Scenario-Driven Design Systems

Yesenia Perez-Cruz
A unified design system is essential to building better and faster; better because a cohesive experience is more easily understood by our users, and faster because it gives us a common language to work with.

—Karri Saarinen, Building a Visual Language
How do you define a design system?
A collection of reusable components assembled to build any number of applications?
A system is an interconnected set of elements coherently organized in a way that achieves something.

—Donella Meadows, Thinking in Systems
A system is an interconnected set of elements coherently organized in a way that achieves something.

–Donella Meadows, Thinking in Systems
Elements

Interconnections

Purpose
A good design system feels:

Cohesive
Unified
Connected
A bad design system feels:

Disjointed
Confusing
Difficult to use
Elements
Interconnections
Purpose
Start your design system with user-scenarios.
8 brands
350+ websites
1 design system
Why?

- Easier to design, build, launch, maintain, and evolve the sites on our platform.
- Faster to launch new brands
Tell better stories, faster
Different Editorial Missions
Content Types
Audience Needs
Typography & Branding
Unify eight brand sites into one design and code system.
Provide enough flexibility to allow brands to still feel distinct.
Problems to solve

• What patterns/components do we need to build?

• How can these components be combined to create distinct experiences?

• How can we create a unique look & feel for 300+ sites using one visual design system?
Early assumptions
Smaller, modular components come together to define a page.
Address inconsistencies in design: layout, color, typography, & treatments of similar information
Hypothesis:

A set of flexible, brand-agnostic modules with a theming system will give us the most range.
It’s legos, right?
Too focused on LAYOUTS
W Magazine's September Issue Features Gigi Hadid as the ‘Post It Girl’

BY SABLE YOUNG • JUL 30, 2015

At precisely 11am today, Mansur Gavriel opened up the brand's newly restocked webshop to the masses.

My New York Fashion Week

Recap of fashion's biggest week at Lincoln Center

BY SABLE YOUNG • JUL 30, 2015

Parisian Icon Taill event Expanding With London Brasserie

By Loren Grush • Jul 30, 2015

At precisely 11am today, Mansur Gavriel opened up the brand's newly restocked webshop to the masses.

The Eater 38: Where to Eat in 2015

Eater’s essential restaurants in Washington DC.

By Loren Grush • Jul 30, 2015
Tested! The Best Glitter Nail Polishes for Holiday Manicures

At precisely 3am today, Mansur Gavriel opened up the brand's newly restocked website to the masses.

W Magazine's September Issue Features Gigi Hadid as the 'Post It Girl'

At precisely 3am today, Mansur Gavriel opened up the brand's newly restocked website to the masses.

My New York Fashion Week
1. Sites felt too similar

2. Did not reflect critical differences in **content**, **tone**, and **audience**
When an Airbnb gives you a new identity

Last call for Curbed Groundbreakers nominations!

Historical home in Coral Gables developed by George Merrick asks $999K

Mark Pincus and Reid Hoffman are launching a new group to rethink the Democratic Party

500 Startups' Dave McClure has resigned as general partner

Raiding the minibar – we’re addicted to sexual harassment scandals

As a society, we are addicted to the sugar high of a scandal, the sweetness of revenge. Neither will ever satisfy us. Neither is what we really need.
Modules didn’t have a clear purpose.
A system is an interconnected set of elements coherently organized in a way that achieves something.

—Donella Meadows, Thinking in Systems
New Hypothesis:

In order to create a flexible system, we needed to start by being specific.
What we learned
You can’t start with individual components
Successful design patterns don’t exist in a vacuum.
The Language of Modular Design

by Alla Kholmatova · August 11, 2015

Published in Process, Workflow & Tools

As many of us move away from designing pages toward designing systems, one concept that we need to embrace is the idea of modular design. 

Illustration by Ping Zhu
We should start with language, not interfaces.

–Alla Kholmatova, The Language of Modular Design
Successful design systems start with content and people.
What’s the audience goal?

Is there a shared audience goal across all of our brands or are there differences?

What’s the editorial workflow?

What range of content should this support?
1. Start with fast, unified platform

2. Be scenario-driven when creating variations

3. Find key moments for visual brand expression that serve our audience
Fast, Unified Platform

- Our platform should load quickly, be accessible, and work well across devices
- We should have a unified core user experience
- All components that we build should be available to all brands
Scenario-Driven Variations

- Scenarios, not layout, should drive variation
- All patterns should solve a specific problem
- We’re not creating a one-size-fits-all solution
No hypothetical situations
Identifying Scenarios
“UI Inventory”

“Purpose-Directed Inventory”

Keeping this map in my mind helped me think in families of patterns joined by a shared purpose, rather than individual pages.

