

# Building Delight Into your System

**Luke Murphy (he/they)**

Design Matters, Copenhagen — September 2022

**@lurkmoophy @zeroheight**

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# Increase adoption of your design system

Create a central hub for designers, engineers, product and marketing teams. Connect everyone working with your design system.

Start documenting for free

Design System Documentation  
Updated 42 minutes ago...

Upload logo

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Cover page

OVERVIEW

STATUS

PROCESS

GUIDELINES

- Logo
- Mobile
- Layout
- Colors
- Typography
- Iconography

COMPONENTS

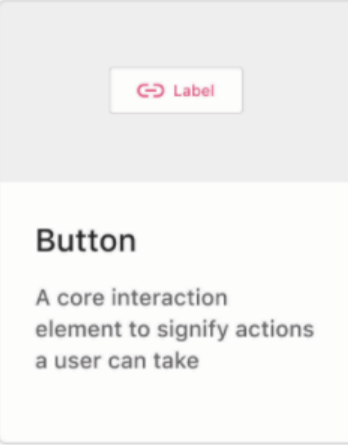
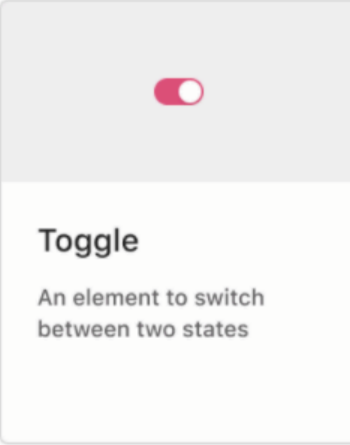
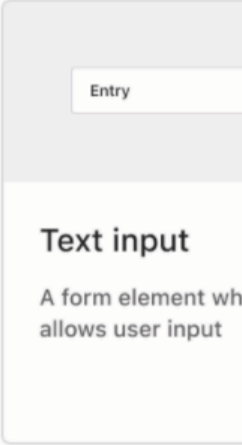
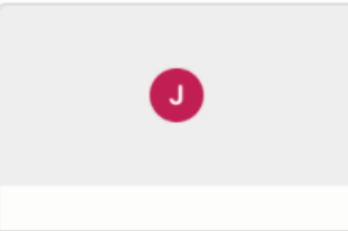
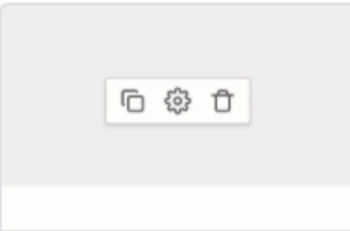
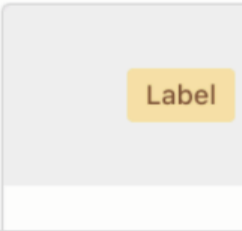
- Avatar
- Button
- Button group
- Callout
- Card
- Collapse

## Components

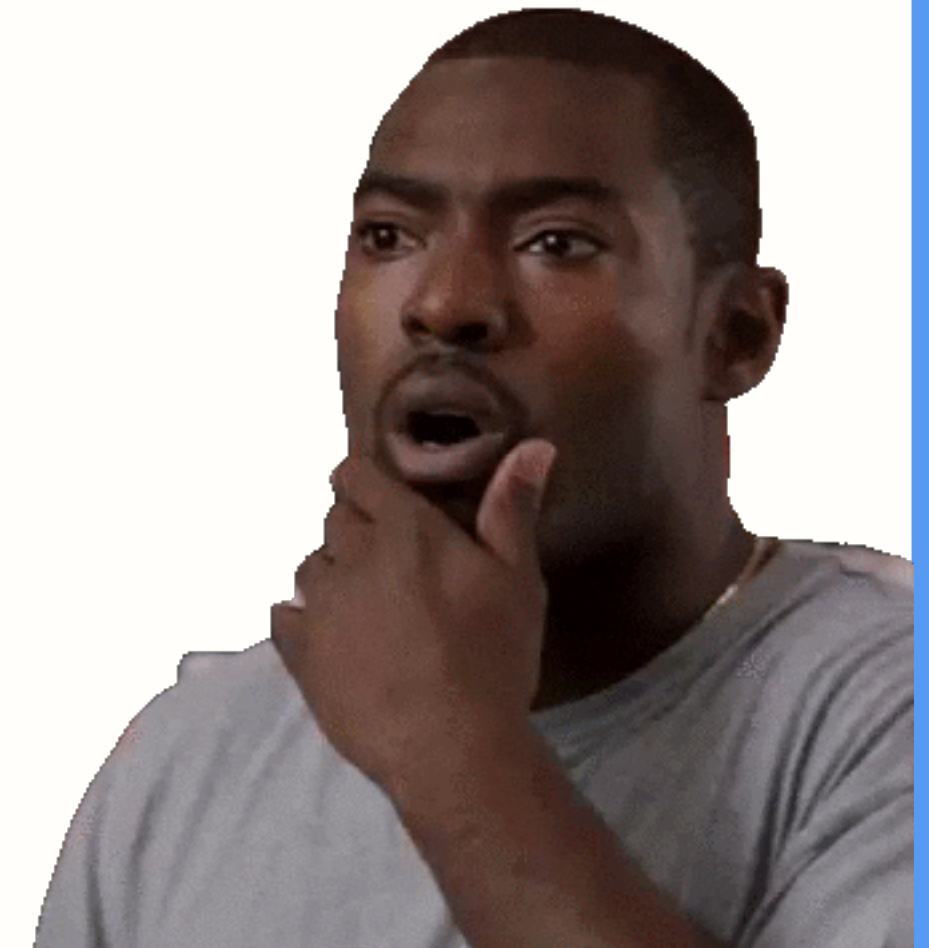
These components form the core building blocks of our application and work together to form the interface

+ Add tab

Type something (you can use markdown) or use the + to add content

 <p><b>Button</b> A core interaction element to signify actions a user can take</p>	 <p><b>Toggle</b> An element to switch between two states</p>	 <p><b>Text input</b> A form element which allows user input</p>
		

WOW



It's about the heckin

**delight**





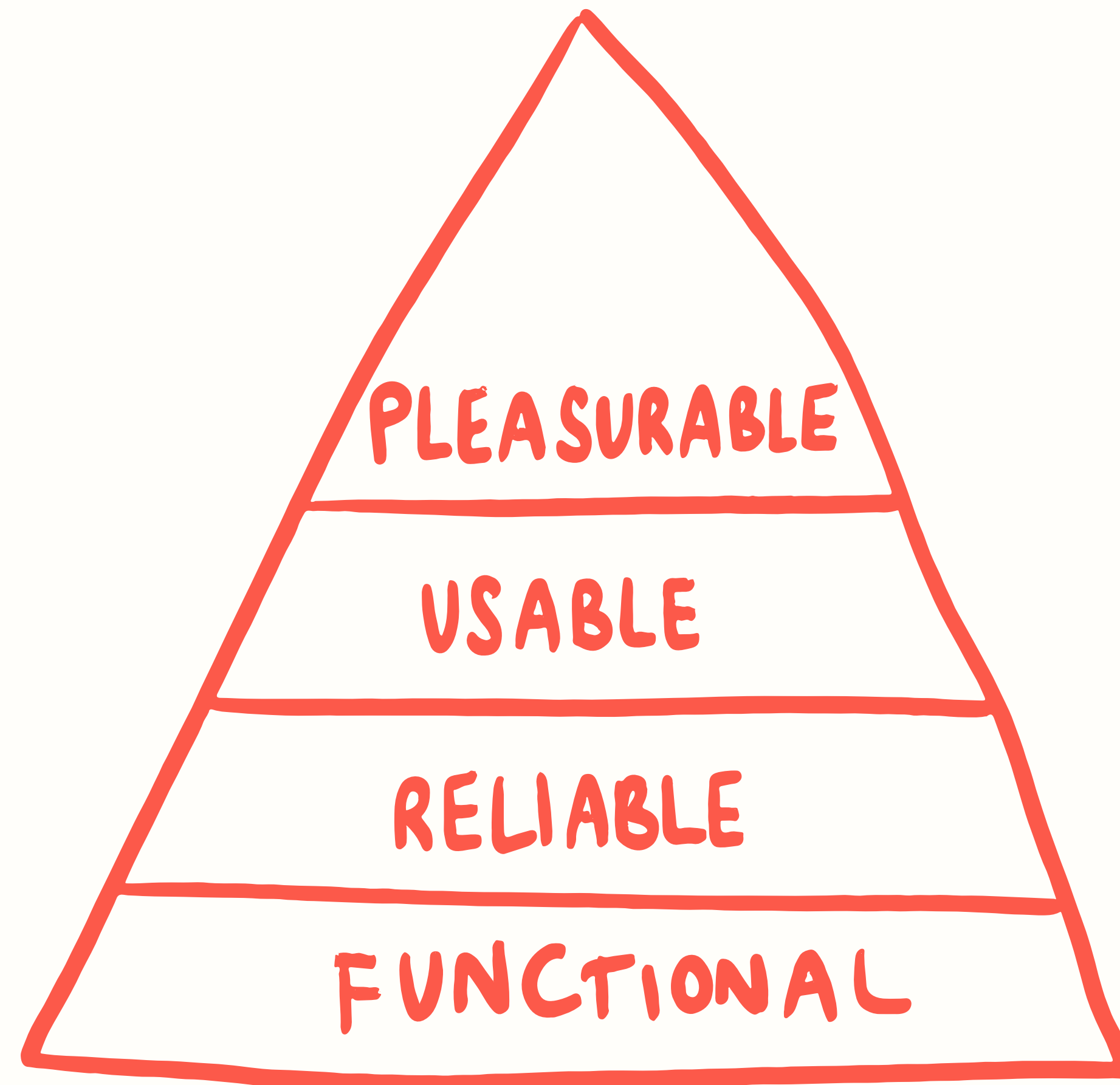


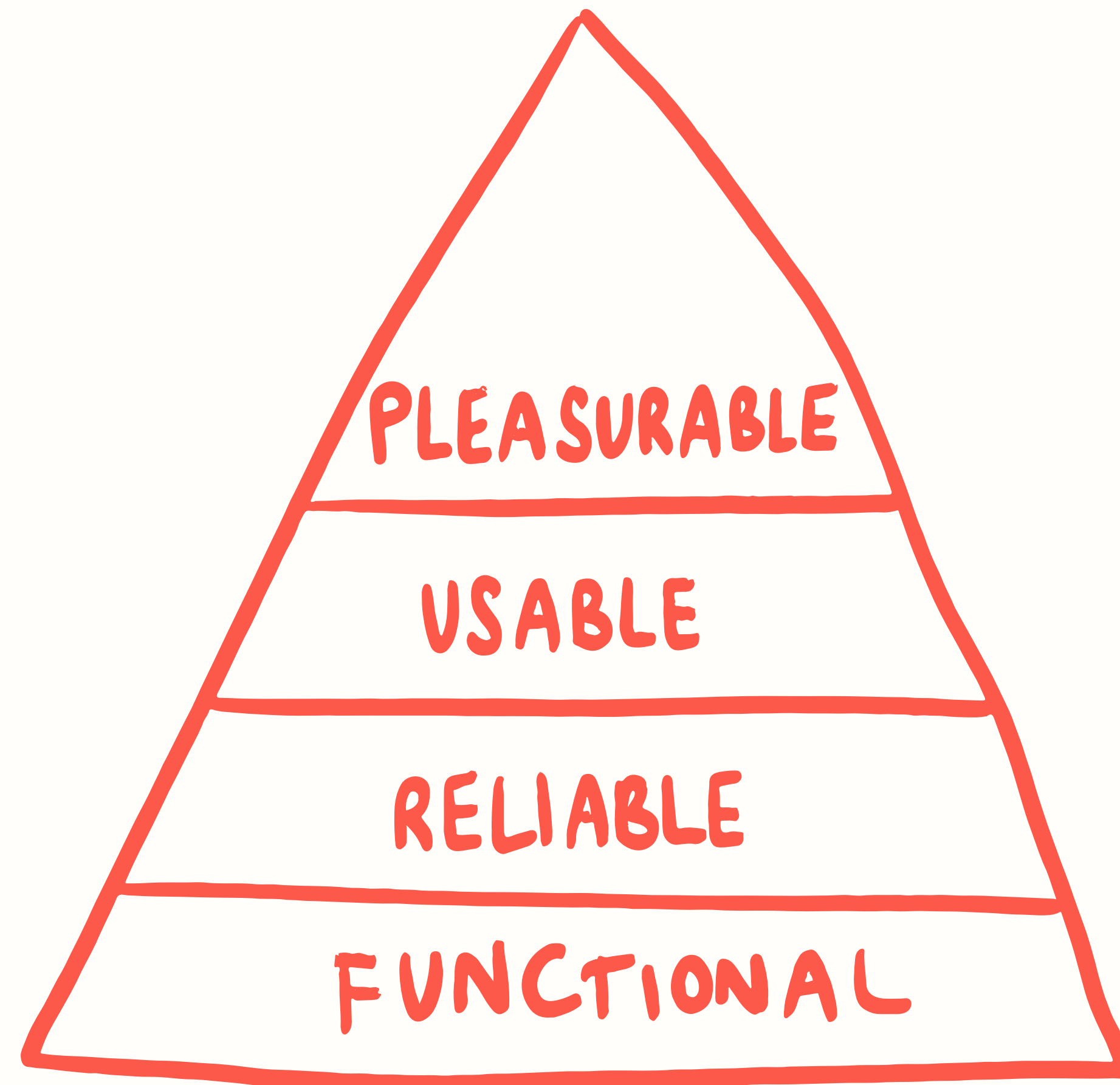
**delight** (transitive verb)

