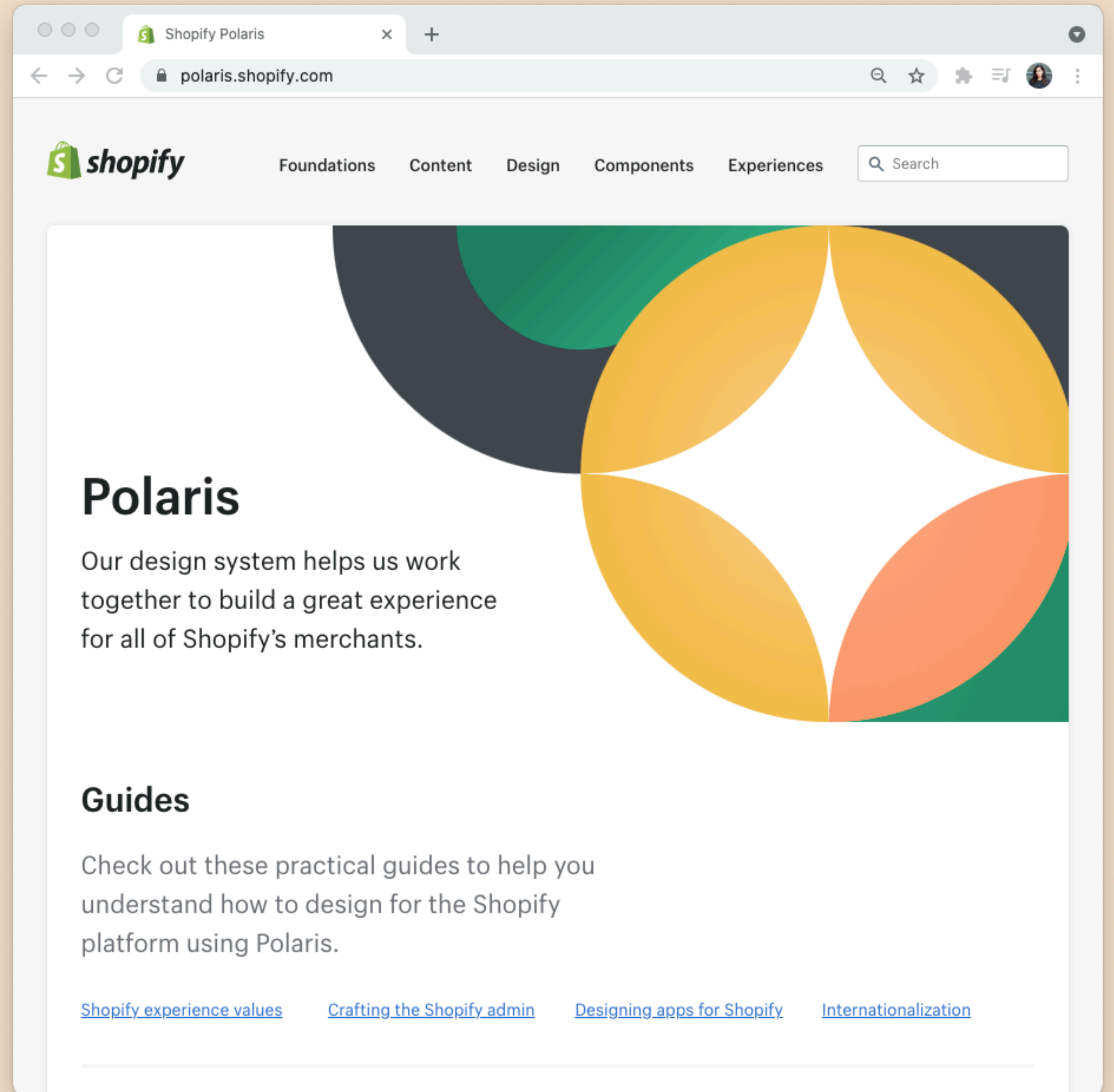
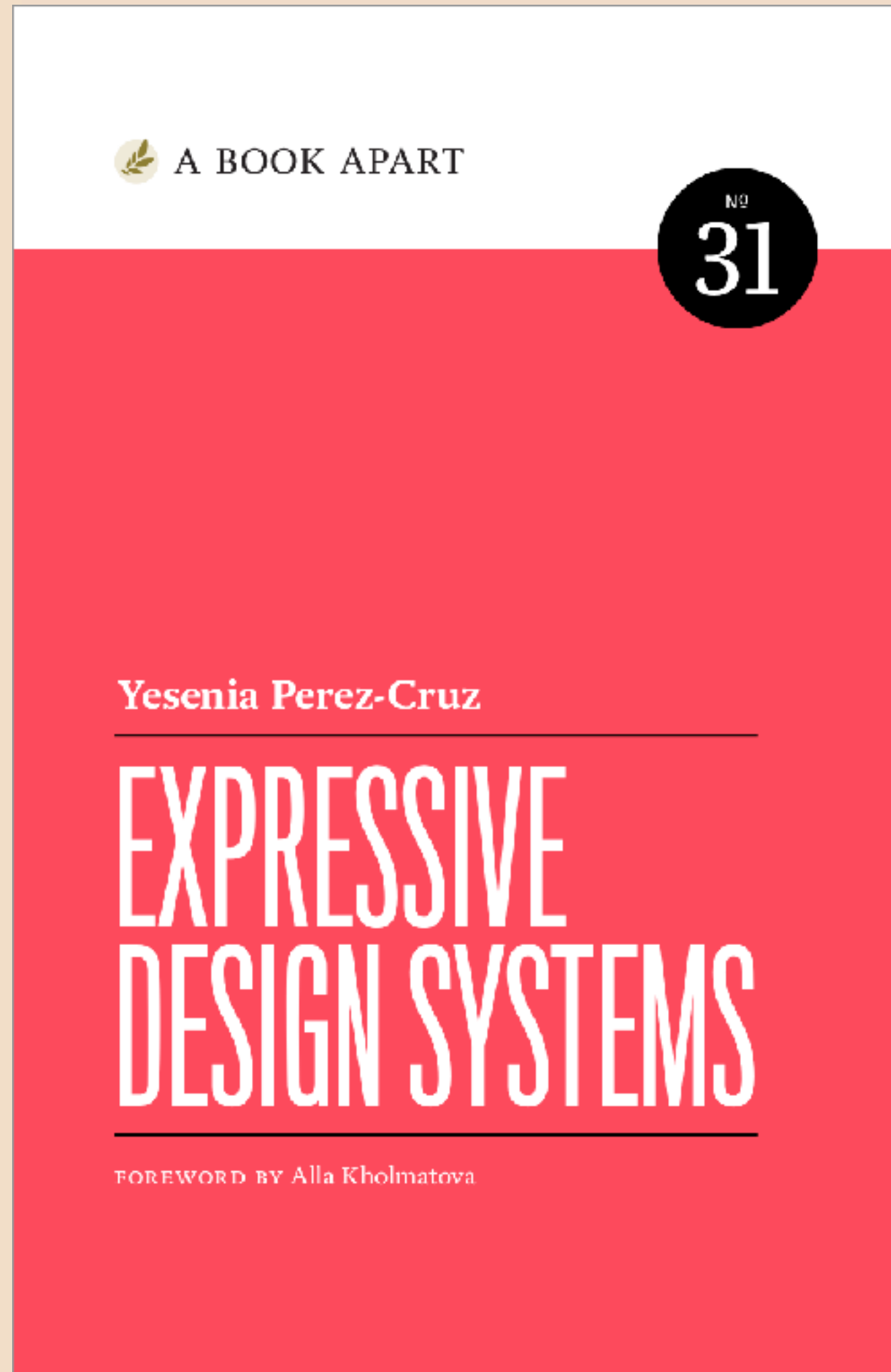


# Resilient Design Systems

DesignMatters'21

Yesenia Perez-Cruz



Faster builds

Better products

Improved scalability

Stronger focus

Rigid

Monotonous

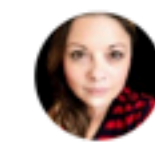
Stifling

Complicated

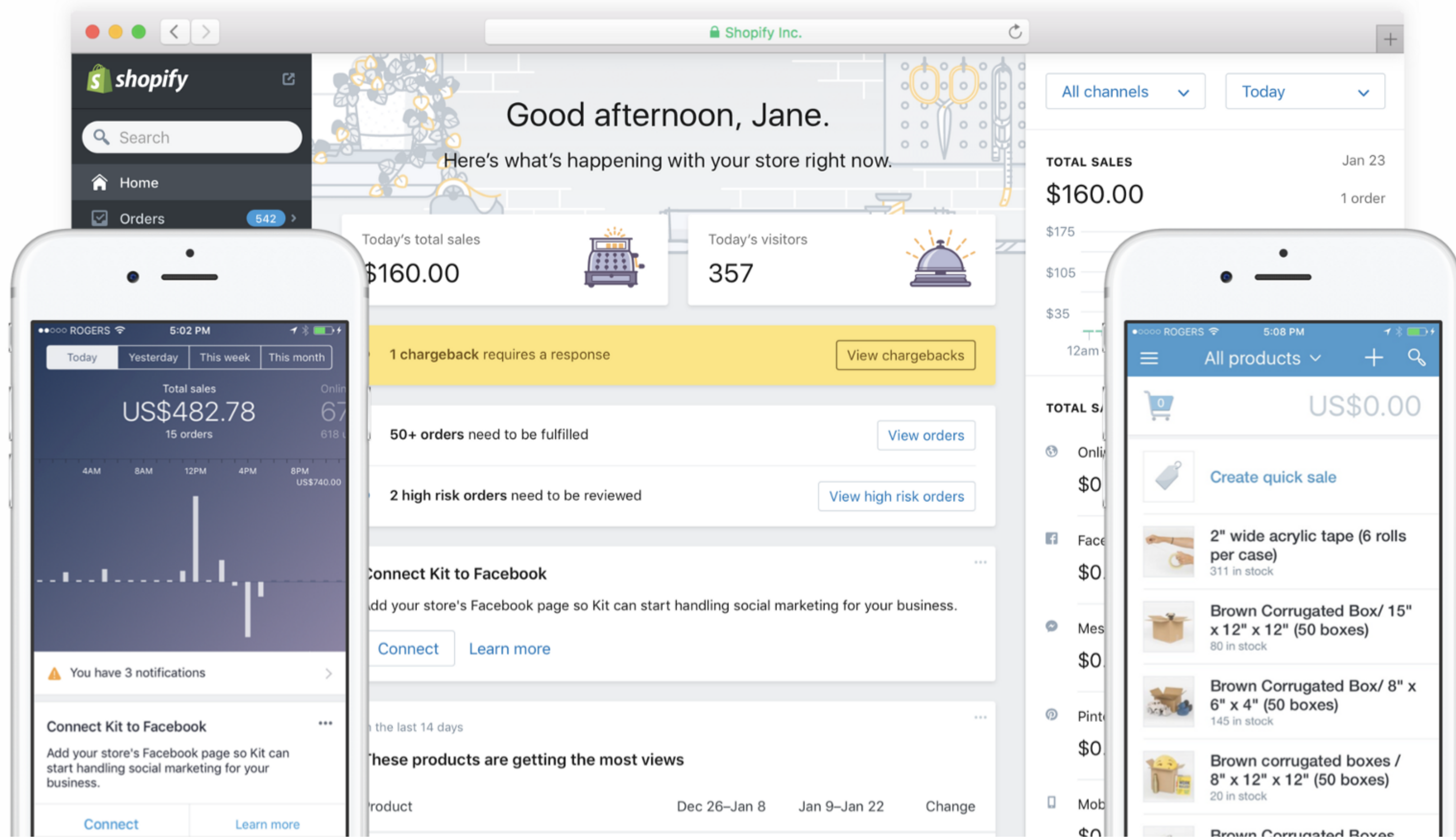


[Polaris.shopify.com](https://polaris.shopify.com)

# Locating Polaris: How we built a style guide for our design system

 Amy Thibodeau [Follow](#) [✉](#)  
May 19, 2017 · 6 min read

[Twitter](#) [Facebook](#) [LinkedIn](#) [Share](#) [Bookmark](#) [More](#)



shopify

Search

Home

Orders 542

Good afternoon, Jane.

Here's what's happening with your store right now.

Today's total sales \$160.00

Today's visitors 357

1 chargeback requires a response View chargebacks

50+ orders need to be fulfilled View orders

2 high risk orders need to be reviewed View high risk orders

Connect Kit to Facebook Add your store's Facebook page so Kit can start handling social marketing for your business. Connect Learn more

These products are getting the most views product Dec 26-Jan 8 Jan 9-Jan 22 Change

All channels

Today

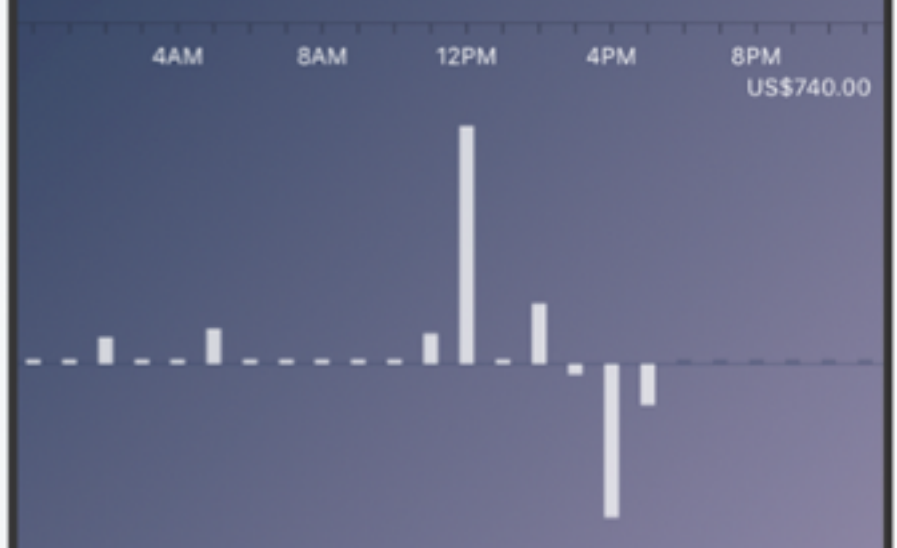
TOTAL SALES Jan 23 \$160.00 1 order



5:02 PM ROGERS

Today Yesterday This week This month

Total sales US\$482.78 15 orders



You have 3 notifications

Connect Kit to Facebook Add your store's Facebook page so Kit can start handling social marketing for your business. Connect Learn more

5:08 PM ROGERS

All products

US\$0.00

- Create quick sale
- 2" wide acrylic tape (6 rolls per case) 311 in stock
- Brown Corrugated Box/ 15" x 12" x 12" (50 boxes) 80 in stock
- Brown Corrugated Box/ 8" x 6" x 4" (50 boxes) 145 in stock
- Brown corrugated boxes / 8" x 12" x 12" (50 boxes) 20 in stock

- Home
- Orders
- Products
- Customers

## Overview dashboard

Last year compared to Jan 1 - Dec 31, 2016

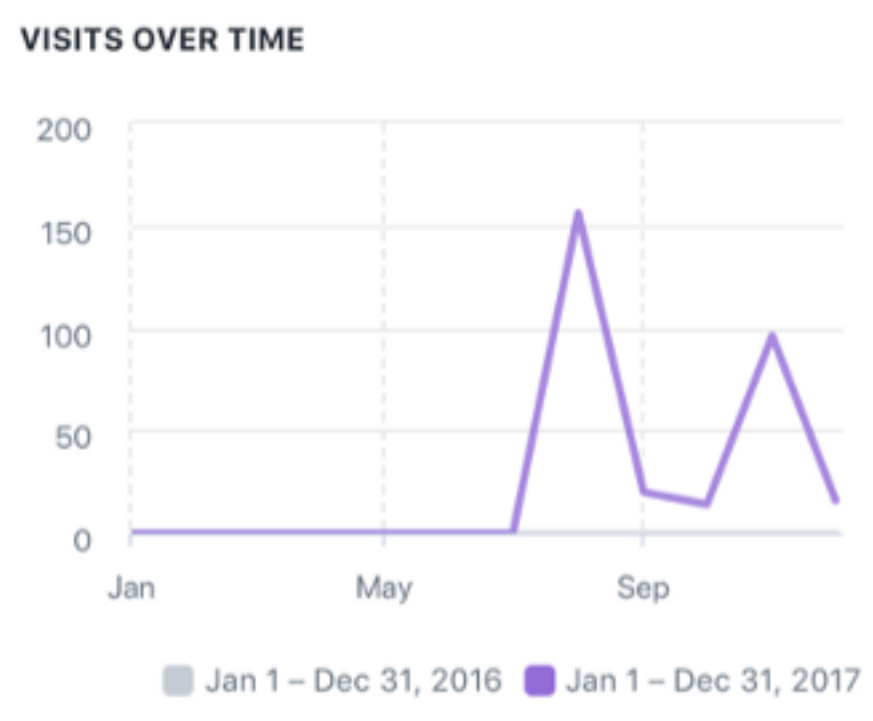
Total sales **\$419.38** [View report](#)

Online Store \$419.38  
 Total Orders \$0.00



Total online store visits **302** [View report](#)

Visitors 254



Average order value **\$152.08** [View report](#)



Repeat orders **0.00**

Quick sale

- Install sound dampeners
- Keep Sixty — Stone edition (Out of stock)
- Keep Sixty — Surf edition (1 in stock)

Total orders **4**

1 Subtotal CA\$165.00

ROGERS 10:17 AM 99%

Today

Total sales **CA\$0.00**

0 orders

View dashboard

In the last 14 days

These products were viewed most often

Products that get more views are more likely to be purchased.

Product	Feb 11-Feb 24
Keep Sixty — Surf edition	6 views
Keep Sixty — Stone edition	3 views

ROGERS 10:19 AM 98%

All products

Quick sale

- Install sound dampeners
- Keep Sixty — Stone edition (Out of stock)
- Keep Sixty — Surf edition (1 in stock)













1 Subtotal CA\$165.00



Shopify 9:41 AM

All collections ▾

Quick sale





 Maple Lamp 15 in stock	 Maple Keyboard Tray 5 in stock	 Maple Mouse Pad 100 in stock	 Maple Planter Tall 930 in stock
 Maple Planter 73 in stock	 Walnut Catch-All 207 in stock	 Walnut Planter 593 in stock	 Maple Trackpad Tray 18 in stock
 Walnut Mouse Pad 399 in stock	 Walnut Planter Tall 48 in stock	 Walnut Lamp 100 in stock	 Walnut Keyboard Tray 93 in stock

Page 1 of 3

Checkout Orders Store

Cart Edit





Items

	Walnut Lamp	\$198.00
	Walnut Planter	\$29.00
	Maple Trackpad Tray	\$118.00
	Kate Bell kate.bell@shopify.com	
Add discount		
Subtotal		\$345.00
4	Charge \$389.85	

9:41

Back Cart Edit

Items

	Walnut Lamp	\$198.00
	Walnut Planter	\$29.00
	Maple Trackpad Tray	\$118.00
	Kate Bell kate.bell@shopify.com	
Add discount		
Subtotal		\$345.00
HST (13%)		\$44.85
4	Charge \$389.85	



CONCEPTS

[Introduction to Shopify](#)

WAYS TO BUILD

- Building apps
- Building themes
- Building channels
- Custom development work

USING SHOPIFY APIS

- Authentication
- Versioning ▾
- Rate limits
- Search syntax
- Response status codes
- API Terms of Service ▾

TRUST AND SECURITY

- GDPR requirements for developers

SHOPIFY APP STORE

- Visibility in the Shopify App Store
- Getting your app approved ▾
- Success in the Shopify App Store ▾
- Shopify App Store ads ▾

# Developing on Shopify

More than 1,000,000 merchants use Shopify to run their businesses. They come in all sizes, from all around the world, and each one is different. Shopify solves many of their hardest commerce problems out of the box—but every business has unique needs.

That's where you come in.

## Make Shopify better for everyone

Shopify's mission is to make commerce better for everyone. But Shopify can't be all things to all people. Instead, we empower third-party developers, known as Shopify Partners, to create apps, themes, and other integrations that build on Shopify's platform. That way, merchants can tailor their experience however they need, and developers can build their own businesses supporting those entrepreneurs. This virtuous circle creates new business opportunities and benefits merchants, partners, and Shopify.

Shopify's [suite of APIs](#) and our open-source templating language, [Liquid](#), enable you to make Shopify work the way your clients demand. And our robust developer platform lets you use the business model that works for you.

### On this page

- Make Shopify better for everyone
- Ways to build
- What you can access
- Where to start

< Orders

**#4429** Jul 16, 2018 at 2:52pm from Online store Paid Fulfillment in progress

Print order More actions ▾

**Processing (1)** Oberlo

Fulfillment in progress

**1** Camp Brand Sweater  
Large \$29.99 × 1 \$29.99  
SKU: 1234567890

More ▾

**Fulfilled (2) #1008-F1** Oberlo

USPS tracking number HJ263930422US In-transit Show more ▾

**2** Camp Brand Mug  
Red / Green \$39.99 × 2 \$79.98  
SKU: 1234567890










More ▾

Everything felt too similar

11:40 AM Wed May 15

All products ▾


Quick sale


 Air Waffle Gray Bathrobe 100 in stock	 Isazen Iba Takahito Clock Clock Featured 65 in stock	 Mariko Kitano Brass Coffee Scoop 70 in stock	 Simplicity Pastry Stand 50 in stock
 Suve Facial Cleansing Brush 23 in stock	 Tangoni Delicate Detergent 45 in stock	 Tangoni GCO41 Delicate Detergent 50 in stock	 Unamotudo Soji Canisters 55 in stock
 Unamotudo Three Tiered 55 in stock			


240 Richmond Ave West, Toronto

Checkout Orders Customers Store

**Cart**

 Air Waffle Gray Bathrobe CA\$260.00

 Flora Li  
flora.li@example.com

By  Marsello | Loyalty Marketing Automation

Points balance 4000

\$10 discount  
-1000 points

Add discount


Subtotal CA\$260.00

Add shipping

HST (13%) CA\$33.80

1 Charge CA\$293.80

Help businesses adapt to COVID-19. Enter the Shopify App Challenge. [Learn more](#) ✕

 **shopify** developers

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“ Sure, the baseline quality definitely increased.