–Alla Kholmatova, Design Systems
Identify core workflows and the patterns that need to support these workflows.

Understand the role each pattern plays in a user’s journey.

Define how the patterns work together to create a cohesive experience.
A layout is a structural template that supports consistency across applications by defining visual grids, spacing, and sections.

Before selecting a layout, review these guidelines:

- **Know your use case.** Understand how the information on the page will be used.
- **Prioritize your content.** Organize your content to highlight the most important information.
- **Group related content together.** Make it efficient for users to work with the content.

**Record Layouts**

Record layouts consist of a page header, a main content area and a sidebar. The content that should appear in each of these areas depends on the primary use case you are solving for.

The page header above the content area extends across the entire viewport. When the user scrolls, the panel is fixed to provide locational context, but it shrinks to preserve vertical real estate.
Know your use case.

—Salesforce, Lightning Design System
Workspace
Facilitates user collaboration on records

Board
For items that are advancing through a linear workflow

Reference
For when users are primarily jumping to related records

Salesforce, https://www.lightningdesignsystem.com/guidelines/layout/
Shopify Polaris
Our design system helps us work together to build a great experience for all of Shopify’s merchants.

Be principled
Explore what we care about most when we build new features and products.

Write it
Learn how to use language to design a more thoughtful product experience.

Get visual
Find out how we approach the visual elements of our interface with purpose.

Build something
Use components as building blocks as you develop new products and features.

via: Shopify, https://polaris.shopify.com
“Put Merchants First”

Think about the needs of different types of merchants and be intentional about how to respond to them in a product or feature. Whenever possible, use research to inform your decision-making so you can map your process to how real merchants think and work.
Callout card

Callout cards are used to encourage merchants to take an action related to a new feature or opportunity. They are most commonly displayed in the sales channels section of Shopify.

Examples

- Default callout card

Use to let merchants know about a feature or opportunity where there is a clear, single action they need to take to move to the next step.

Customize the style of your checkout

Upload your store's logo, change colors and fonts, and more.

Customize checkout
Callout cards are used to encourage merchants to take an action related to a new feature or opportunity.
U.S. Web Design Standards

Open source UI components and visual style guide to create consistency and beautiful user experiences across U.S. federal government websites.

View the standards  Download the components

https://playbook.cio.gov/designstandards/
A simple serif and sans serif combination designed to communicate warmth and credibility. Strong Merriweather heading weights offer clear information hierarchy and when paired with Source Sans Pro’s easy-to-read body text, create a clean and professional feel.

This pairing is included in our design standards.

Recommended applications: digital services that feature forms; basic and text heavy sites.

Font weights included in this package:

1. Merriweather, Bold 700
2. Source Sans Pro, Regular 400
3. Source Sans Pro, Bold 700
4. Source Sans Pro, Italic 400
A variation of the previous font pairing, expanded to include an additional Merriweather weight. The slimmer Merriweather headings creates an elegance that compliments weights and allows you to intentionally move users’ attention around a page.

Recommended applications: text heavy sites and more visual promotional sites.

Font weights included in this package:

1. Merriweather, Bold 700
2. Merriweather, Light 300
3. Source Sans Pro, Regular 400
4. Source Sans Pro, Bold 700
5. Source Sans Pro, Italic 400
Scenario-driven design in practice
THE EMPATHY LAYER

Can an app that lets strangers — and bots — become amateur therapists create a safer internet?

by Ben Popper | Mar 2, 2017, 10:30am EST
Illustrations by Peter Steineck

North Korea isn’t insecure, poor, and dangerous

The recent ICBM test underscores just how close the Peninsula is to the U.S. 

by Zach Beauchamp

n January 2016, police in Blacksburg, Virginia, began looking into the disappearance of a 13-year-old girl named Nicole Lovell. Her parents had discovered her bedroom door barricaded with a dresser, her window open. Lovell’s family believes she may have been the target of an online predator.

Cost: Dinner for two with one appetizer, one bread, and two main dishes, washed down with lassi or beer, with tax but not tip, $45

Sample dishes: Chicken 65, fish moilily, duck curry, beef ulathiyathu, aviyal, lamb biryani

What to drink: Indian beer and mango lassi
Features
The Great Weed Rebrand: Inside Colorado's Cannabis Lifestyle Industry

The first thing I notice about doing yoga is that my pulse. That otherwise inconspicuous sign of life is suddenly very much present, from my forehead to my pelvis, and the latter makes me want to giggle. I think it's okay to giggle, and so I do. Here inside this garage-turned-yoga studio in central Denver, everyone around me is doing the same thing—giggles and more—and it's a lead-in to the communal vibe that's being passed around.

