

DESIGN PRINCIPLES

PRODUCT DESIGN 2023

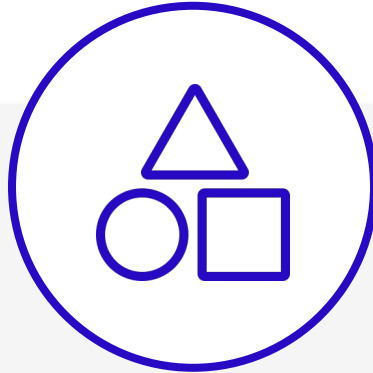
Daniel Gaines & Justin Diaz

CORE DESIGN PRINCIPLES



CONSISTENCY

Establishing familiar patterns throughout the platform



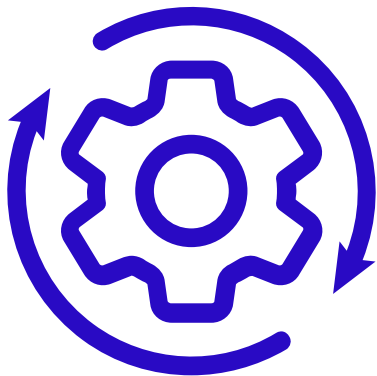
SIMPLICITY

Favoring less is more approach



TRANSPARENCY

Clarity of product intention and capabilities



PRINCIPLE #1

CONSISTENCY

Creating a coherent experience of repeated UI elements and behaviors throughout the platform.

FAMILIAR & PREDICTABLE

Users can move forward confidently applying what they've learned

REDUCE FATIGUE

Re-using UX approaches reduces new process challenges for users to learn

LESS TO DESIGN & DEVELOP

Sticking to common components means less to build

Achieving Consistency

DESIGN LIBRARY

| | | | | |
|--|---------|-------------|--------------|-----|
| | #4825F3 | Primary-600 | Sprimary-600 | tbd |
| | #8940F6 | Primary-500 | Sprimary-500 | tbd |
| | #B46CF8 | Primary-400 | Sprimary-400 | tbd |
| | #B5A4FA | Primary-300 | Sprimary-300 | tbd |
| | #C1B5FB | Primary-200 | Sprimary-200 | tbd |
| | #ECEDFD | Primary-100 | Sprimary-100 | tbd |

| | | | | |
|--|---------|----------|-----------|--------------------------|
| | #A7AAA9 | Gray-600 | Sgray-600 | tbd |
| | #D0DEE0 | Gray-500 | Sgray-500 | Disabled Icons, Dividers |
| | #EBEBEB | Gray-400 | Sgray-400 | tbd |
| | #F3F4F5 | Gray-300 | Sgray-300 | tbd |
| | #F8F9FC | Gray-200 | Sgray-200 | tbd |
| | #FFFFFF | Gray-100 | Sgray-100 | tbd |

| | | | | |
|--|---------|-----------|------------|-----|
| | #E1B29 | Error-600 | Serror-600 | tbd |
| | #EC5753 | Error-500 | Serror-500 | tbd |
| | #E17774 | Error-400 | Serror-400 | tbd |
| | #E98C9B | Error-300 | Serror-300 | tbd |
| | #F7CED2 | Error-200 | Serror-200 | tbd |
| | #FBE6E8 | Error-100 | Serror-100 | tbd |

| | | | | |
|--|---------|-------------|--------------|-----|
| | #EF7E16 | Warning-600 | Swarning-600 | tbd |
| | #FF9601 | Warning-500 | Swarning-500 | tbd |
| | #FFAF3E | Warning-400 | Swarning-400 | tbd |
| | #FFC778 | Warning-300 | Swarning-300 | tbd |
| | #FCD9B7 | Warning-200 | Swarning-200 | tbd |
| | #FEE0D0 | Warning-100 | Swarning-100 | tbd |

Opacity

We use the following opacity variables.

| Example | Description | Figma Identifier | Design Token | Usage Rules |
|---------|--------------|---|--------------|---------------------------------|
| | Opacity: 75% | Modify opacity layer via the right panel "Layer" attribute. | Sopacity-75 | tbd |
| | Opacity: 50% | Modify opacity layer via the right panel "Layer" attribute. | Sopacity-50 | Modal/Drawer background overlay |
| | Opacity: 25% | | Sopacity-25 | tbd |

Border Radius

We use the following border radius for components.

Design Complete

| Example | Values | Design Token | Usage Rules |
|---------|--------|-----------------------|-------------|
| | 100px | Sborder-radius-circle | tbd |
| | 4px | Sborder-radius | tbd |

Line Divider: Horizontal & Vertical

We use the following line divider to split up elements on the UI.

