introduction

Welcome to Figma, the world's first collaborative interface design tool. Figma helps designers to create and prototype their digital experiences - together in real-time in one place - helping them turn their ideas and visions into products, faster. Figma's mission is to make design accessible to everyone. The Figma API is one of the ways we aim to do that.

and styles

Beta

What can I do with the Figma API?

The Figma API supports read access and interactions with Figma files. This gives you the ability to view and extract any objects or layers, and their properties, so you can use them as images outside of Figma. You can then present your designs, connect

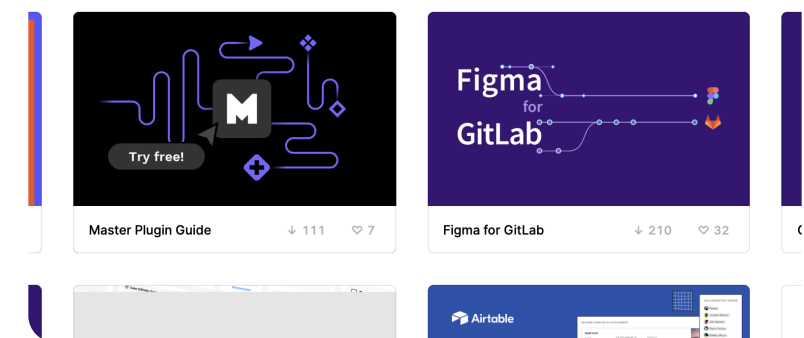
<https://www.figma.com/developers/api>

PLUGINS

Explore files and plugins made just for Figma

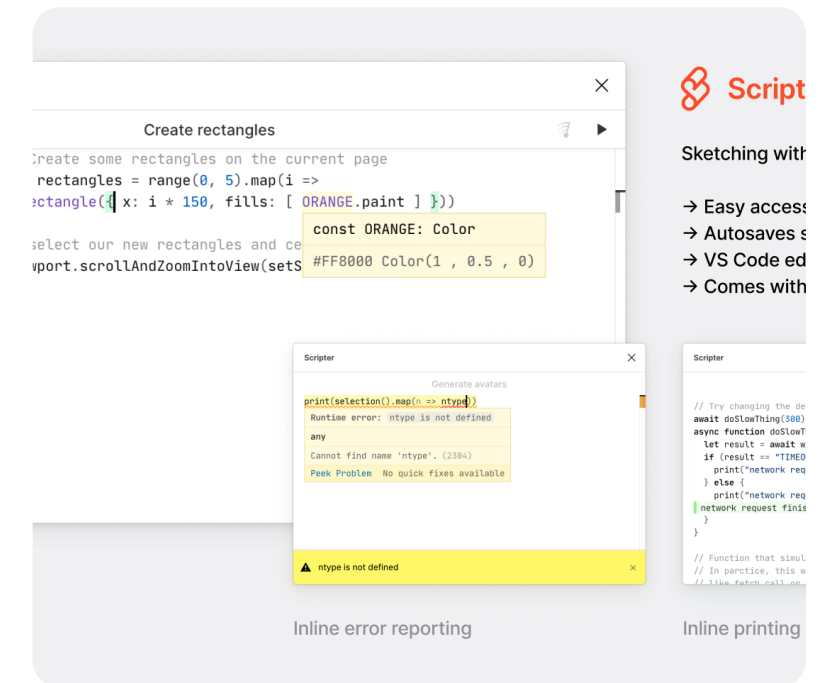
Explore, install, use, and remix thousands of files and plugins

[Design Systems](#) [Wireframes](#) [Illustrations](#) [Icons](#) [Typography](#) [Mobile Design](#) [Web](#)



