



Scaling UX Beyond the Size of Your Team

Abbey Smalley & Sylas Souza
Product Design Directors at Target
Sept 3 2020



Abbey Smalley

Product Design Director
Supply Chain, In-Store Team Members
and Data Science

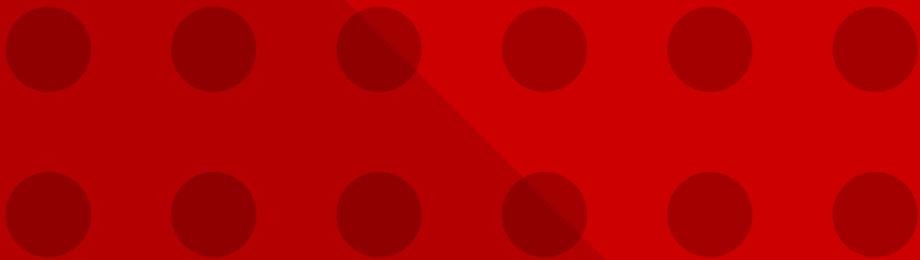


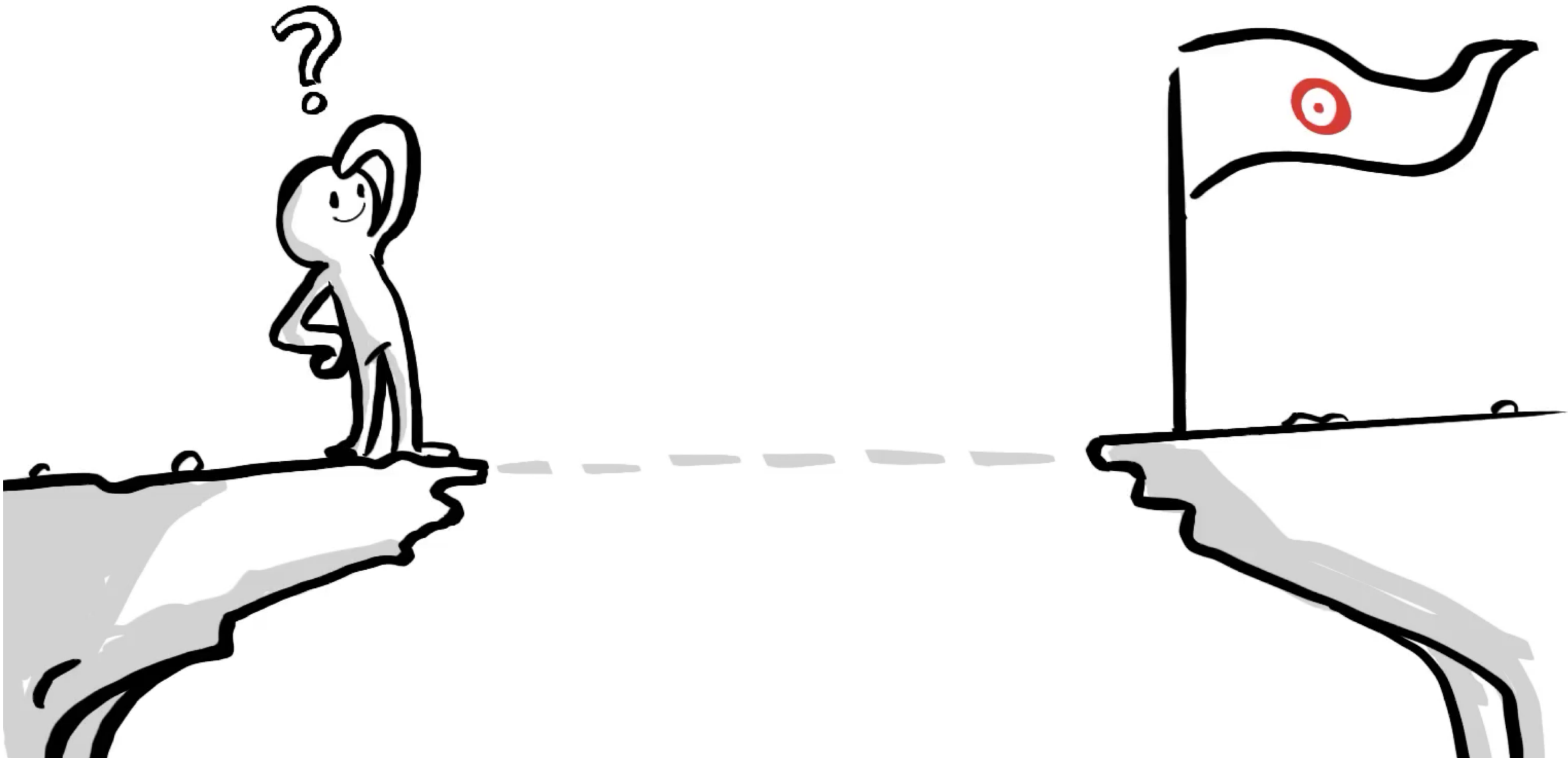
Sylas Souza

Product Design Director
Merchandising, Design Systems and
Service Design



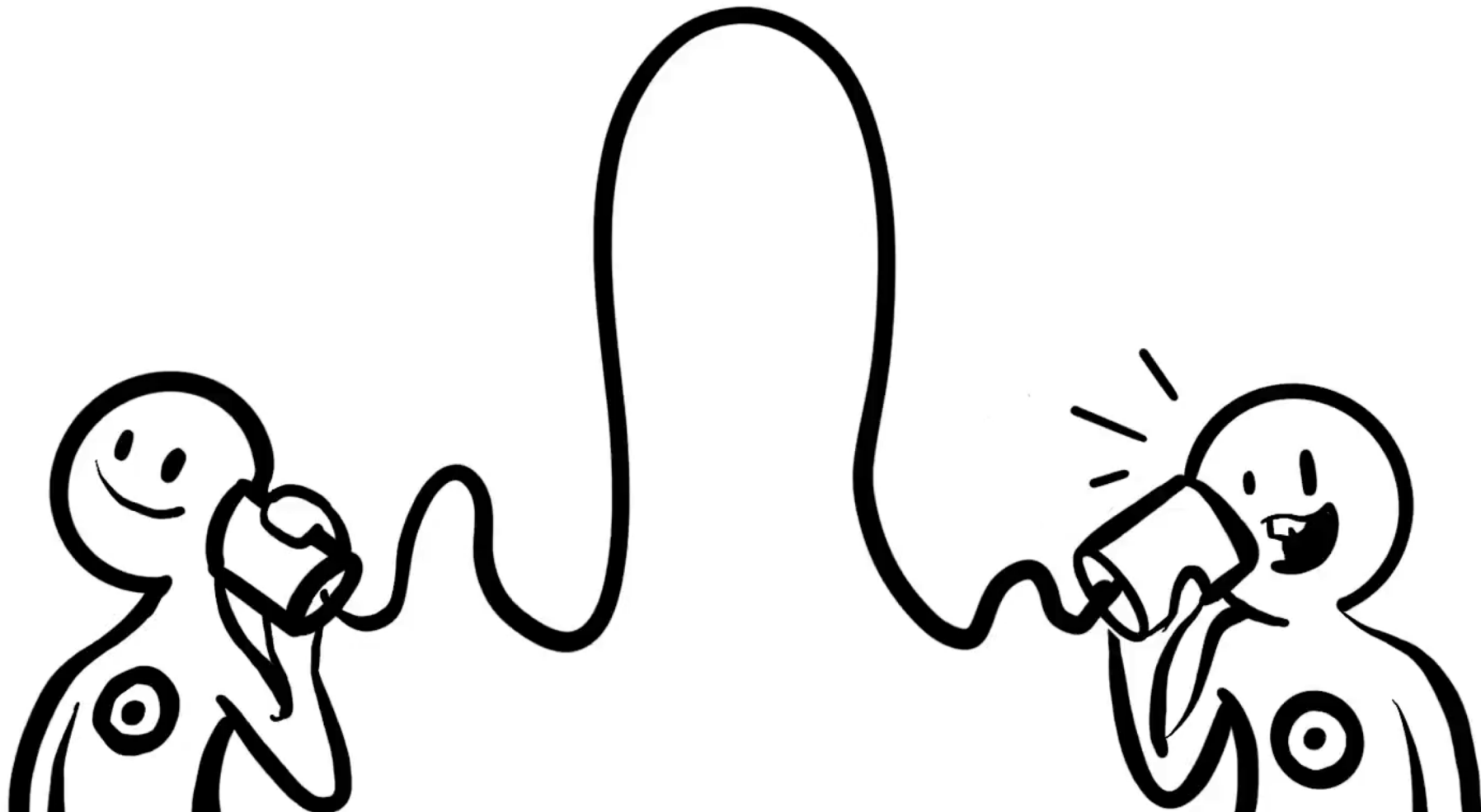
Scaling UX for Internal Tools





Lesson 1

Think Like a Designer



Lesson 1

Think Like a Designer

Learn what matters to your partners and connect your (user centered) goals to what they care about.