1. To give joy or satisfaction to

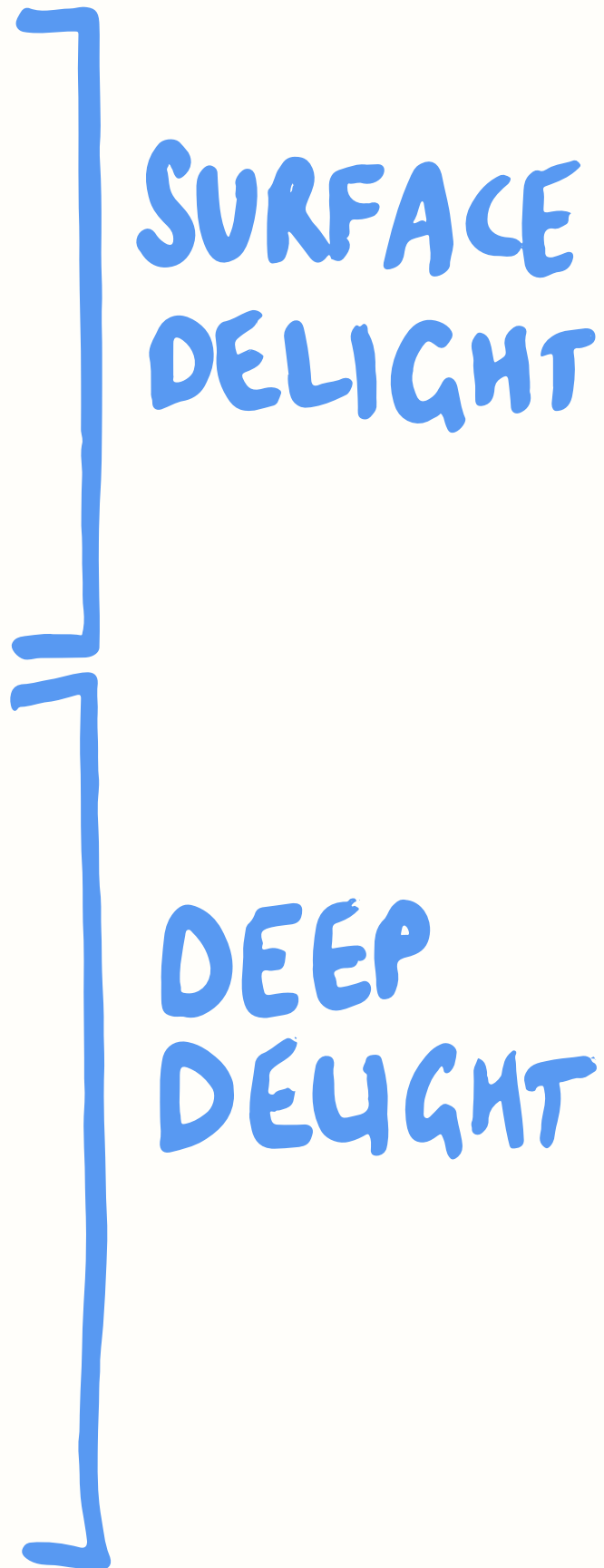
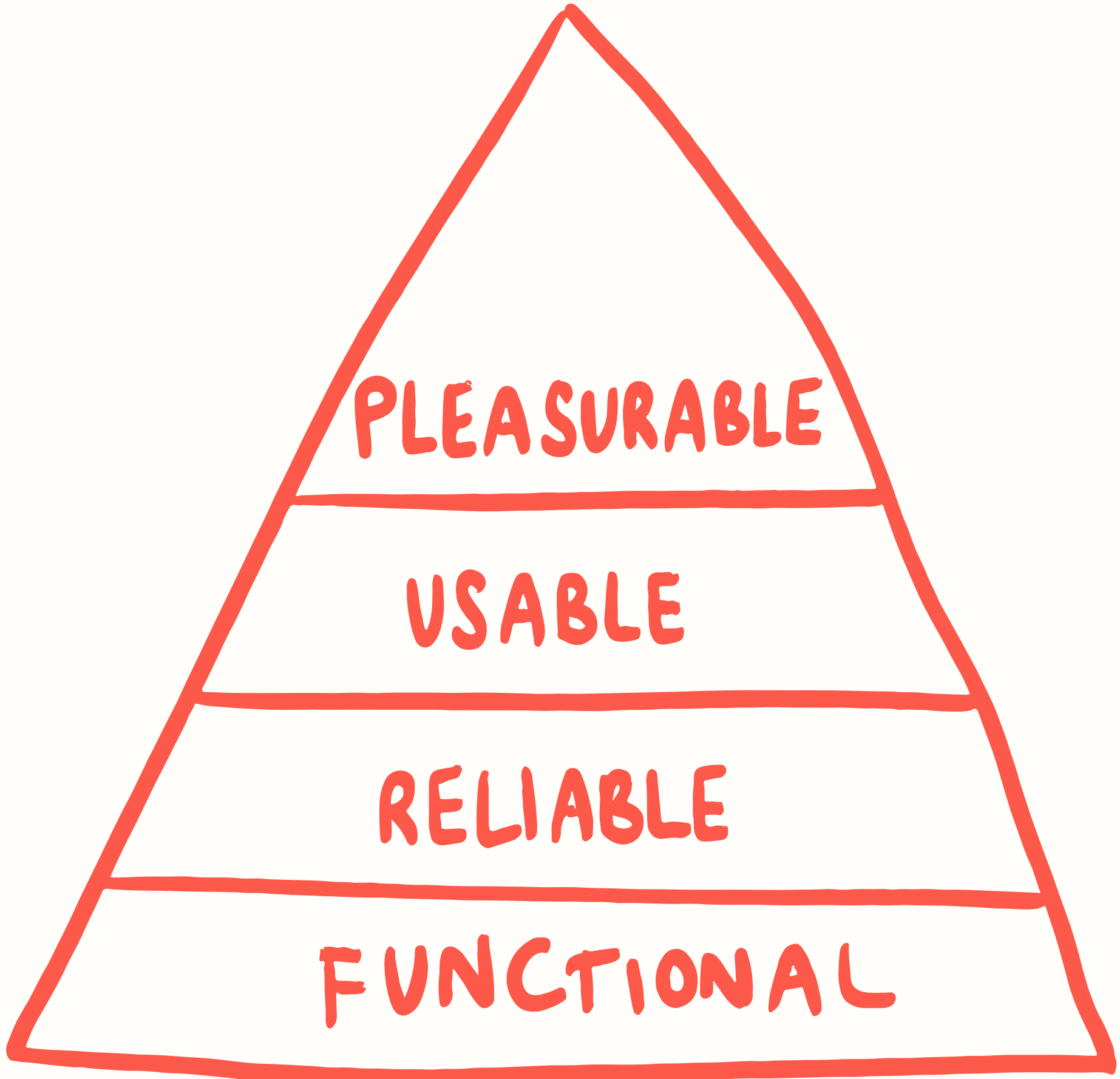
*Using definitions in presentations **delight** the audience and make you look smart*







DEEP  
DELIGHT







**You might deep delight with  
your product if it —**

- 1. Works as it's expected (or better)**



**You might deep delight with  
your product if it —**

- 1. Works as it's expected (or better)**
- 2. Delivers things when they're expected**



# You might deep delight with your product if it —

1. Works as it's expected (or better)
2. Delivers things when they're expected
3. Anticipates user needs





# You might deep delight with your product if it —

1. Works as it's expected (or better)
2. Delivers things when they're expected
3. Anticipates user needs
4. Adapts to the user



# You might deep delight with your product if it —

1. Works as it's expected (or better)
2. Delivers things when they're expected
3. Anticipates user needs
4. Adapts to the user
5. Does all this reliably and consistently



Creating an  
**exceptional  
user experience**  
is a pre-condition  
for deep delight

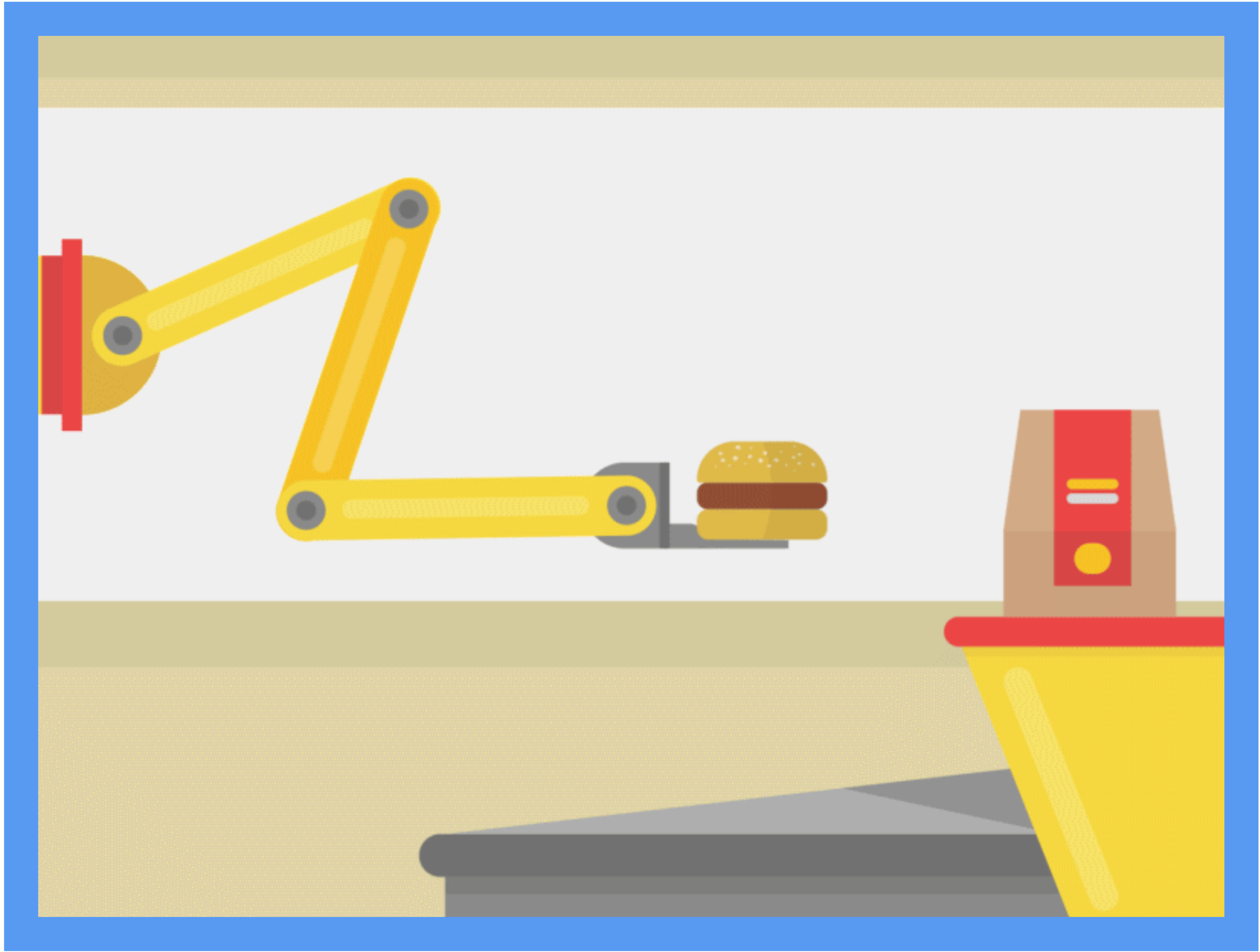


But what about  
**surface delight?**



# McDonalds vs Nobu













**We are extremely unique and different from our competitors  
by having a website that looks exactly the same.**



**Always.**

We could have four columns. But everyone else has three.