<https://www.figma.com/community>

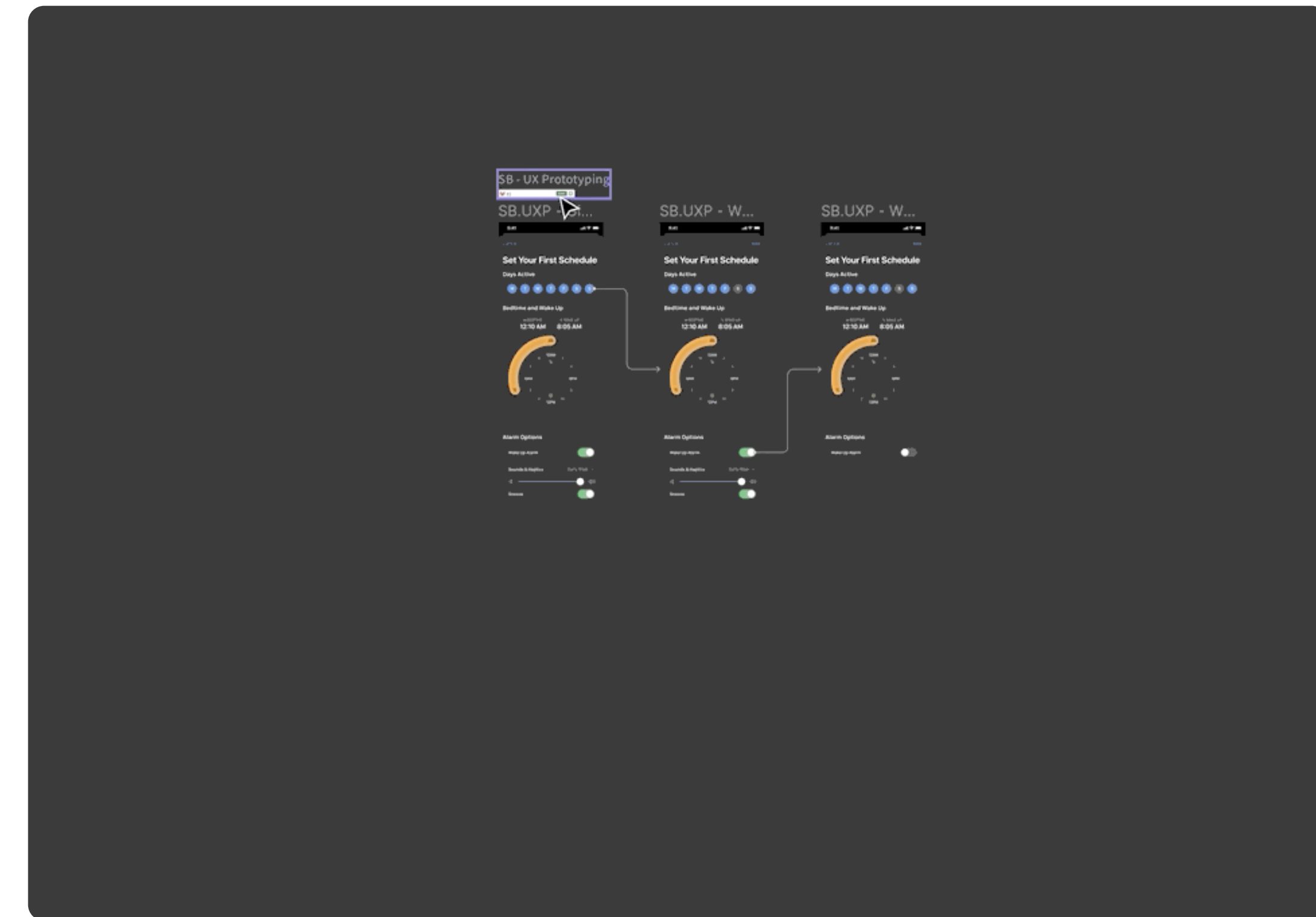
SCRIPTS



<https://www.figma.com/community/plugin/757836922707087381>

AUTOMATE THE PROCESS

Figma Scripts



FIGMA SCRIPT

Component Anatomy



PEOPLE INVOLVED
CL×4, DL×1



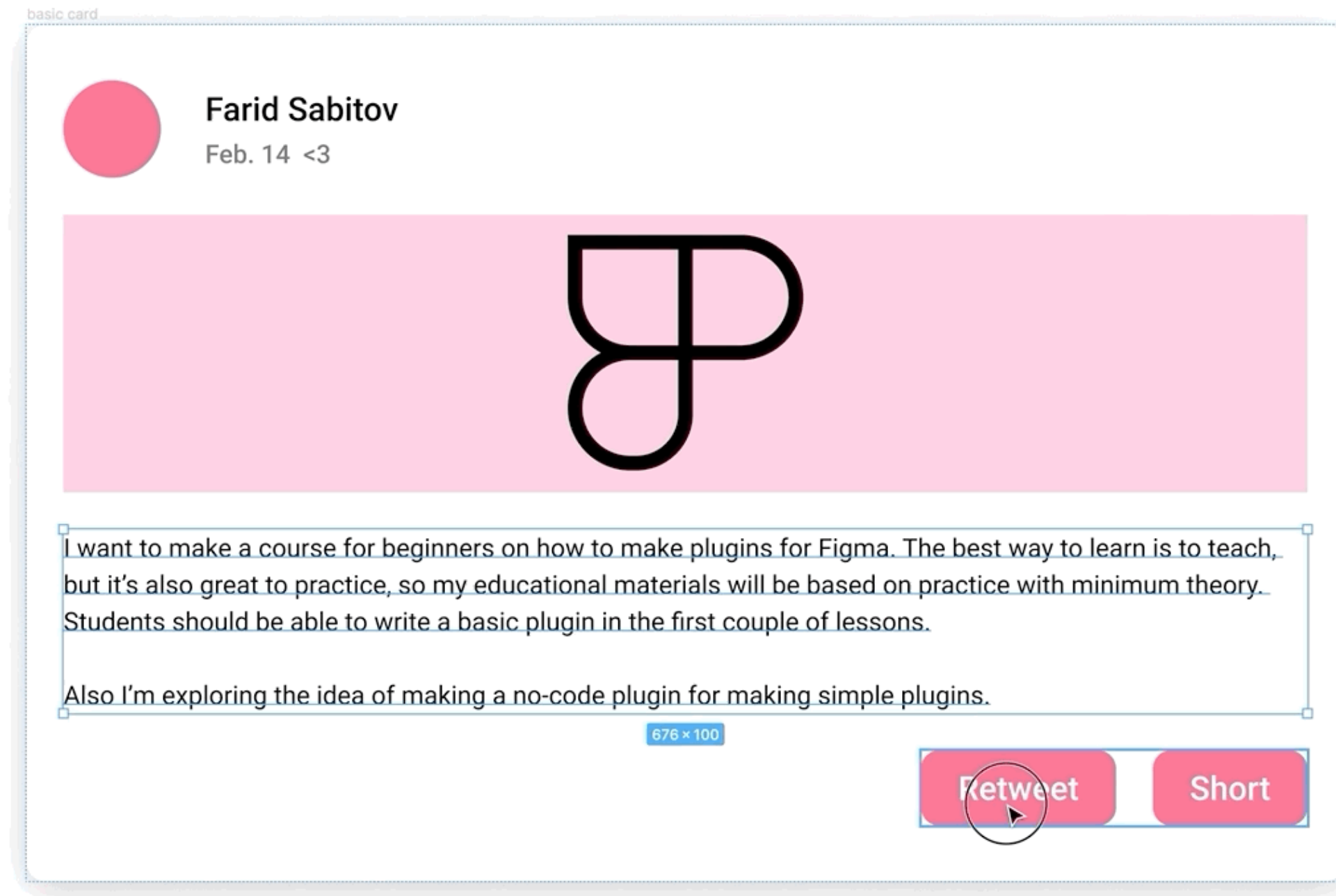
SAVED TIME PER WEEK
12 hours



SUPPORT DIFFICULTY
Easy

AUTOMATE THE PROCESS

Figma Plugins



FIGMA PLUGIN

Spacing Manager

96 Installed 2.8k

PEOPLE INVOLVED
CL×4, DL×1

SAVED TIME PER WEEK
6 hour

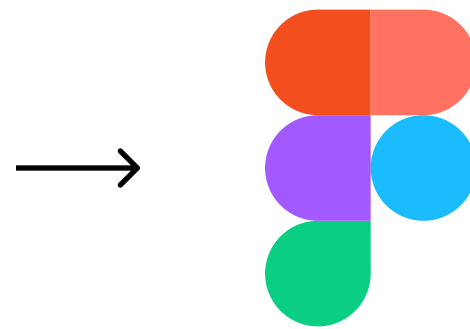
SUPPORT DIFFICULTY
Medium

AUTOMATE THE PROCESS

Figma API

Generate design tokens directly from Figma API

```
### Get style variables from Figma  
...  
npm run designVariables  
...
```



Figma API



```
JS arguments.js  
JS capitalize.js  
JS generate-config.js  
JS get-border-radius.js  
JS get-color-platte.js  
JS get-effect.js  
JS get-files.js  
JS get-font-styles.js  
JS get-grids.js  
JS get-node-id.js  
JS get-spacers.js  
JS get-styles-artboard.js  
JS get-teams-style.js  
JS naming.js  
JS sassMixin.js  
JS themesContents.js  
JS typoMixin.js  
JS typoThemesContentsAndMixin.js
```