If you don't know what their goals are, ask with curiosity.





Lesson 2

Progress not Perfection



Product Design Advocate Training

1 Measuring Usability

2 How to sketch ideas for alignment and create wireframes and prototypes

3 How to Conduct User Interviews and prioritize themed learnings into actions

4 How to Improve Accessibility

5 How to Leverage Design Systems



Lesson 2

Progress not Perfection

Don't be afraid to start small
to get things moving in the right direction

Meet teams where they are at while making plans for what's next

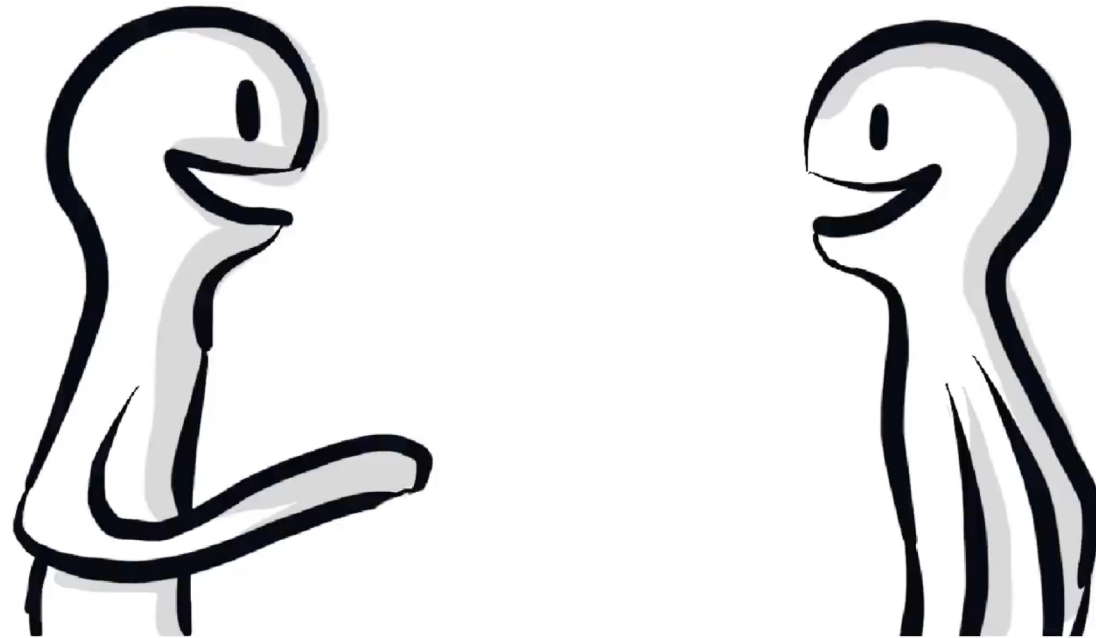
Don't wait for 100% confidence to get moving