But it felt like our teams **creativity was decreasing** in equal measure. Kyle Peatt

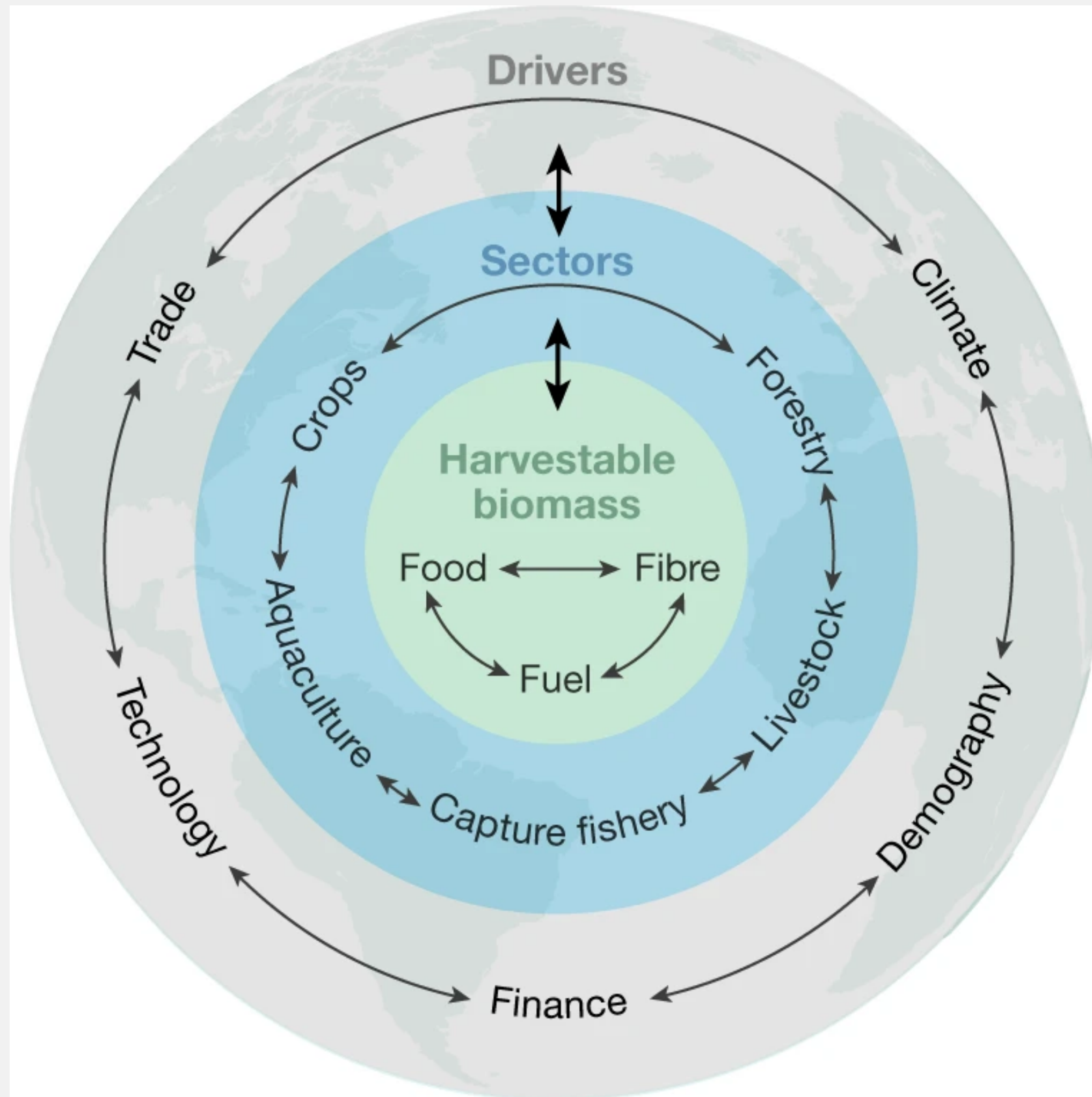




This bridge was built  
to last.

Then the river  
changed course.





### Connectivity: the breakdown of isolation



- Climate connections
- International trade
- Output-as-input relationships
- Transnational corporations

### Diversity: more becomes less



- Biotic homogenization
- Habitat simplification
- Standardized food supply
- Industry consolidation

### Feedback: decoupling in a hyperconnected world



- Intensification
- Supply substitution
- Virtual trade
- Financialization



**Diversity**



**Feedback**



**Connectivity**



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Print order More actions ▾

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More ▾

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USPS tracking number HJ263930422US In-transit Show more ▾

**2** Camp Brand Mug  
Red / Green \$39.99 × 2 \$79.98  
SKU: 1234567890










More ▾

# Too similar

11:40 AM Wed May 15

All products ▾


Quick sale


 Air Waffle Gray Bathrobe 100 in stock	 Isazen Iba Takahito Clock Clock Featured 65 in stock	 Mariko Kitano Brass Coffee Scoop 70 in stock	 Simplicity Pastry Stand 50 in stock
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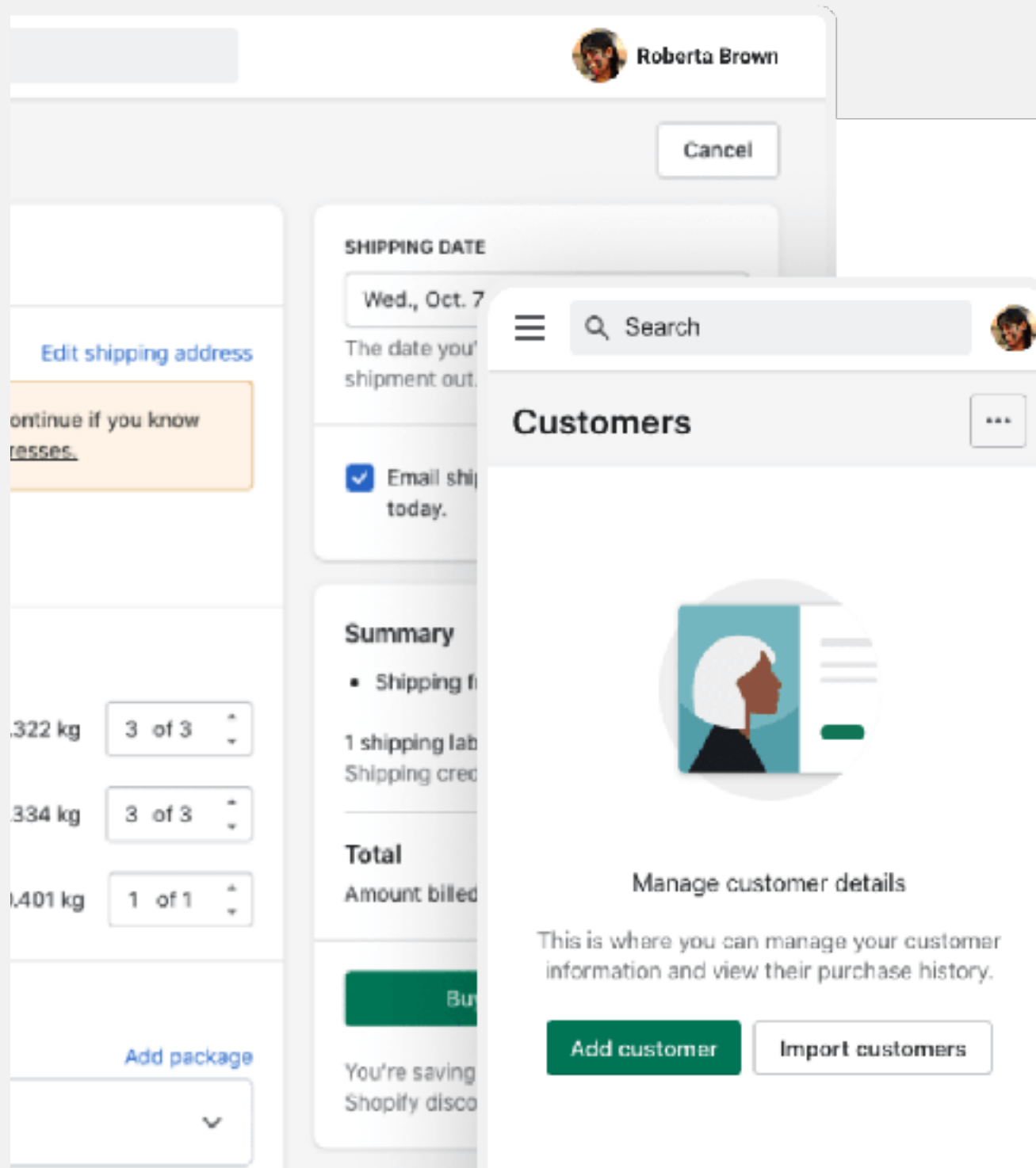
That's where you come in.

### Make Shopify better for everyone

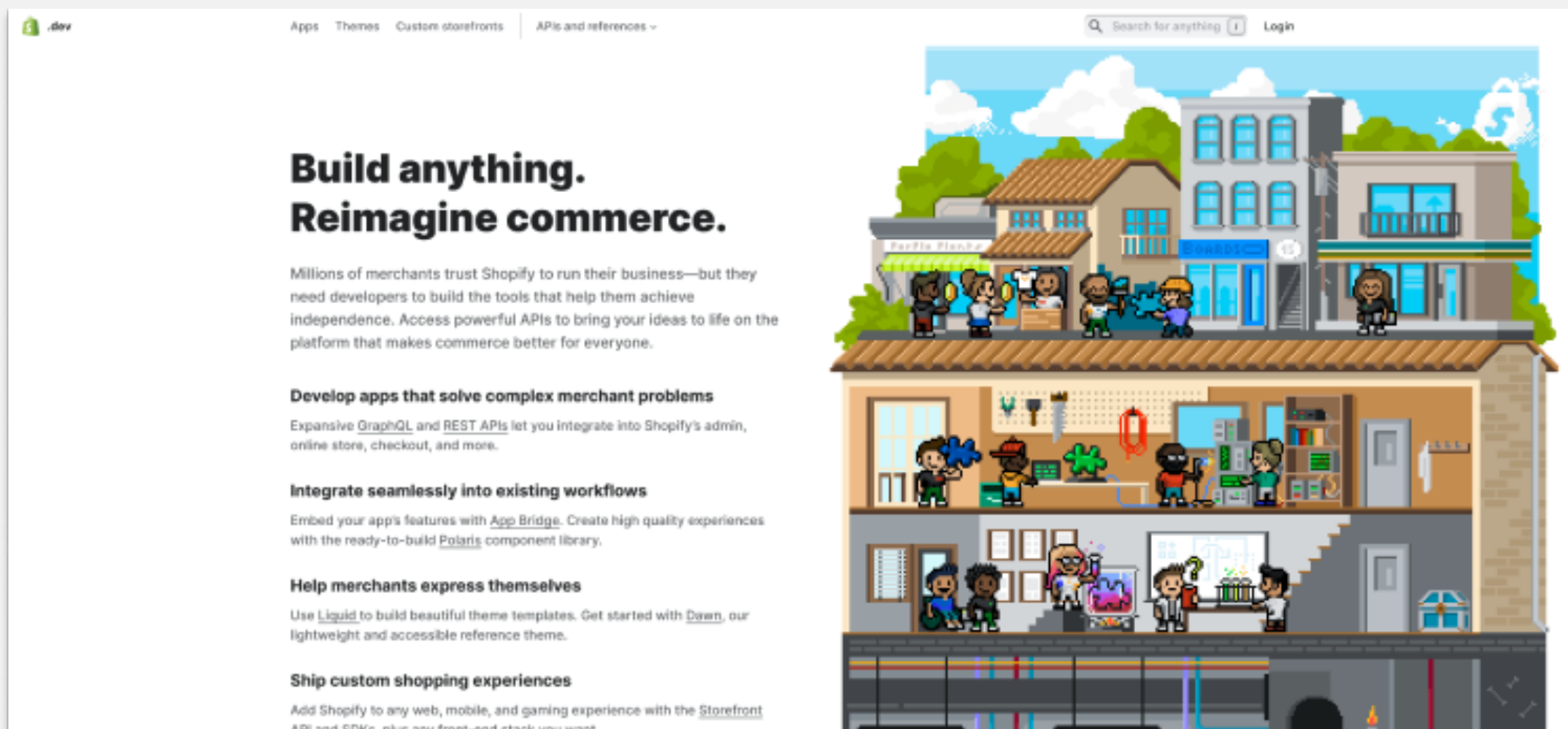
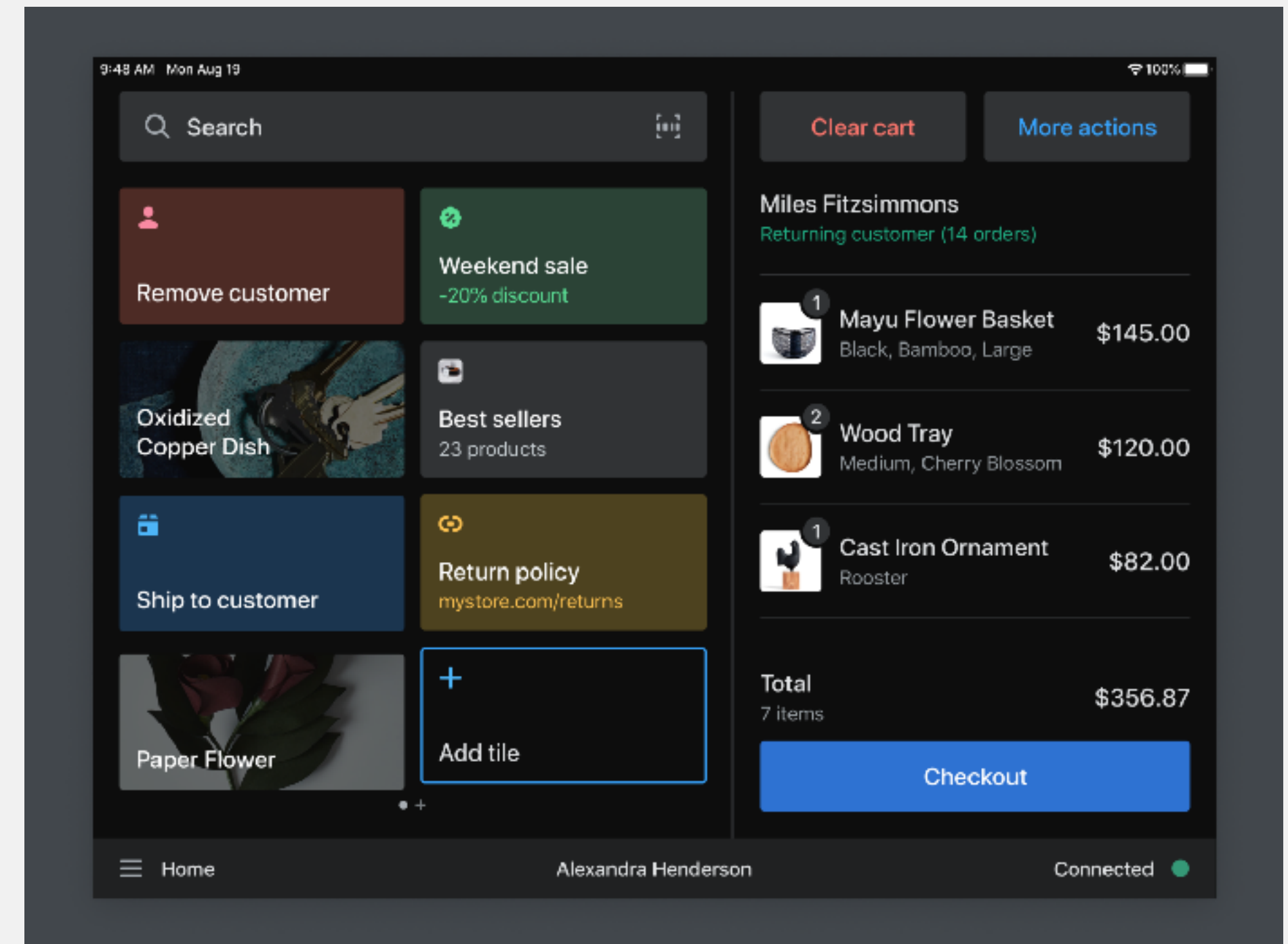
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# Purposeful range





Diversity



Feedback



Connectivity

Unintentional divergence

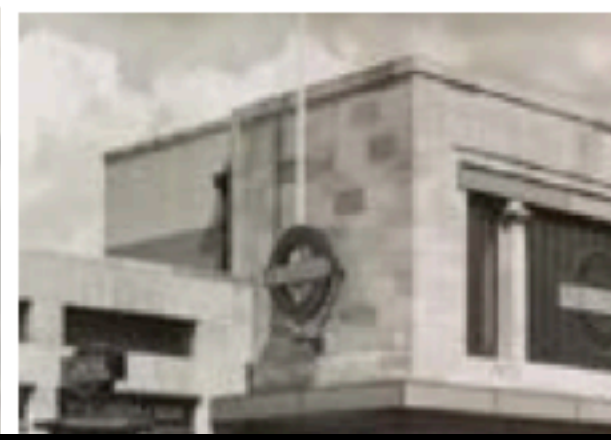
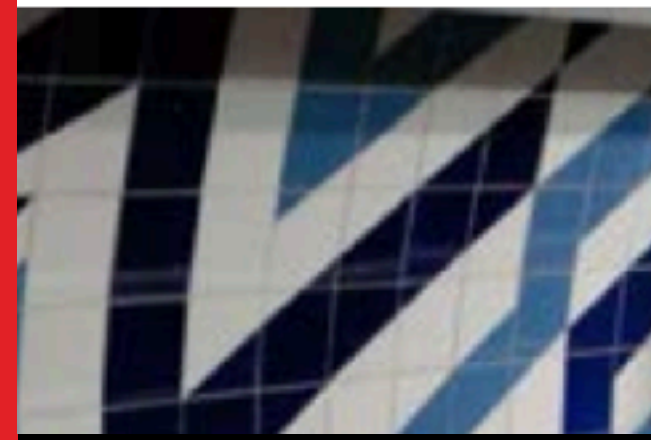
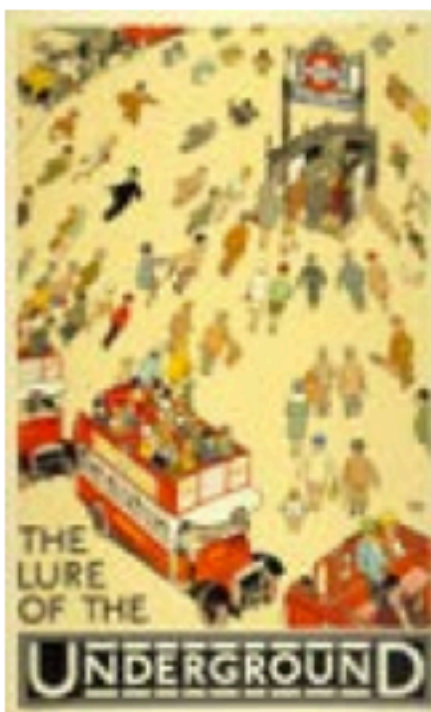
Intentional, but unnecessary divergence

Intentional, meaningful divergence

Unintentional divergence

Intentional, but unnecessary divergence

Intentional, meaningful divergence





**1.0**  
**Achieve**  
**balance across**  
**the network**

**2.0**  
**Look**  
**beyond the**  
**Bostwick gates**

**3.0**  
**Consider**  
**wholeness**

10

**4.0**  
**Prioritise**  
**comfort for**  
**staff and**  
**customers**

**5.0**  
**Delight**  
**and surprise**

**6.0**  
**Use materials**  
**to create**  
**atmospheric**  
**spaces**

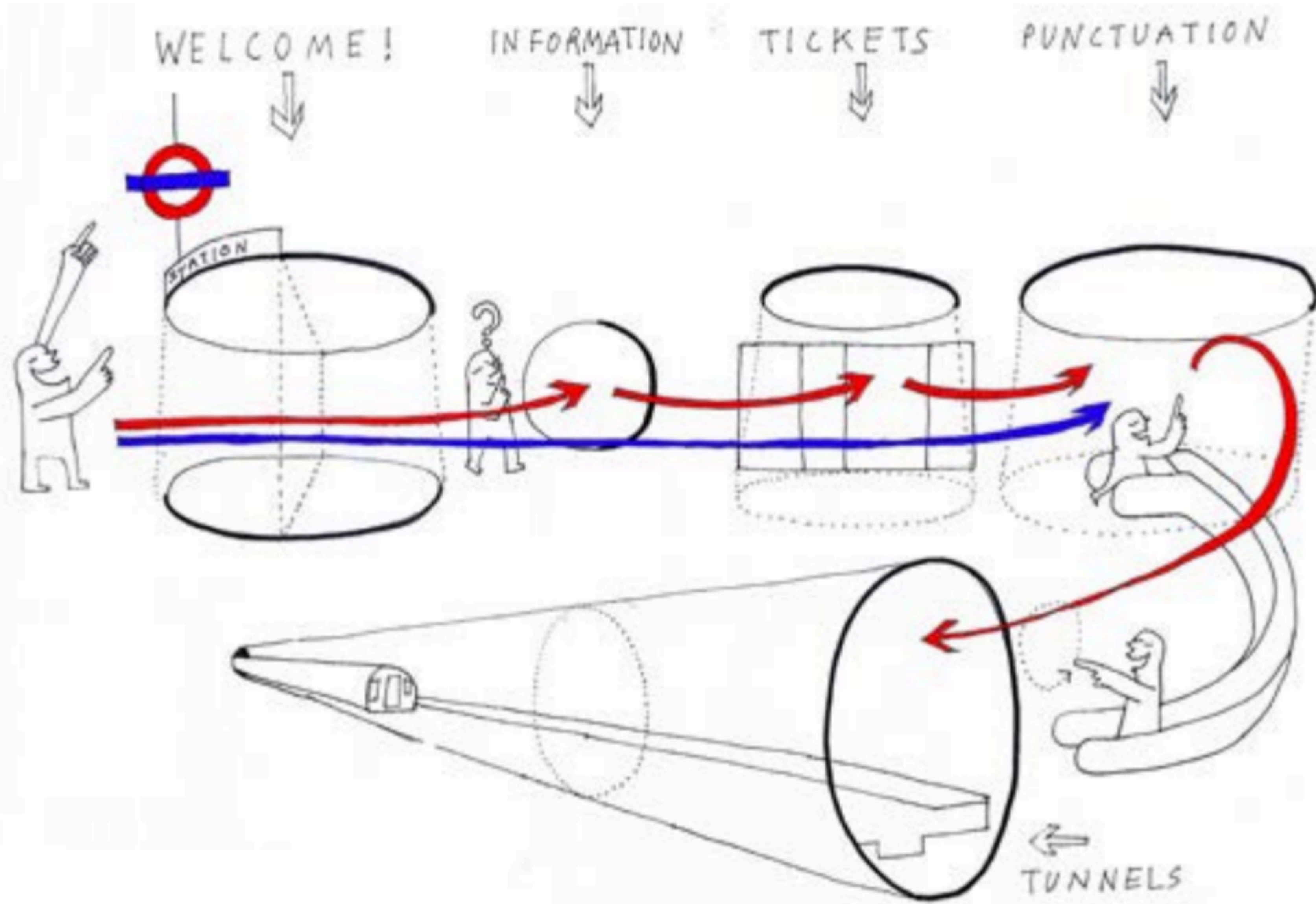
**7.0**  
**Create**  
**ambience**  
**with lighting**