FIGMA API

Design Tokens



PEOPLE INVOLVED
CL×4, DL×1



SAVED TIME PER WEEK
2 hour



SUPPORT DIFFICULTY
Easy

```
:root {  
  --color-p-neutrals-850: #333536;  
  --color-p-primary-300: #dc9563;  
  --color-p-primary-500: #e58241;  
  --color-p-actions-button-large {  
    font-size: var(--font-size-actions-button-large);  
    line-height: var(--line-height-actions-button-large);  
    font-family: var(--font-family-actions-button-large);  
    font-weight: var(--font-weight-actions-button-large);  
    letter-spacing: var(--letter-spacing-actions-button-large);  
  }  
  --color-p-actions-button-medium {  
    font-size: var(--font-size-actions-button-medium);  
    line-height: var(--line-height-actions-button-medium);  
    font-family: var(--font-family-actions-button-medium);  
    font-weight: var(--font-weight-actions-button-medium);  
    letter-spacing: var(--letter-spacing-actions-button-medium);  
  }  
  --color-p-actions-button-small {  
    font-size: var(--font-size-actions-button-small);  
    line-height: var(--line-height-actions-button-small);  
    font-family: var(--font-family-actions-button-small);  
    font-weight: var(--font-weight-actions-button-small);  
    letter-spacing: var(--letter-spacing-actions-button-small);  
  }  
  --color-p-actions-link-medium {  
    font-size: var(--font-size-actions-link-medium);  
    line-height: var(--line-height-actions-link-medium);  
    font-family: var(--font-family-actions-link-medium);  
    font-weight: var(--font-weight-actions-link-medium);  
    letter-spacing: var(--letter-spacing-actions-link-medium);  
  }  
}
```

Colors based on Theme

Typography based on Theme

Effects based on Theme

Spacers

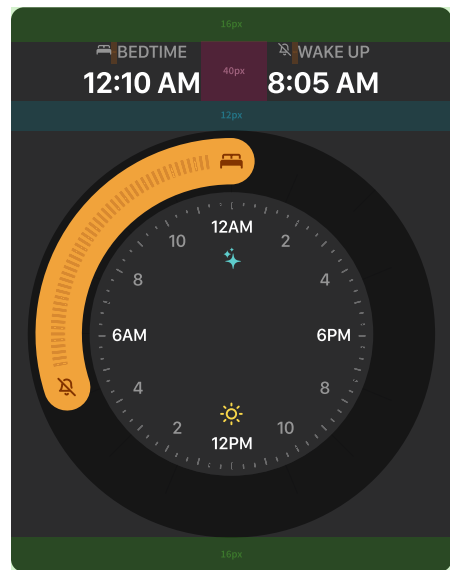
Border Radius

Grids

AUTOMATE THE PROCESS

Figma API

Generating PNG overlays directly from Figma to see visual inconsistencies in Flutter



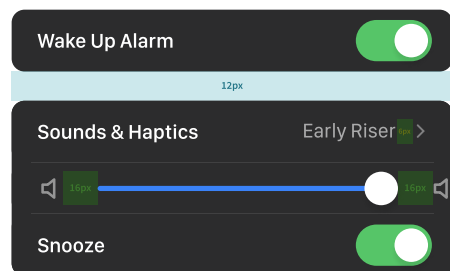
Figma API

```
final Article data;
final double width;
final double height;

const ArticlePreview(this.data, {Key key, this.width, this.height})
  : super(key: key);

@override
Widget build(BuildContext context) {
  return GestureDetector(
    child: Container(
      width: width,
      decoration: BoxDecoration(
        borderRadius: BorderRadius.circular(16),
        color: backgroundColor.white,
      ), // BoxDecoration
      child: Column(
        children: [
          Container(
            height: 130,
            width: double.maxFinite,
            decoration: BoxDecoration(