**Three.**

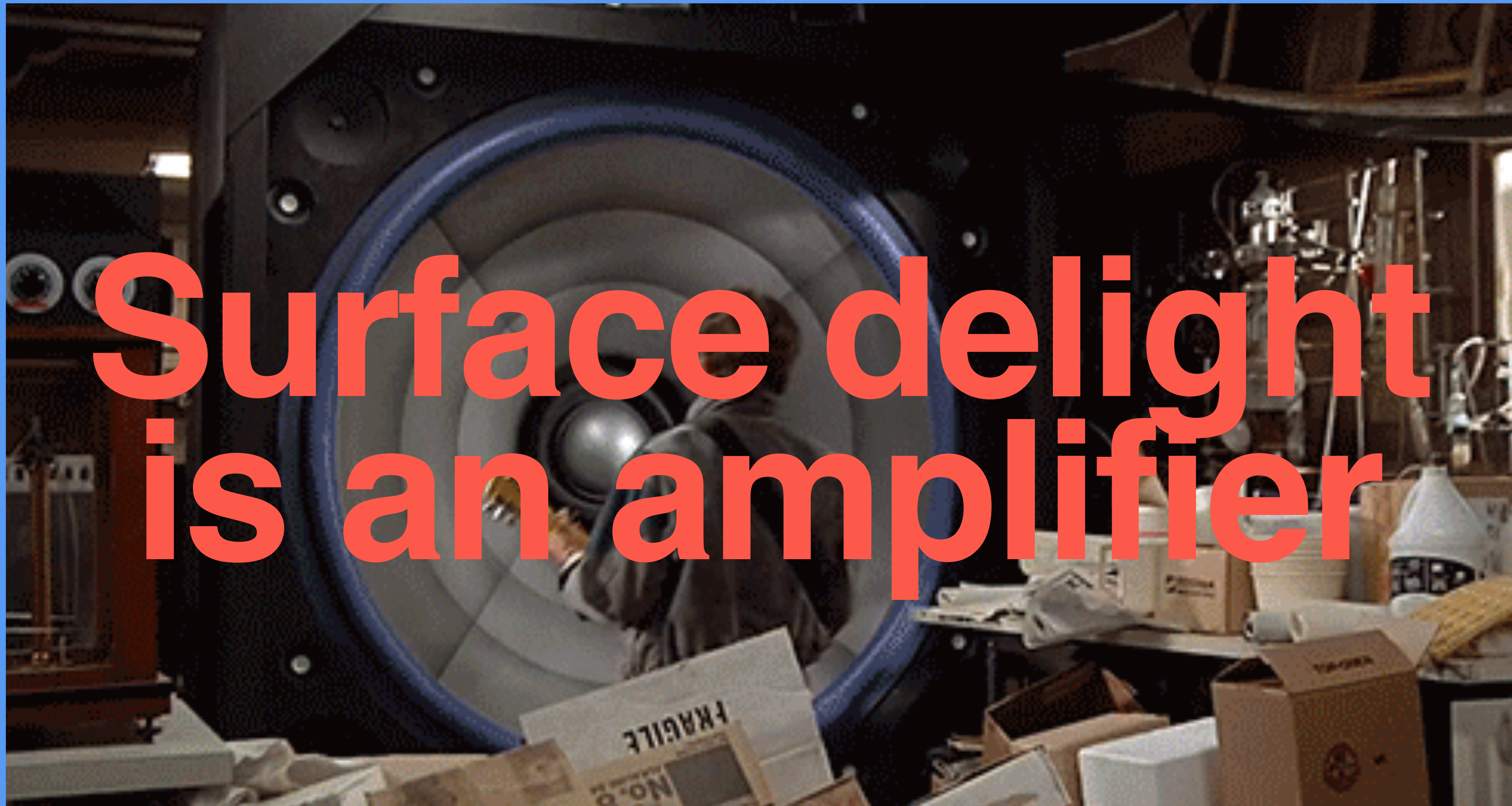
Feeling creative we added pic of smiling woman here.



**Columns.**

Yup, the website layout says we can offer only 3 services.









# Kano Model



1. **“Must-be” qualities (basic needs)**  
expected by everyone







1. **“Must-be” qualities (basic needs)**

expected by everyone

2. **“one-dimensional” qualities (performance needs)**

satisfaction when fulfilled, dissatisfaction when not fulfilled





1. **“Must-be” qualities (basic needs)**

expected by everyone

2. **“one-dimensional” qualities (performance needs)**

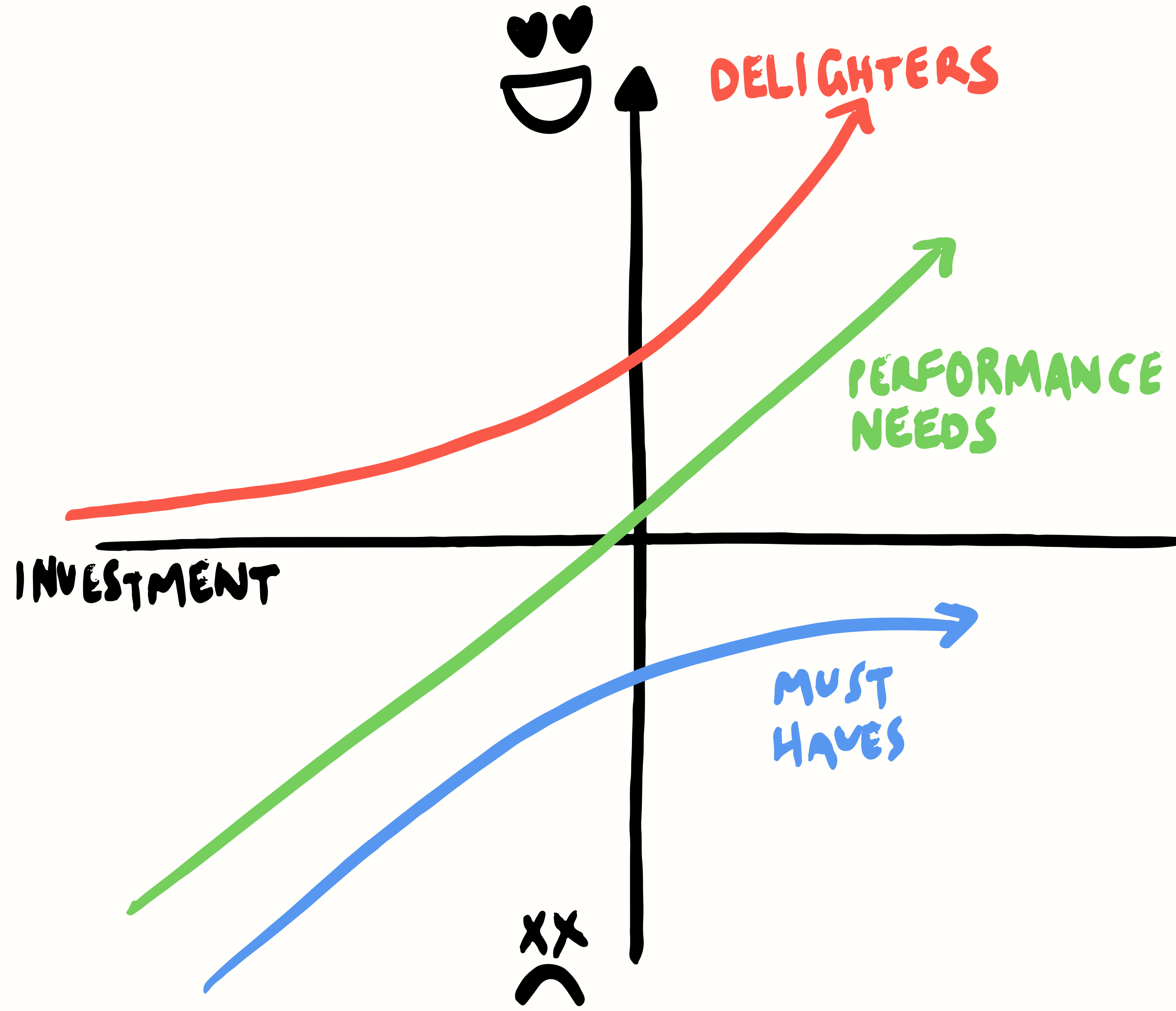
satisfaction when fulfilled, dissatisfaction when not fulfilled

3. **“Attractive” qualities (delighters)**

satisfaction when fulfilled, no change when not fulfilled









Today's

shiny shiny

Is tomorrow's

table stakes





Primary



Today



John, Emily, me 3

15m

Design Assets


I would love to get your...





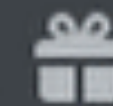
## Welcome to #test!

This is the start of the #test channel.

 [Edit Channel](#)



