WORLD IA DAY 2019

Victoria, BC
Four ways a Design System is like a Subway
Giving
Volunteering
Granting
Missions
I have a degree in Sociology and Gender Studies

Before I worked in tech, I was a non-profit facilitator for 8 years
TABLE OF CONTENTS

• Some context
• Origins of the metaphor
• How this mental model helps others
• How it helps keep me zen
</context>
(almost)
“Design systems are just like subways…”
The four big similarities

01 ‘Brand’ awareness and sentiment

02 A functional product

03 Strong information architecture

04 A well-thought out User Experience
We are leveraging the mental model of a subway to our benefit
Brand Awareness & Sentiment

Consumers are aware the system exists and know how to access it.
Brand Awareness & Sentiment

Consumers see and feel the value of using the system.
A functional product

Consumers can get from point A to B in a timely manner.
A functional product

Everything is as safe and accessible as possible.
Strong information architecture

Consumers have a way to know if the system is the right direction to get them to their destination.
Strong information architecture

Consumers can easily figure out which part(s) of the system are required to get from point A to B.
A good user experience

Consumers don’t get lost or abandoned along their journey.
A good user experience

New parts are included in the system with a great amount of planning, thought and research.
I also like to remind people...
My moment of zen
THANK YOU.

QUESTIONS?

PLEASE CONTACT:

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