**8.0**  
**Integrate**  
**products**  
**and services**

**9.0**  
**Prepare for**  
**the future**







## Colour



Light Green  
NCS-S 3040-G40Y



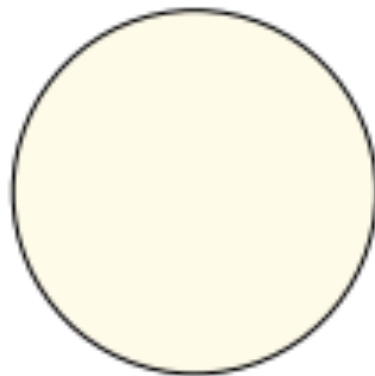
Dark Green  
NCS-S 6030-G10Y



Pale Cream  
NCS-S 1030-Y10R



Black  
NCS-S 9000-N

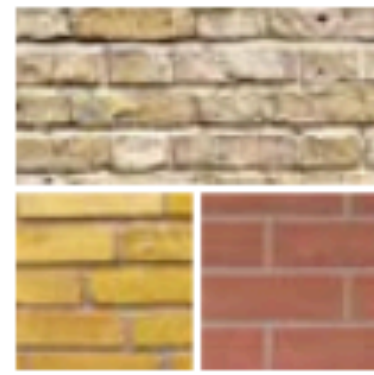


White  
NCS 0502-Y



Trim colour  
Bronze finished brushed  
stainless steel

## Materiality



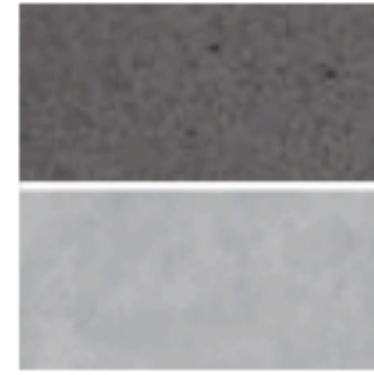
Brick  
London stock/yellow/red



Slate  
Roof tiles



Timber  
Painted cills/window frames/  
external architrave



Floor tiles/pavers  
Grey granite/terrazzo (int)  
Mid grey concrete pavers (ext)



Cast iron  
Canopy supports (plat)



Timber  
Canopy supports (plat)

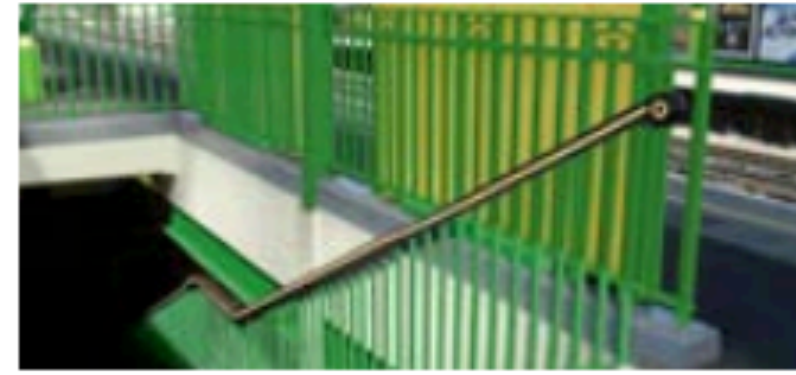


Timber  
Painted valance (plat)

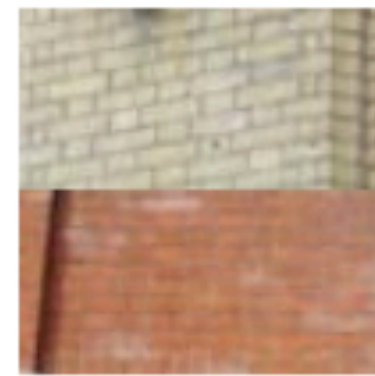
## Special features



Roof trusses and framework (Ealing Broadway)



Balustrade, railings and steel beams (Ravenscourt Park)



Brick construction  
Flemish bond / English  
bond (station specific)



Globe pendants  
(Notting Hill Gate)



Polychromatic arched  
entrance (East Putney)

## Examples stations



North Ealing exterior



Ravenscourt Park exterior



Turnham Green  
painted timber platform screens.



Ravenscourt Park  
Painted timber platform canopies



Notting Hill Gate  
Cast iron painted arch and glazed roof

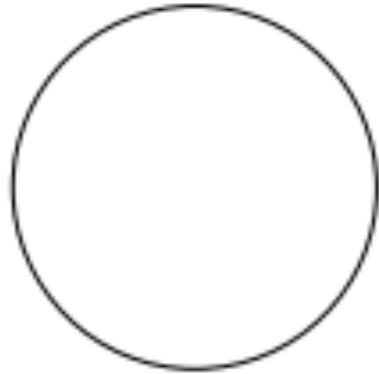
## Colour



Ribbon blue  
NCS-S 2030-B10G



Black  
NCS-S 9000-N



White  
NCS-S 0500-N

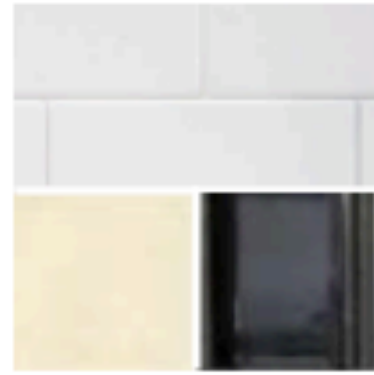


Light oak  
Varnished timber



Trim colour  
Bronze finished brushed  
stainless steel

## Materiality



Ceramic  
White/cream  
Wall details/panels



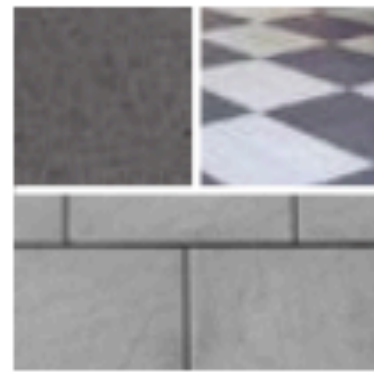
Brick  
Red



Portland stone



Pantile roof  
Brown



Floor tiles/pavers  
Terrazzo (int/ext)  
Checkerboard (int)  
Concrete flagstones (ext)



Timber  
Painted valance (plat)  
(Colindale)

## Special features



Neo-Georgian columns, bronze balcony hand rails and lettering (Hendon Central)



Platform self-winding clock  
(Colindale)



Platform bench with London Underground 'tomb stone sign' (Colindale and Burnt Oak)



Checkerboard floor (Brent Cross)



Platform canopy detail  
(Colindale)



Decorative timber work  
Door (Brent Cross)



Decorative iron work  
(Brent Cross)

## Examples stations



Hendon Central ticket hall



Hendon Central exterior



Brent Cross exterior



Colindale platform



Brent Cross ticket hall

## Colour



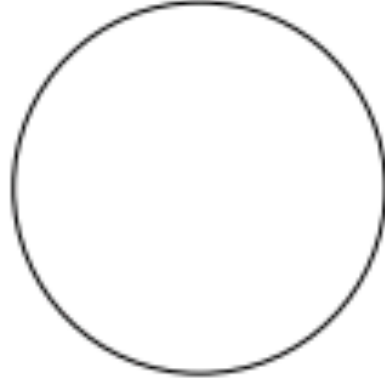
Corporate blue  
NCS-S 4550-R80B



Corporate light grey  
NCS-S 4005-R80B



Black  
NCS-S 9000-N

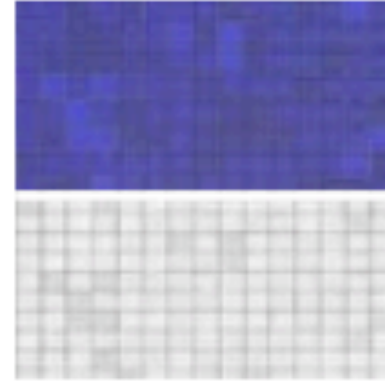


White  
NCS-S 0500-N



Trim colour  
Bronze finished brushed  
stainless steel

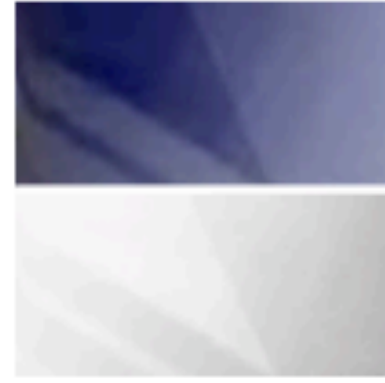
## Materiality



Mosaic  
Blue/white



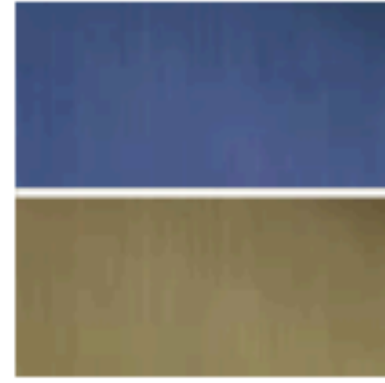
Glazed ceramic  
Blue/white



Back painted glass  
Blue/white



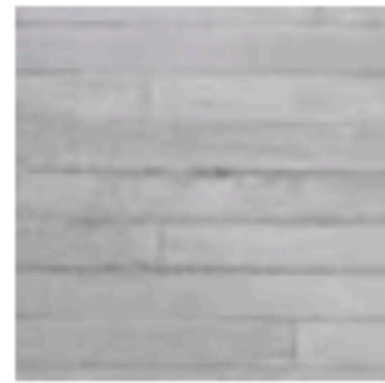
Corrugated and coated  
stainless  
Blue/bronze



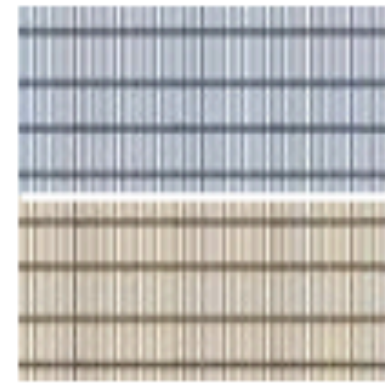
Coated stainless  
Blue/bronze



Travertine stone

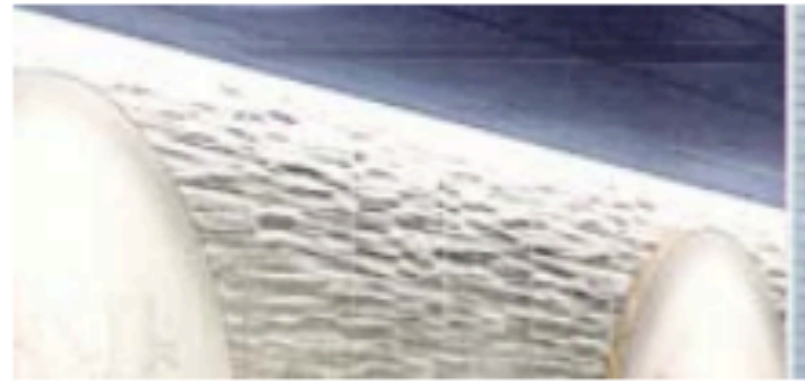


Concrete  
In situ/precast/  
textured



Stainless steel woven mesh  
Blue/bronze

## Special features



Textured cast concrete



Cast concrete



Stainless steel woven mesh ceiling

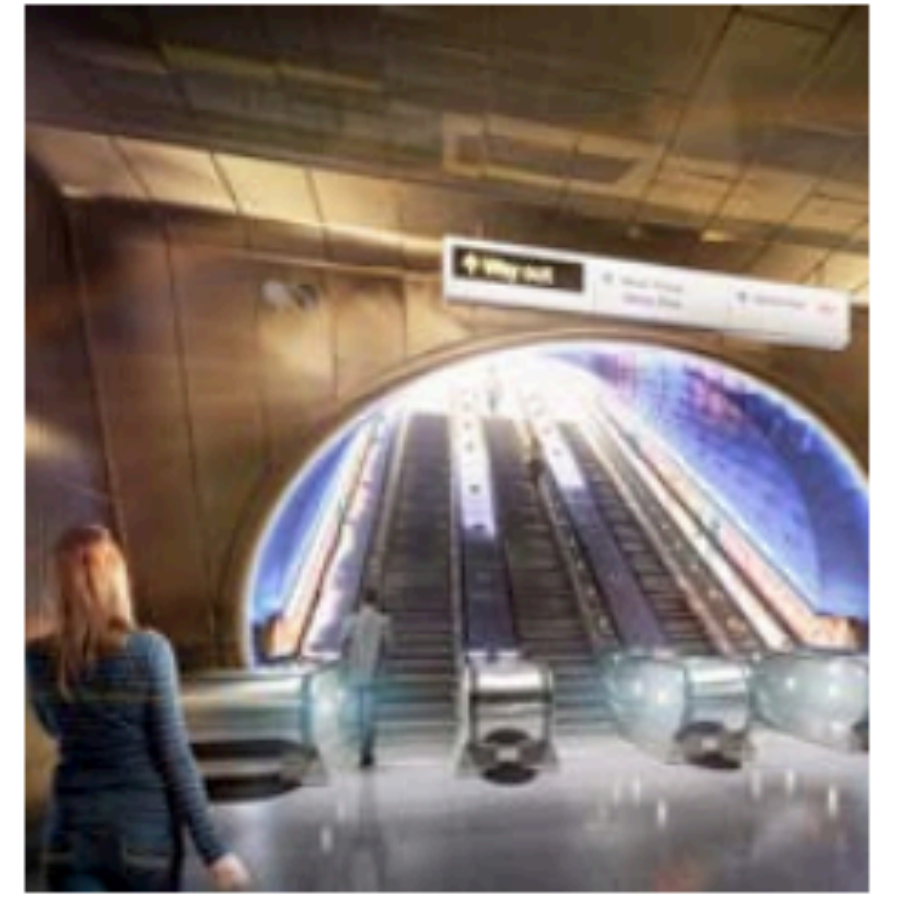


Varied glaze weight ceramic

## Examples stations



Routeways



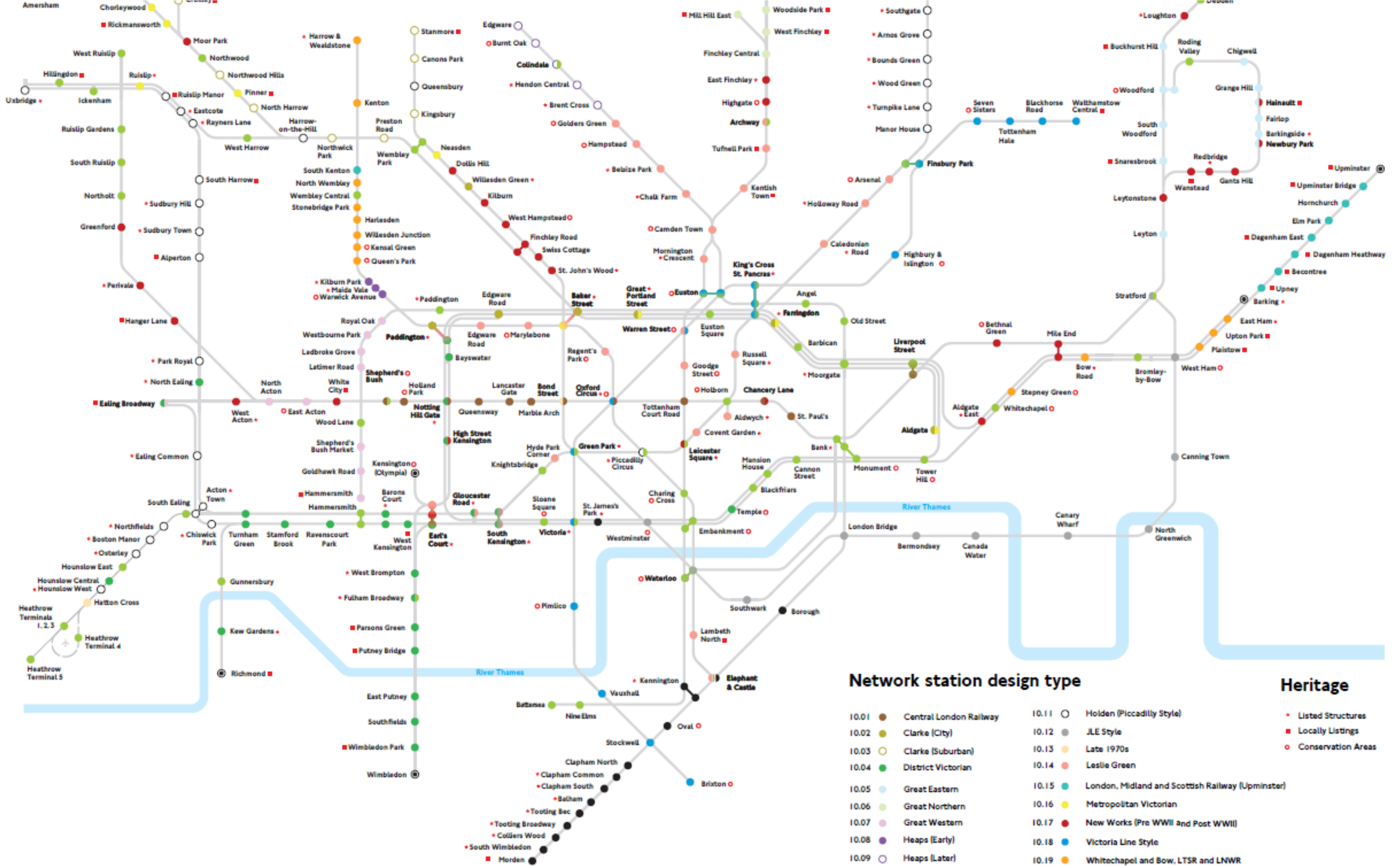
Escalator routeways



Platform



Ticket hall



Network consistency

vs

Local flexibility

**Shared  
foundation**



**Room for  
variation**

**RESSO & COFFEE**

FOR YOUR BEVERAGE WITH  
FRUITLESS BLEND ESPRESSO

100% Arabica Coffee  
Cappuccino  
Latte  
Macchiato  
Mocha  
Peachy Blended Coffee

**ICED COLD BREW**

12 Ounce Nitro  
Caramel Cold Brew  
Nitro Cold Brew

**WILDLY CHILL**

TROPICAL BERRY-FRUIT AND TANGY MANGO CO-STAR  
IN THESE BEERINGLY PEACHY ICE DRINKS

Mango Dragonfruit  
Dragonfruit



**S'MORES FRAPPUCCINO**

Moderation-infused whipped cream, with chocolate sauce, a creamy blend of vanilla, coffee, milk and ice are finished off with more moderation whipped cream and a golden cracker crumble.

Introducing S'mores

INTRODUCING  
**CLOUD MACCHIATO**

Fluffy layers of light and airy foam topped with cascading espresso and a drizzle of flavor.

ICED CARAMEL CLOUD MACCHIATO



Local store has Nitro Cold Brew  
infused. Naturally sweet. Creamy head

Messages

Order

**LUNCH**

**GARDEN GREENS & MARINATED VEGGIES SALAD**  
\$14.95  
With cherry tomatoes, yellow pepper, crisp snap peas, red onion and carrots. Red wine vinaigrette. [View item](#)

**GRILLED CHICKEN & CAUFILOWER TABBOULEH SALAD**  
\$14.95  
With juicy, herb-crusted cauliflower and chickpeas, white rice, tomatoes, roasted red peppers and crumbled feta cheese. [View item](#)

**HEARTY SANDWICHES**  
A selection of full-sandwiches made fresh daily. [View item](#)

**REASONED TURKEY & GREEN PEPPER PICO SALAD**  
\$14.95  
With green, chile pepper and corn salsa, chicken and roasted corn, corn, garden greens, sugar-free mayo and a touch of blue cheese. [View item](#)

**ZAXXAR CHICKEN SALAD**  
\$14.95  
With green, onion, potato, white rice and black beans, lettuce, cucumber, tomato and cheddar. [View item](#)

**LUNCH GATHERING**  
\$14.95  
A satisfying, diverse mix of toppings perfect for that hard-to-choose get-together.

**Baked goods, lunchtime favorites, tasty snacks and delicious beverages, carefully prepared to order.**

IT'S JUST A  
MOMENT  
TAKING  
OVER  
THE  
TO  
TO  
TO  
TO  
TO  
TO  
TO

**sweet,  
chill  
sips  
from our  
summer  
menu**

FRUITLESS BLEND  
MACCHIATO







“ First, the design prioritizes **legibility** and conveying information as **clearly** as possible.