Lesson 3

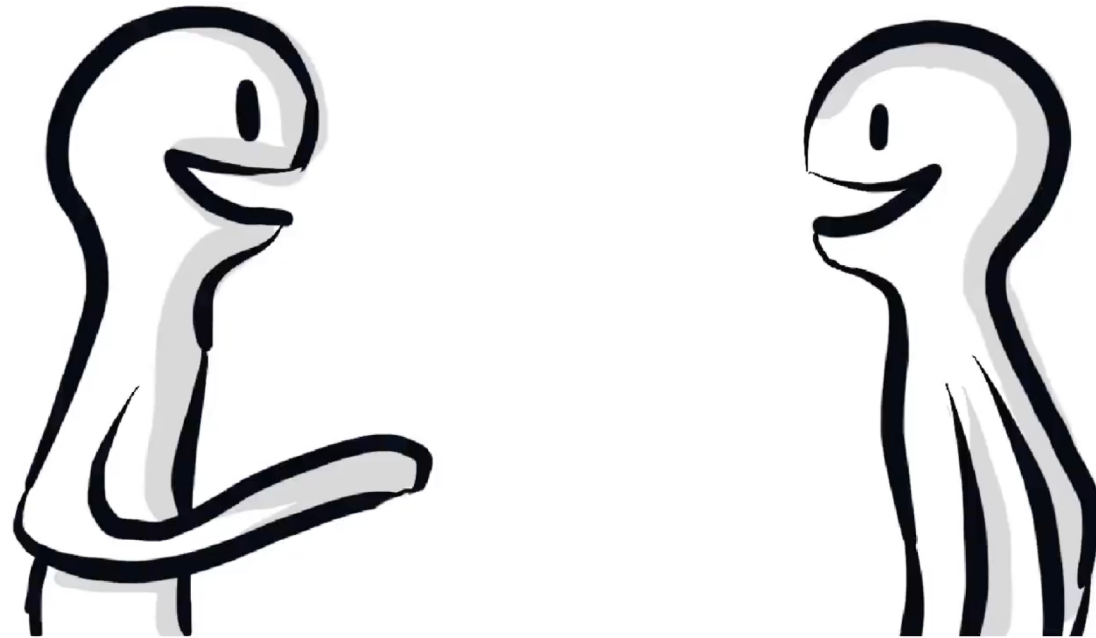
Give to Get



Lesson 3

Give to Get

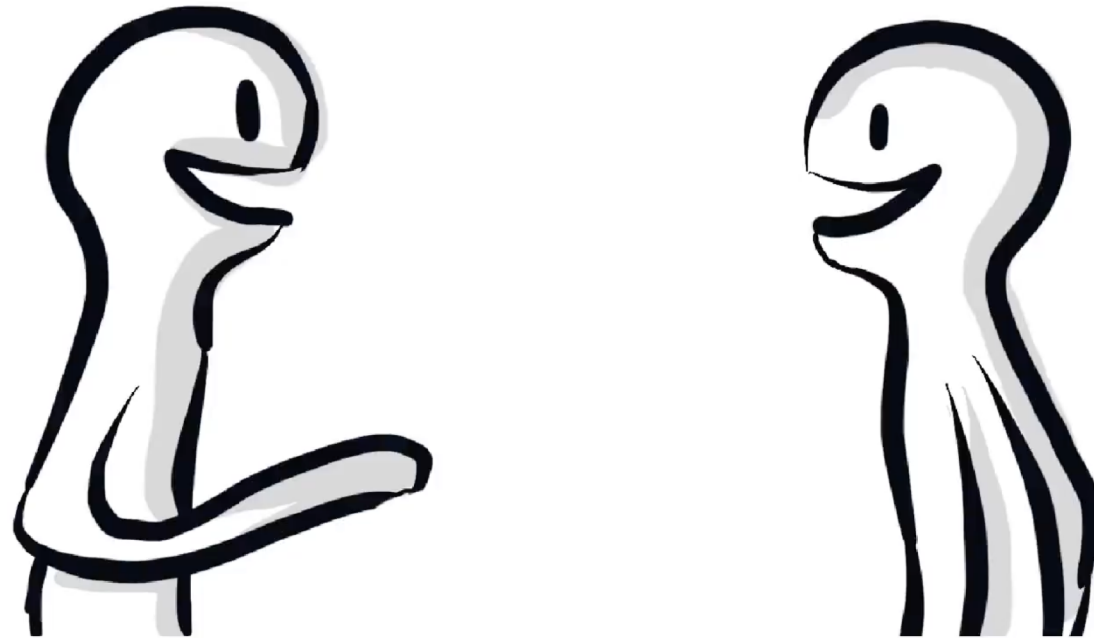
Time



Lesson 3

Give to Get

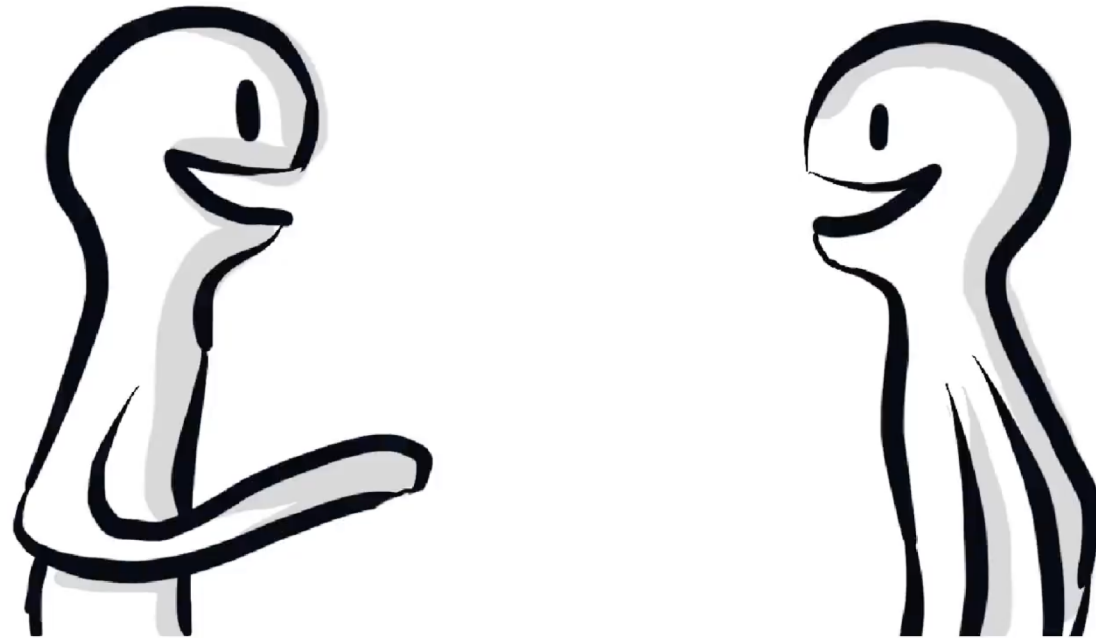
Trust



Lesson 3

Give to Get

Influence



Lesson 3

Give to Get