COLD TURKEY
LIFE WITHOUT FOOTBALL, FAR FROM THE MADDEN CROWD
by Matt Crossman

Let's get this out of the way: football, as a game, is really kind of death. Eleven men on each team line up, one into each other, fall down, get up, and do it again. Sometimes someone throws the ball, sometimes someone catches it and keeps going in the direction the ball was thrown. Life is often than, someone else catches it and runs back toward where the ball came from.

The 12 men report this over and over, ad infinitum, as we start a little line pay kicks the ball through two metal poles to win. A whistle of the poles to lose.

SUICIDE SQUAD REVIEW: VILLAINS COULDN'T SAVE THE DC CINEMATIC UNIVERSE
by Tom Horan

Almost a quarter century ago, Universal released a revolutionary video game called Super Mario Bros. to which players had to navigate platforms, climb ladders and avoid moving obstacles in order to progress. Its next ancestor, Donkey Kong, was the first of what would become the "platformer" genre.

Meet the product chief Google picked to fight Apple and Amazon for control of your home

Six years ago, Mario Quezada, a product manager at Google, stood onstage at the company's Mountain View headquarters holding the first hardware device bearing the company's name. He called it a "smartphone."

Shell shock: why is a startup charging parents $180 for $2 worth of peanut butter?

Activity Therapy is a new way to introduce parents in a small village to the idea of sustainable, self-sufficient living.
Turn **18 distinct templates** with **81 code snippets** into **1 flexible design system**
Identifying Core Workflows
Audience goals consistent across brands, but content differed.
Audience Goals

- Consume content
- Find new content
Scenario-driven variations
81 snippets
Robert Moses’s Jones Beach
How the planner and the project helped create each other

BY MICHAEL ADNO | JUN 21, 2017, 10:00 AM EDT
PHOTOGRAPHY BY CHRIS MOTTAJNI
Prioritizes text over photography
A New Deal photographer’s forgotten Portland

“This is about how a city can shape a person. And how a person can shape a city.”

BY BRITTA ROBINSON | JUN 16, 2017, 10:06AM EDT

Lorenzo Apartments, SW 11th and Salmon, Portland, Oregon, 97201 | Minor Writer/Oregon Historical Society Research Library.
The Secret (Lunch) Lives of Remarkable Women

Digging into the diets of Barbara Pym, Eva Braun, and Eleanor Roosevelt with the culinary historian Laura Shapiro

by Emily Gould  |  Jul 6, 2013, 11:02pm EDT
illustrations by Veronica Casson
SIDE-BY-SIDE

Specifically for vertical images

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**EATER**

**REPORTS**

How Martin’s Potato Rolls Became the ‘It’ Burger Bun

Call it the Shake Shack effect

by Whitney Felton | Mar 1, 2017, 1:31pm EST
Only add a layout if there’s a content need.
Snippets

in the process of moving all of our content over to a new platform, we’ve relaunched Vox.com. The site has been in operation since 2014, and it was a change that better reflects their editorial vision. With a newspaper-inspired layout, it’s also a space where you’ll find video and podcast content.
Unison Feature Snippets

The Unison team audited all snippets and components in Chorus feature entries, interviewed stakeholders, and examined recently published features. This doc shows which pieces should be migrated into the new Unison template based on this research. Last updated 8/19/16

Key:
- Value add (i.e., functionality does not currently exist)
- Available to 3+ brands
- On story editor’s roadmap
- Must have for 1 brand

Currently Available in Story Editor (40 Snippets):
- Action box
- Animated autoplay video
- Animated headline
- Animated panning image
- Animated pullquote
- Animated sidebar left
- Animated sidebar right
- Article components (Media & Assets, audio player, embed code)
- Athena ad slot
- Brand tag
- Building
- Caption
- Contact
- Credits
- Dropcap
- End paragraph
- Float (left/right)
- Full-width image/video Gallery
- H2
- Hang left/right
- High touch header
- HR rule
- Image grids
- Info block
- Jobs list
- Personnel list
- Photo essay
- Pullquote left/center/right
- Pullquote list
- Read more
- Rover
- Showcase
- Sidebars (left/right)
- Social count
- Story box
- Venue
- Vertical thumbnail grid
- Wide image