Message #test



GIF





# Surface delight



reversecif.com

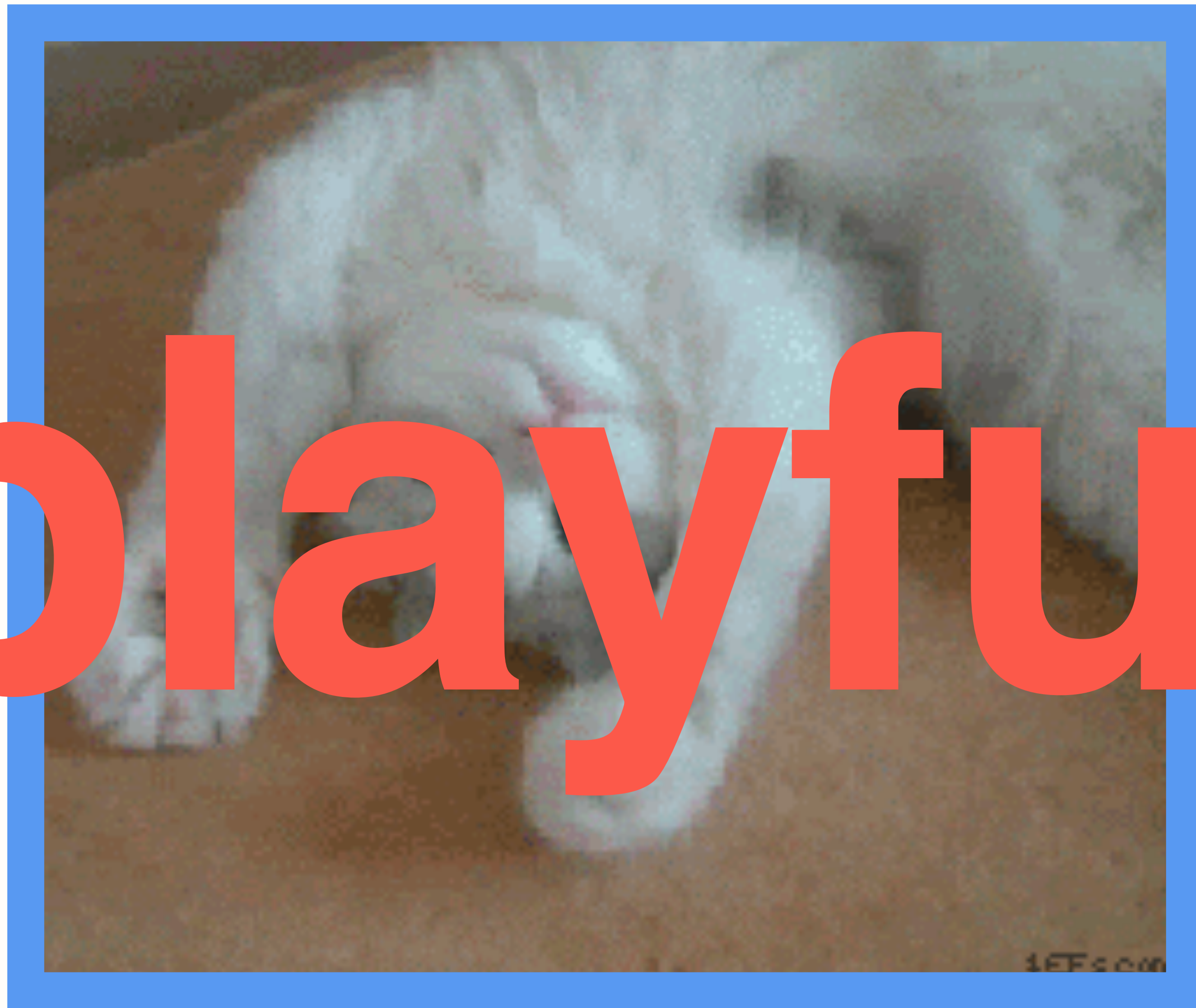




# 5 types of delight

1. Playful
2. Attractive
3. Natural
4. Personal
5. Empowered

playful







**Attractive**





VISIT

DISCOVER

FRANS HALS  
MUSEUM

LEARN

SUPPORT

PLAY

# WELCOME

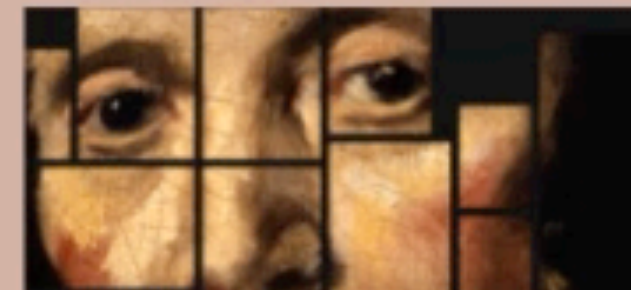
🕒 We're open until 5 p.m. today

PLAN YOUR VISIT >

< BUY TICKETS



EN NL

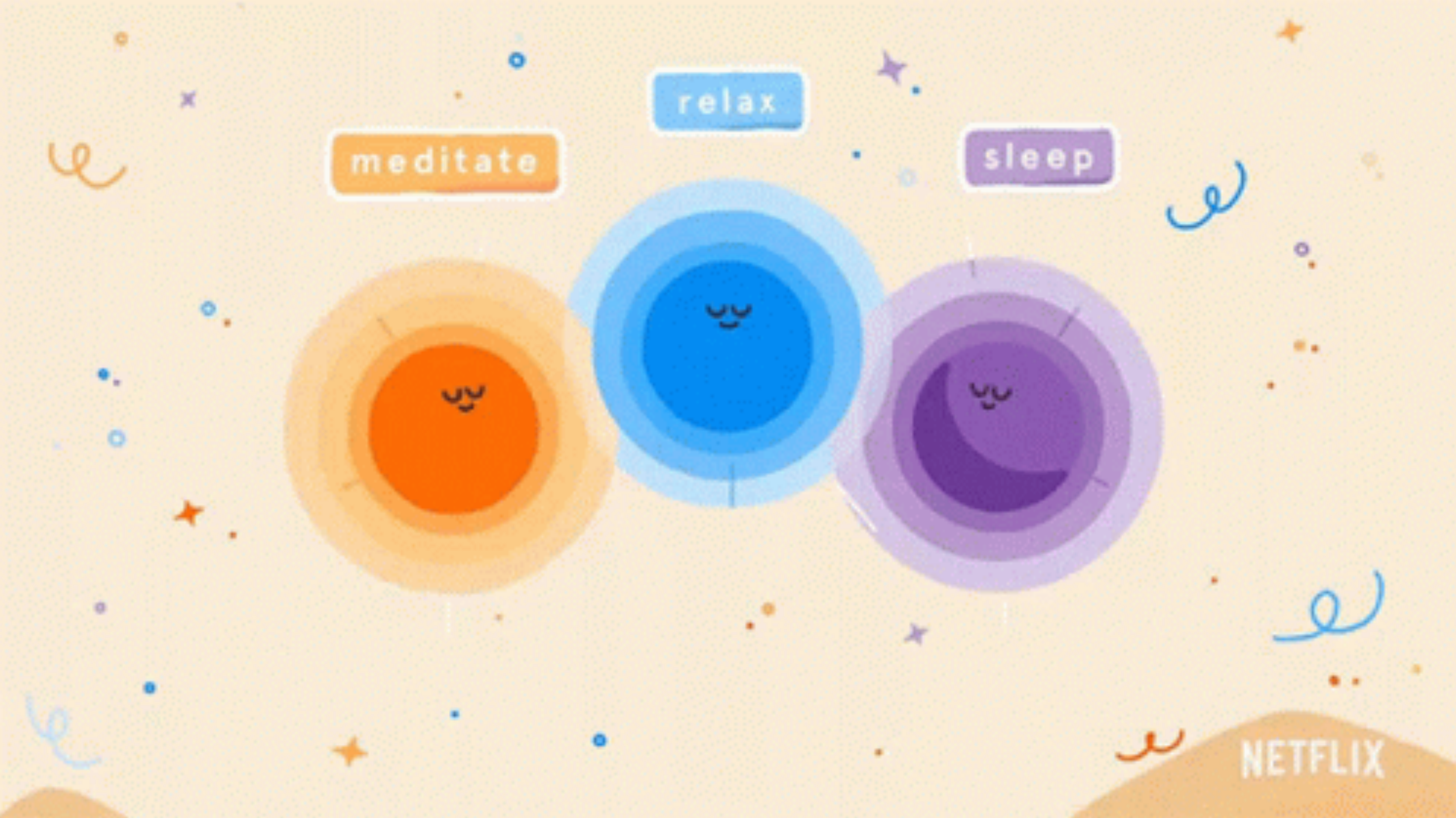




**Natural**











### Sleepcasts

Ever-changing storytelling in range of soothing voices.



### Wind Downs

Meditation and breathing to prepare the mind for sleep.



### Nighttime SOS

Guided exercises for waking up in the night.



### Sleep Music

Drift off to sleep with these calming tracks.



# Personal



**AND THIS TIME IT'S PERSONAL**



## Uniquely yours



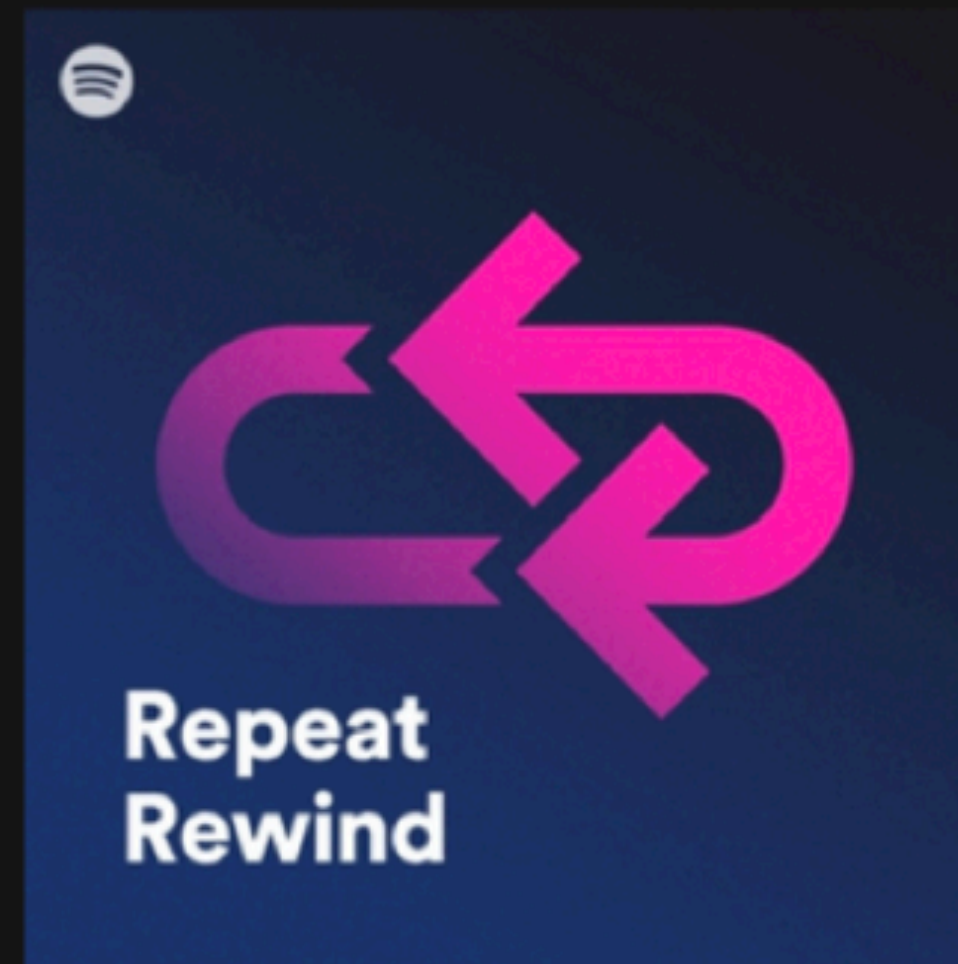
### Time Capsule

We made you a playlist with songs to take you back in time.



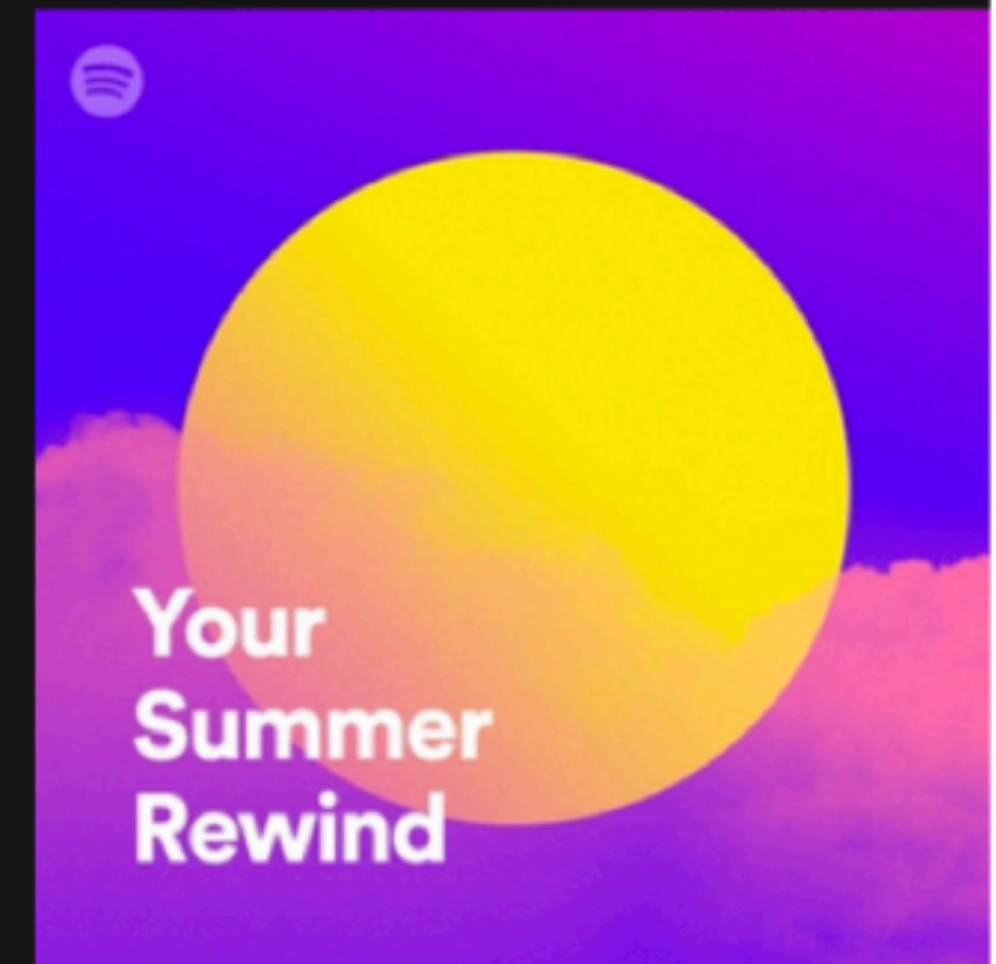
### On Repeat

The songs you can't get enough of right now.



### Repeat Rewind

Past songs that you couldn't get enough of.



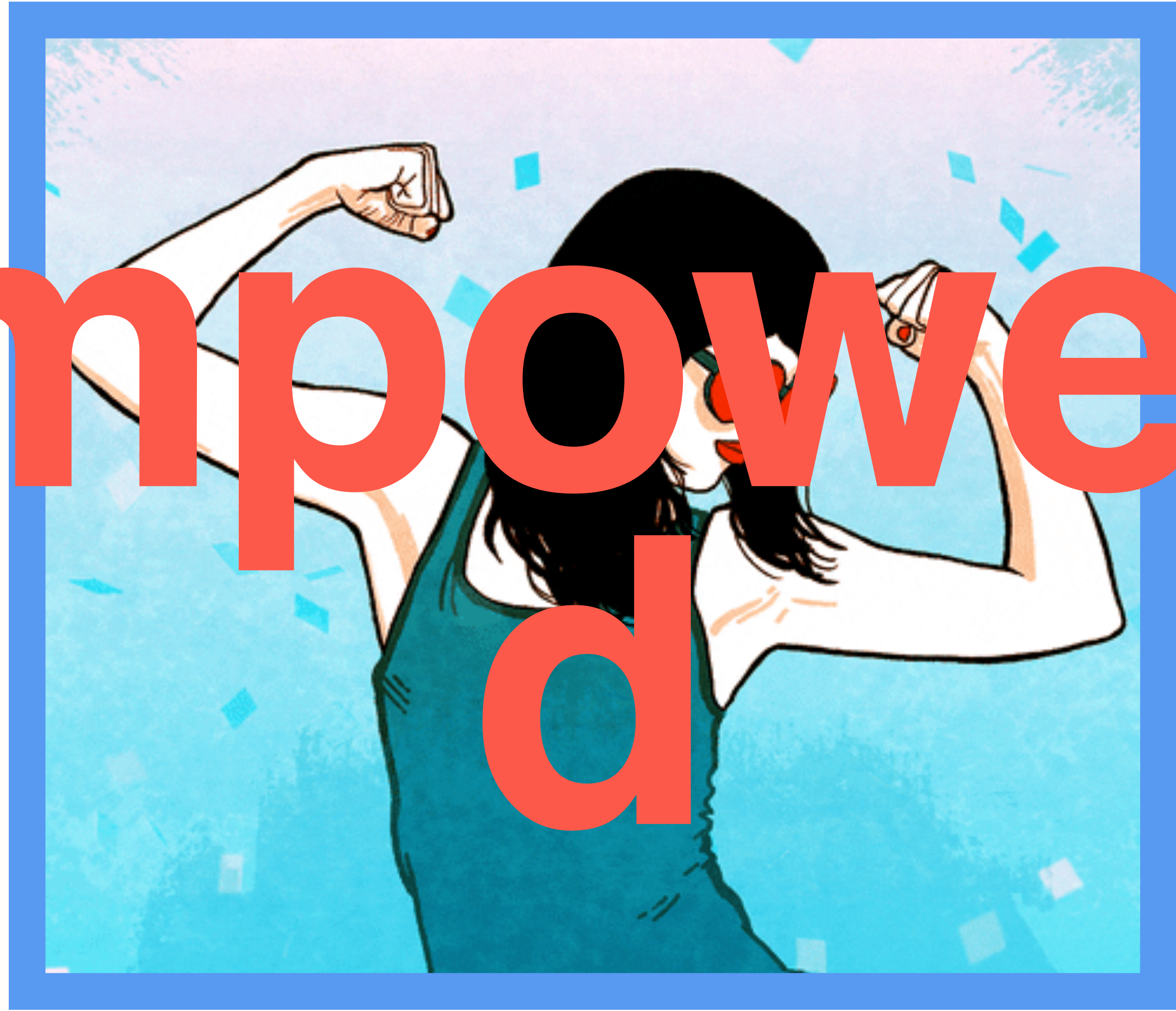
### Your Summer Rewind


Time for Your Summer Rewind! We've made you a new playlist featuring your old summer...