Be willing to be influenced if you hope to
also be able to influence others





Scaling our Design System

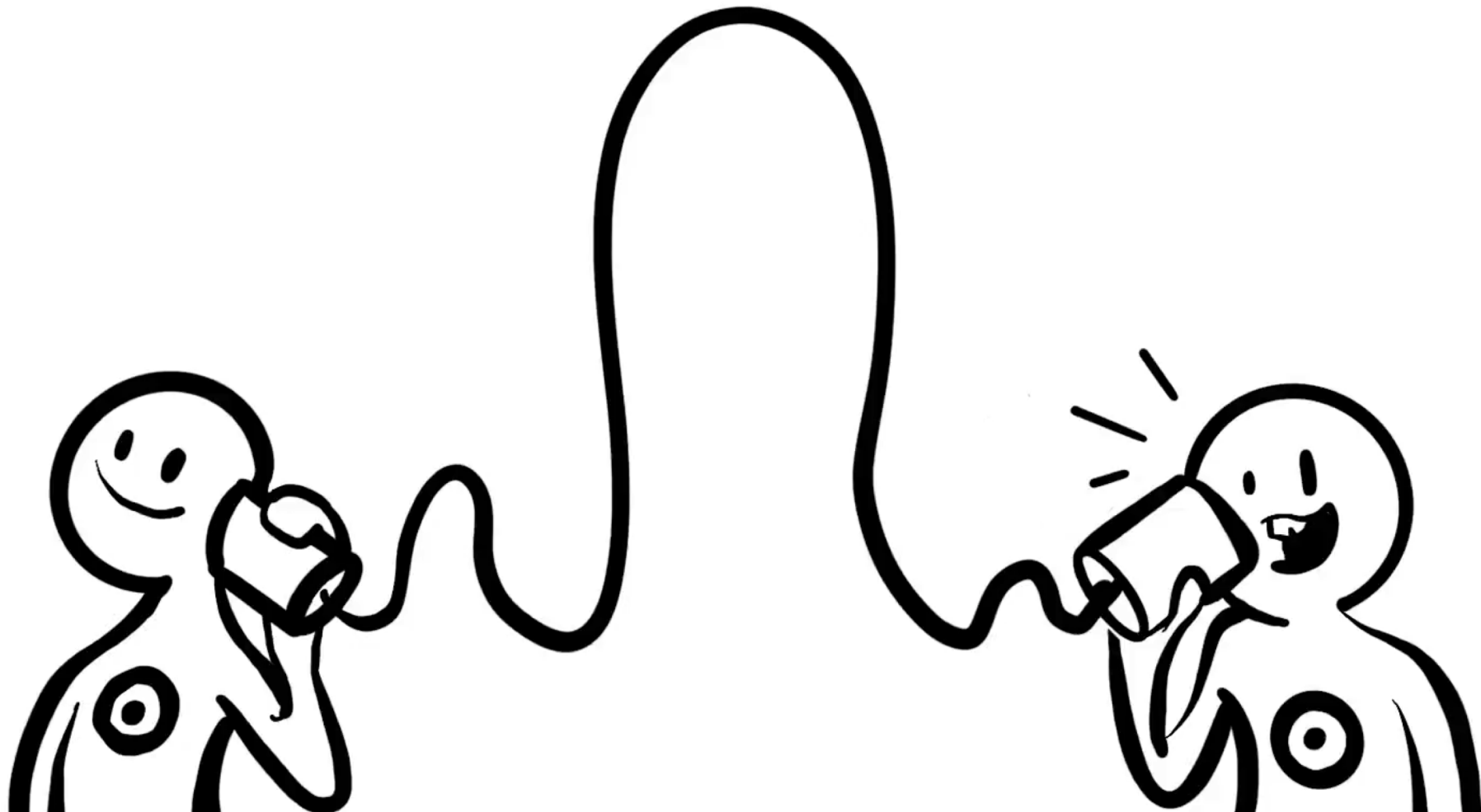


Design Systems



Lesson 1

Think Like a Designer



What is the level of maturity of design in your organization?