```



Figma API

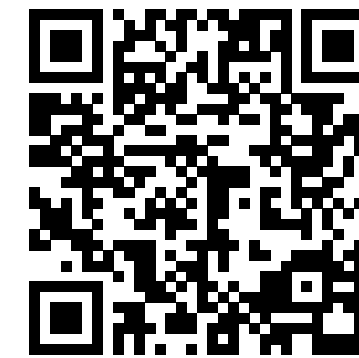
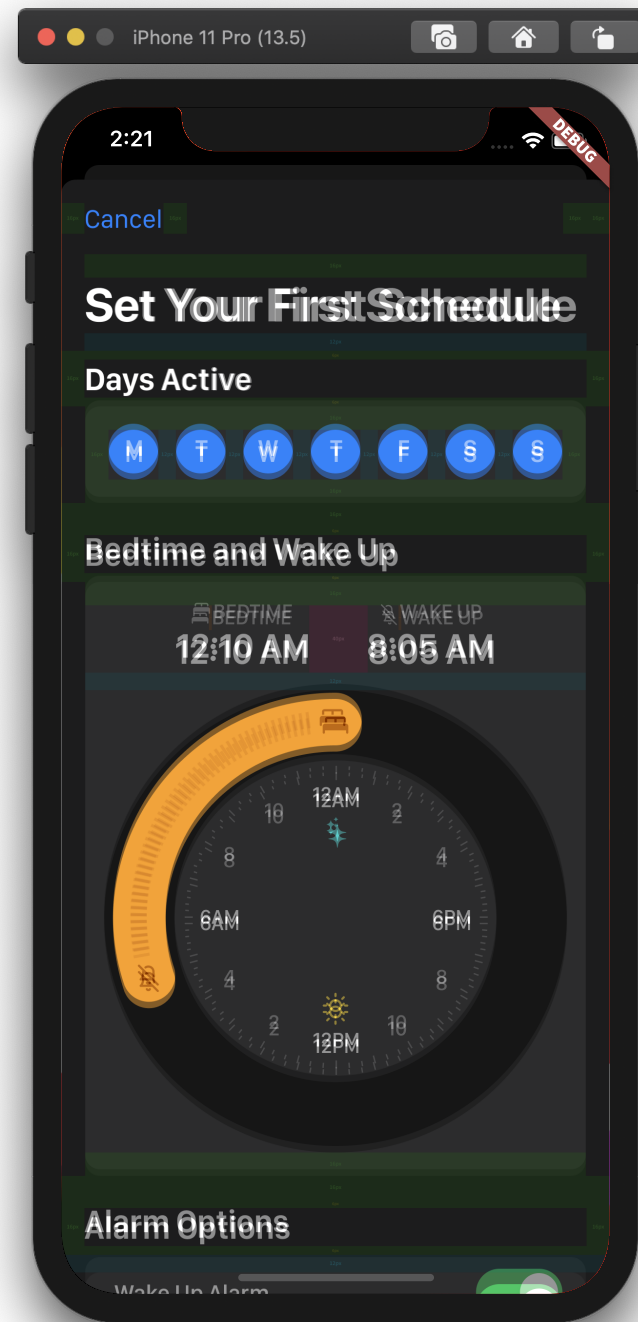
```
class ActionDrawers extends StatelessWidget {
  final Widget? activityComponent;
  final List<Widget>? actionButtons;
  final List<Widget>? auxiliaryButtons;

  ActionDrawers(
    this.activityComponent, this.actionButtons, this.auxiliaryButtons,
  );

  Widget get offset => const Padding(
    padding: EdgeInsets.symmetric(vertical: 8),
  ); // Padding

  @override
  Widget build(BuildContext context) {
    return Column(
      mainAxisAlignment: MainAxisAlignment.min,
      mainAxisSize: MainAxisSize.min,
      children: <Widget>[]