Design Complete

| Example | Values | Design Token | Usage Rules |
|---------|--|----------------------------|-------------|
| | Sgray-500, 1px height, fill width in container | Sdivider-horizontal-small | tbd |
| | Sgray-500, 2px height, fill width in container | Sdivider-horizontal-medium | tbd |
| | Sgray-500, 4px height, fill width in container | Sdivider-horizontal-large | tbd |

Spacing: Both Vertical & Horizontal

We use the following spacing that splits up elements on the UI.

Design Complete

| Example | Values | Design Token | Usage Rules |
|---------|--------|-----------------|-------------|
| | 64px | Spacing-x-large | tbd |
| | 32px | Spacing-large | tbd |
| | 16px | Spacing-medium | tbd |

Elevation

We use the following elevation levels.

Design Complete

| Example |
|---------|
| |
| |

Achieving Consistency

COMMON COMPONENTS - INPUT

This section displays 18 text input components arranged in two rows of nine. Each component consists of a title 'Title Text' and a text input field. The input fields illustrate various states and styling options:

- Row 1: 1. Empty field. 2. Field with 'Text'. 3. Field with 'Text' and a blue border. 4. Field with 'Text' and a blue border. 5. Field with 'Text' and a blue border and a vertical cursor. 6. Field with 'Text' and a blue border and a vertical cursor. 7. Field with 'Text' and a red border. 8. Field with 'Text' and a light gray background. 9. Field with 'Text' and a light gray background.
- Row 2: 1. Field with 'Text' and a light gray background and a small icon. 2. Field with 'Text' and a light gray background and a small icon. 3. Field with 'Text' and a light gray background and a small icon. 4. Field with 'Text' and a light gray background and a small icon. 5. Field with 'Text' and a light gray background and a small icon. 6. Field with 'Text' and a light gray background and a small icon. 7. Field with 'Text' and a light gray background and a small icon. 8. Field with 'Text' and a light gray background and a small icon. 9. Field with 'Text' and a light gray background and a small icon.

This section displays 10 dropdown menu components in a single row. Each component has a title 'Title Text' followed by an asterisk and a question mark. The dropdowns illustrate various states and styling options:

- 1. Dropdown with 'Text' and a downward arrow.
- 2. Dropdown with 'Text' and a downward arrow.
- 3. Dropdown with 'Text' and a downward arrow.
- 4. Dropdown with 'Text' and a downward arrow and a blue background.
- 5. Dropdown with 'Text' and a downward arrow and a blue background.
- 6. Dropdown with 'Text' and a downward arrow and a blue background.
- 7. Dropdown with 'Text' and a downward arrow and a red border.
- 8. Dropdown with 'Text' and a downward arrow and a light gray background.
- 9. Dropdown with 'Text' and a downward arrow and a light gray background.
- 10. Dropdown with 'Text' and a downward arrow and a light gray background.

Achieving Consistency

COMMON COMPONENTS - MODAL

Reset Post Approvals

Post will revert to the new content folder and will have to be re-approved. Any existing feedback will be deleted.

[Cancel](#) [Reset Approvals](#)

Share Content

Email content link to:

Link Expiration

30 Days

Show Metrics

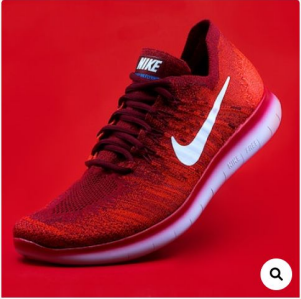
Enable Downloading

Notes Optional 200

[Cancel](#) [Email Link](#)

10/68 Matching Posts

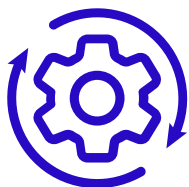
Influencer's posts that are similar to the requested searched content.



1 Text & 1 Image Match XX% Relevancy

DD/MM/YYYY [Share](#)

Lorem ipsum shoes onsectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et...



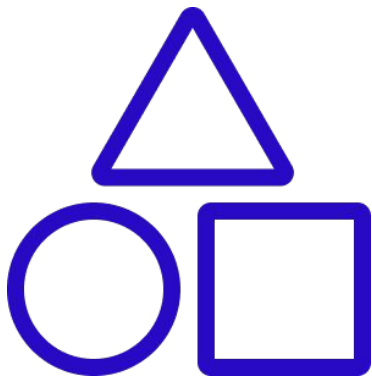
CONSISTENCY

KEY BENEFITS

- Users learn what to expect, and their expectations are met
- Design & Dev streamlined

TRADE-OFFS

- Custom solutions discouraged
- Demands strong alignment



PRINCIPLE #2

SIMPLICITY

Reducing complexity whenever possible to increase release faster and encourage adoption.