PLAYLIST • BY SPOTIFY



**Empowered**



 Draft in Luke Murphy Saved

[Publish](#)



5



# What should I write today?

 Tell your story...





ps.

**you might not be suited  
to any of these...**

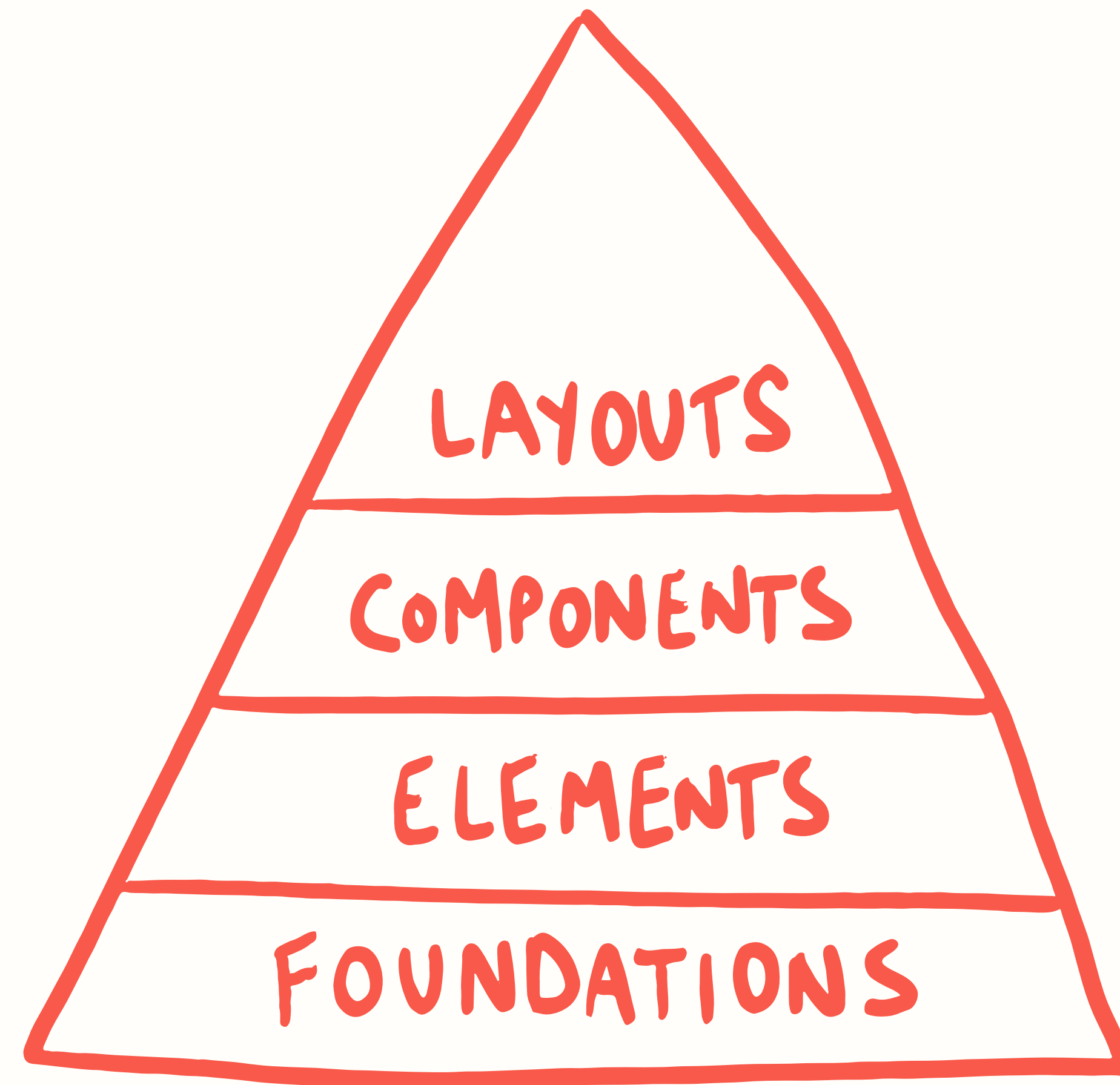


So how do you systematise

**delight?**

Start with the  
**foundations**





# Design team charter





# Design Team Charter



By Michelle Chin and zeroheight

♡ 10

Get a copy 115



Start here!

## Design Team Charter

[bit.ly/design-team-charter](https://bit.ly/design-team-charter)

O'REILLY®



# Org Design for Design Orgs

BUILDING AND MANAGING IN-HOUSE TEAMS



Peter Merholz & Kristin Skinner



# Design principles



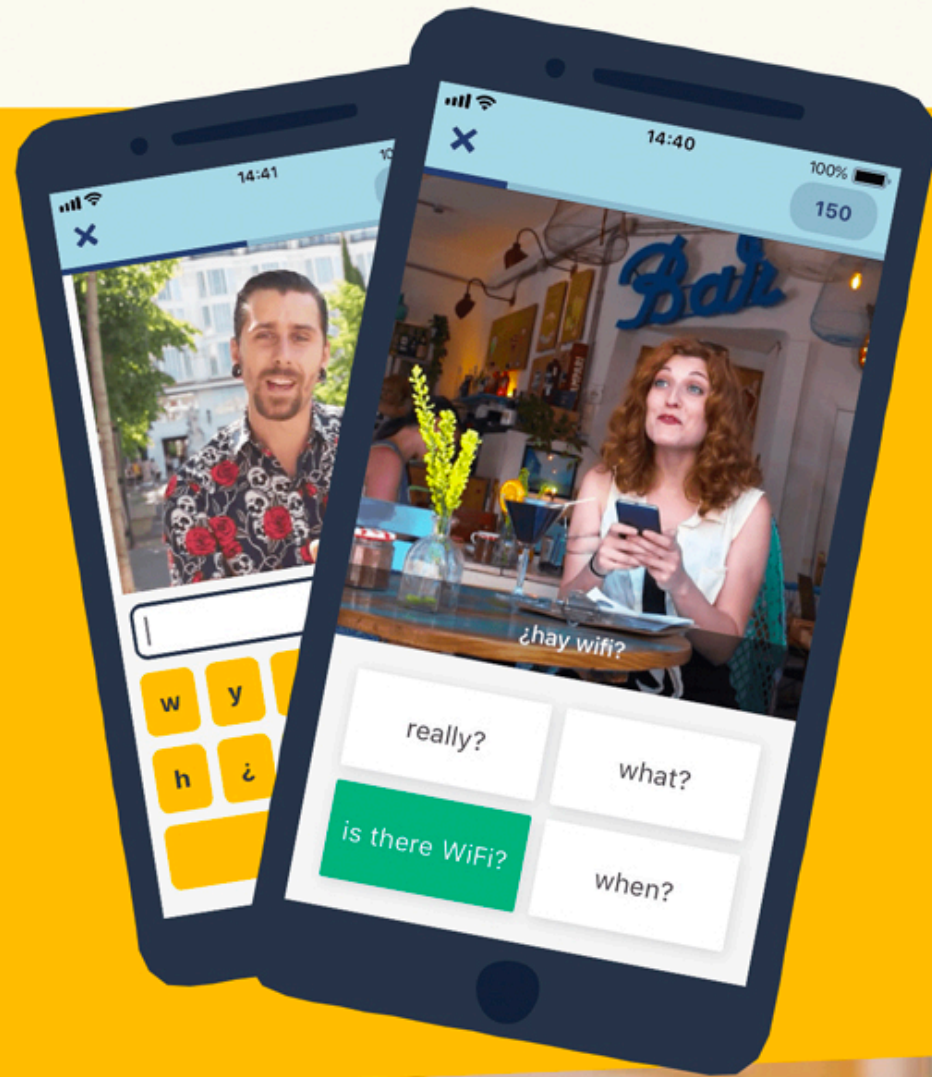


# “Keep it wonky”

Our brand is playful, tactile and squishy. Folks using us should be able to *feel* the buttons they're pressing. There's nothing about us that says 'straight lines' or 'clean Swiss design'. If you have a hard corner or straight line, put a wonk on it.



techniques that will speed up your learning.



### Fit learning into your busy day


Busy bee? No problem. Download the app to squeeze 1000s of real locals into your pocket. Then you can pick up new phrases whenever you get a free moment in your day. Little sprints that help you reach your language goals.



### Recently Learned


Filter Results 

**User**  
LEVEL 4






**10** words learned    **2,835** points

[View profile](#)




 **Streak Clock**




Time left to complete your daily goals

**12** hours    **16** mins



 **French 1**    **Set a daily goal**  




0 / 476 words learned

  **LEARN NEW WORDS** 

 **French 1**    **Set a daily goal**  

0 / 477 words learned

 **LEARN NEW WORDS** 

 **Introductory Chinese: read a menu! (no audio)**    **Set a daily goal**  

0 / 86 words learned



A read along by Luke Murony 7 min read

# 5 Tips for writing effective design principles

Design Systems



[bit.ly/zh-principles](https://bit.ly/zh-principles)

**Minimum  
'Delightful'  
Product**






What does

**viable**

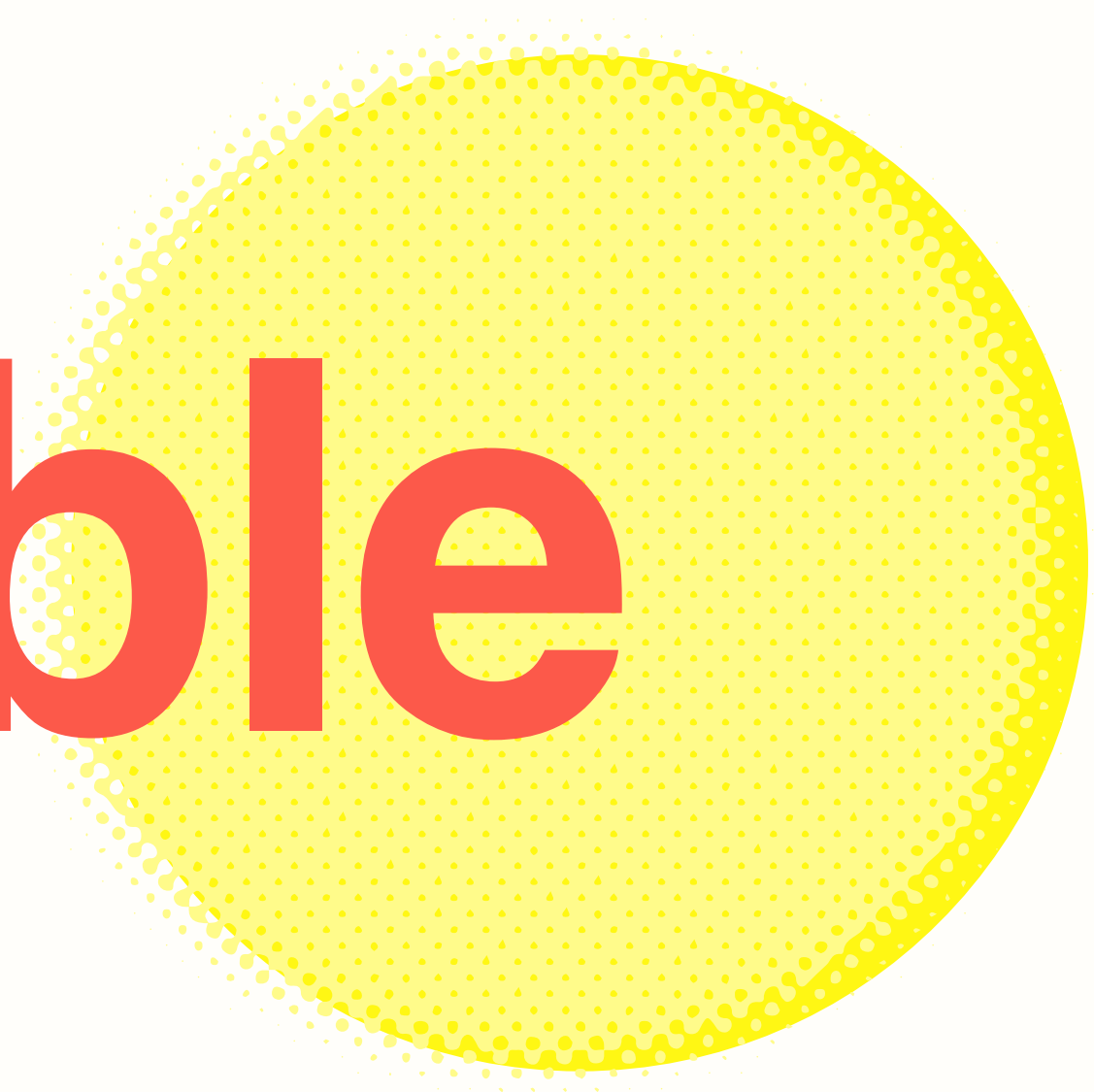
even mean?