```



FIGMA API

Figma Flutter Preview



PEOPLE INVOLVED
CL×4, DL×1



SAVED TIME PER WEEK
16 hour



SUPPORT DIFFICULTY
East



AUTOMATE THE PROCESS

Follow for More

We will post the released plugins that you saw today on
Twitter and LinkedIn



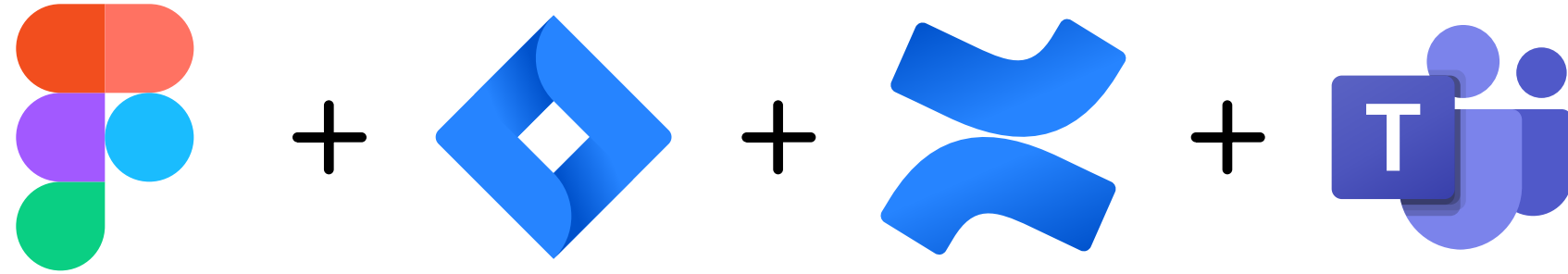
twitter.com/_Continuum



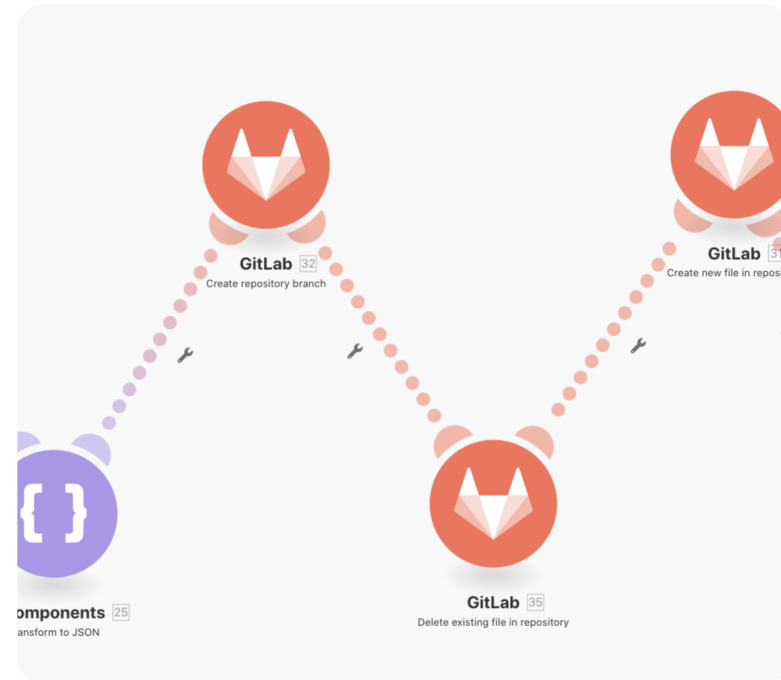
twitter.com/faridsabitov

AUTOMATE THE PROCESS

Conclusion



INTEGRATIONS



<https://www.integromat.com/>

API

Developers [REST API](#) [Plugins](#) [Embeds](#) [My apps](#) [Log out](#)

Introduction

Welcome to Figma, the world's first collaborative interface design tool. Figma helps designers to create and prototype their digital experiences - together in real-time in one place - helping them turn their ideas and visions into products, faster. Figma's mission is to make design accessible to everyone. The Figma API is one of the ways we aim to do that.

What can I do with the Figma API?

The Figma API supports read access and interactions with Figma files. This gives you the ability to view and extract any objects or layers, and their properties, so you can use them as images outside of Figma. You can then present your designs, connect them to other systems, or use them in your own applications.

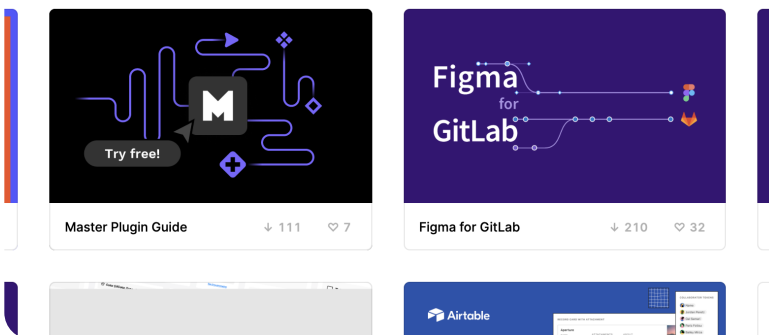
<https://www.figma.com/developers/api>

PLUGINS

Explore files and plugins made just for Figma

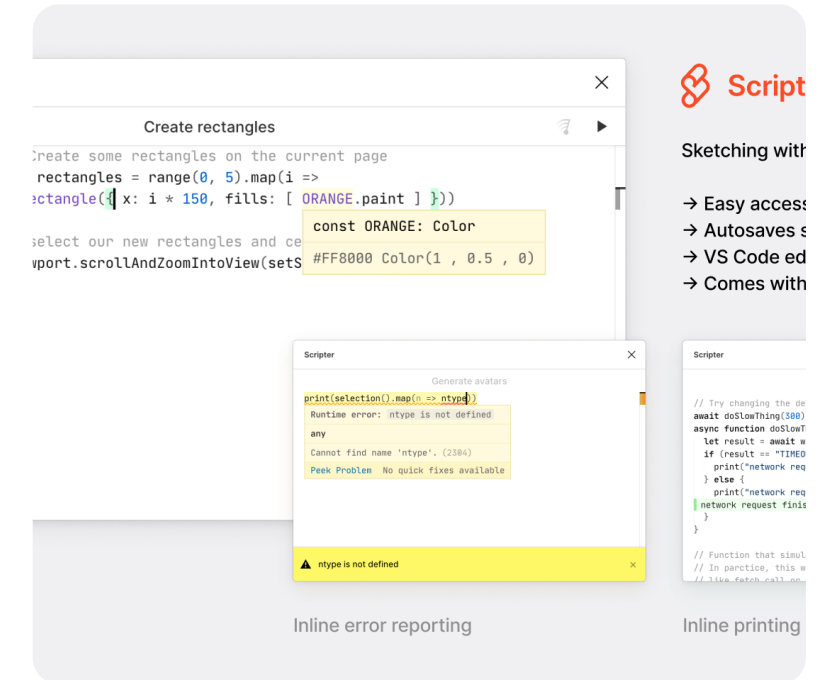
Explore, install, use, and remix thousands of files and plugins