EASIER FOR USERS TO DIGEST

Less complexity means less confusion.

NOT DOING TOO MUCH

Resist the temptation to predict and solve user needs that we haven't even identified yet.

EFFECTIVE ITERATION

Better evaluate success and improve step by step

Achieving Simplicity

BOILING DESIGNS DOWN

EXISTING CARDS IN RESONATE

Add title for deliverables

Images Videos + Add Platforms

Body Text B I U A

Call out something important about all deliverables

stephhjelme... Los Angeles, Cal... Fashion Family & Relationships +4

112K Followers 15% Engagement Low Sponsored

Labels: professional trendsetter with taste

Rationale for Inclusion: Stephanie is infatuated with the beauty of a decade ago, she has grown to love to share and discover the evolv authentic, well-lived and curated journal for her life. She has an all fit for Steph to travel in style from appointment to appointment.

ER% - 1.5%
M/F% - 21.8%/78.2%
US% - 64.3%
35-44% - 26.1%

N/A Instagram Post 10/10

This is my test!!
TestBrandName

#ad
#ThisistheHashtag
@TestCampaign

Review Post

SIMPLIFIED CARDS *CONCEPT ONLY*

Section Title 45

Deadlines

Submit By

Campaign Duration

Title

Outreach

Email

Influencer Opened: DD/MM

Starting Offer \$ #####

Outreach Notes

Workflow

01/01 Posts Details Library ID: 47896321 | Version History

Images/Videos

Caption/Text

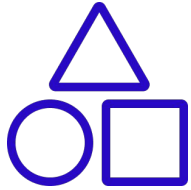
Feedback (1) Done Reviewing

Achieving Simplicity

UNIFYING UX ACROSS ROLES

The image displays three side-by-side screenshots of the LINQIA user interface, each representing a different role: Influencer, Linqia, and Client. Each screenshot shows a dark blue header with the LINQIA logo and navigation options. The main content area is light gray and contains various data cards and lists.

- Influencer (Pink bubble):** Shows a 'Content Creation' card with a '2' badge. The list includes: Awaiting Review (2), Needs Edits (1), Ready to Publish (0), and Published (0). Below is an 'Image & Video Libr...' section with 'Uploaded: 5 Images' and 'Uploaded: 1 Video'.
- Linqia (Purple bubble):** Shows a 'New Content' card with a '96' badge. The list includes: New Content (0), Resubmitted Content (0), Ready To Send (0), In Review (4), Approved Pending Edits (96), Approved (57), Awaiting Influencer Review (1), and Published (0).
- Client (Blue bubble):** Shows a 'Needs Review' card with a '4' badge. The list includes: Submitted (97) and Finalized (57).



SIMPLICITY

KEY BENEFITS

- Lower entry bar for users and less complexity to digest
- Easier to pivot
- Easier to maintain

TRADE-OFFS

- Less nuanced solutions
- Need to dedicate time for follow up iterations



PRINCIPLE #3

TRANSPARENCY

Informing, educating and enabling users via the User Interface (UI).

INTERFACE IS PRIMARY EDUCATOR

User can learn through informative components and help center

REDUCE NEED FOR TRAINING

Free up our human resources for more specific issues

Achieving Transparency

TOOL TIPS!!!

Section Title

Campaign Overview


+ Add Variation | ↓ | ↑ | 🗑️

Split section for multiple briefs

↶ | ↷ | Body Text | B | I | U | A | ☰ | ☷ | 🔗 | 🖼️

Enter something about this section.

Organic 📄



Based on Video Views

11.6% Engagement

300,455 Est. Impressions

Jul 5, 2022

#Ad Feeling how hydrated my lips are with nourishing ingredients from nature in my @BurtsBees Tinted Lip ... lorem ipsum ...more

Achieving Transparency

ALERT MESSAGES

Begin Workflow ✕

This will trigger emails to all stakeholders (Linqia employees, Clients) defined in the Workflow.

Best Practice Tip


It's best to multi-select to start content moving through the Workflow in batches, sending only one email alert about content awaiting review.

[Cancel](#) [Begin Workflow](#)

[Workflow](#) [Edit Brief](#) [Save Brief](#)

Jane Campion is currently editing.