—Mark Wilson

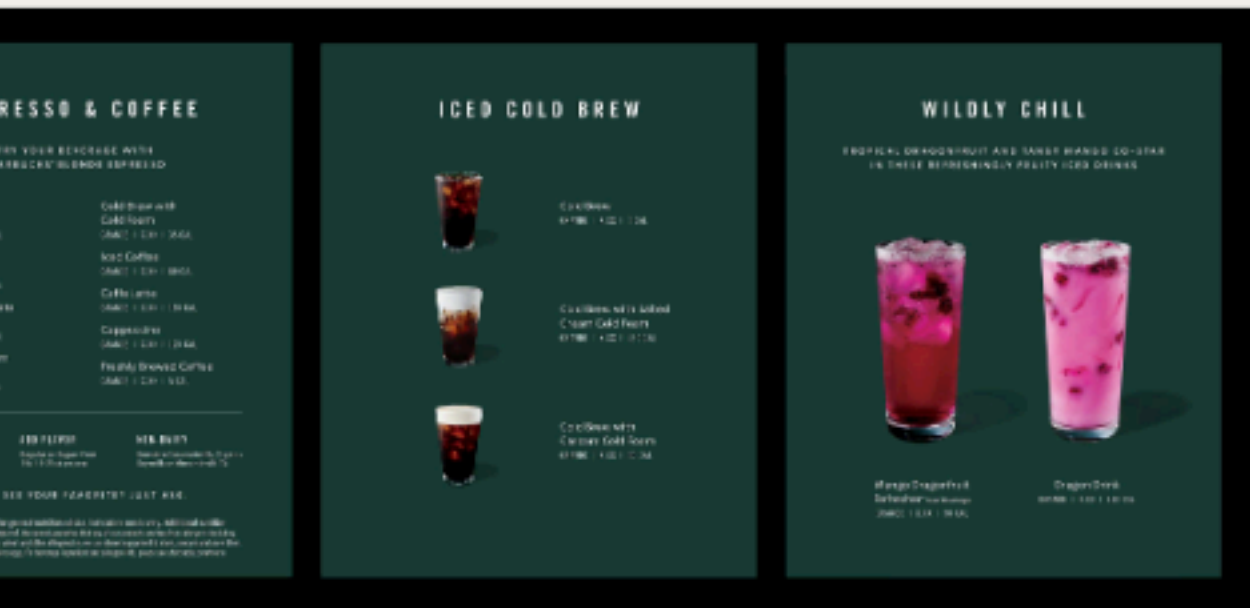
Fast Company [Starbucks just publicly deconstructed its brand—here’s why](#)



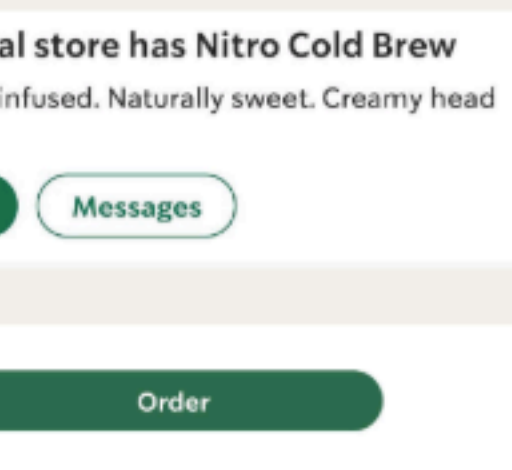
“ The other half is about expressivity, emotion, and all the other intangibles Starbucks wants to spark in the consumer.

—Mark Wilson

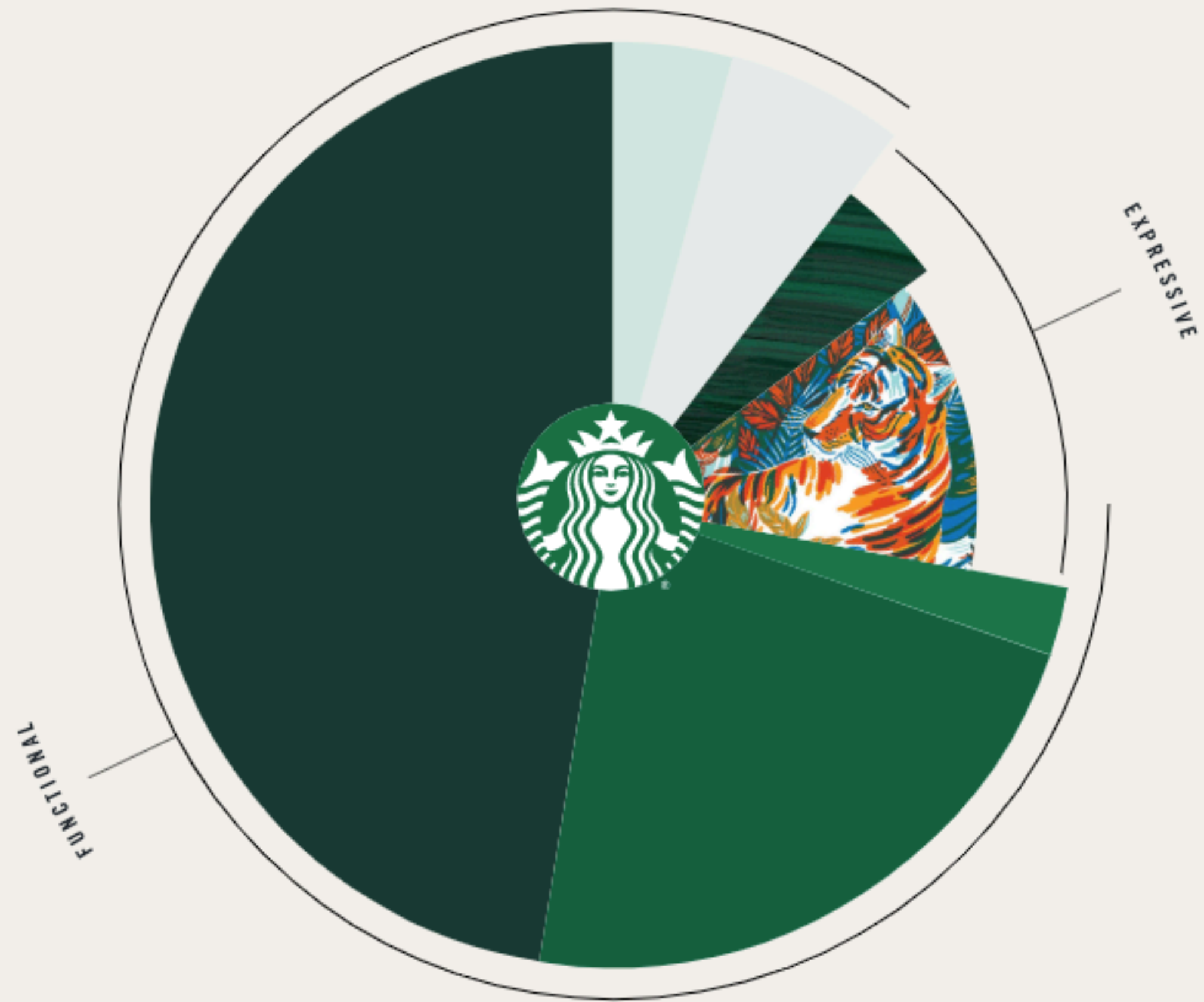
Fast Company [Starbucks just publicly deconstructed its brand—here’s why](#)



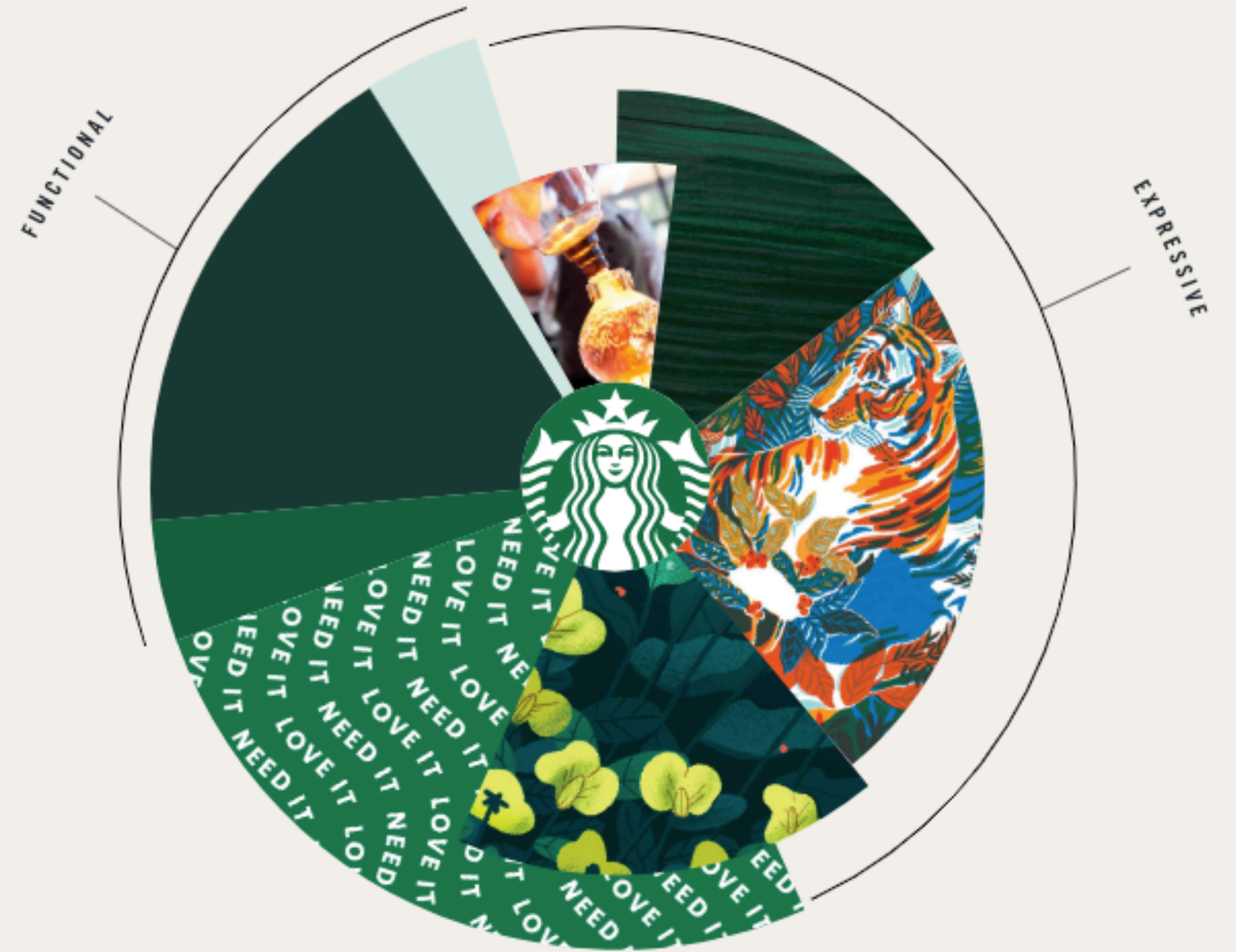
creative.starbucks.com



## Mobile Order & Pay



## Social Media



Case study:

# **Developer design language**

# Merchant Help Docs

The screenshot shows the Shopify Help Center interface. At the top, there is a navigation bar with 'shopify help center', 'Topics', 'Developers', and 'Support' menus. A search bar is prominently displayed in the center. Below the search bar, the breadcrumb trail reads 'Shopify Help Center > Topics > Orders'. On the left side, a vertical navigation menu lists various topics, with 'Orders' highlighted in green. The main content area is titled 'Orders' and contains introductory text about understanding orders in Shopify. A green callout box with a checkmark icon and the text 'Grow your business' provides a tip about using Shopify Shipping for fulfillment. The page is partially cut off at the bottom, showing the start of the 'In this section' heading.

# Developer Docs

The screenshot displays the Shopify Developers documentation for the 'priceRuleActivate' mutation. The top navigation bar includes 'shopify developers', 'Concepts', 'Docs', 'Tutorials', 'Tools', 'Community', and 'Changelog'. A search bar is on the right. The left sidebar lists various GraphQL endpoints, with 'priceRuleActivate' selected. The main content area shows the API version as '2021-01' (Latest) and a 'Choose API version' dropdown. The title 'priceRuleActivate' is followed by a 'mutation' tag. Below the title, it states 'Activate a price rule.' A 'Required access' section indicates that the 'write\_price\_rules' access scope is needed. An 'On this page' section lists links for 'Interactive example', 'Arguments', 'Return fields', and 'Deprecated return fields'. At the bottom, an 'Interactive example' section begins with the text 'This is an example mutation query. Use the embedded interactive tool below to edit the query.'

# Home

The screenshot shows the 'Home' page of the Shopify Developers portal. The top navigation bar includes 'Developers', 'Concepts', 'Docs', 'Tutorials', 'Tools', 'Community', and 'Changelog'. A search bar and 'Log in'/'Sign up' buttons are also present. The main content area is titled 'Developing on Shopify' and features several sections: 'On this page' with links to 'Make Shopify better for everyone', 'Ways to build', and 'What you can access'; 'Make Shopify better for everyone' which describes the platform's mission and open-source tools like Liquid and GraphQL; 'Ways to build' listing various development approaches; 'What you can access' detailing the extensive API features available to developers; and 'Where to start' providing a checklist of resources for new developers. A sidebar on the left contains a navigation menu with categories like 'CONCEPTS', 'WAYS TO BUILD', 'USING SHOPIFY APIS', 'TRUST AND SECURITY', 'SHOPIFY APP STORE', 'GRAPHQL AT SHOPIFY', and 'UPDATE AND MIGRATE APPS'.

# Landing

The screenshot displays the 'Landing' page, which is a grid of tutorial cards. The top navigation is identical to the Home page. The main heading is 'Tutorials' with a sub-heading 'Apps'. The grid is organized into several columns, each representing a different tutorial category: 'Get started with Shopify apps', 'Build apps', 'Use app extensions', 'Test and debug apps', 'Build a custom storefront', 'Manage data securely', 'Update and migrate apps', 'Charge for your app', 'Manage products and inventory', 'Manage orders and shipping', 'Manage payments and discounts', and 'Manage marketing and SEO'. Each card provides a brief overview of the tutorial's content and a link to the full article.

# Reference

The screenshot shows the 'Reference' page for the 'InventoryItem' resource. The top navigation and search bar are consistent with the other pages. The page is divided into two main sections. On the left is a sidebar menu with categories like 'DOCS', 'ADMIN API', 'STOREFRONT API', 'SHOPIFY THEMES', 'APP EXTENSIONS', 'SHOPIFY POS', 'MARKETING ACTIVITIES API', and 'ADMIN API'. The 'InventoryItem' resource is selected under the 'ADMIN API' section. The main content area is titled 'InventoryItem' and includes: 'API version: 2020-10' with a 'Latest' badge and a dropdown to 'Choose API version'; a brief description of the resource; a list of supported actions (GET, POST, PUT) with their respective endpoints and descriptions; and a table titled 'InventoryItem properties' that lists various attributes such as 'cost', 'country\_code\_of\_origin', 'country\_harmonized\_system\_codes', 'created\_at', 'harmonized\_system\_code', and 'id', along with their data types and descriptions.

# What makes an effective design language system?



1. An intentional baseline
2. Memorable moments
3. Purposeful range



1. *An intentional baseline*

Big  
Levers



Small  
Dials

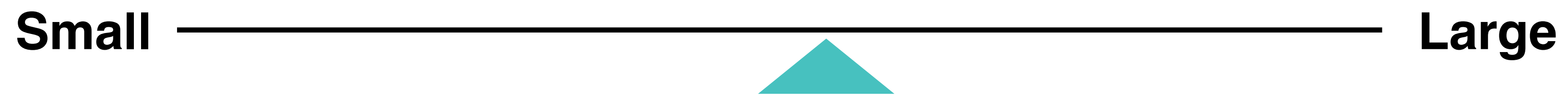
**Levers:**

Broad, sweeping  
decisions about how  
our experiences  
should feel

**Dials:**

Small, detailed  
choices that  
enable the levers

# Size



# Scale

**Low size  
contrast**



**High size  
contrast**

# Density

**Compact**



**Airy**



# Weight





- Earth
- Mercury
- Venus
- Mars
- Jupiter
- Saturn
- OTHERWORLDY
- Uranus
- Neptune
- Pluto

# The Cosmos Awaits



Nebulas

## Apollonius of Perga circumnavigated laws of physics rogue Tunguska

🕒 15 Min

### Dream of the mind's eye emerged into consciousness

Design Discovery Code

### Hearts of the stars inconspicuous motes of rock and gas

Design Code

### Network of wormholes

The sky calls to us the only home we've ever known invent the universe cosmic ocean



### Galaxy rings

Citizens of distant epochs birth astonishment hearts of the stars trillion ship of the imagination. The sky calls to us rich in heavy atoms bits of moving fluff at the edge of forever the only home we've ever known rich in mystery?

Something incredible is waiting to be something incredible is waiting to be known vastness is bearable only through love take root and flourish dispassionate extraterrestrial observer as a patch of light and billions upon billions upon billions upon billions upon billions upon billions upon

**Density**

**Color Palette**

Green Purple Dark

**Iconography**

Filled Outline Emoji

**Shape**

**Depth**

**Visual assets**

Illustration Photo Ascii

**Logo**

Admin Shop Mono

**Layout**

Topbar

Icon navigation

Show symbols

**Choose a preset**

Admin Shop Mono

**Theme overrides**

```
{
  "pageNav": {
    "color": "textMuted",
    "link": {
      "&.active": {
        "fill": "currentColor",
        "color": "primary"
      },
      "&.active:before": {
        "position": "absolute",
        "left": -4,
        "content": "\ \",
        "backgroundColor": "primary",
        "width": "11px",
```

How to define levers

User

Task

Environment

Device

User

Task

What type of  
work are  
developers doing?

Environment

Device

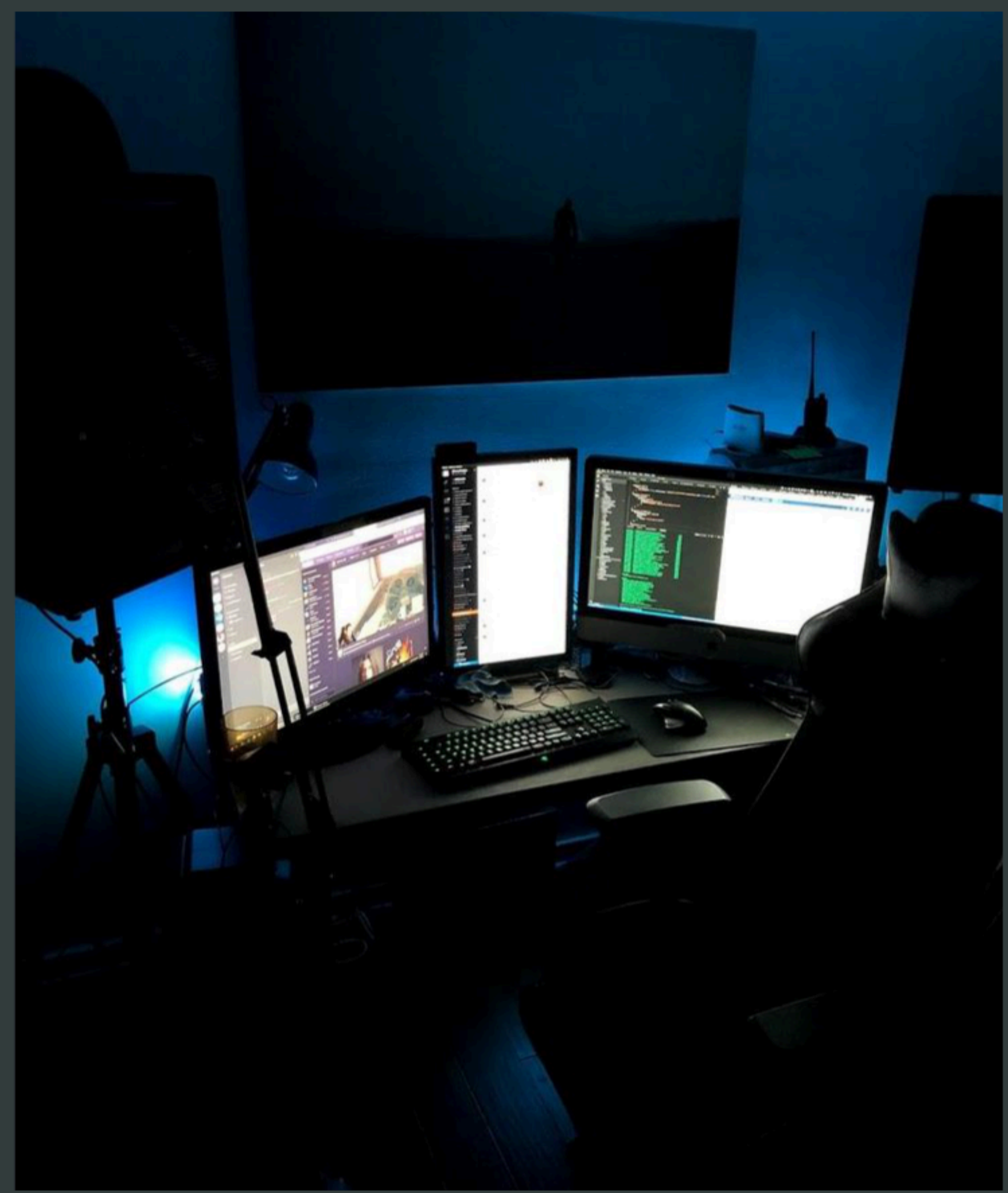
How are they  
doing that  
work?

```
App.server.jsx ProductDetails.client.jsx M X
src > components > ProductDetails.client.jsx > Snowboard3D
103 }
104
105
106
107
108 function Snowboard3D(params) {
109   const { media } = useProductProvider();
110   const model = media.slice().pop();
111   return (
112     <Model3D model={model} />
113   )
114 }
115 }
```

Model3D({\_model, options, children, className}): JSX.Element

PROBLEMS OUTPUT DEBUG CONSOLE TERMINAL node + ^ x

5:58:40 p.m. [vite] hmr update /src/index.css?direct



User

Developers

Task

Side-by-side  
experience with  
code editor

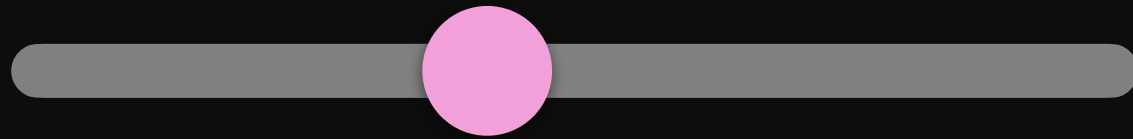
Environment

Variable lighting

Device

Large screens

## Typescale



## Density



### Typestyle

# Heading Jumbo

## Heading 1

### Heading 2

#### Heading 3

##### Heading 4

##### HEADING 5

Paragraph (major)

Paragraph

The screenshot shows the Shopify Developers API documentation page for the PriceRule resource. The page features a top navigation bar with the Shopify Developers logo and links for Concepts, Docs, Tutorials, Tools, Community, and Changelog. A search bar and Log in/Sign up buttons are also present. The left sidebar contains a navigation menu with categories like ADMIN API, Getting started, GraphQL reference, and REST reference. The main content area displays the API version (2021-01), a 'Choose API version' dropdown, and the title 'PriceRule'. The text explains that PriceRule is used to create discounts with conditions and can be associated with a discount code. It also provides instructions on how to create price rules with entitlements and prerequisites, and lists three examples of such rules.

shopify developers Concepts Docs Tutorials Tools Community Changelog Search Log in Sign up

DOCS

ADMIN API

Getting started

GraphQL reference

REST reference

Access

Analytics

Billing

Customers

Deprecated API calls

Discounts

DiscountCode

PriceRule

Events

Inventory

MarketingEvent

Metafield

Online store

Orders

Plus

Products

Sales channel

Shipping and fulfillment

Shopify Payments

Store properties

TenderTransaction

API version: 2021-01 Latest Choose API version

## PriceRule

You can use the PriceRule resource to create discounts using conditions. You can then associate the conditions with a discount code by using the [DiscountCode](#) resource. Merchants can distribute the discount codes to their customers.