Calling it anything  
other than **viable**  
is devaluing what  
you're trying to do

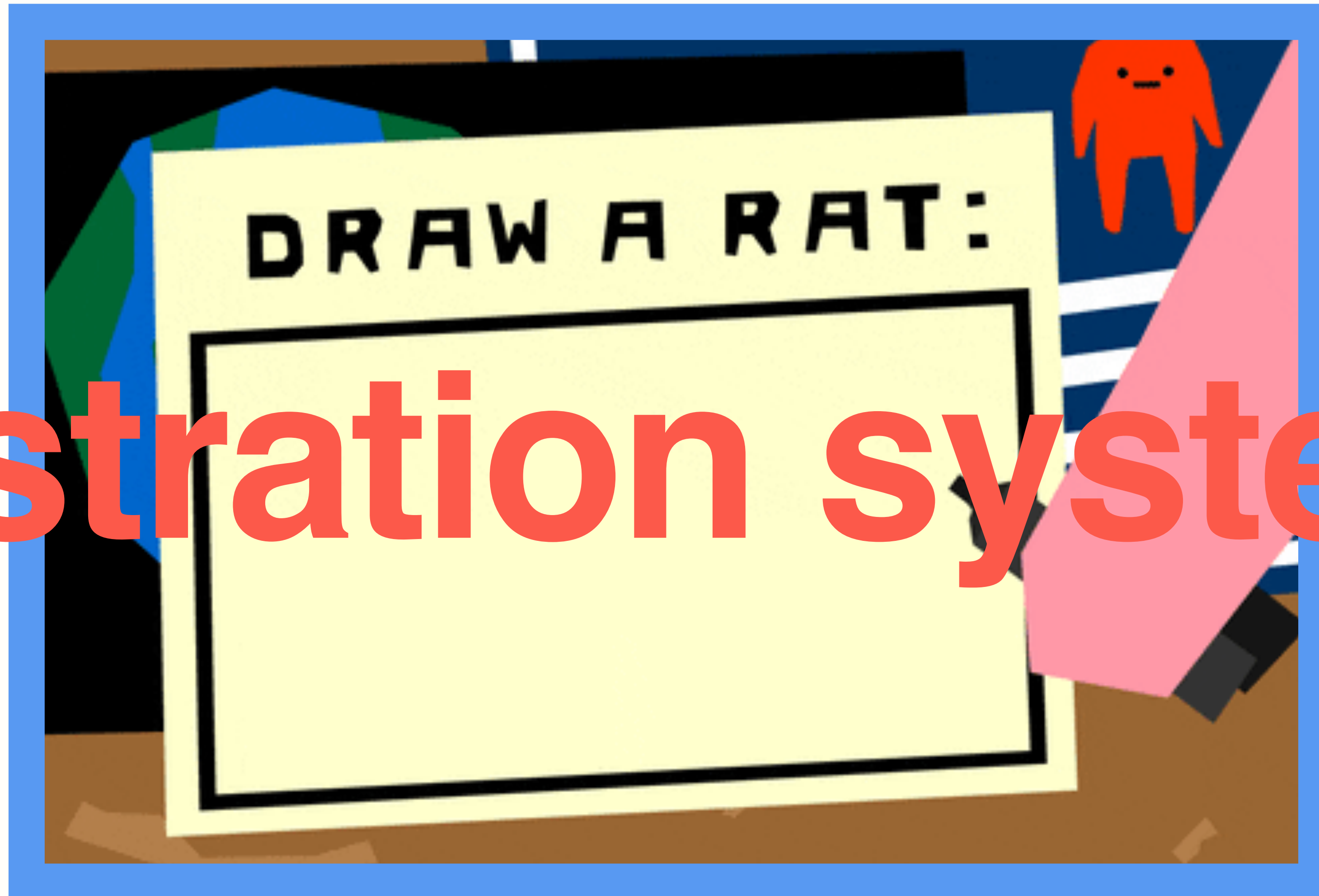
Making delight

repeatable





# Illustration systems



A set of

# Standards & guidelines

that enables the creation  
of artwork in a

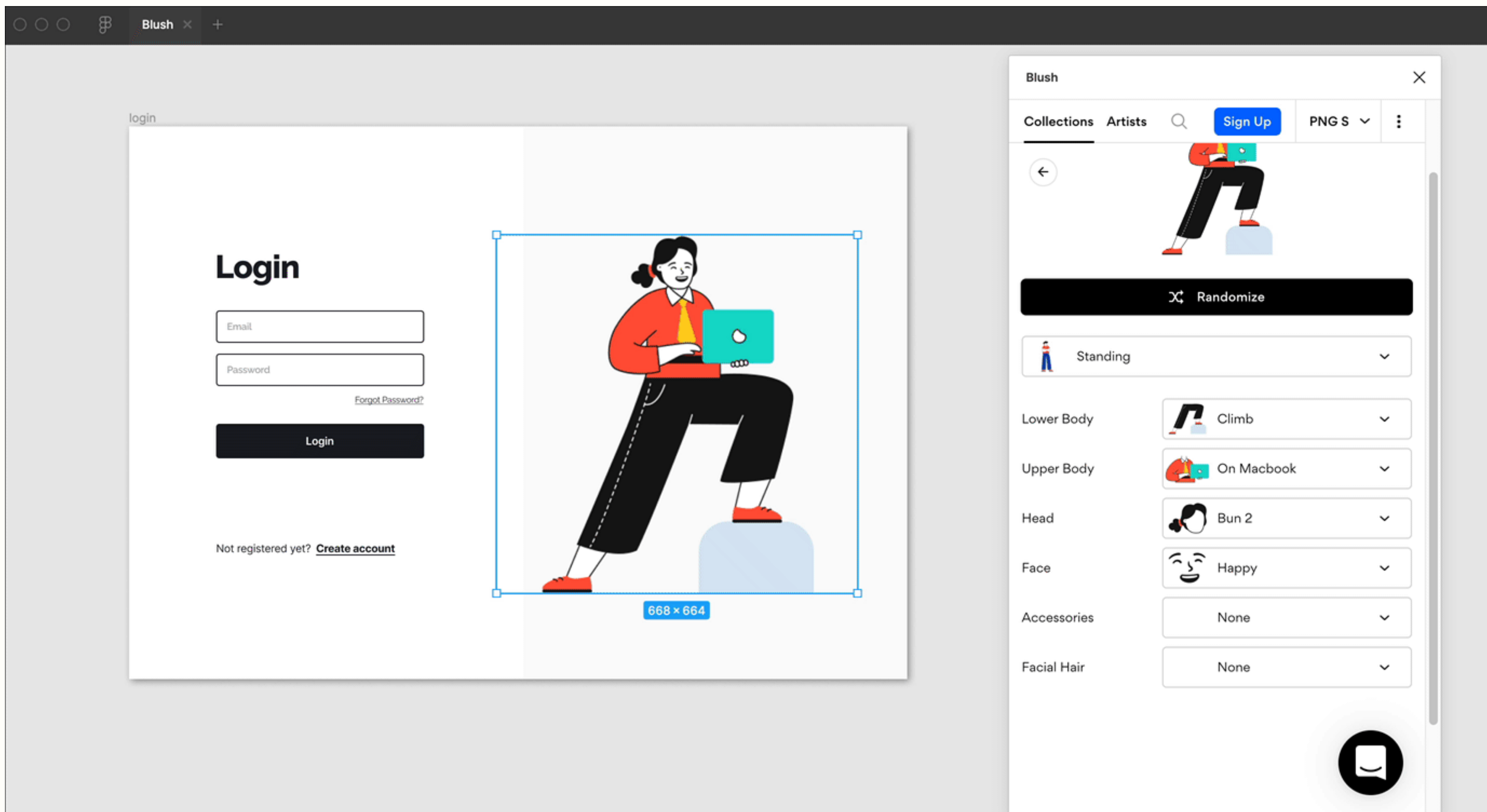
# house style

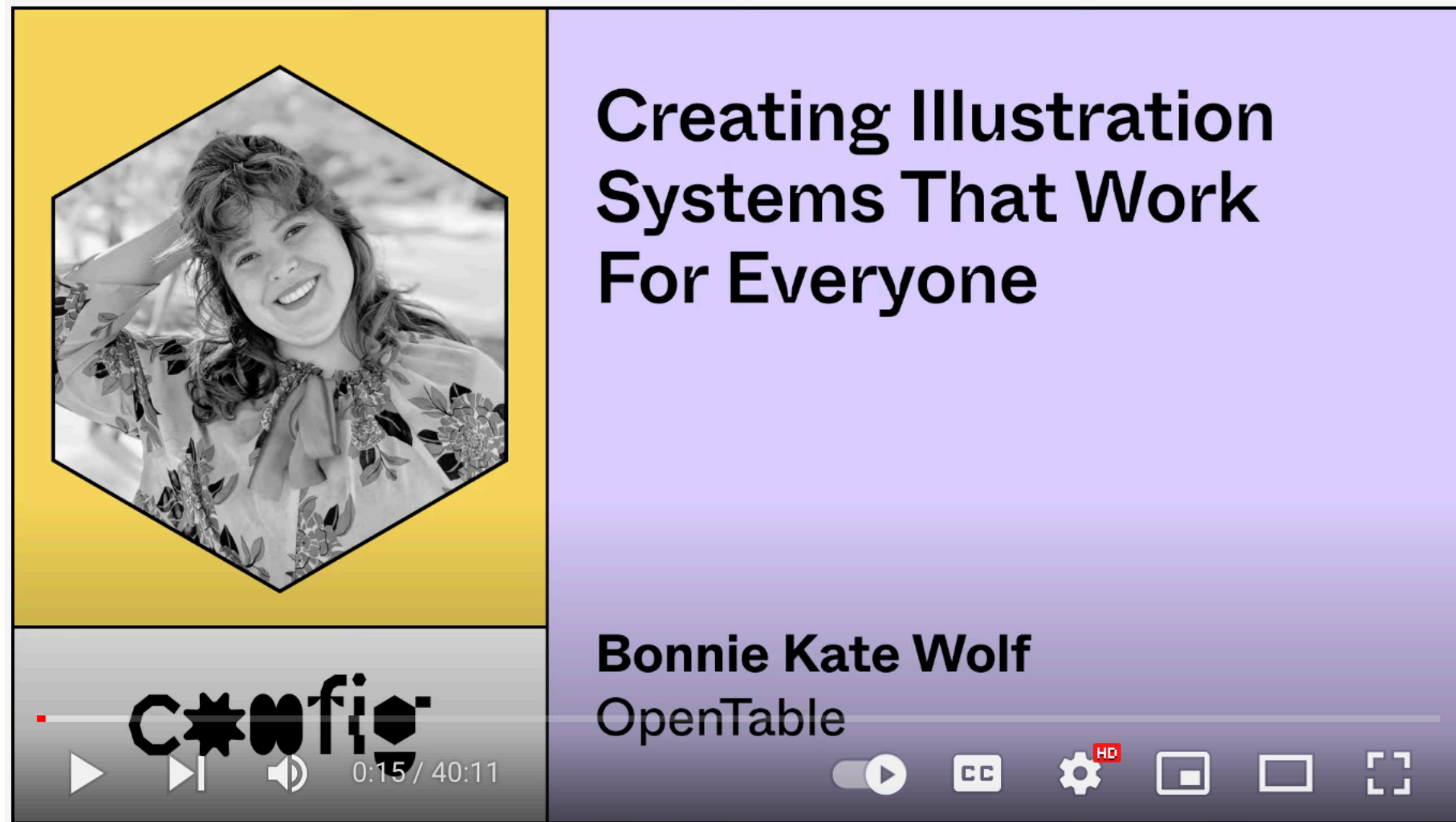


# blush

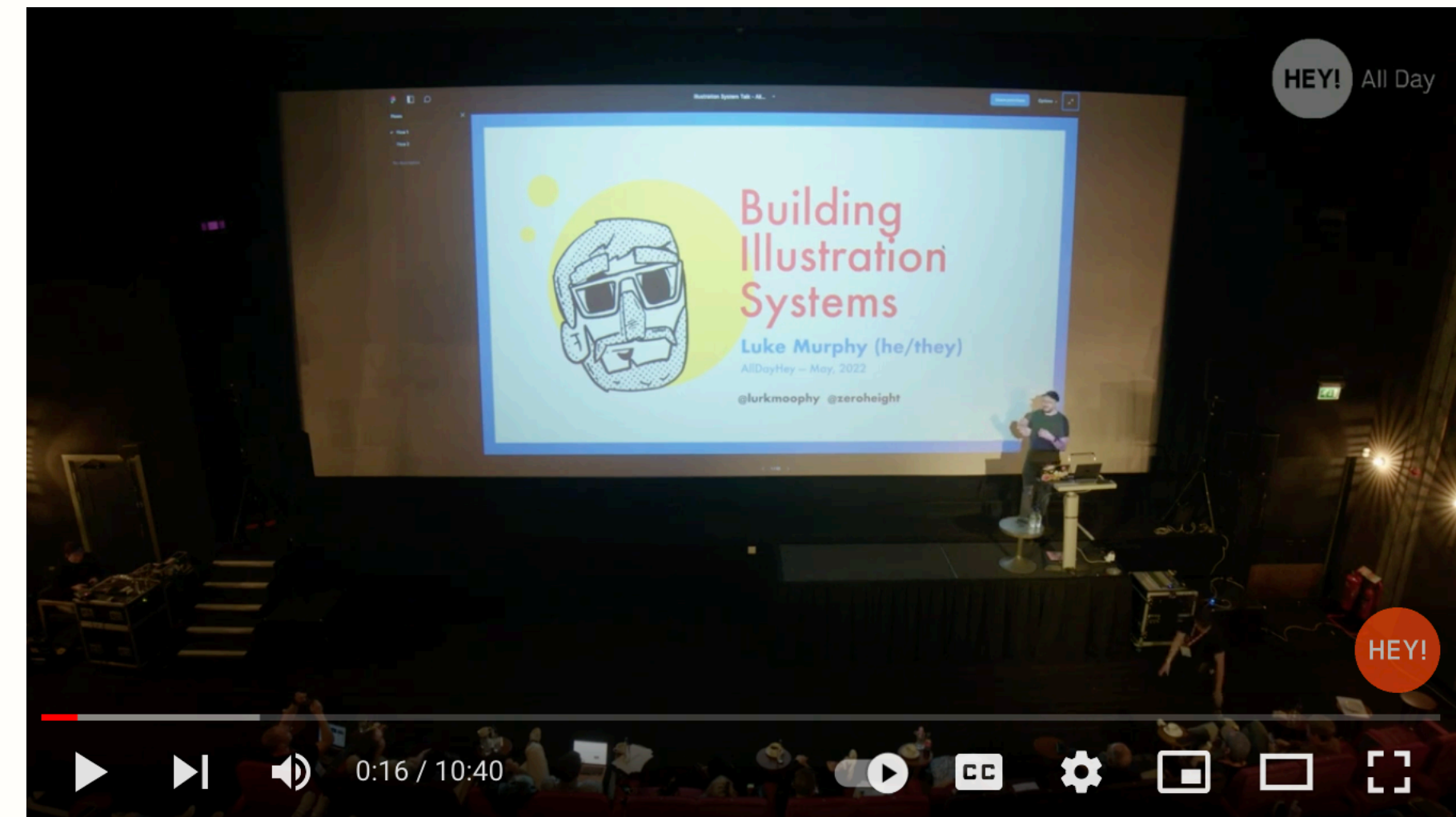








[bit.ly/bonnie-illustration-systems](https://bit.ly/bonnie-illustration-systems)



[bit.ly/luke-illustration-systems](https://bit.ly/luke-illustration-systems)

# Microcopy



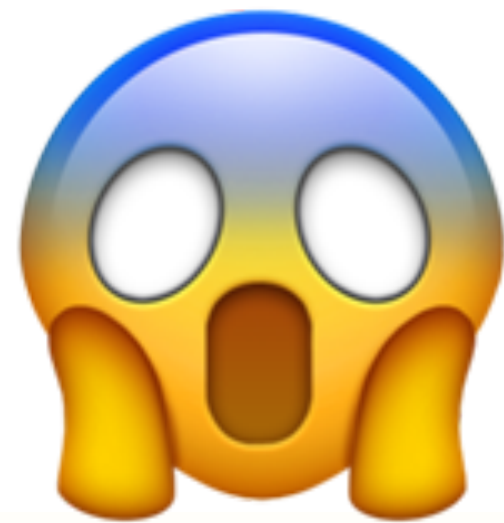