Snippets in Legacy Features (41 Snippets):
- 38 Nav Blocks
- About Author
- Alignment left/center/right
- Blockquote
- Carousel
- Centered column
- Centered/larger column
- Centered/thinner column
- Double column
- Editor footnote
- Floated images
- Floating Table of Contents
- H4
- Image overlay
- Image overlay, quote only
- Image with share buttons
- Invoice text
- Listicle
- Mapstack
- Must read (left/right)
- Ordered list
- Page break
- Preset templates
- Previously on
- Previously on horizontal
- Pull quotes with share buttons
- Q&A styling
- Right text
- Scorecard
- Scroll effects
- Single column big photo
- Single column big photo right
- Single column huge photo
- Single column huge photo right
- Social links
- Tab toggle (between story and interview)
- Table
- Trim first
- Trim second
- Two-up images
- Unordered list
Content Audit

- Does it add value?
- Is it available to more than 3 brands?
- Is it a must-have for 1 brand?
Snippets

Examples

On race & architecture
This story is part of Curbed's exploration of race and architecture, which also includes an examination of diversity initiatives at architecture schools, a look at the role renderings play in making the industry more inclusive, and the inspiring stories of 11 pioneering architects. Plus, we look at a new exhibition that celebrates the work of black architects.

Read all of the stories here.

I don’t wish to live my life in waiting for someone else. I wanted a home for me—not a someday family.
Brand Expression
Bardot’s first film came out in 1952, but it was her 1956 role in *And God Created Woman*, in which she played an independent and sexually aggressive young woman, that landed her in the international eye. We’ve been knocking off her heavy black eyeliner and glamorously disheveled hairstyles ever since.

Refinement is one element of France’s appeal to outsiders, and consequently the French Girl equation, too. Sex is the other.

In addition to giving us heroines, film has encouraged and sustained the mythical quality of France itself. Audrey Hepburn’s titular character in *Sabrina* (1954) goes off to Paris for two years and returns home a sophisticate; Paris provides the backdrop for her modeling stunts in *Funny Face* (1957). *Amélie* (2001), starring Audrey Tautou, paints an impossible picture of Paris.

Where Wolfgang Hammer talks about the future of entertainment, people listen. Hammer is the mastermind behind the American reboot of *House of Cards*, the guy with the unlikely idea of bringing together David Fincher and a forgotten BBC series. He oversaw two of CBS Films’ first prestige movies: the Coen brothers’ *Inside Llewyn Davis* and Martin

Situates high on a bluff outside San Diego, a perfectly symmetrical canyon of raw concrete rises four stories from a
CRACKING THE ELABORATE CODE

Google Fiber is the most audacious part of the whole Alphabet

Why body language holds the key to virtual reality
by Ben Popper | Dec 7, 2016, 10:06am EST

Forget self-driving cars and drones. Five years later, where is Google’s broadband business going?
by Mark Bergen | May 7, 2016, 6:02am EST

Why Insomniac bet big on VR and what’s next from the creators of Ratchet & Clank
Is VR the future?
by Brian Orscente | Polygon | Dec 30, 2016, 11:30am EST

Carl’s Jr., and the Thing That Happened There
It was 1982. We were young. There was only one urinal.
by Chris Onstad | Nov 2, 2016, 2:00pm EST

The radical renaissance
Learning from the Italian radical design movement of the 1960s
by Sarah Faison | Dec 21, 2016, 1:45am EST

Image credit courtesy of Joe Krann 

Longform

Wether ice-picking your way across a wall of frozen rock and deadly, intelligent plant life, brawling with the inhabitants of a colorful tropical island or using your innate abilities to summon imps and toss junker cars during a duel of magic on a mystical battlefield, Insomniac Games’ creations are among the best in virtual reality today.

And that’s just what they created this year.

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And that’s just what they created this year.

It is my brother’s and my shared belief that a single fast food meal eaten on or about June 6, 1982, ruined the relationship between us in a way that we still don’t understand, and from which we have yet to recover. Please bear with me as I set the stage for this incident—an incident which
A Rare Taste of Indian Beef in Eastern Queens

Taste of Cochin offers Keralan cuisine that's not commonly found in New York

by Robert Siciliano | Jul 5, 2017, 6:34am PDT

Photography by Gary He

For much of the 20th century, we New Yorkers have contented ourselves with Punjabi, Bengali, and Gujarati fare, feasting on brown-sauced curries, tandoori chicken, and a wealth of colorful vegetarian dishes. But the last decade has brought the

Crash Bandicoot N. Sane Trilogy

Score: 6.0 | Platform: PS4 | Publisher: Activision
Developer: Vicarious Visions | Release Date: 2017-06-30

It’s easy to look at games like Crash Bandicoot through rose-colored glasses, especially when nostalgia is the driving factor. Crash Bandicoot N. Sane Trilogy is a true remaster in every sense of the word — levels, user interface and music all remain heart-wrenchingly consistent with the originals.