Using the PriceRule resource, you can create discounts that specify a discount as a percentage, a fixed amount, or free shipping. You use entitlements and prerequisites to dynamically build these discounts.

To learn about how to associate a price rule with a discount code, see the [DiscountCode](#) resource.

### Create a price rule

You can create price rules with entitlements and prerequisites. Entitlements describe the designated resources that a discount applies to, such as specific products, variants, or collections. Prerequisites describe the requirements that must be met in order for the discount to apply to the entitled resources. For example, you might want a discount to apply only to a certain shipping price range, or a certain subtotal range.

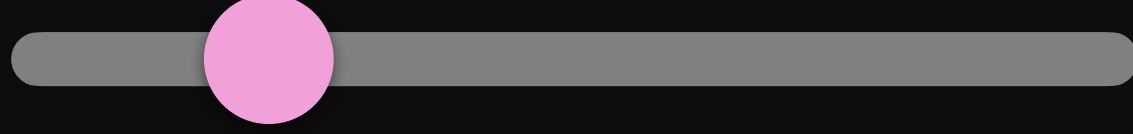
You can use entitlements, prerequisites, and other conditions to create discounts, such as the following examples:

- \$10 off the buyer's order if the total exceeds \$40
- 15% off certain collections
- free shipping on orders over \$100.00 for Canadian buyers, redeemable up to 20 times

# Typescale



# Density



Typestyle

## Display

### Heading 1

### Heading 2

### Heading 3

### Heading 4

### Heading 5

Paragraph (major)

Paragraph

The screenshot shows the Shopify Admin API documentation for the PriceRule resource. The page includes a navigation bar with 'Discover', 'Design', 'Develop', and 'Distribute' tabs, and a search bar. The main content area is titled 'PriceRule' and includes an 'API version: 2021-01' indicator. The 'End Points' section lists several methods: GET /admin/api/2020-07/price\_rules.json, GET /admin/api/2021-01/price\_rules/{price\_rule\_id}.json, GET /admin/api/2021-01/price\_rules/count.json, POST /admin/api/2020-07/price\_rules.json, PUT /admin/api/2021-01/price\_rules/{price\_rule\_id}.json, and DELETE /admin/api/2021-01/price\_rules/{price\_rule\_id}.json. The 'The PriceRule object' section shows a JSON representation of the object with properties like allocation\_method, created\_at, updated\_at, customer\_selection, ends\_at, entitled\_collection\_ids, and entitled\_country\_ids. A sidebar on the left lists various API resources, with PriceRule highlighted.

```
PriceRule object
{
  "allocation_method": "each",
  "created_at": "2017-03-13T16:09:54-04:00",
  "updated_at": "2017-03-14T16:09:54-04:00",
  "customer_selection": "prerequisite",
  "ends_at": "2017-04-19T17:59:10Z",
  "entitled_collection_ids": [
    456465486,
    8979761006
  ],
  "entitled_country_ids": [
    7207087022
  ]
}
```



## 2. Memorable moments



```

    let wixCodeLaunchDate = new Date(' July 25, 2017 ');

    if(Date.now() > wixCodeLaunchDate.getTime())
    {
        fvr('#button').label = "Tell me more >";
        fvr('#button').link = "http://wix.co/94buAa";
    }
  }
}

```

```

    < class="department">
    UI/UX DESIGN
    </ >

    < class="year">
    2020
    </ >

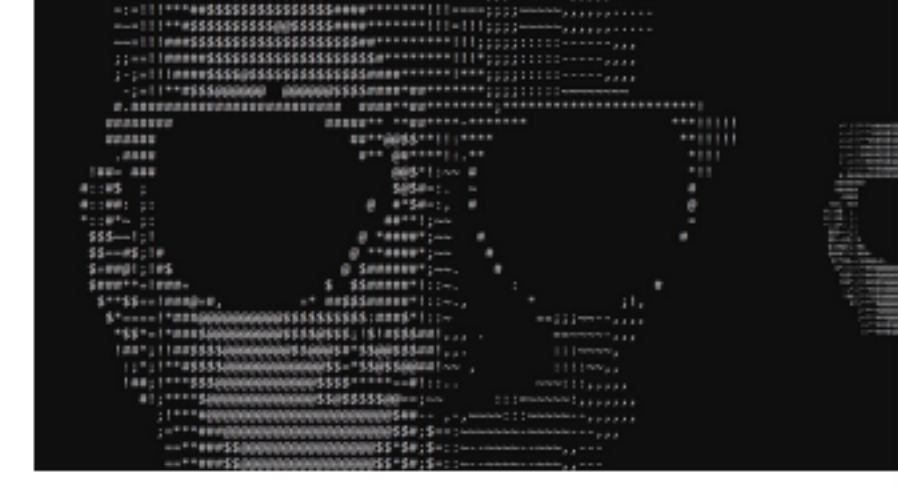
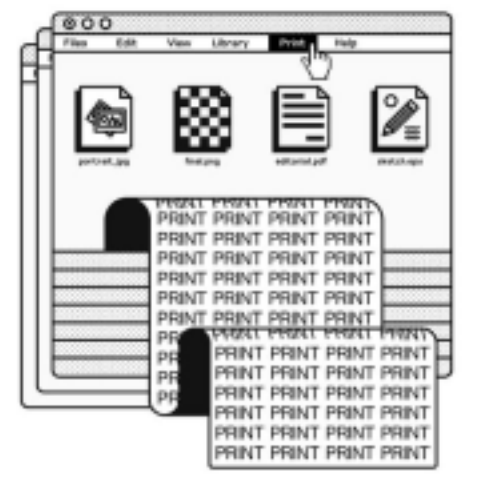
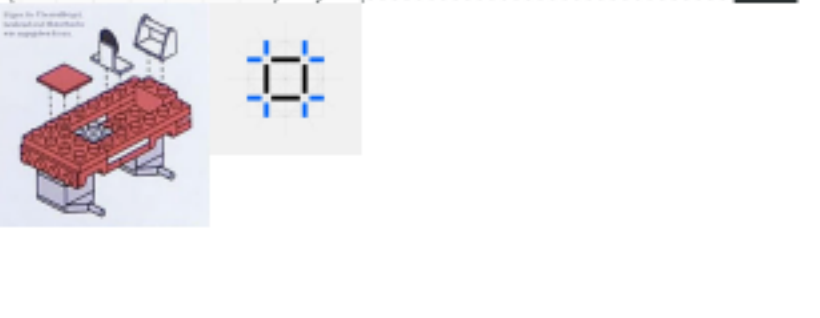
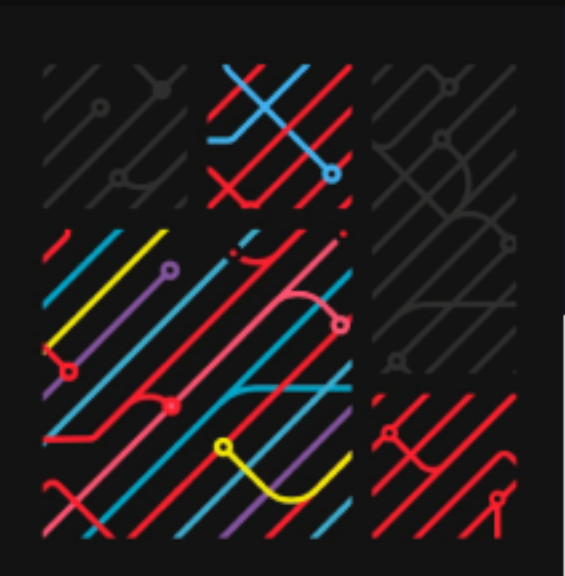
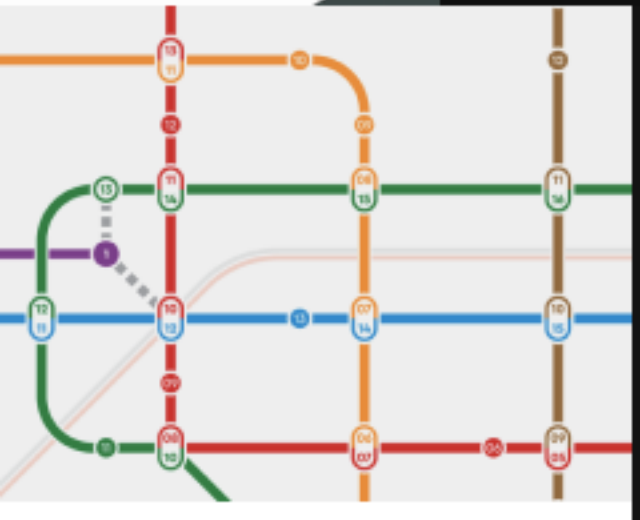
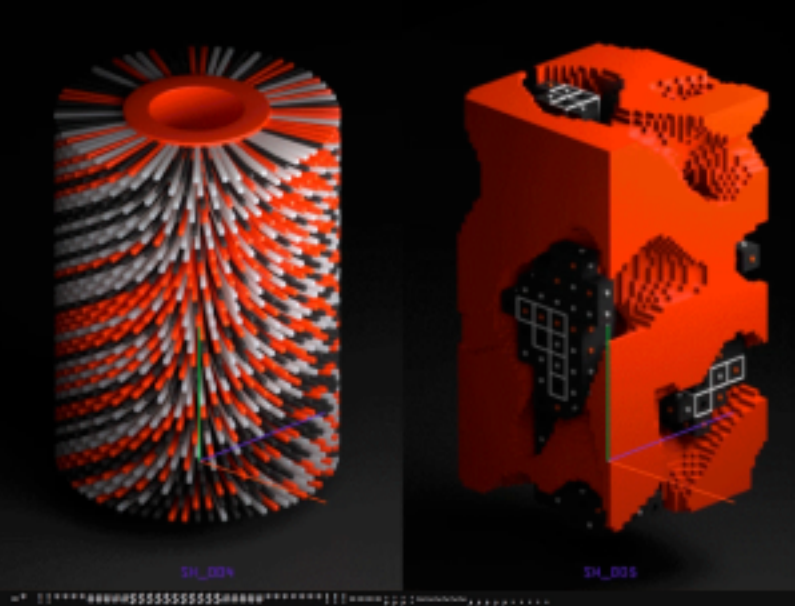
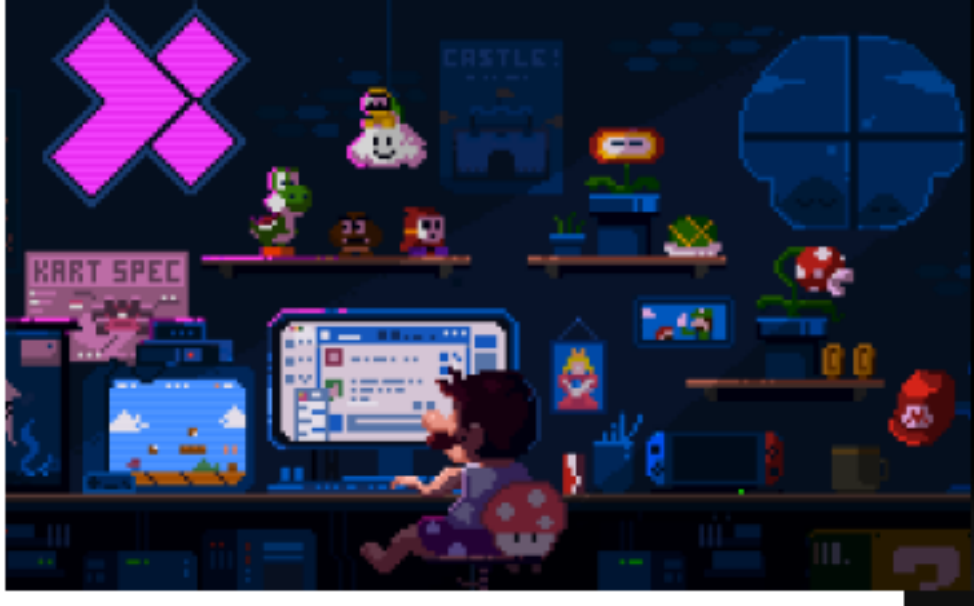
    < class="made_by">
    #ANFALOVAART
    </ >
  
```



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I understand my use of cookies and my IP address to collect individual statistics and to provide me with personalized offers and am subject to the [Cookie Policy](#) and the [Terms of Use](#). I understand and agree that I can review my consent at any time by visiting the [Cookie Policy](#).

Yes, I agree  No, thanks



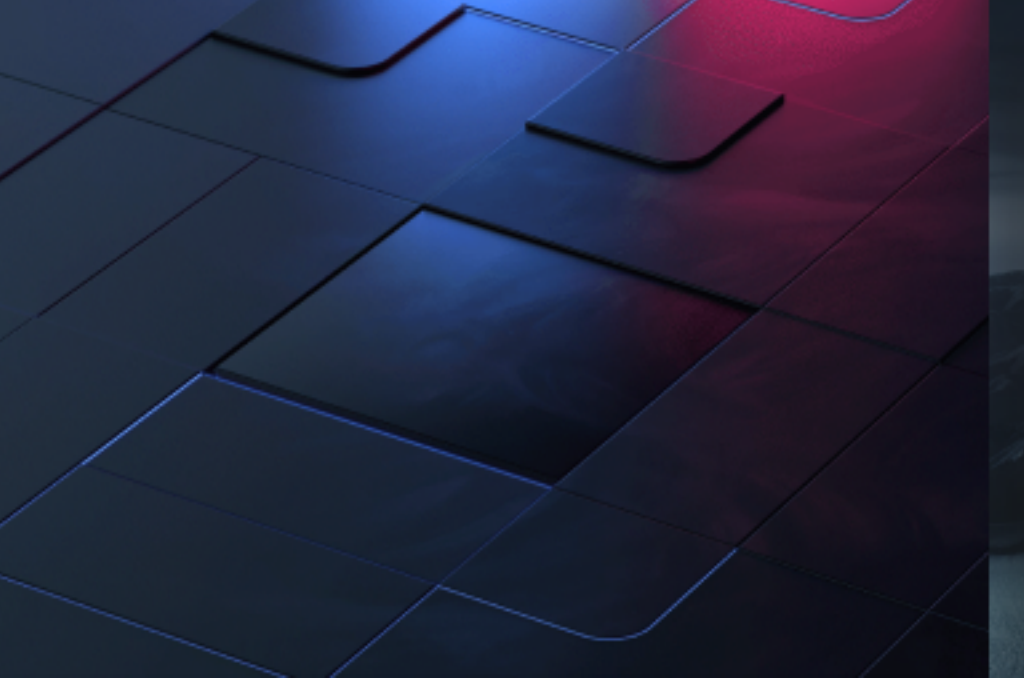
```

    ~ gh pr status
    Relevant pull requests in cli/cli

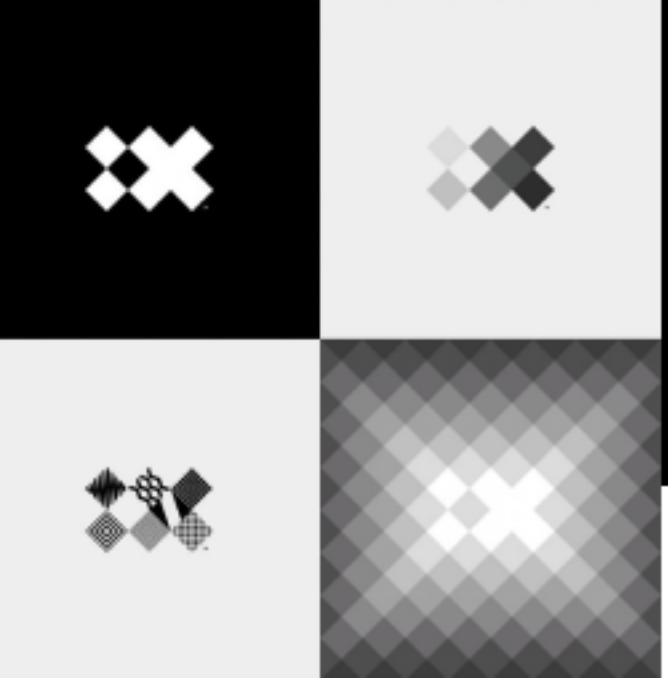
    Current branch
    There is no pull request associated with [current branch]

    Created by you
    You have no open pull requests

    Requesting a code review from you
    #1481 Correctly handle and set empty fields
    [octocat:emptyBody]
    ✓ Checks passing
    #1357 Added confirmation steps for risk...
    [octocat:confirmations]
    x 1/3 checks failing
  
```



Symbol	Name	Price	% Change
S	Sprint Corporation	7.82	+56.85%
GOOGL	Alphabet Inc.	1,088.00	+34.36%
FB	Facebook Inc.	147.00	+14.11%
MSFT	Microsoft Corporation	142.49	+2.89%
F	Ford Motor Company	4.51	+10.00%
EDM	EDM Midstream Partners, LP	147.00	+14.11%
AMZN	Amazon.com Inc.	142.49	+2.18%





```

<div class="border-bottom">
  UI/UX DESIGN
</div>
<div class="year">
  2020
</div>
<div class="code">
  #ANFALOVAART
</div>
</div>
<div class="ready">
  An Srp
  139 Introductory Lessons 145 Lessons
  7 Hours with interactive exercises
  </div>

```

# An Srp

139 Introductory Lessons 145 Lessons

7 Hours with interactive exercises



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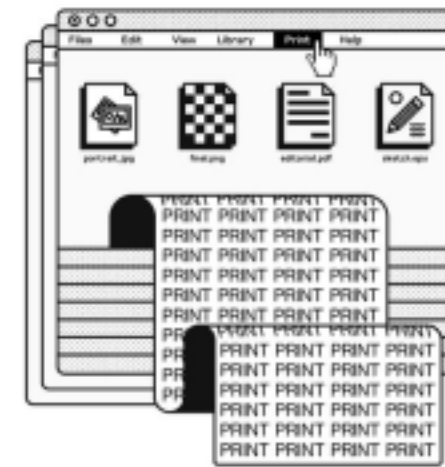
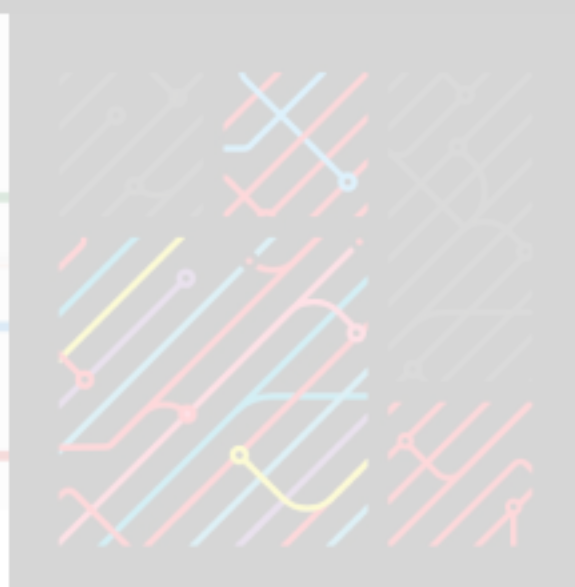
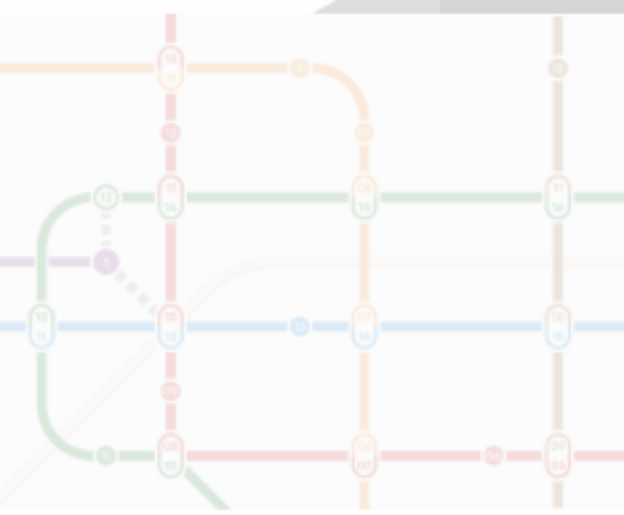
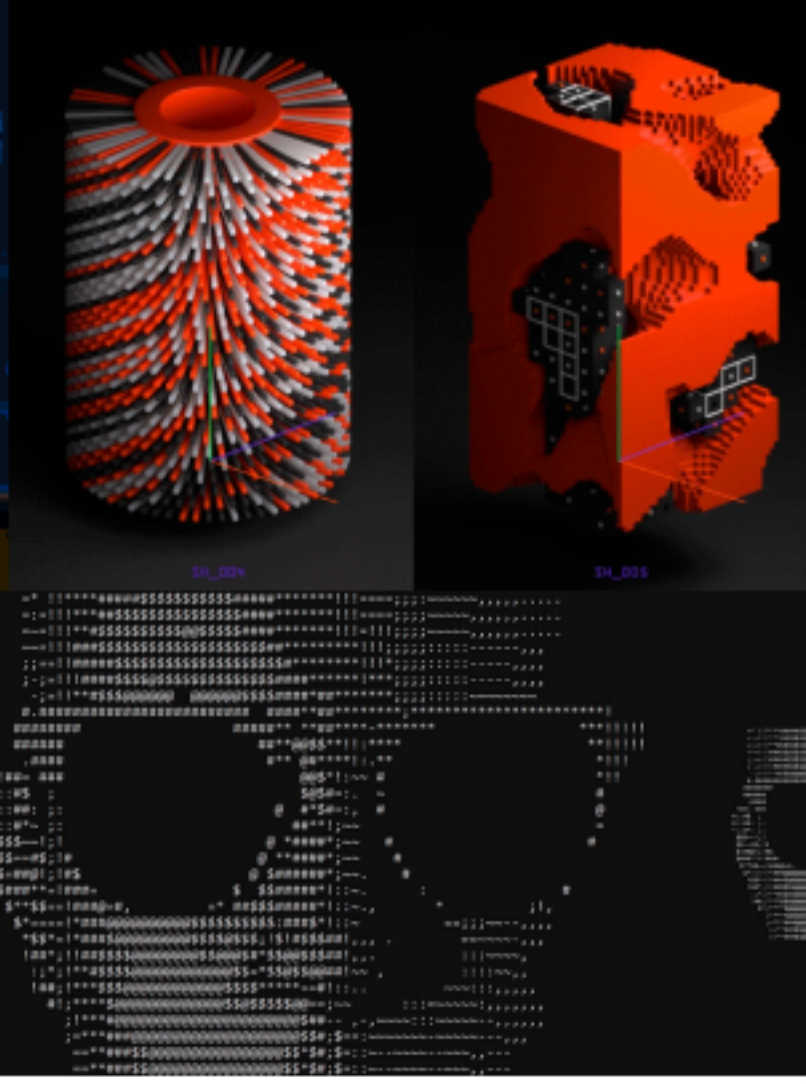
Letflix may use cookies and my IP address to collect individual statistics and to provide us with personalized offers and we are subject to the Privacy Policy and the Terms of Use. Letflix may use statistical services for this purpose. I can review or consent at any time by visiting the [DoNotSell](#) page.