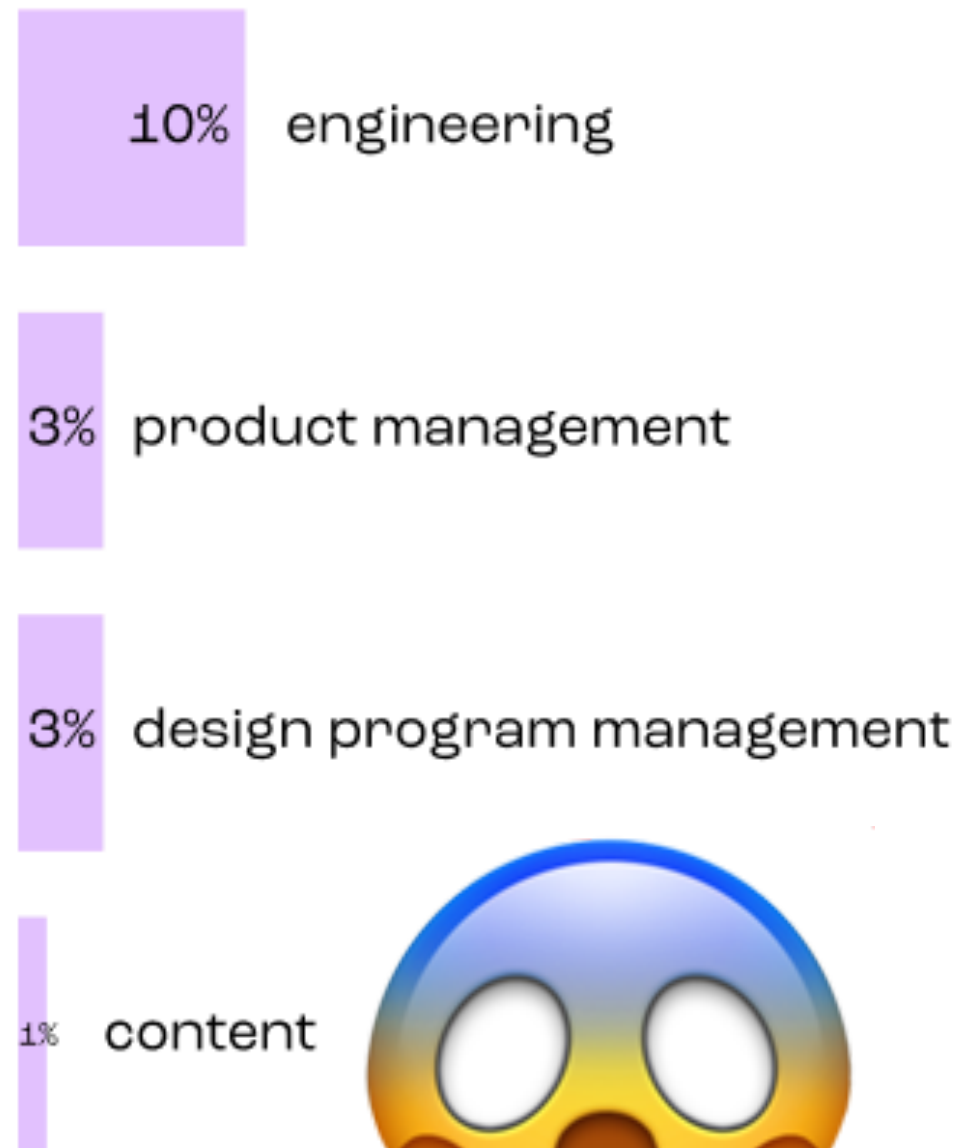


# primary discipline



83%

of job titles were  
Design & UX



The “design” in design systems is still holding strong (which is not necessarily a good thing). Unsurprisingly, 83% of respondents were in Design and UX, with the majority of these being individual contributors (52% of respondents)



Please check your entry and try again.

## Get started with your account

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's Marketing Platform. Already have an account? [Log in](#)

Email

Username

Another user with this username already exists. Maybe it's your evil twin. Spooky.