Design Ladder

1

Non-design

Design not applied systematically

2

Design as style

Design is used exclusively to give form or style

3

Design as process

Design is organically integrated with the development process

4

Design as strategy

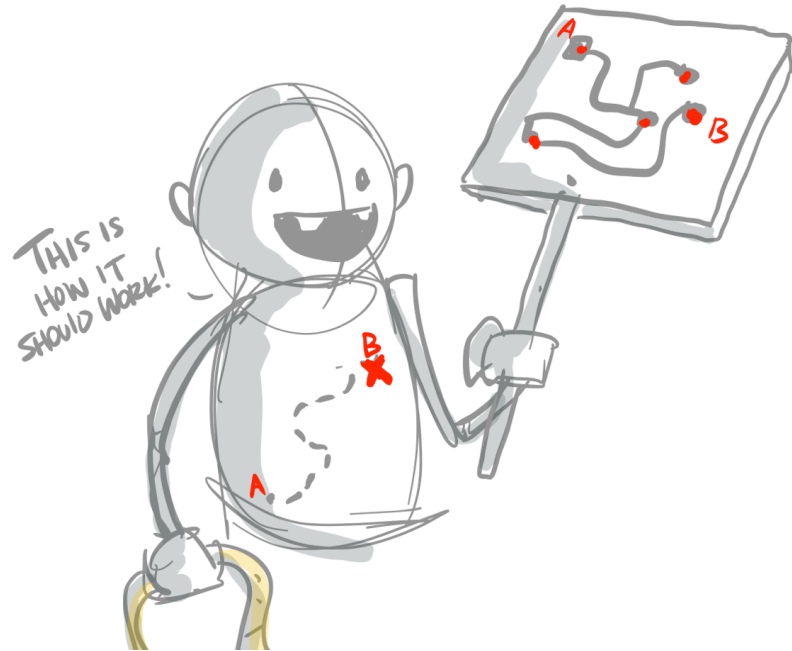
Design is a key strategic element in the business model

Inconsistency
Miscommunication
Different Frameworks



**Who are you
designing for?**

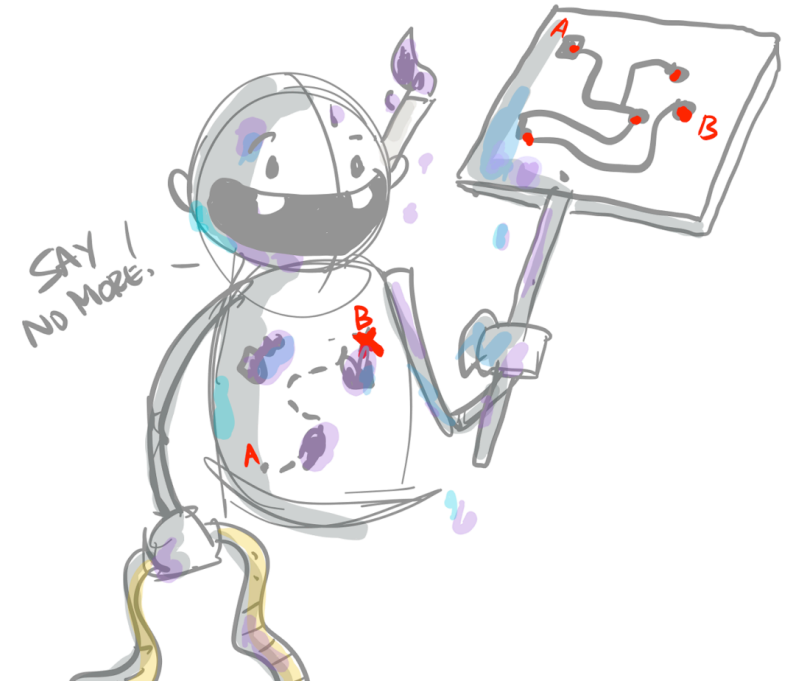
Design Personas



The Architect



The Visual Designer



The Generalist

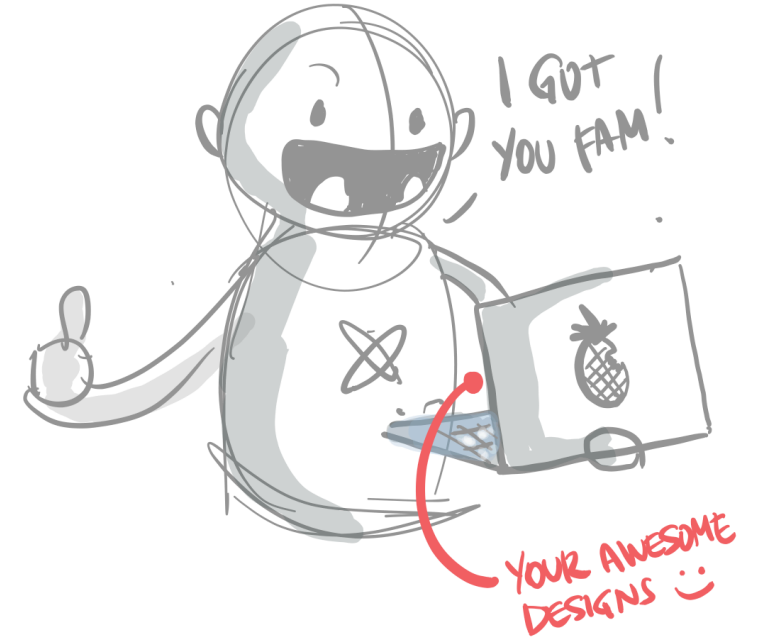
Engineering Personas



The Unsupported Developer



The Novice Developer



The UX Friendly Developer

Lesson 1

Think Like a Designer

Seek to understand where your org/company is

Have assumptions, validate them and look for opportunities that will have the most impact first