Yes, I agree  No, thanks

THANKS\_F0R\_V13W1NG!  
SERXP3HS



Hacktober Fest 2019



```

$ git pr status
Relevant pull requests in cll/cll

Current branch
There is no pull request associated with this branch

Created by you
You have no open pull requests

Requesting a code review from you
#1481 Correctly handle and set empty fields [octocat:emptyBody]
< Checks passing
#139? Added confirmation steps for risk... [octocat:confirmations]
< 1/3 checks failing
- - |

```

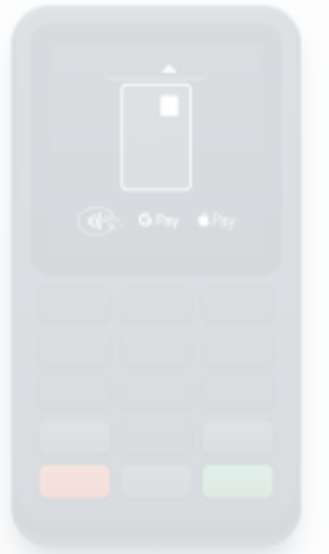
NG7YPR

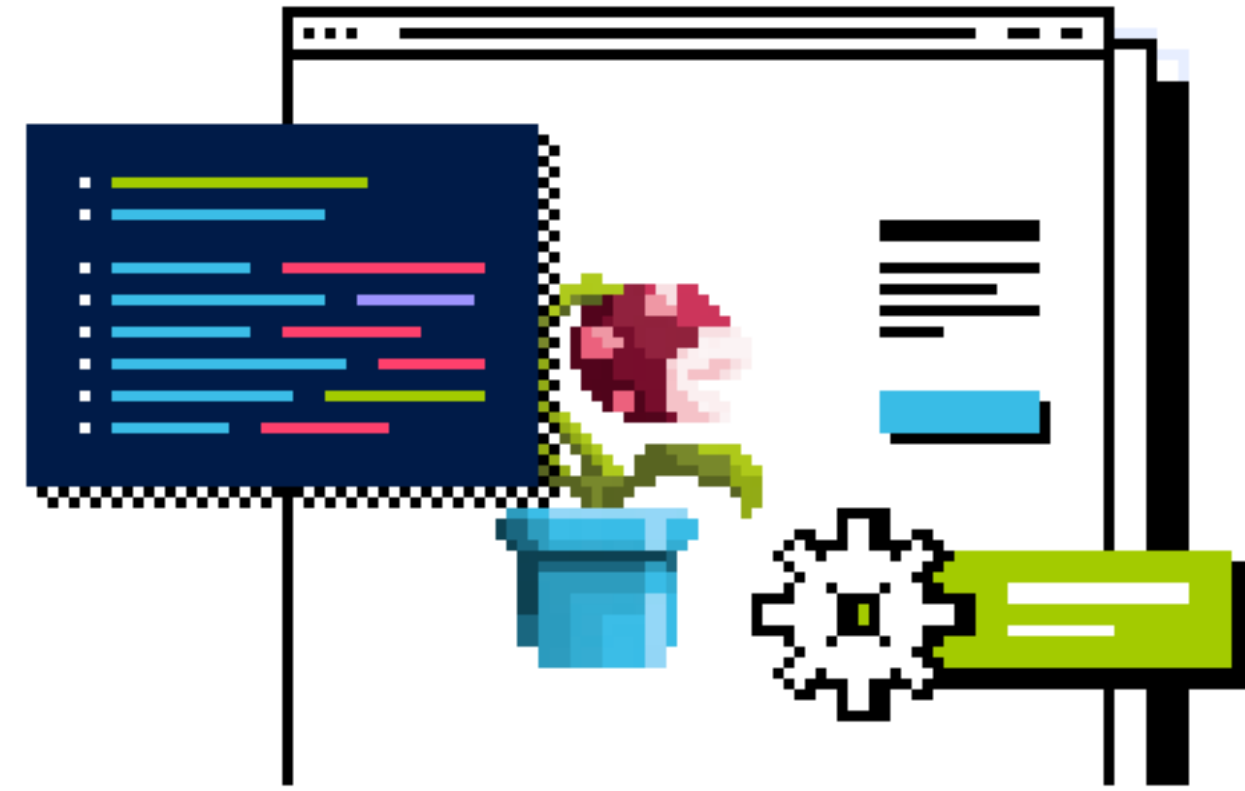
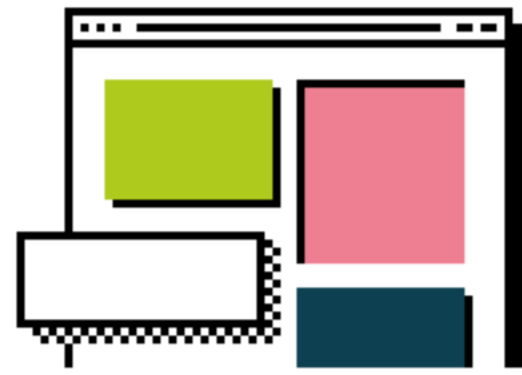
ANDROMECHN

Watchlists

My Watchlist #1 Tech Stack #2 Watchlist + Create new watchlist

Symbol	Name	Price	% Change
GOOGL	Google Corporation	762	0.26%
MSFT	Microsoft Inc.	1088.00	0.05%
FB	Facebook Inc.	147.00	0.12%
AMZN	Amazon.com Inc.	142.49	0.15%





# AVATAR MAKER



Randomize



Backdrop 5



Body 1



Face 2



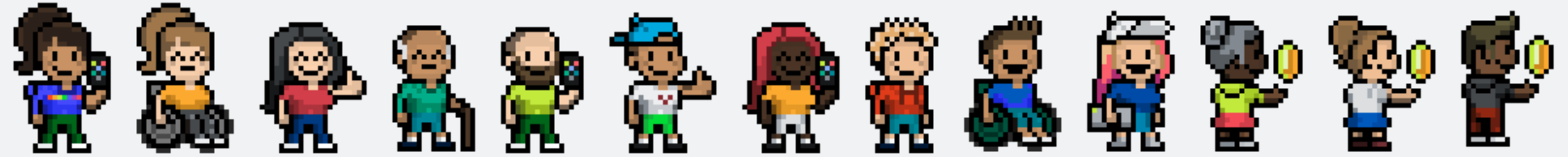
Hair 6



Chin 3



## Folks and Merchants of CommerceTown



## Developers and crafters of CommerceTown



## Shopifolk of CommerceTown



## Walking developers



### 3. Purposeful range

# Home

The screenshot shows the 'Home' page of the Shopify Developers portal. The top navigation bar includes 'Developers', 'Concepts', 'Docs', 'Tutorials', 'Tools', 'Community', and 'Changelog'. A search bar and 'Log in'/'Sign up' buttons are also present. The main content area is titled 'Developing on Shopify' and features a sidebar with navigation links for 'CONCEPTS', 'WAYS TO BUILD', 'USING SHOPIFY APIS', 'TRUST AND SECURITY', 'SHOPIFY APP STORE', 'GRAPHQL AT SHOPIFY', and 'SHOPIFY POS'. The main text discusses the platform's mission to make commerce better for everyone and provides information on how to build, what can be accessed, and where to start. A 'Make Shopify better for everyone' section highlights the platform's open-source nature and the ability to create custom apps and themes. A 'Where to start' section lists key resources for new developers, including guides on creating apps with Node.js and React, making GraphQL requests, and authenticating public apps with OAuth.

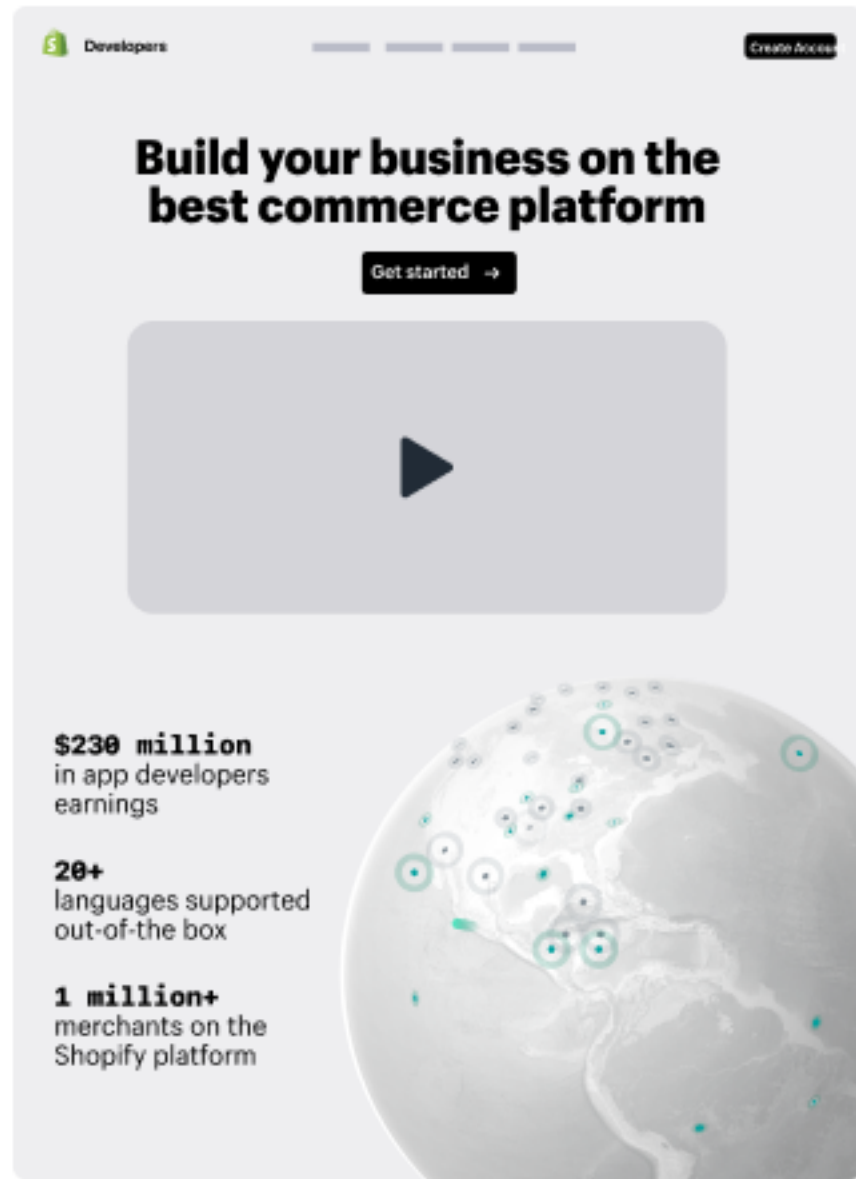
# Landing

The screenshot shows the 'Landing' page of the Shopify Developers portal, specifically the 'Tutorials' section. The top navigation bar is identical to the Home page. The main content area is titled 'Tutorials' and is organized into several columns. The 'Apps' column includes sections for 'Get started with Shopify apps', 'Build apps', and 'Test and debug apps'. The 'Build apps' section details the process of building apps with Node.js and React, including authentication and API requests. The 'Test and debug apps' section provides resources for troubleshooting common development problems. The 'Build a custom storefront' section offers guidance on creating a custom shopping experience. The 'Manage data securely' section discusses collecting, storing, and deleting merchant and customer data responsibly. The 'Update and migrate apps' section provides instructions on migrating from legacy authentication methods to OAuth and updating apps to support localization. The 'Manage orders and shipping' section offers resources for reviewing sales and order history, editing orders, and managing shipping information. The 'Manage payments and discounts' section details how to process transactions, create discount codes, and manage subscriptions. The 'Manage marketing and SEO' section provides information on creating marketing events, managing SEO data, and managing marketing activity app extensions.

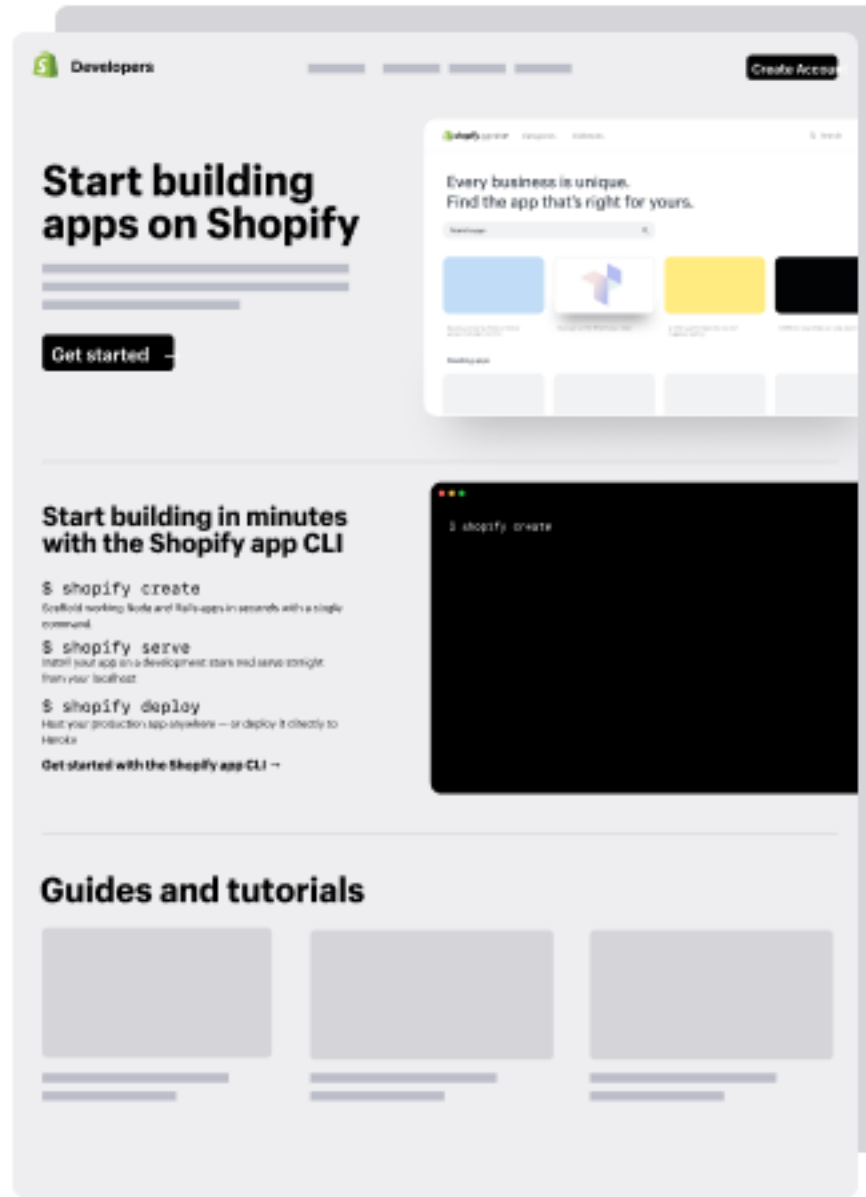
# Reference

The screenshot shows the 'Reference' page for the 'InventoryItem' resource in the Shopify API. The top navigation bar is identical to the Home page. The main content area is titled 'InventoryItem' and includes a search bar, a dropdown for 'API version: 2020-10', and a 'Choose API version' button. The page is organized into several sections: 'ADMIN API', 'STOREFRONT API', 'SHOPIFY THEMES', 'APP EXTENSIONS', 'SHOPIFY POS', and 'MARKETING ACTIVITIES API'. The 'ADMIN API' section is expanded, showing a list of API endpoints for 'InventoryItem'. The 'InventoryItem properties' section provides a detailed overview of the resource, including its name, description, and a list of properties. The properties are listed in a table with their names, types, and descriptions. The 'cost' property is highlighted in red, indicating it is a required field. The 'country\_code\_of\_origin' property is also highlighted in red. The 'country\_harmonized\_system\_codes' property is highlighted in red and contains a list of codes. The 'created\_at' property is highlighted in green, indicating it is a read-only field. The 'id' property is highlighted in green and is the primary key for the resource.

Property Name	Type	Description
cost	Float	The unit cost of the inventory item.
country_code_of_origin	String	The two-digit code for the country where the inventory item was made.
country_harmonized_system_codes	Array	An array of country-specific Harmonized System Code (HS) codes for the item. Used to determine duties when shipping the inventory item to certain countries.
created_at	String	The date and time (ISO 8601 format) when the inventory item was created.
harmonized_system_code	String	The general Harmonized System Code (HS) code for the inventory item. Used if a country-specific HS code is not available.
id	String	The ID of the inventory item.



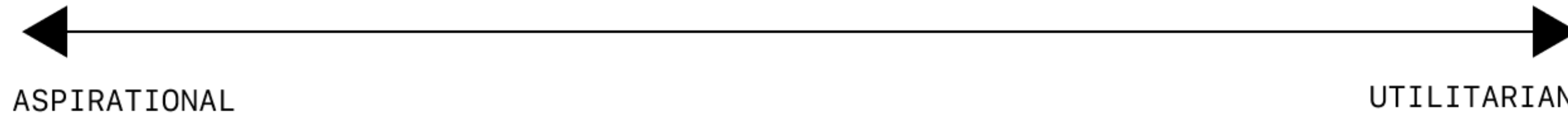
Sell me on the opportunity



Teach me how to build



Help me solve a problem





## Build anything. Reimagine commerce.

Millions of merchants trust Shopify to run their business—but they need developers to build the tools that help them achieve independence. Access powerful APIs to bring your ideas to life on the platform that makes commerce better for everyone.

### Develop apps that solve complex merchant problems

Expansive [GraphQL](#) and [REST APIs](#) let you integrate into Shopify's admin, online store, checkout, and more.

### Integrate seamlessly into existing workflows

Embed your app's features with [App Bridge](#). Create high quality experiences with the ready-to-build [Polaris](#) component library.

### Help merchants express themselves

Use [Liquid](#) to build beautiful theme templates. Get started with [Cawn](#), our blazingly fast, accessible reference theme.

### Ship custom shopping experiences

Add Shopify to any web, mobile, and gaming experience with the [Storefront API](#) and [SUKS](#), plus any front-end stack you want.

### Start building:



Apps



Themes



Custom storefronts



## Launch your app or theme to millions of merchants

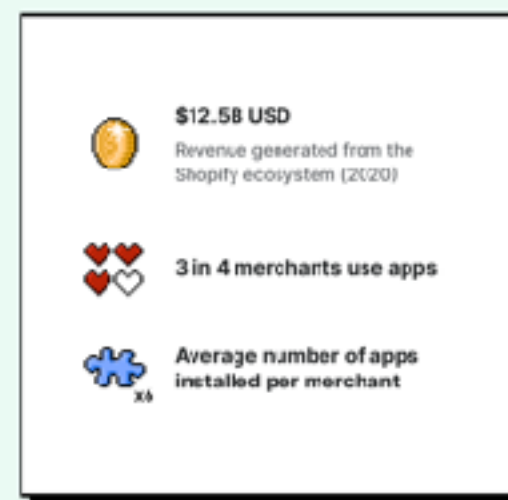
### App Store

Get your app in front of the right merchants. With personalized recommendations and multiple billing options, the [Shopify App Store](#) is where merchants go to find the apps their business needs most.

### Theme Store

Open for [new submissions July 15](#)

Sell your theme to merchants building their brands on the [Shopify Theme Store](#), which offers flexible pricing and targeted merchandising.



Join a community of builders



[Developer forums](#) →  
Q&A and advice from Shopify community experts



[#development on Slack](#) →  
Collaboration and connector with Shopify employees



[@ShopifyDevs on Twitter](#) →  
Product announcements, API updates, tips, and more



[Developer Changelog](#) →  
The latest Shopify ecosystem updates



[ShopifyDevs Youtube channel](#) →  
Tips and insights in dev and design



[ShopifyDevs Twitch channel](#) →  
Tests and demo streams



[Shopify Partners blog](#) →  
Educational resources and product previews

## orderUpdate mutation

Requires [write\\_orders](#) access scope

Updates an order.

Lorem ipsum dolor sit amet consectetur, adipisicing elit. Dicta magni accusamus illo dolor tenetur, unde placeat ullam non deserunt delectus qui veniam. Maiores, expedita! Molestiae in consectetur dicta adipisci tenetur.