Password

 Show



## **2 steps to good microcopy**

**1. Hire a content specialist**



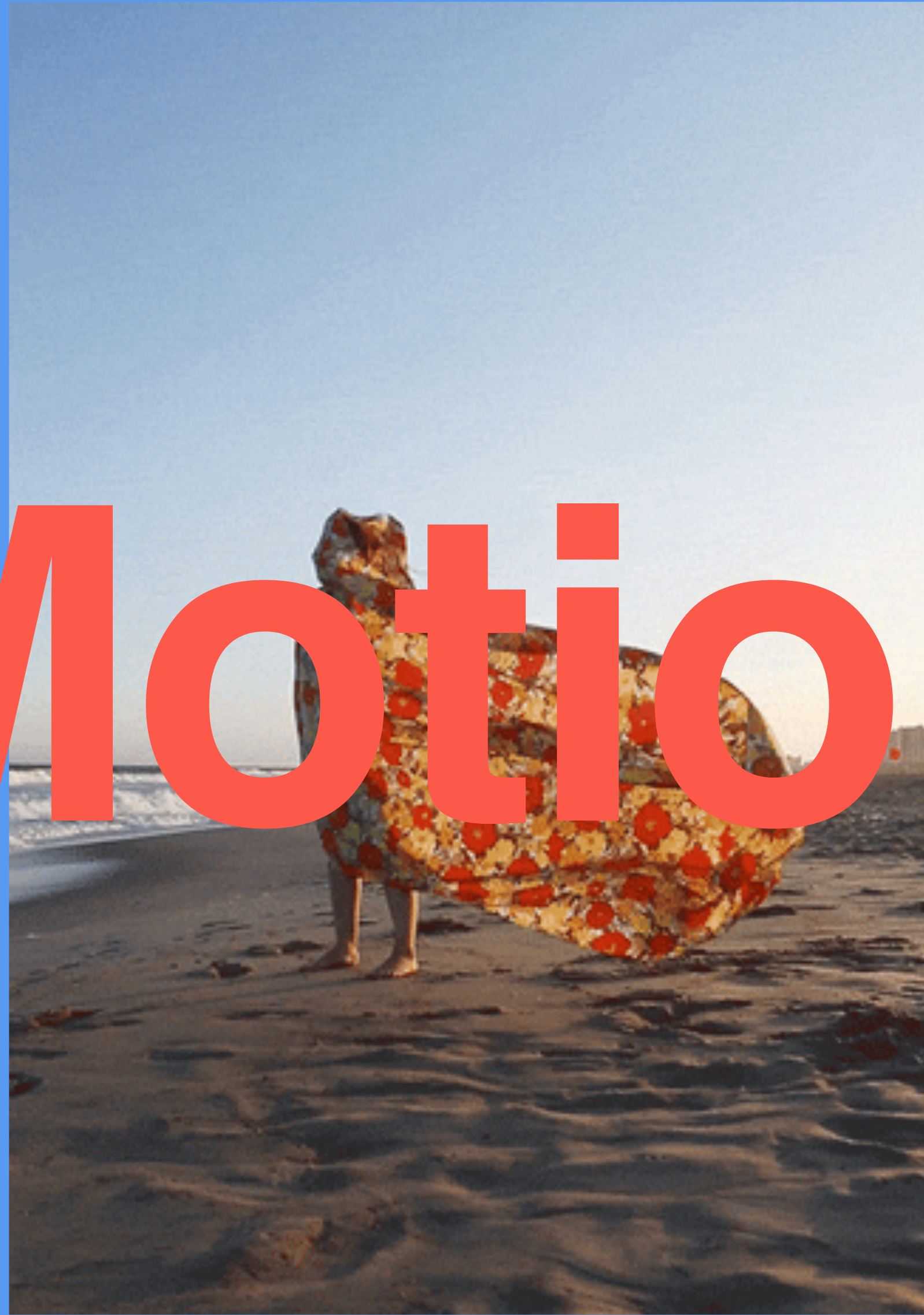


## **2 steps to good microcopy**

**1. Hire a content specialist**

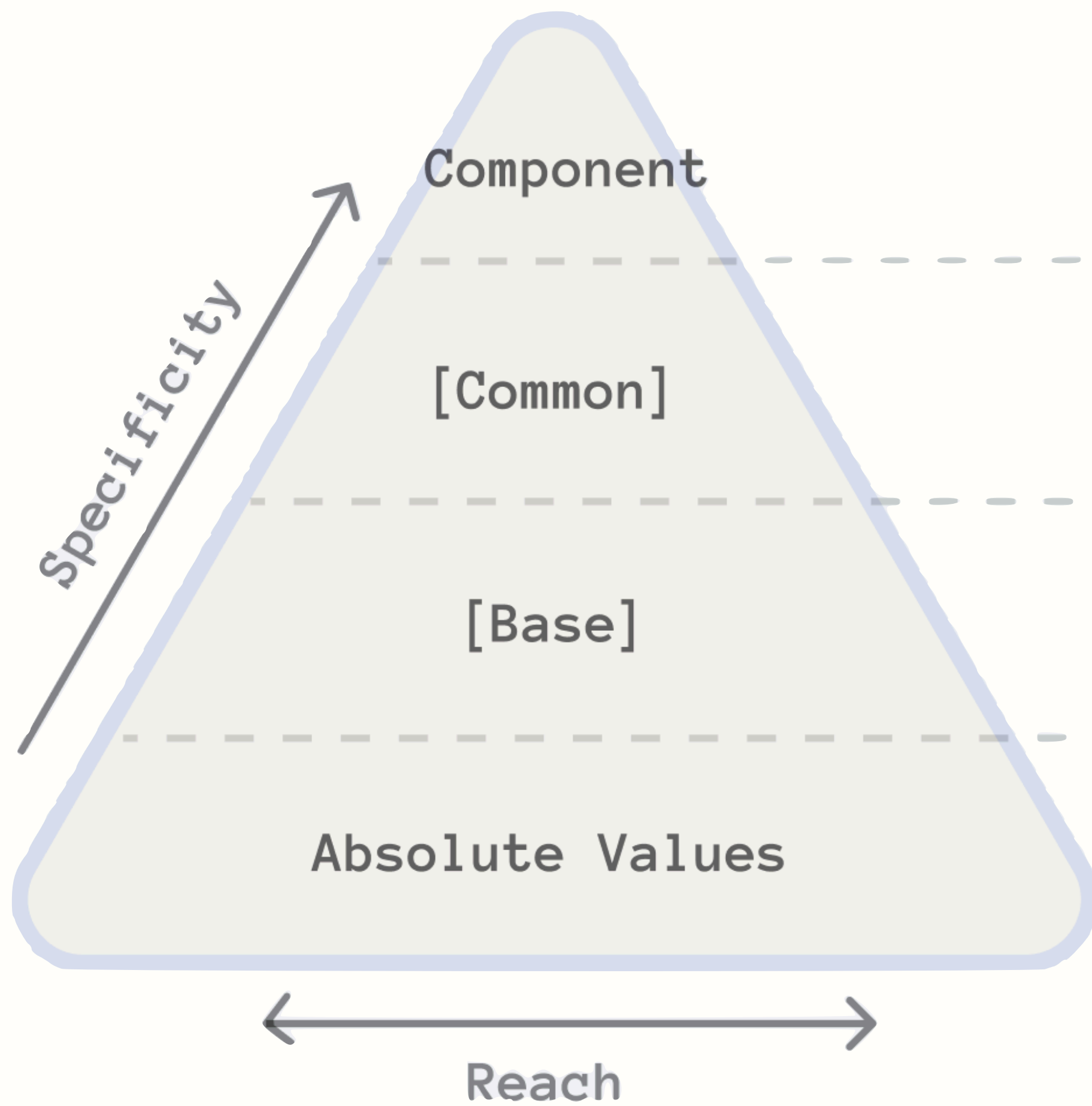
**2. Actually write some content guidelines**

# Motion









◆ motion-panel-appears


◆ motion-transtion-slide-in

◆ duration-fast & ease-base

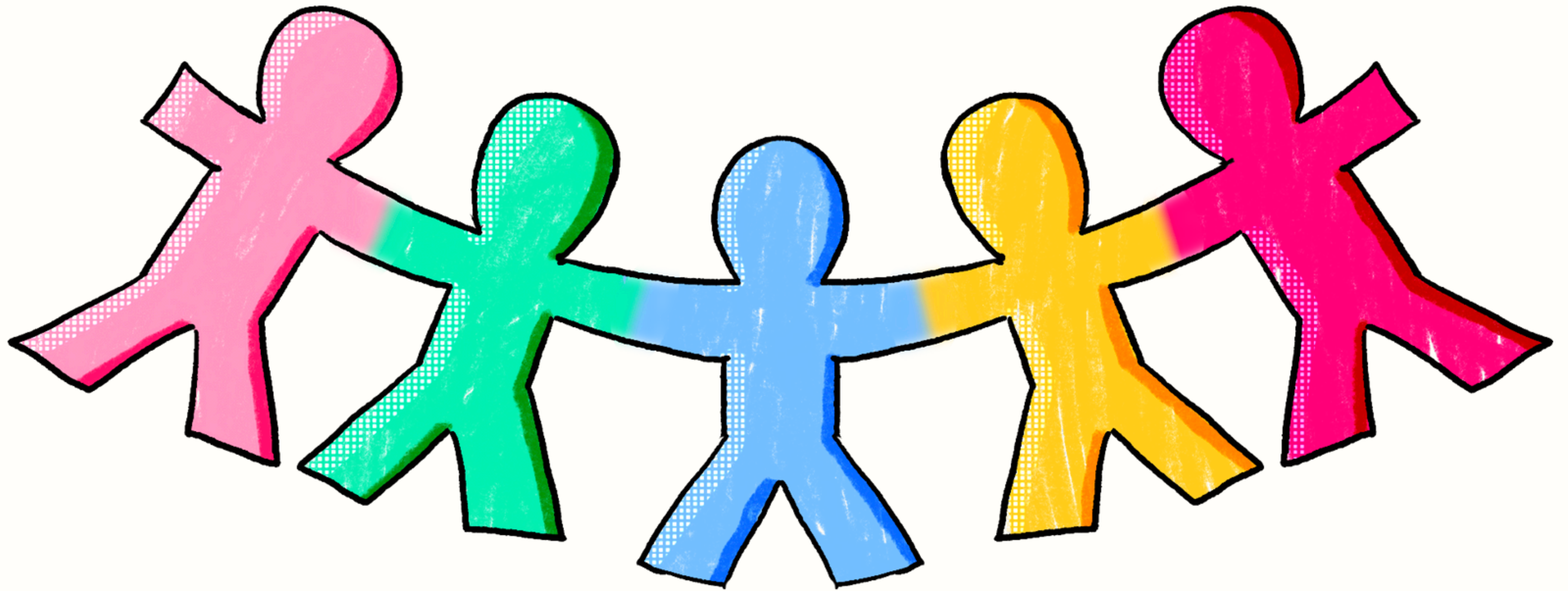
● duration: 50ms  
easing: cubic-bezier(.34,0,.21,1)



Don't forget your  
**internal users**









# Reasons happy teams are good teams

1. They're more productive
2. They won't buggger off
3. It makes you feel warm and fuzzy

# 418 I'm a teapot

The HTTP **418 I'm a teapot** client error response code indicates that the server refuses to brew coffee because it is, permanently, a teapot. A combined coffee/tea pot that is temporarily out of coffee should instead return 503. This error is a reference to Hyper Text Coffee Pot Control Protocol defined in April Fools' jokes in 1998 and 2014.



🔍 Search

**Brand**

Overview

Logo

Brand Design

**Product**

Get started

Foundations

Layout

Components

Overview

Accordion

Alert

Avatar

Badge

Banner

Breadcrumb

Broadcast message

Button

Card

Checkbox

Color picker

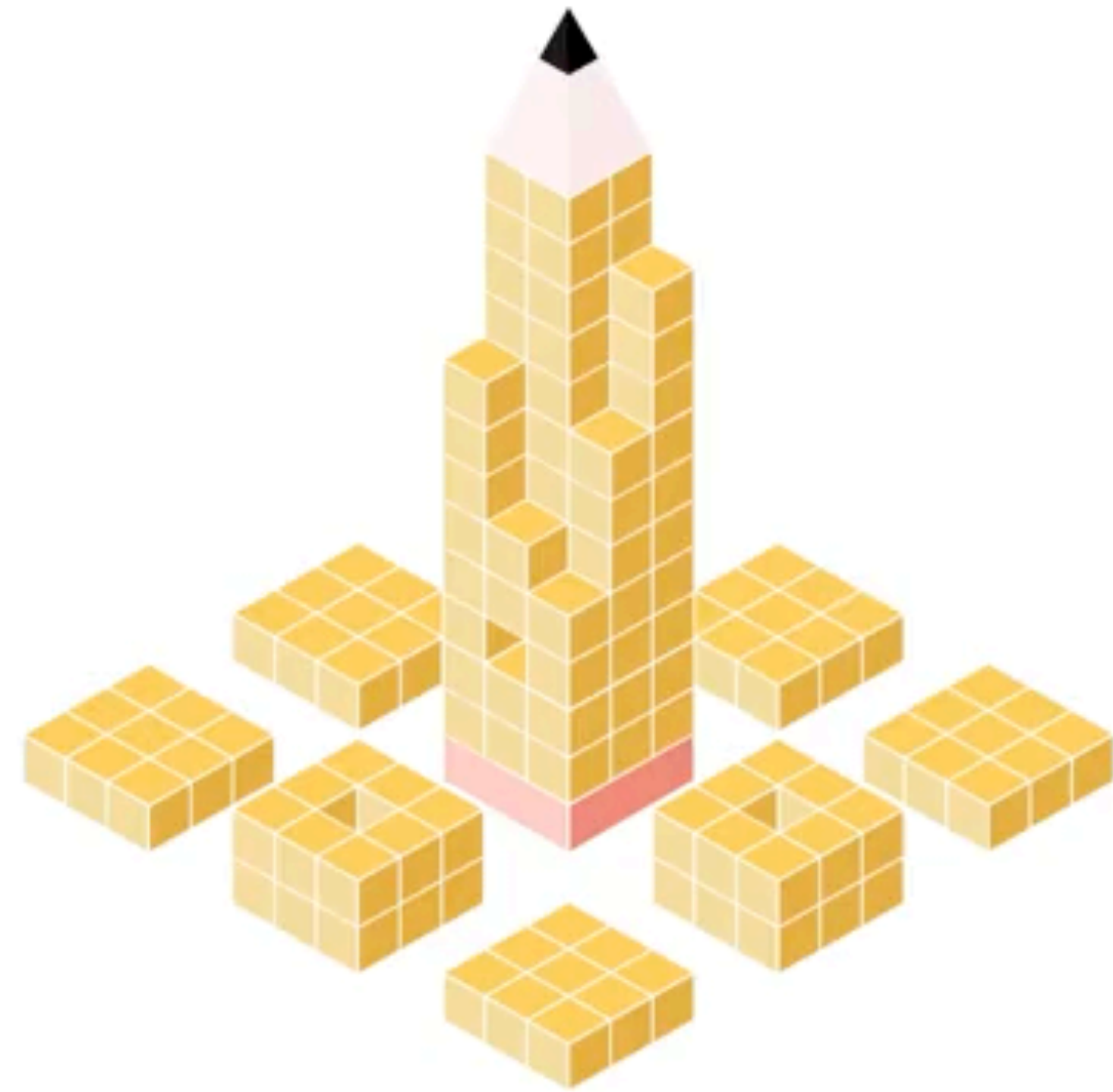
# Socks

Socks represent a unique way to warm your feet.

## Examples









# Measure it






Figure out your  
**leading metrics**

MVP your  
**measurement**



Measure your  
**internal  
happiness**



A yellow circle with a halftone dot pattern, positioned on the left side of the slide, partially overlapping the text.

**Make sure your  
measures are  
enshrined in your  
success metrics**



**When it goes wrong**





**TEST IT**





**I'm being a delight!**



# Thank you!

@lurkmoophy @zeroheight

luke@zeroheight.com

[zeroheight.com/blog](http://zeroheight.com/blog)

[lurkmoophy.com](http://lurkmoophy.com)