Understand those who you will be designing for

Lesson 2

Progress not Perfection

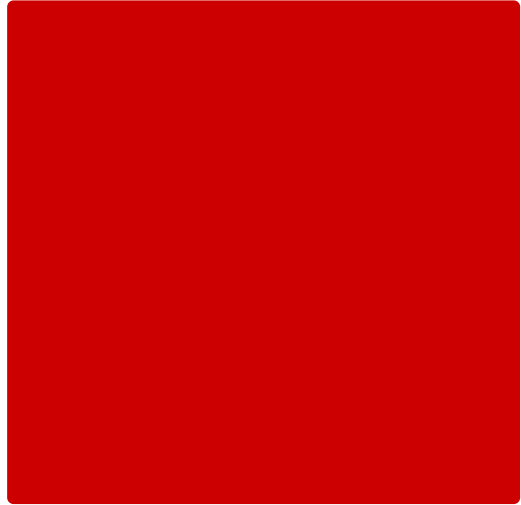


Design Principles



Consistent
Intuitive
Configurable
Accessible

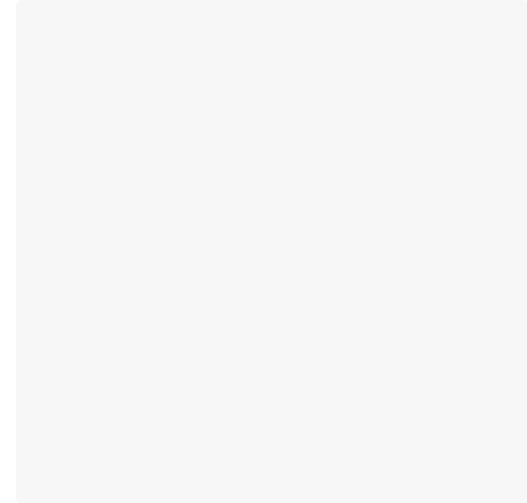
Meet where they are



red
#CC0000
h:360 s:100 b:80



gray-darkest
#333333
h:0 s:0 b:20



gray-lightest
#F7F7F7
h:0 s:0 b:97

Guest Facing

You're shopping (opens at 7am): Plymouth ▾

Registry Weekly Ad RedCard Gift Cards Find Stores Orders ▾ More

Target / Furniture / Living Room Furniture / Chairs / Accent Chairs

Dish Chair - Room Essentials™

[Shop all Room Essentials](#)



\$25.00

only at ★★★★★ 108 ▾ [8 Questions](#)

Quantity 1 ▾

color Gray



SquareTrade 2 Year Furniture Protection Plan \$7.00 [See plan details](#)

See this item in 3D

See it in your space

Pick up tomorrow at Plymouth [Pick it up](#)

[Edit store](#)

Ready tomorrow for pickup inside the store. Aisle B30

Same Day Delivery to 55446 [Deliver it](#)

[Edit zip code](#)

Get it as soon as 8am tomorrow with Shipt. Free with membership or \$9.99/order. [Learn more](#)


This item isn't eligible for shipping.

Looking for curbside pickup? Try our free Drive Up service, available only in the Target App.

Add to registry

[Help us improve this page](#)

Enterprise

 Darwin Alarm Details | [Login](#) | [Alarms](#) | [Alarm Details](#) | [Proactive Actions](#) | [Snooze Dashboard](#) | [Greased Lighting](#) [Logout](#)

T#: 171 Billings Central Ave & 24th 2601 Central Ave Billings MT 59102-6652 Phone: 406-652-5430	RGD: 100 197 161 Store Type: General Merch Opened: 1982-10-11 Last Remodeled: 2018-07-20	Current Store Time: 10:14:50 AM Opens At: 07:00 AM Closes At: 11:00 PM Time Zone: Mountain Std Time
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Store Notes for T-171 [Add Store Notes](#)

▶ Store Level Notes A

Assigned A

43104 app 1: rack fail B [Add Note](#) [Reset](#) [Snooze](#)

[Resolve](#)

Advisory Log A

▶ Log Detail [Refresh](#)

Red Header Based Apps

Item Info

Canon T5i 18-55mm STM I
056 10 0683
Fill group: BELC sale 599.00

339 D01 339 E01 340 A1
take 2 here 1 here 1 here

las	date	tim	days
Auto	-	-	-
Release	-	-	-
File	-	-	-

My Device | Landing

Red, Blue

partnersonline

12 App Alerts
Business Partner
Important Updates for Review
View All Updates & Filters

Partners Online

Red, Blue

ASSETHUB

Home, Search, Groups, Projects, Boards, Reports

Asset Hub

Red, Grey, Blue

Storefront

Home, Orders, Items, Finances, Business Information, Performance, Users & Data Access, Account, Notifications