In Microsoft's relatively young hardware division, the Surface Pro has always stood for what the company believes is the future of personal computing. Originally billed as "the tablet that can replace your laptop," it straddles the line between a traditional computer and something different.

Times have changed in the five years since the Surface debuted. Every company that makes PCs has its own take on the "productive tablet," many of which copy Microsoft's designs wholesale. Even Apple is
The Scorecard
CUT BY WOLFGANG PUCK
99 Church St, New York, NY 10007
Website

1

COST
Most appetizers in the $20s; steaks at $45 or higher.

WHAT TO EAT
Steak tartare with beef tendon crisps, slow cooked pork belly with comically small bao buns, black truffle lobster, grass-fed filet mignon, pretty much any of the sides, which are all fine. That’s about it.

BONUS TIP
For better steaks, try most any other good steakhouse in the city, like Minetta Tavern, Keens, or Peter Luger.

IPHONE 7 AND 7 PLUS

Good Stuff
- Water resistance
- Improved cameras
- Better battery life
- Great display
- Taptic engine feedback is neat
- Dual camera zoom on the 7 Plus is great

Bad Stuff
- Lack of headphone jack is inconvenient
- Jet Black model scratches easily
- Looks just like an iPhone 6 in a case
- Wireless audio ecosystem is immature
- Adonide life
- iPhone 7 Plus design feels big compared to competition
- Other iPhone 7 Plus dual camera features haven’t shipped yet
Initial design

1 SCORECARD component with 3 sections: meta info, open text field, CTAs

Breach is strong in how it uses the first-person perspective for storytelling, how it builds identification between player and protagonist by blurring the lines between them in a minimalist way. But the actual game systems struggle to keep up with the atmosphere and presentation. The weakness of its mechanical systems and the simplicity of its scavenger hunt undercut the experience a lot, especially on multiple playthroughs — even though multiple playthroughs is an intended feature of the game.
Where to eat
What to order
What game to buy
What product to buy
A Rare Taste of Indian Beef in Eastern Queens

Taste of Cochin offers Keralan cuisine that’s not commonly found in New York

Cost: Dinner for two including two appetizers, entrees, and beers comes out to about $70 with tax, and no tip. Plus, there will most likely be leftovers.

What to eat: Jägerschnitzel, Bratwurst, cured salmon with horseradish cream, potato pancakes, herring

What to drink: Schneider Weisse, Radeberger Pilsner, house wine

Bonus tip: The 18-person private dining room in the back offers an even more intimate experience, plus the opportunity to dine family-style with a set menu of all appetizers, entrees served on platters, and dessert at $32 per person.
Arkane has the confidence to let Prey end on its own terms, even if it occasionally leans too heavily on its least interesting aspects. When it looks most like a shooter, Prey is merely competent. But as a mystery, a deep-space haunted house with dozens of stories of tragedy and humanity to tell, Prey is a remarkably successful archaeological expedition — and it manages to compellingly ruminate on what it means to be.

Ed. note: Due to the technical issues discussed in the included sidebar, scores have been adjusted accordingly and per platform.

Prey was reviewed using a "retail" Steam key provided by Bethesda. You can find additional information about Polygon's ethics policy here.
PRODUCT CARD

Highlights content that is specific to products with Buy Now buttons.
IPHONE 7 AND 7 PLUS

Good Stuff

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- Better battery life
- Great display
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Bad Stuff

- Lack of headphone jack is inconvenient
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- Other iPhone 7 Plus dual camera features haven’t shipped yet
First unified version:

ONE SCORECARD

Content has the same hierarchy across the board

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**No Man’s Sky**

**PLATFOM:** PS4, Win  
**PUBLISHER:** Hello Games  
**DEVELOPER:** Hello Games  
**RELEASE DATE:** 2016-08-09

**WIN SCORE:** 85  
**MAC SCORE:** 85  
**XBOX ONE SCORE:** 85  
**PS4 SCORE:** 85

Breached is strong in how it uses the first-person perspective for storytelling, how it builds identification between player and protagonist by blurring the lines between them in a minimalist way. But the actual game systems struggle to keep up with the atmosphere and presentation. The weakness of its mechanical systems and the simplicity of its scavenger hunt undercut the experience a lot, especially on multiple playthroughs — even though multiple playthroughs is an intended feature of the game.