Editing is currently locked. Contact the person above to exit, then refresh to enable edit-mode.



LINQIA

My Social Channels

Required Social Channels Unconnected

You will need to reconnect the following channels to avoid issues working with Linqia:

- Instagram
- TikTok

[Connect Instagram](#) * Required

Connect your Instagram Business or Creator account with your Facebook login. [Learn more](#)

[Connect TikTok](#) * Required

You must be part of the TikTok Creator Marketplace in order to authenticate. [Click here to register](#)

[Connect Facebook](#)

Achieving Transparency

SURFACED CONTROLS

500 Results All Channels All Show Expired Select All Results Metrics Sort

| Image | Engagement | Est. Impressions | Date | Usage Rights | Caption |
|-------|------------|------------------|-------------|--------------------------------|--|
| | 4.7% | 37,455 | Jul 5, 2022 | Usage rights expire 12/05/2022 | #Ad Feeling how hydrated my lips are with nourishing ingredients from nature in my @BurtsBees Tinted Lip ... lorem ipsum ...more |
| | 4.7% | 37,455 | Jul 5, 2022 | Usage rights expire 12/05/2022 | #Ad Feeling how hydrated my lips are with nourishing ingredients from nature in my @BurtsBees Tinted Lip ... lorem ipsum ...more |
| | 4.7% | 37,455 | Jul 5, 2022 | Usage rights expire 12/05/2022 | #Ad Feeling how hydrated my lips are with nourishing ingredients from nature in my @BurtsBees Tinted Lip ... lorem ipsum ...more |
| | | | | | Starbucks Campaign: Celebrating a Colorful Culture... |
| | 4.7% | | | | Paid Instagram Facebook |
| | 4.7% | | | | Organic Story Instagram |
| | 4.7% | | | | Organic Story Instagram |

Sort : Followers

High-Low Low-High

- Followers ✓
- Engagement Rate
- Handle
- Relevancy



TRANSPARENCY

KEY BENEFITS

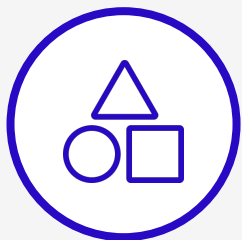
- Users know their options and abilities
- Doesn't depend on memory
- Proactively educates

TRADE-OFFS

- Give up pristine minimalism as an aesthetic direction
- Too many tool-tips



CONSISTENCY



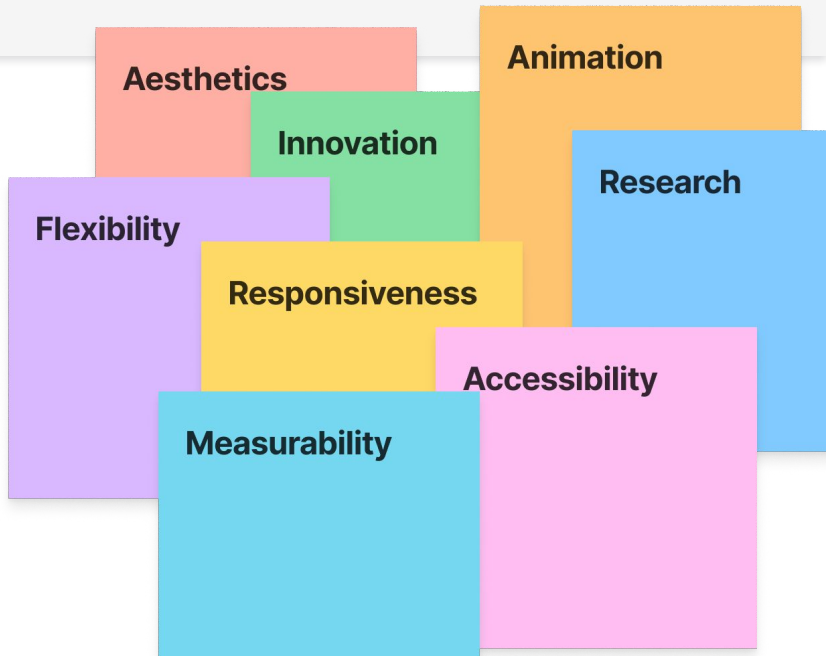
SIMPLICITY



TRANSPARENCY

LOOKING AHEAD

As Resonate evolves and improves, and our foundation concepts are baked in, we can incorporate more areas of focus.



Accessibility

THANK YOU

THANK YOU

THANK YOU

THANK YOU



REACH OUT WITH QUESTIONS TO:

Justin Diaz
Daniel Gaines