Storefront

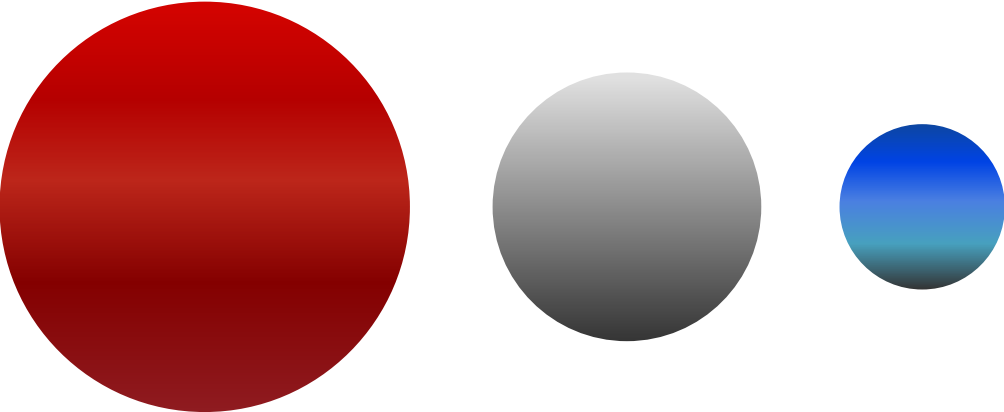
Red, Teal

Assortment Plan > Negotiation Events

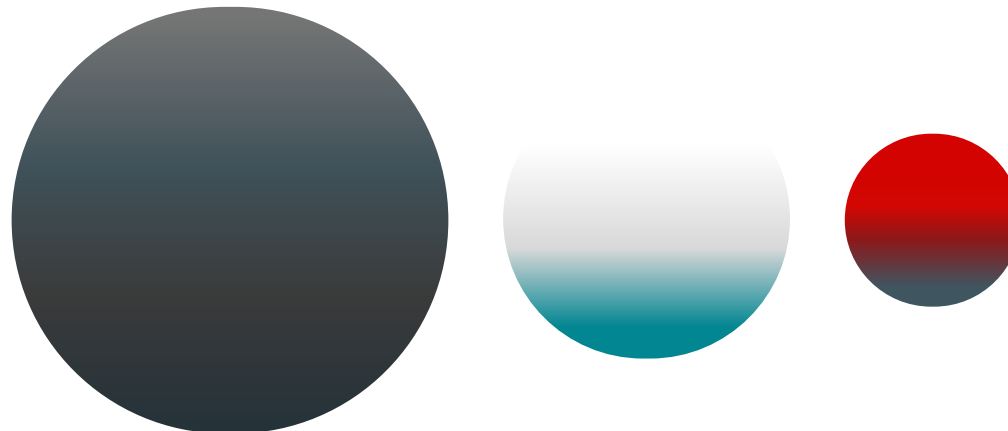
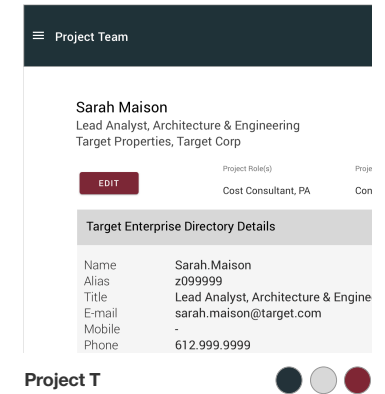
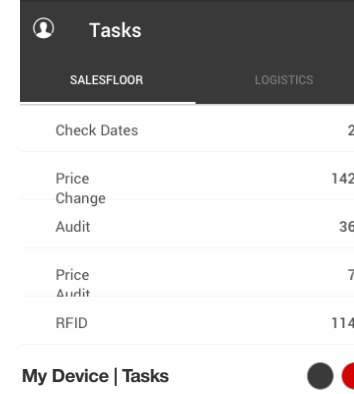
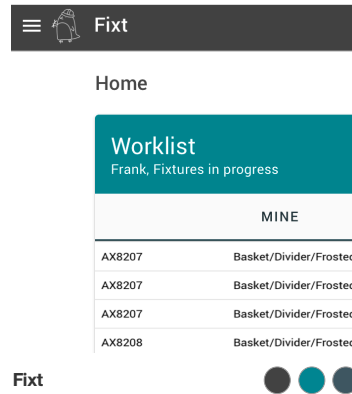
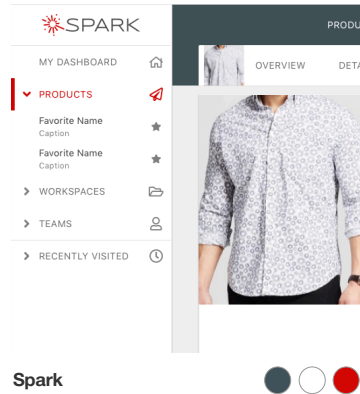
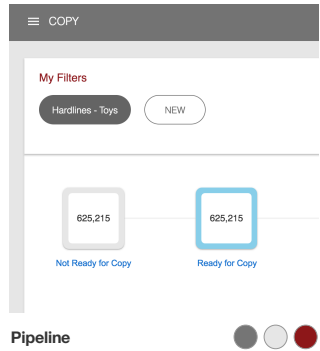
Business Partners
All products have been associated to a plan

APEX

Red, Grey, Blue



Dark Gray Header Based Apps



Target's Enterprise Design System

🏠 Store Performance

Store 2312 | Mapple Grove - MN

Direct Sales

23k

Last 30 days
90.2% ▲

Attendance

75%
Last Week

Shrinkage

1,201

Last 30 days
-31.2%

Team Members

GT

Greg Tuitama

Dept Manager - Beauty
gregt@target.com

205

Daily Sales
-31.2% ▲

CD

Carl Drapper

Dept Manager - Beauty
carld@target.com

108

Daily Sales
-21.3% ▲

Reminders

Performance Reviews

Jan 3 - 2 pm

ADD TO CALENDAR

Store Visits

Jan 6 - 2 pm

ADD TO CALENDAR

AUDIT

APPROVE

Gray			Blue			Red		
AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible
Gray-light #D6D6D6	Gray-Darkest #333333	Black #000000	Blue-light #E7EDFA	Blue #366CD9	Blue-dark #224FCA	Red-light #F9E0E0	Red #CC0000	Red-dark #AA0000
AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible	AAA Accessible
White #FFFFFF	Gray-lightest #F7F7F7	Gray-lighter #EEEEEE	Gray-light #D6D6D6	Gray-medium-light #B2B4B3	Gray-medium #888888	Gray-dark #666666	Gray-Darkest #333333	Black #000000

N

Nicollet

About Nicollet

Need to create an application that needs to resemble Target or its brand? Then, this might be a good option for you. This is the default theme for internal apps and makes use of colors already adopted by Target.com