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**LA LOBA CANTINA**

**ADDRESS:** 295 Church Ave, Brooklyn, NY

**WEBSITE:** 888.223.0567 | $55

**GOOD STUFF**
- Stunning display with 3:2 aspect ratio
- Thin and handsome industrial design
- Pen, touchscreen, and Dial support

**BAD STUFF**
- Old CPU and GPU
- Can’t use as monitor
- Dial needs more apps and a better base

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**LG V20**

**GOOD STUFF**
- Stunning display with 3:2 aspect ratio
- Thin and handsome industrial design
- Pen, touchscreen, and Dial support

**BAD STUFF**
- Old CPU and GPU
- Can’t use as monitor
- Dial needs more apps and a better base

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 Buy for $130 Best Buy  
 Buy for $130 from Spring  
 Buy for $130 from Amazon

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 Buy for $130 Best Buy  
 Buy for $130 from Spring  
 Buy for $130 from Amazon

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 Buy for $130 Best Buy  
 Buy for $130 from Amazon  
 Buy for $130 from Spring
After:

VENUE

GAME

PRODUCT

Walzwerk
381 S Van Ness Ave, San Francisco, CA 94103
Website | (415) 551-7181 | $$

Cost: Dinner for two including two appetizers, entrees, and beers comes out to about $70 with tax, and no tip. Plus, there will most likely be leftovers.

What to eat: Jägerschnitzel, Bratwurst, cured salmon with horseradish cream, potato pancakes, herring

What to drink: Schneider Weisse, Radeberger Pilsner, house wine

Bonus tip: The 18-person private dining room in the back offers an even more intimate experience, plus the opportunity to dine family-style with a set menu of all appetizers, entrees served on platters, and dessert at $32 per person.

Prey (2017)
Publisher: Bethesda Softworks
Developer: Arkane Studios
Release Date: 2017-05-06

Arkane has the confidence to let Prey end on its own terms, even if it occasionally leans too heavily on its least interesting aspects. When it looks most like a shooter, Prey is merely competent. But as a mystery, a deep-space haunted house with dozens of stories of tragedy and humanity to tell, Prey is a remarkably successful archeological expedition — and it manages to compellingly ruminate on what it means to be.

Ed. note: Due to the technical issues discussed in the included article, scores have been adjusted accordingly and per platform.

Prey was reviewed using a "retail" Steam key provided by Bethesda. You can find additional information about Polygon's ethics policy here.

Eero Home WiFi System (2nd Generation)

GOOD STUFF
• Strong wireless performance
• Easy setup
• Eye-pleasing design

BAD STUFF
• Costly
• Beacon units don't have Ethernet ports
• Malware protection and parental controls require subscription fee

Buy for $399.00 from Amazon
Buy for $399.00 from Eero
Scorecard

Variants

I am on my second playthrough of Hyper Light Drifter, and I'm still obsessively piecing together what happened in the opening cutscene. I can't think of a world in games that has ever been built this intricately out of pure abstraction, without the crucial foundation of explicit exposition beneath it. It replaces traditional narrative structures with moods, but punctuates those contemplative, quiet moments with constant scenes of breakneck, pitch-perfect action. Getting those two elements to not only coexist but thrive together is a needle that Hyper Light Drifter confidently threads.

Hyper Light Drifter was reviewed using Steam code provided by Heart Machine. You can find additional information about Polygon's ethics policy here.
It’s impossible to tell how big dishes really are, based on either the price or the color pictures. Accordingly, order a few dishes at a time, and stop when you’re full. This will also avoid the problem of dish bunch-up on the small tables.
Homepages
Identifying Core Workflows
Research Phase

- What’s the value of the homepage today?
- Who’s our homepage audience?
- What are they looking for?
- How are our current homepages performing?
Talk to your audience
The audience from our user survey was more likely to use a phone, more likely to follow links from social media.
The homepage should clearly answer these 3 questions:

- What’s new?
- What’s important?
- What’s helpful?
3 Main Areas of Purpose
STORY FEED

• Higher content density so users can see more content at a glance

• Reverse chronological order

• Priority is quick consumption of content to serve the engaged homepage audience of repeat visitors
ENTRY BOX

Standard entry box

Review

Map

Storystream

Group
Scenario-driven variations
Why Team Trump can’t admit Russian hacks tried to help him win
by Tara Golshan

It could be the biggest mobilization yet in response to a presidential inauguration.