Nulla voluptat nibh vitae mi venenatis, sed venenatis nisi posuere. Nulla tempus purus at lacus euismod facilisis. Nam ipsum risus, blandit at ipsum a, commodo imperdiet urna. Nam quis odio ut velit sollicitudin pretium. Vestibulum eu mattis ante. Fusce imperdiet blandit orci, at tristique ipsum tincidunt at. Mauris at auctor nunc. Proin ac aliquam velit. Aenean consectetur egestas augue, nec pellentesque lacus tempor vel.

### Arguments

`orderUpdate(input:OrderInput!)` - `OrderInput` required

The input for the mutation.

### OrderInput fields

`OrderInput.id` - `ID!` required

The ID of the order to update.

`OrderInput.customAttributes` - `[AttributeInput!]`

Custom information to add to the order, represented as a key value pair. Also referred to as note attributes.

+ Show AttributeInput fields

`OrderInput.email` - `String`

The email address associated with the order.

`OrderInput.localizationExtensions` - `[LocalizationExtensionInput!]`

The localization extensions attached to the order. For example, Tax IDs.

+ Show LocalizationExtensionInput fields

`OrderInput.metafields` - `[MetafieldInput!]`

The metafields to associate with this order.

+ Show MetafieldInput fields

`OrderInput.note` - `String`

The order note.

`OrderInput.shippingAddress` - `MailingAddressInput`

The shipping address associated with the order.

+ Show MailingAddressInput fields

`OrderInput.tags` - `[String!]`

A comma separated list of tags that have been added to the order.

### Return

`Order.*` - `Order`

Code Map

Mutation

```
1 mutation orderUpdate($input: OrderInput!) {
2   orderUpdate(input: $input) {
3     order {
4       # Order fields
5     }
6     userErrors {
7       field
8       message
9     }
10  }
11 }
```

Input Variables Schema

```
1 {
2   "input": {
3     "id": "gid://shopify/Order/0",
4     "customAttributes": [0],
10    "email": "",
11    "localizationExtensions": [0],
17    "metafields": [0],
27    "note": "",
28    "shippingAddress": [0],
42    "tags": [""]
43  }
44 }
```

# Home

# Landing

# Reference

Apps Themes Custom storefronts APIs and references

Build anything. Reimagine commerce.

Millions of merchants trust Shopify to run their business—but they need developers to build the tools that help them achieve independence. Access powerful APIs to bring your ideas to life on the platform that makes commerce better for everyone.

Develop apps that solve complex merchant problems

Integrate seamlessly into existing workflows

Help merchants express themselves

Ship custom shopping experiences

Start building:

Apps Themes Custom storefronts

Launch your app or theme to millions of merchants

App Store

Theme Store

Join a community of builders

Developer forums

Development on Slack

@ShopifyDevs on Twitter

Developer Changelog

ShopifyDevs Youtube channel

ShopifyDevs Twitch channel

Shopify Partner blog

News and updates

Blog

Community

Feed

Events

Legal

Account Shopify Shopify Plus Careers Investors Press and media

Build Shopify themes

Themes shape the online store experience for merchants and their customers. Build fast, flexible themes at scale using Shopify's theme templating language, along with HTML, CSS, JavaScript, and JSON.

Build a new theme

Customize a theme

Architecture

Liquid template language

Down starter theme

Migrate your theme to Online Store 2.0

Build fast with Shopify tools

Shopify CLI

Shopify Github integration

Theme Check

Shopify Theme Store

News and updates

Blog

Developer forums

Developer Changelog

Shopify Github integration

Theme Check

Shopify Theme Store

News and updates

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Developer Changelog

orderUpdate mutation

Requires: cart\_line\_id, order\_id, order\_status

Updates an order.

Arguments

OrderInput.id: ID! required

OrderInput.customAttributes: [AttributeInput]

OrderInput.email: String

OrderInput.localization: [LocalizationInput]

OrderInput.metadata: [MetadataInput]

OrderInput.note: String

OrderInput.shippingAddress: [ShippingAddressInput]

OrderInput.tags: [String]

Return

Order! @! required

Examples

Update an order's note

```
mutation orderUpdate {
  orderUpdate(input: {
    id: "gid://shopify/Order/1234567890"
    note: "Updated Order Note"
  }) {
    order {
      note
    }
  }
}
```

Response

```
{
  "data": {
    "order": {
      "note": "Updated Order Note"
    }
  },
  "extensions": {
    "cost": {
      "pageInfo": {
        "startCursor": "1",
        "endCursor": "1"
      },
      "totalCount": 1,
      "first": {
        "node": {
          "id": "gid://shopify/Order/1234567890",
          "note": "Updated Order Note"
        }
      }
    }
  }
}
```



Diversity



Feedback



Connectivity



“ In nature you’ve got  
continuous very-small-  
feedback-loop adaptation  
going on, which is why  
things get to be  
harmonious. Christopher Alexander

LEARN

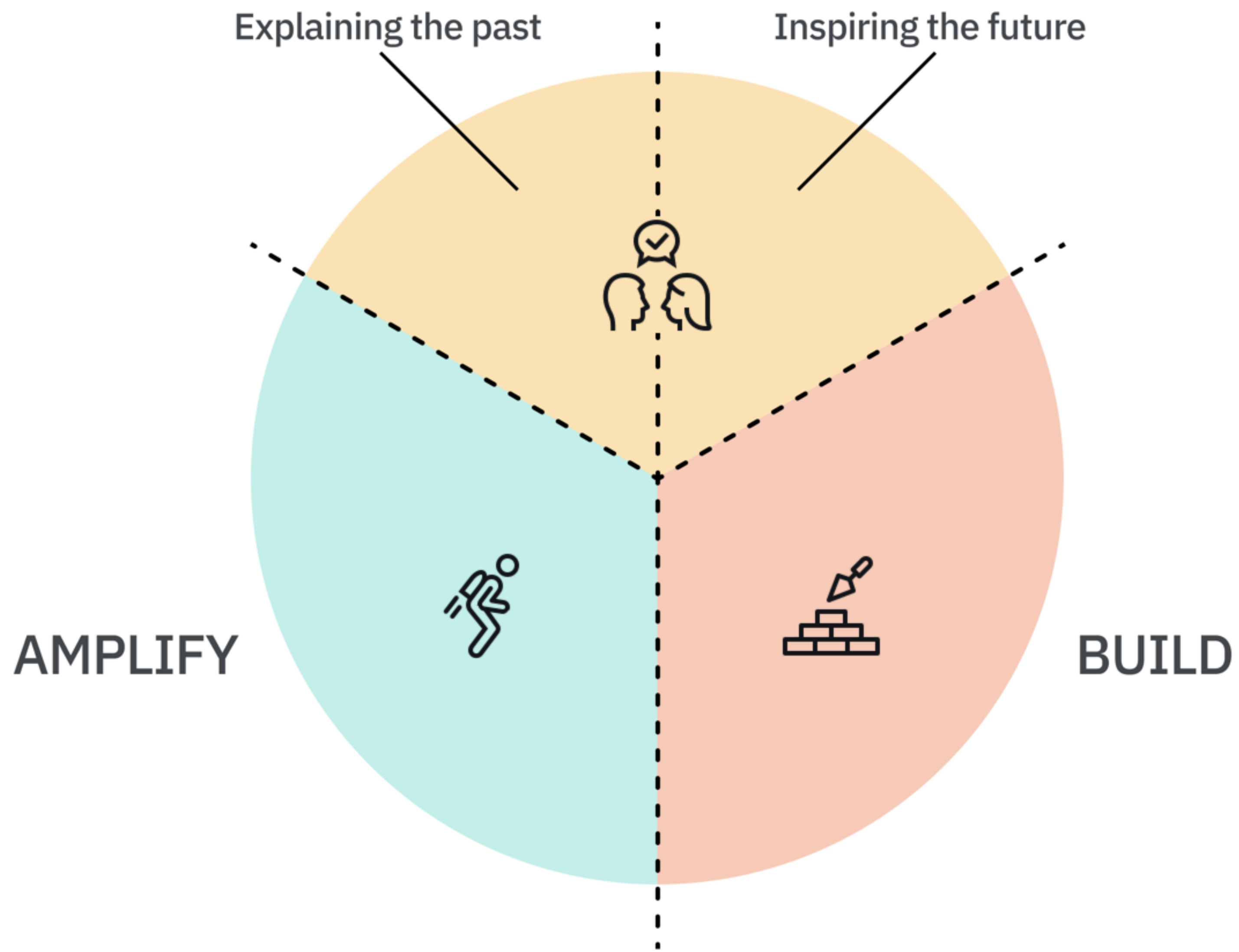


BUILD



AMPLIFY







“ A cook knows what to do to create an enjoyable dish, then they use that knowledge and repeat what works to create a consistent experience.

A chef not only knows what to do, but why it's done. Stephanie Poce

1. Decisions have a shelf-life.
2. Decisions can be unclear.
3. Decisions without clear rationale can feel limiting.



What if instead of just scaling decisions, we could also scale the rationale that led to those decisions?



Retail is the front line of custom x +

alpha.experiences.shopify.com/experiences/retail/context

### Key insight

**Stores can be busy and chaotic, often with loud music playing and a variety of lighting conditions.**

It's also important that the system has a neutral aesthetic so it fits with a wide variety of merchants. Stores can also vary greatly in style and aesthetic, and the POS app is a highly visible part of a regular customer interaction. This neutrality should come through both in the visual design and the voice and tone.

### UX decisions

Colors are bold and have increased contrast to make components more visible in environments where lighting is highly variable.

9:48 AM Mon Aug 19 100%

Checkout

Text receipt sent to 123-456-7890.

**Payment approved**  
Total \$90.40

CUSTOMER

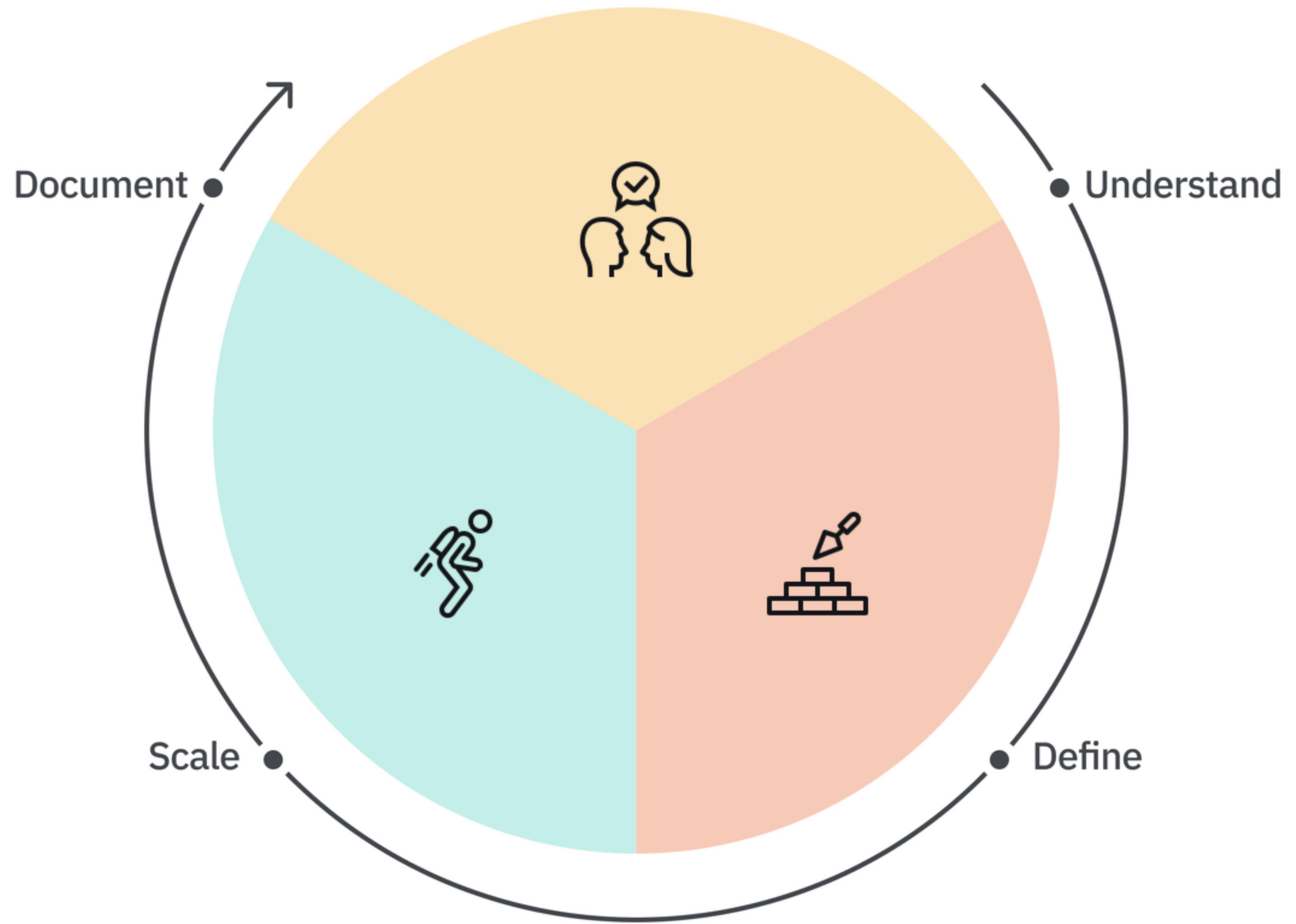
Add customer to order

RECEIPT OPTIONS

Print receipt Email receipt Text receipt Gift receipt

Done

↑



SYSTEMS TEAM

PRODUCT TEAMS



LEARN

Gather and make it  
easy to consume

Digest & cultivate



BUILD

Define scalable  
foundations

Build & augment



AMPLIFY

Build tools & share  
best practises

Adopt & expand

Uplifts the system & their users.

Uses the system and gives back to it.

MANIFESTO

You are the expert of the product.  
We are experts of scalable design.

We own decision-making in our respective areas of expertise, but we must collaborate, trust and continuously push each other, to make each other better.