[Design Systems](#) [Wireframes](#) [Illustrations](#) [Icons](#) [Typography](#) [Mobile Design](#) [Web](#)



<https://www.figma.com/community>

SCRIPTS



<https://www.figma.com/community/plugin/757836922707087381>

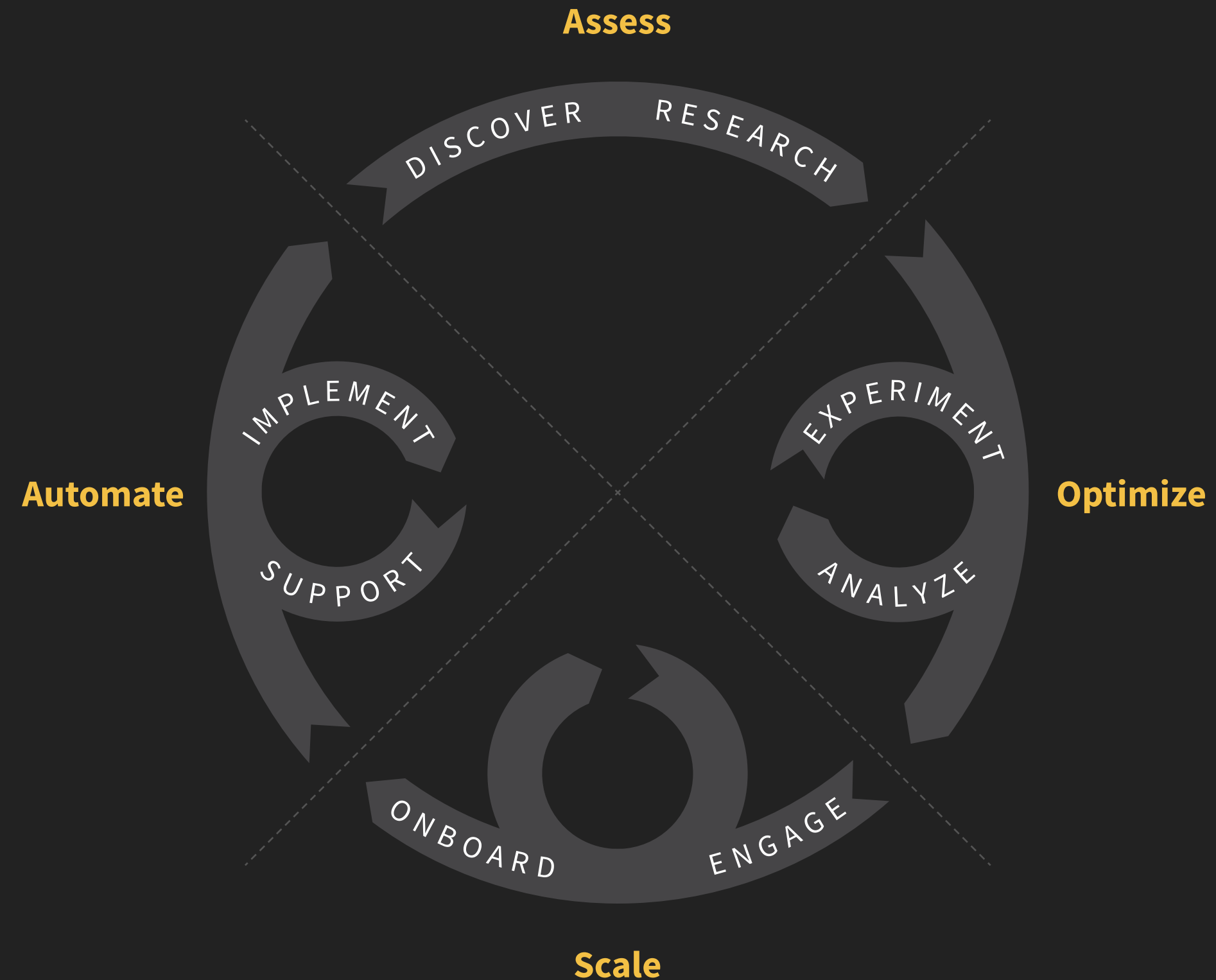
AUTOMATE THE PROCESS

DesignOps Consultancy Approach

By implementing design thinking into DesignOps we are able to understand and validate problems first and then experiment with our approach with the recommended solution.