Rising inequality has crushed the dream of upward mobility
by Brinkema

A child born in (which) had an extremely good chance of growing up to earn enough money that her parents did.

The Trump campaign got into a big fight with Twitter over an emoji. Really.
by Willemijn

This Trump voter didn’t think Trump was serious about repealing her health insurance
by Annette de la Cruz

Fake news is a convenient scapegoat, but the big 2016 problem was the real news
by Charlie Cheever

Illegitimi non carborundum.

These maps show how Americans are dying younger
by Andy Cao

These invisible elections group us digitally — and in real life. These invisible elections group us digitally — and in real life.

Newspaper: A text-heavy layout for busy news reporting
EVERGREEN A flexible layout that promotes both recent and evergreen content
MORNING RECAP

A hero for the morning after a busy night of sporting events

Former NFL tackle Ryan O'Callaghan comes out as gay

D-Wade suggests Dion Waiters should get $15 million. I agree.

O'Angelo Russell was becoming a Lakers afterthought. Now the Nets are his team.

Vegas Golden Knights reveal first home jersey at Adidas event.

If Dwight Howard is traded and no one notices, does it make a sound?

Pau Gasol's Spurs decision is the most important NBA domino to fall yet.

Dwight Howard traded 5 minutes after tweeting about trades.

What kind of roster could an expansion NFL franchise put together?

'The Bachelorette' Episode 4: This show isn't fun anymore.

Kawhi Leonard cuts his signature braids is the biggest news of the NBA offseason.

The Nationals finally traded for bullpen help

The Marlins are completely weird, but one day they'll be a baseball powerhouse.

'I'm not trying to be a celebrity': A night with Marlins Man at the All-Star Game.

How Pablo Sandoval's awful contract compares to MLB's worst.

Mayweather vs. McGregor went from 'joke' to reality.

Sox pitcher makes behind-the-back catch, throws glove to 1st because ball's stuck.
“In the process of naming an element, you work out the function as a group and reach an agreement.”

Alla Kholmatova, The Language of Modular Design
PROMO BAR

Featured hero area to highlight additional stories/content underneath main stories section
A basic income really could end poverty forever
But to become a reality, it needs to get detailed and stop being overlooked.
by Dylan Matthews

Game of Thrones fans are annoyed with Ed Sheeran’s cameo. They’re wrong.
The pop star’s cameo was good, actually.
by Todd VanderWerff

Mitch McConnell is breaking the Senate
Will the majority leader’s desire to win lead him to wreck the institution he says he loves?
by Andreas Pratap

Dunkirk turns a WWII battle into a symphony. It’s Christopher Nolan’s masterpiece.
It’s no ordinary war film.
by Alixava Willis

How bosses are (literally) like dictators
Americans think they live in a democracy. But their workplaces are small tyrannies.
by Elisabeth Anderson

Minneapolis police shot an unarmed woman in her pajamas.
They haven’t explained why.
The officers had body cameras when they shot Justine Damond — but didn’t turn them on.
by German Lopez

8 winners and 5 losers from Game of Thrones’ season 7 premiere
Winners: Daenerys Targaryen and the show’s editing team.
Loser: Narrative momentum.
by Todd VanderWerff

A bombshell story alleges R. Kelly is holding women against their will in an abusive cult
The R. Kelly cult story is just
by Teenie Kay

THE VERGE

THE GAME OF GAME OF THRONES IS BACK, AND EVERYONE GETS POINTS FOR ZINGERs
by Kaitlyn Tiffany
Scalable visual design system
Key Moments for Brand Expression

- We must create a platform where brands can feel distinct
- We need to express strong editorial voice and identity
- Brand expression is more than just colors and logo
Foundational elements + Room for customization
Foundational elements

- Type scale
- Color system
- Spacing variables
Type Scale
This is an article title.