Store Performance On Track

Plymouth Store
4175 Vinewood Ln N, Plymouth, MN 55442

Sales	Shrinkage	Attendance	75%
\$34K ▲	\$5K ▲	67% ▼	

Mayia Kendrick
Incident Report

Store Related Incidents	23
Network Outages	19
Hardware Requests	123

125 Tickets
6:30 pm

Matt Jorgensen
Regional Performance

2018 Sales

Q1 Q2 Q3 Q4

Actual — Forecast - - -

BUTTON
BUTTON

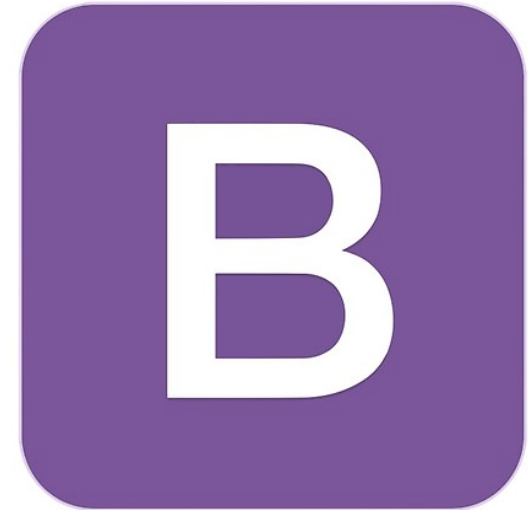
Main UI Frameworks Used Internally



Material UI



Canvas



Bootstrap



Large blank whiteboard.

Diagram of a screen with text below it:
Check in with the team
with the team
Accountability
Structure
UK

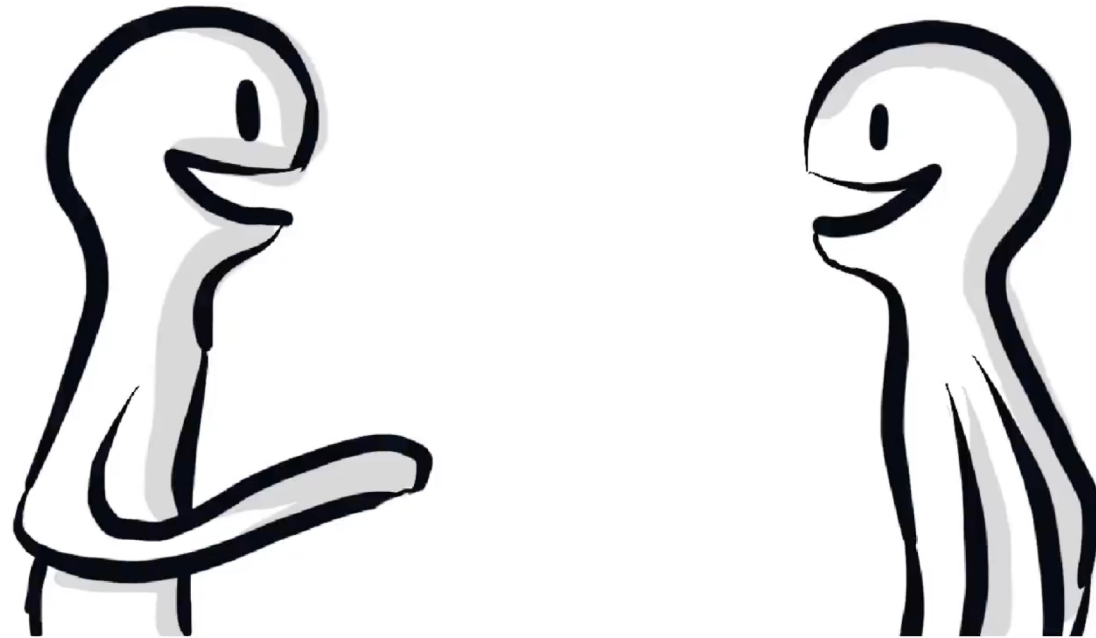
Concerns	Opportunities
Demotivation	Organic Growth
Side activity	Brand Strategy
Roll Back	Productivity (all)
	Food
	Productive meetings
	High Value
	Capacity Issues

Observability / Metrics
Rec Tech
MANAGEMENT

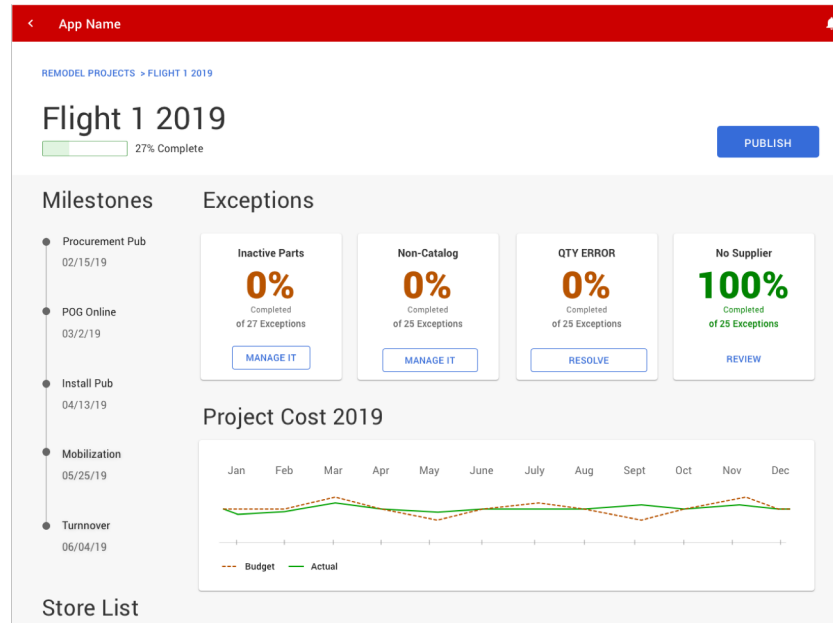
- Consistent API response times
- All API Status API Gateway
- Rec Tech is our Partner
- If it fails unless you pay it needs to be approved
- If its 15% - needs to be approved
- Rec Tech Approved Tech
- Limited use of DevOps
- PES - Expected to measure in AT
- 25% - available in production and cloud

Lesson 3

Give to Get



Partnerships



Lesson 3

Give to Get

Be willing to be influenced if you hope to
also be able to influence others

Give without expecting to receive



Now You Try!
bit.ly/scale-ux