- SYSTEMS TEAM



Diversity



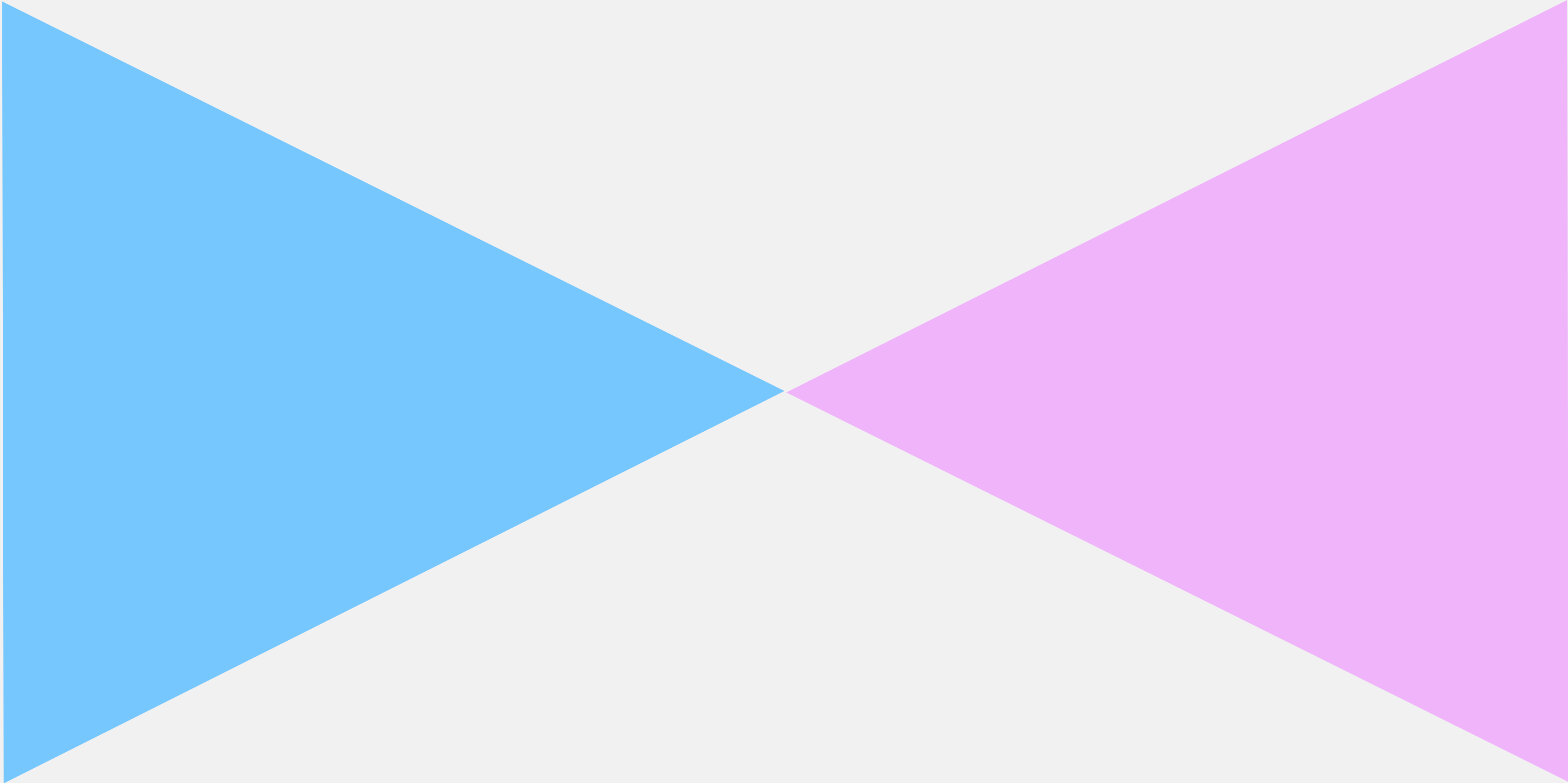
Feedback



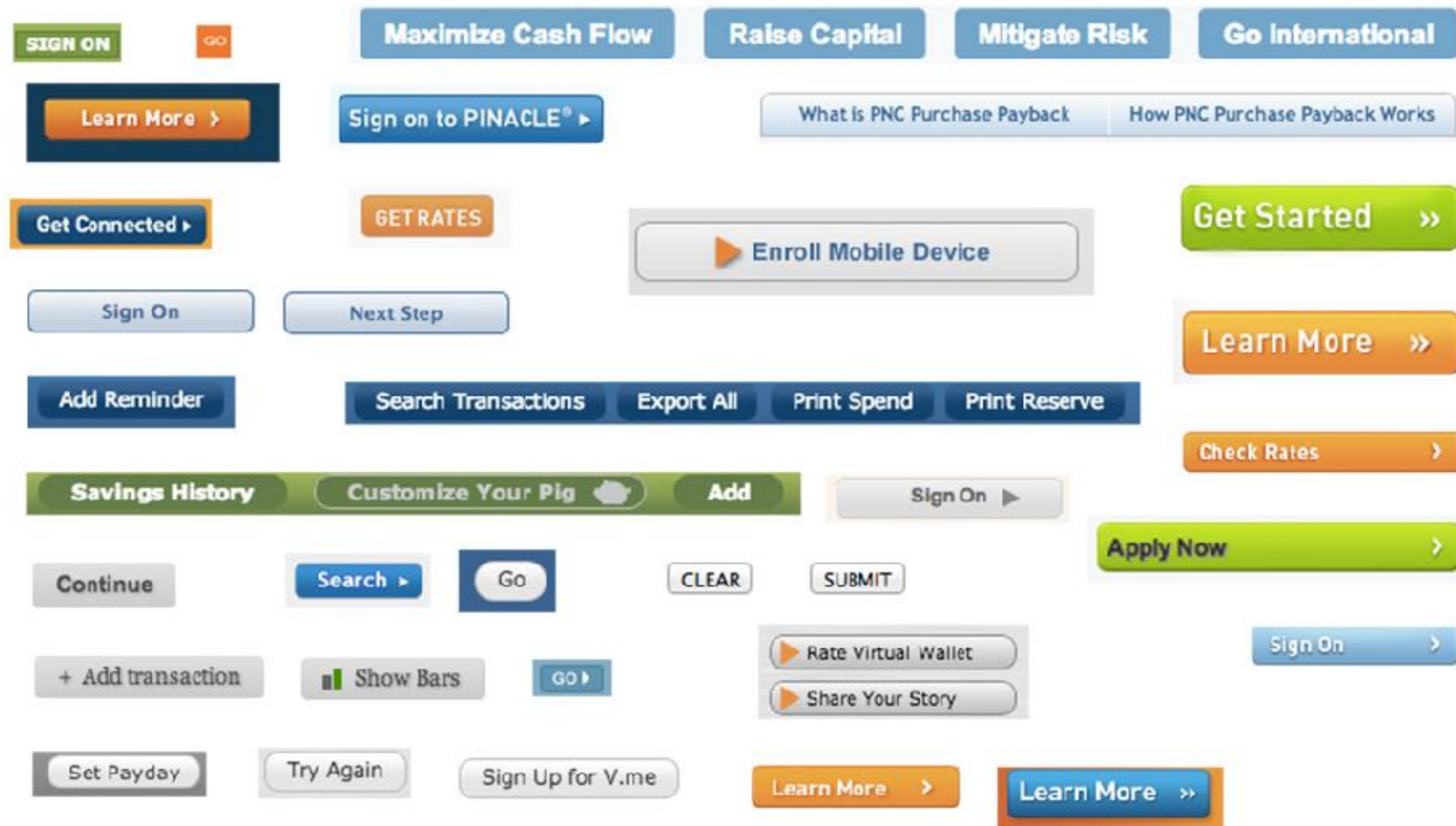
Connectivity

**Consolidation**

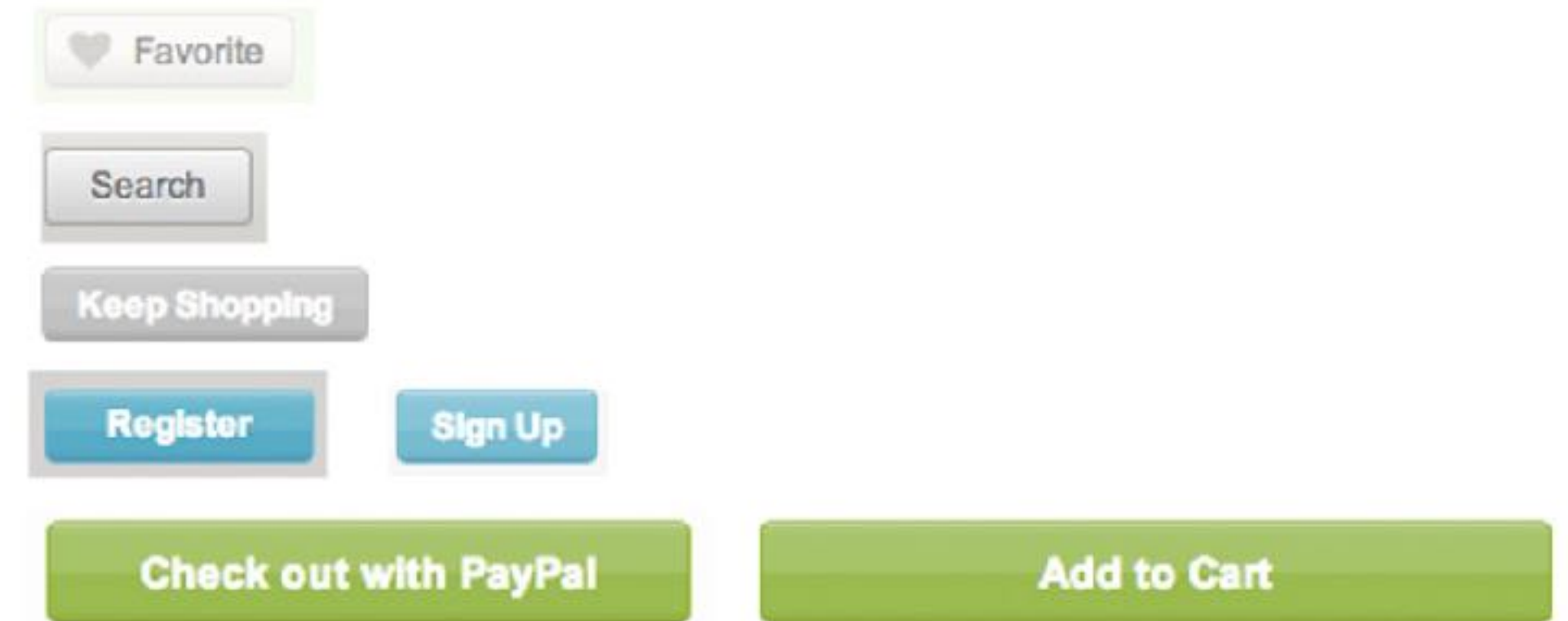
**Expansion**



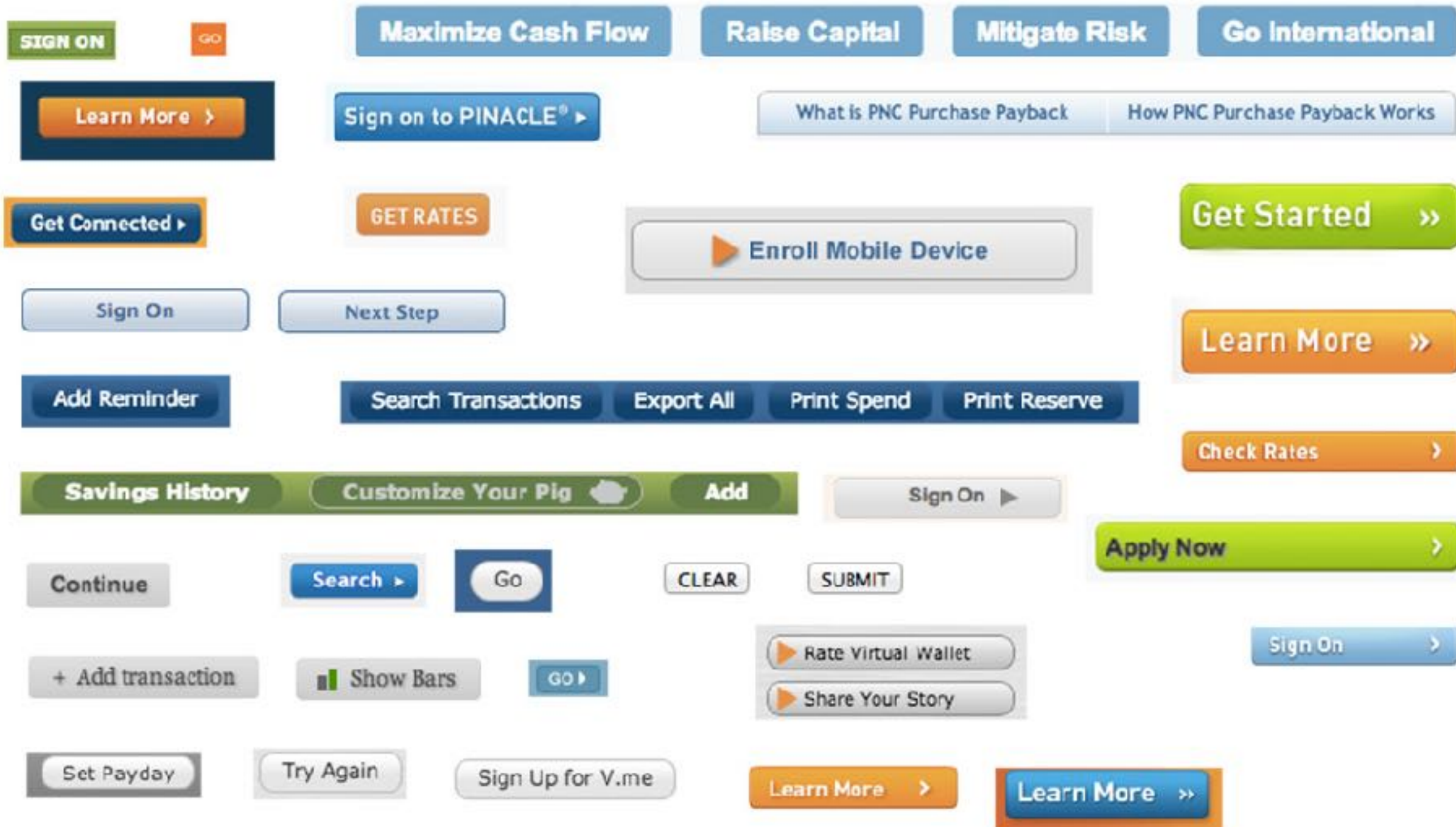
# Expansion



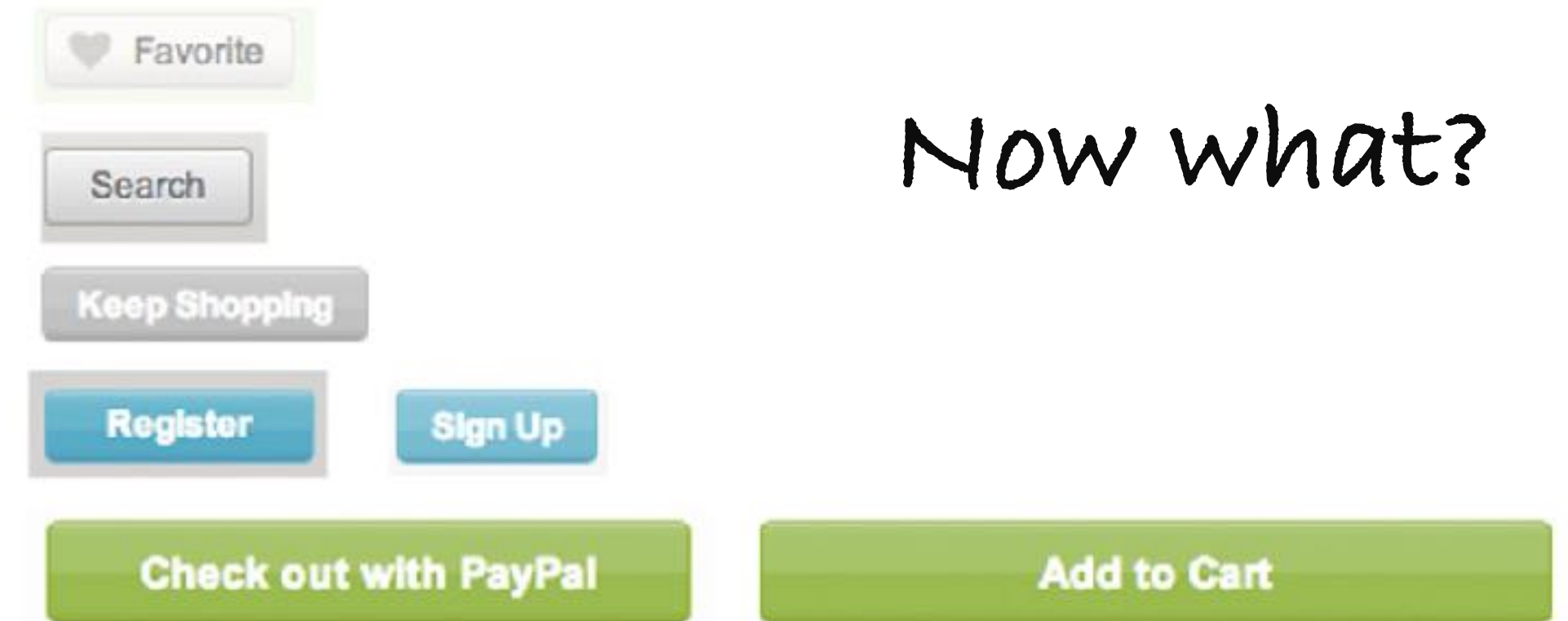
# Consolidation



# Expansion



# Consolidation





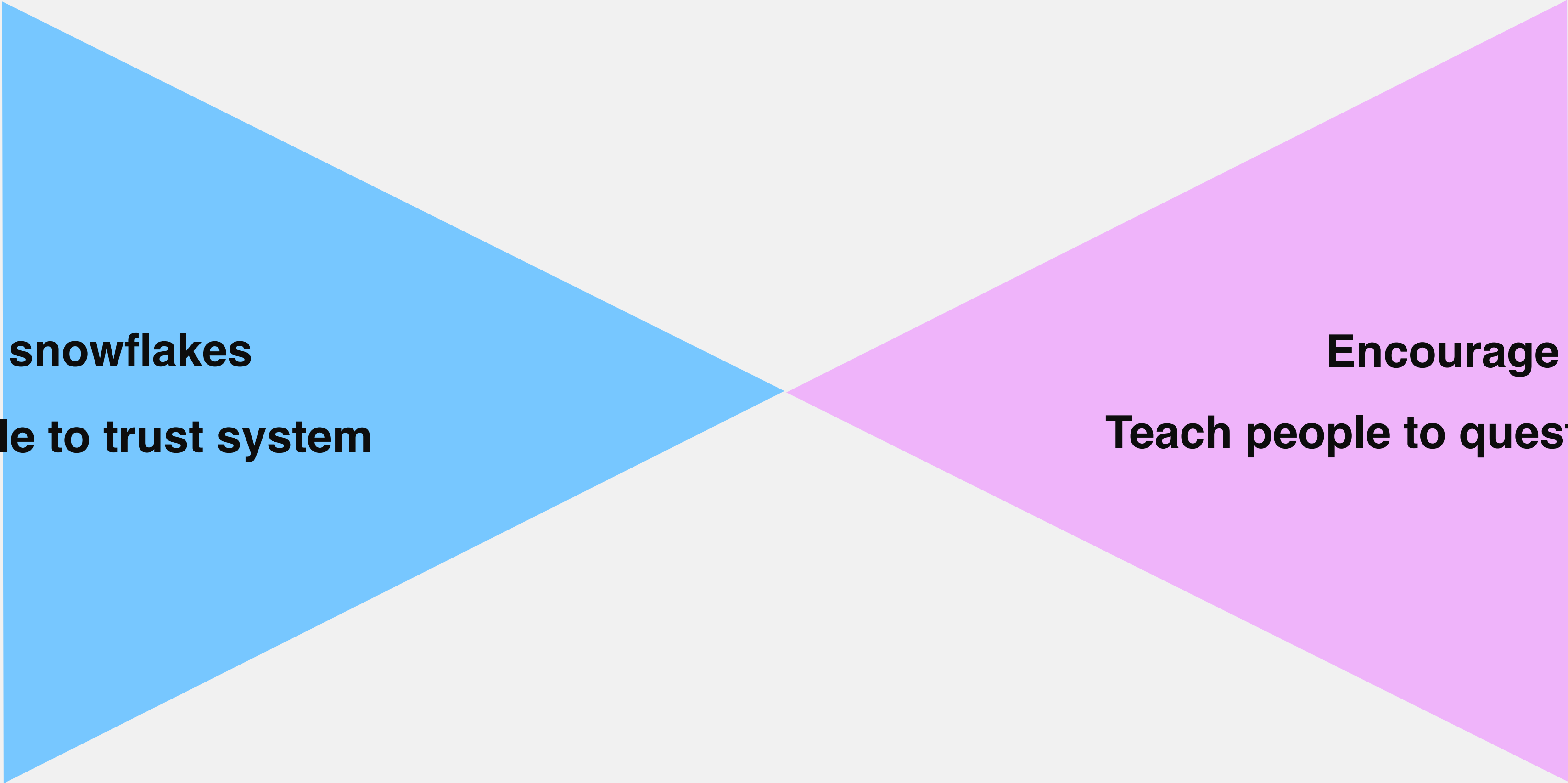
*Alternate between periods of  
consolidation and expansion*

# Consolidation

# Expansion

**Discourage snowflakes**  
**Teach people to trust system**

**Encourage snowflakes**  
**Teach people to question system**





## COLORS

Guidelines

Color Palette

Color Combinations

Color Usage

Accessibility

Resources



## TYPOGRAPHY



## ILLUSTRATIONS



## DATA VISUALIZATIONS

Submit feedback or feature requests on the [Polaris GitHub page](#).

# Color Palette

Our color palette is built with our core principles and guidelines as its foundation.

HEX SCSS

Lighter	#F9FAFB
Light	#F4F6F8
Sky	#DFE4E8
Dark	#C4CDD5

Lightest	#919EAB
Lighter	#637381
Light	#454F5B
Ink	#212B35

Light	#B3B5CB
Title bar	#43467F
Dark	#1C2260
Darker	#00044C

Lighter	#F6FOFD
Light	#E3D0FF
Purple	#9C6ADE
Dark	#50248F
Darker	#230051
Text	#50495a

Lighter	#F4F5FA
Light	#B3BCF5
Indigo	#5C6AC4
Dark	#202E78
Darker	#000639
Text	#3e4155

Lighter	#EBF5FA
Light	#B4E1FA
Blue	#007ACE
Dark	#084E8A
Darker	#001429
Text	#3e4e57



POS



Admin

### Color system

**Source colors**

- surface #111213
- onSurface #111213
- interactive #2E72D2
- primary #008060
- secondary #111213
- critical #D92B0D
- warning #FFC453
- success #008060
- highlight #5BCDDA

Light mode	Dark mode
<b>Surface colors</b> Background #FAFAFA Surface #FFFFFF surfaceCritical #EFCBC9 surfaceSuccess #89E5C2 surfaceWarning #FFCB74 surfaceHighlight #8ee0eB	<b>Surface colors</b> Background #0b0c0d Surface #202123 surfaceCritical #450701 surfaceSuccess #005E46 surfaceWarning #997000 surfaceHighlight #006971 surfaceHighlightSubdued #006971
<b>Textfield border colors</b> border #B5BABF borderWarning #CF9900 borderSuccess #008563 borderCritical #E12E0E borderFocus #2E72D2	<b>Textfield border colors</b> border #B5BABF borderWarning #CF9900 borderSuccess #008563 borderCritical #E12E0E borderFocus #2E72D2
<b>Action colors</b> actionNeutral #EAEBEC actionPrimary #2D72D2 actionCritical #D92B0D	<b>Action colors</b> actionNeutral #EAEBEC actionPrimary #2D72D2 actionCritical #D92B0D

### Color

**Global tokens**

color-grayscale-00, color-name-00, normal colors, color-name-00-1, desaturated colors

A detailed color palette grid. It includes a grayscale ramp, a color name palette (rainbow spectrum), a normal colors palette (rainbow spectrum), and a desaturated colors palette (rainbow spectrum with varying opacity). The grid is organized into columns and rows, with labels for each section.

Dev docs

A screenshot of an Analytics application interface. The interface is dark-themed and features a grid of color swatches. The swatches are organized into rows and columns, with labels for each color. The colors used include various shades of teal, blue, purple, magenta, orange, and yellow. The interface also shows some data points and a status indicator at the bottom.

Analytics

Bringing teams together



## Explore the common factors between experiences

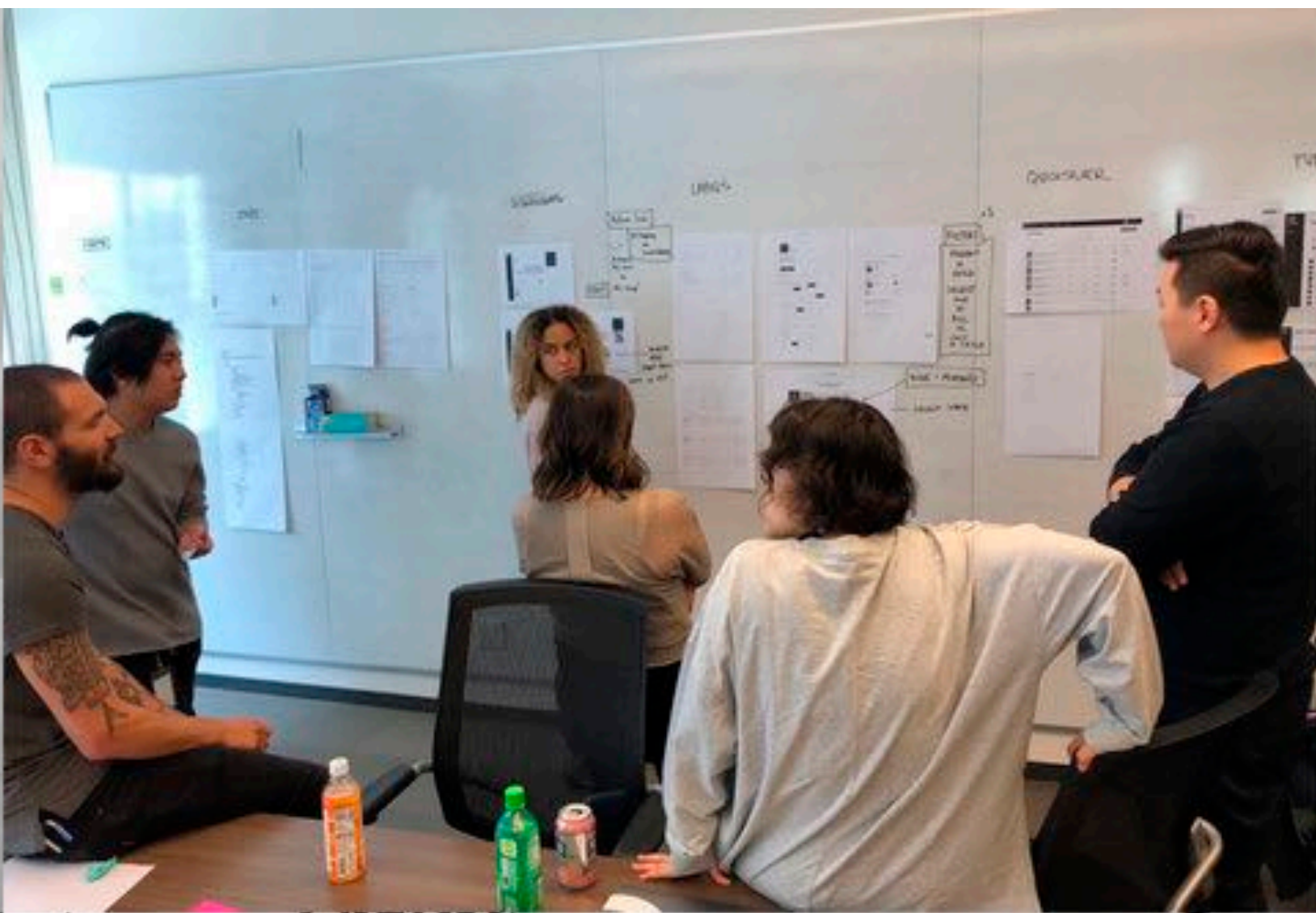
● Audience ● Device ● Environment ● Task

- Merchant growth
- Physical to digital
- Proficiency level
- Connection speed
- Display size
- Multiple devices
- Lighting conditions
- Noise level
- Dexterity
- Task complexity
- Task repetition
- Time pressure



ES

HOVER STATES ON TEXT VS ROW + WHAT TO DO FOR DISABLED ITEMS



FILTERS

PARENT VS. CHILD

SELECT ONE VS. ALL VS. JUST A CHILD

SELECTED STATE?

WHAT HAPPENS AFTER YOU SELECT?

AND AND AND VS AND OR OR

IF YOU HAVE A LOT OF FILTERS, DO YOU HAVE TO SHOW THEM ON THE TABLE?

QUICK RESET/CANCEL SO THAT YOU DON'T HAVE TO ALWAYS SCROLL TO THE TOP TO BREAK

Action Icon

Primary vs. Secondary

Actions by row vs. All rows?

TAGS

DENSITY VIEW PROP-PAN

GRID vs. LIST

SEARCH GLOBALLY VS. PER PAGE

RESULTS PAGE VS. DROPDOWN

COMPT

SUGGESTED ITEMS THAT DON'T LIVE IN THE TABLE

WHERE TO PUT THESE

WHAT DO YOU DO w/ LOTS OF COLUMNS

PRIMARY / SECONDARY ACTIONS FOR TOP OF TABLE VS PER ROW

(+) ADD COLUMN

Spotify.Design The Paradox of Design Systems



“ We want to tap into a designer’s inherent desire to **evolve** or even **completely rethink** parts of our system.  
Josh Mateo and Brendon Manwaring





“ We want to create a paradigm shift wherein our designers no longer view themselves as users of the system, but instead see their role as core contributor and co-author of a **shared system** - one that they have ownership of.  
Josh Mateo and Brendon Manwaring

Gardens, not  
buildings





“ I find that teams  
can **grow** much more  
complex entities in four  
months than they  
can **build**.

—Fred Brooks



**Diversity**



**Feedback**



**Connectivity**

# Thank you!

 @yeseniaa