BUSINESS VALUE

- Premade and tested solutions that can be scaled to the organization with a short period of time;
- Help de-risk development by creating a design centric organization;
- Drives operational design approach and adapts design to shifting client needs;
- Creates efficiencies by creating tools, sharing strategies and connecting people



How to start your journey

ROSENFELD MEDIA - DESIGNOPS SUMMIT

HOW TO START YOUR JOURNEY

Maturity Levels

Of Design Operations in your company

CLEAR PROCESSES (NOVICE)

Knowledge Base
with all the
materials

Every team knows
how to work with
each other

Clear
responsibilities and
growth paths

SCALLING PRACTICES (INTERMEDIATE)

AUTOMATISATION (ADVANCED)

HOW TO START YOUR JOURNEY

Maturity Levels

Of Design Operations in your company

CLEAR PROCESSES (NOVICE)

Knowledge Base
with all the
materials

Every team knows
how to work with
each other

Clear
responsibilities and
growth paths

SCALLING PRACTICES (INTERMEDIATE)

Trainings,
mentoring groups,
conferences

Onboarding
materials,
automated tests,
gathering feedback

Operation
Assessment
materials

Adaptation
Materials

AUTOMATISATION (ADVANCED)

HOW TO START YOUR JOURNEY

Maturity Levels

Of Design Operations in your company

CLEAR PROCESSES (NOVICE)



SCALLING PRACTICES (INTERMEDIATE)



AUTOMATISATION (ADVANCED)



HOW TO START YOUR JOURNEY

Leaders on the market

Invest in tools for a better market recognition to



Airbnb.design

Has products, resources and knowledge



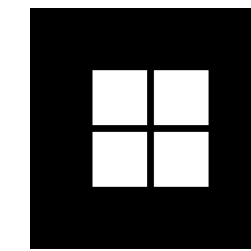
Facebook.design

Has products, resources and knowledge



Design.google

Has products, resources and knowledge



Microsoft

Has products, resources and knowledge



Design.gitlab.com

Has products, resources and knowledge



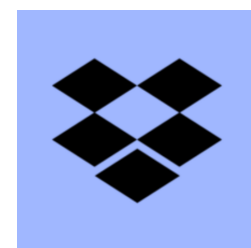
Salesforce

Has products, resources and knowledge



Spotify.design

Has resources and knowledge only



Dropbox.design

Has resources and knowledge only



Atlassian.design

Has resources and knowledge only



Uber

Design System only

HOW TO START YOUR JOURNEY

Easier to promote

Based on <https://medium.com/@faridsabitov> stats

Stories Responses Series

| Date ↑ | Views | Reads | Read ratio | Fans |
|---|-------|-------|------------|------|
| Ultimate Jira Guide for Large Design Teams 9 min read · In DesignOps Today · View story · Details | 906 | 256 | 28% | 16 |
| Triple Loop Product Lifecycle. Learn, Build, ... 8 min read · In DesignOps Today · View story · Details | 1.7K | 545 | 31% | 36 |
| Organising Chaos in Design 01: Project Types 7 min read · In DesignOps Today · View story · Details | 615 | 276 | 45% | 14 |
| Best practices of artboard naming in Sketch 4 min read · In DesignSpot · View story · Details | 4.5K | 2.1K | 48% | 43 |
| Sketch Plugin: Generate connection flow arr... 4 min read · In DesignSpot · View story · Details | 17.1K | 4.7K | 28% | 83 |

4x

the amount of views for the tools and plugins in comparison to frameworks and practices



Personal Advices

ROSENFELD MEDIA - DESIGNOPS SUMMIT

Key takeaways

- ✓ Do analysis of your current process to find the weak spots

Key takeaways

- ✓ Do analysis of your current process to find the weak spots
- ✓ Try to automate the routine work

Key takeaways

- ✓ Do analysis of your current process to find the weak spots
- ✓ Try to automate the routine work
- ✓ Allow others to work on the things that are more important

Key takeaways

- ✓ Do analysis of your current process to find the weak spots
- ✓ Try to automate the routine work
- ✓ Allow others to work on the things that are more important
- ✓ Simplify the onboarding process

Key takeaways

- ✓ Do analysis of your current process to find the weak spots
- ✓ Try to automate the routine work
- ✓ Allow others to work on the things that are more important
- ✓ Simplify the onboarding process
- ✓ Brand awareness to attract best talents in the world

Key takeaways

- ✓ Do analysis of your current process to find the weak spots
- ✓ Try to automate the routine work
- ✓ Allow others to work on the things that are more important
- ✓ Simplify the onboarding process
- ✓ Brand awareness to attract best talents in the world
- ✓ DesignOps gives more time for creativity. You don't need to spend time to fix Figma or move tickets in Jira

Why Operations are important?

The World is changing. Just making it right is not enough. Speed and quality is the competitive advantage



AUTOMATIONS IN DESIGNOPS

**Lets' stay in
touch!**



**Farid
Sabitov**

sabitov.me



Thank you!