Entry Content h1

Entry Content h2

Entry Content h3

Entry Content h4

Entry Content h5

Entry Content h6

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Color System
COLOR-PRIMARY
COLOR-ACCENT
COLOR-LINK
COLOR-BUTTON-BG
Today the US will test whether it can stop a nuclear missile attack
by Rachel Becker | May 30 | 13 comments

Pokémon fans are not thrilled poor little Magikarp can change
by Megan Farokhmanesh | May 30

US carriers confirm they'll support the Essential Phone

by Chris Welch

Uber fires executive accused of stealing Google's self-driving car secrets
by Sean O'Kane | May 30 | 18 comments

Audible's new $5 million fund will pay emerging playwrights to write audio dramas
by Kaitlyn Tiffany | May 30 | 1 comment
Good Variation vs Bad Variation
Good Variation

- If there’s a specific problem that we need a new pattern to solve
- Determined by user scenarios and content needs
- Strengthens brand voice in a way that serves our audience
Bad Variation

- Visual variation on components that serve the same function across brands,
- Don’t do much to strengthen brand voice
Obamacare repeal is flailing because Obamacare is working

The Affordable Care Act’s successes are bedeviling Republican efforts to replace it.

Watch Pizza Virtuoso Chris Bianco Make a Pie With Billy Crystal and Jimmy Kimmel

Three guys from New York make fancy pizza on a Hollywood soundstage

Tiny houses: Big future, or big hype?

Advocates and cities see challenges and opportunities in tiny homes’ path to the mainstream

The Monday night collapse of Mitch McConnell’s Better Care Reconciliation Act

Last night, acclaimed Phoenix-based pizzaiolo Chris Bianco stopped by Jimmy Kimmel Live to

The *Destiny 2* beta goes live this week — hopefully you’ve prepared for the party by
Priscilla Chan is running one of the most ambitious philanthropies in the world

Chan and her husband — Mark Zuckerberg — are using Facebook’s billions to try and end disease and change education.

Priscilla Chan remembers the moment she decided to become a doctor.

For 13 years, the Mike Weiss Gallery was a thriving member of the Chelsea art world, hosting over 100 exhibitions and participating in local group shows. But in October of last year, Weiss and his wife Virginia Martinsen decided to shutter their physical location. Rent was rising, nearby construction was becoming a

The ongoing debate over amiibo in Zelda speedrunning

And amiibo in future Nintendo games

Breath of the Wild’s Guardian amiibo is fairly inauspicious. It spawns a chest full of goods and a few crates — the kind that can be magnetized or frozen in time with a trusty flick of the Sheikah Slate. It’s an easy way for players to muck around with

Mister Jiu’s Is a Love Letter to America’s Oldest Chinatown

When Mister Jiu’s opened in San Francisco’s Chinatown in April 2016, it became only the third restaurant to occupy its building since it was
Before:

Custom one-off solutions
Explore rustic, traditional Portuguese food
- Classic dishes to try — and where to find them
- Why you must have lunch in a tasca
- Decoding twelve iconic Portuguese sweets

One perfect day of eating across Lisbon
From pastéis de nata to ginjinha to Coxidos à portuguesa, here is everything you need to eat in a single food-fueled day.

The Ultimate Guide to Shopping in Richmond
The indie boutiques and brands that make Richmond’s retail scene unique.

What does the future hold?
We started The Verge five years ago knowing that the smartphone would change almost everything about culture — that technology and culture would begin to influence each other in entirely new ways. In 2017, we had only begun to see how putting a computer in everyone’s pocket would change the world. But those devices have now changed the way we share, read, write, learn, and communicate. The game industry is coming up at a faster pace than ever.

With the phone, predictions now feel relatively easy. But we’re setting off on our next five years, and we’re looking beyond the phones. What happens next? And what does it mean for how we live in the future? For our anniversary, we asked 12 of the smartest, most interesting, most influential people we know to curate our lives in 2021 — and the many ways technology, culture, science, and transportation will change. We’ll be running these

Why baseball games are so damned long
Relax, rule changes won’t mess up the romance of baseball

MLB Season Preview
2017
presented by
FEATURES
- Why baseball games are so damned long
- Relax, rule changes won’t mess up the romance of baseball
The Recode 100

The people in tech, business and media who mattered in 2017.

1. Jeff Bezos won 2017 — and set Amazon up to dominate the next decade

With just her words, Susan Fowler brought Uber to its knees
By Jhonnah Bhuyan

We’re living in a post-Weinstein era thanks to Jodi Kantor, Megan Twohey and Ronan Farrow
By Edmund Lee

Mark Zuckerberg is changing the way we get our news — and making a boatload of money while doing it
By Kurt Wagner
Now:

Telling better stories, faster
What’s next?
Now that we’re on a unified platform, we can create even more tailored experiences at scale.
Successful design patterns don’t exist in a vacuum.
Successful design systems solve specific problems.
Successful design systems start with content and people.
Thank you!
References

- The Language of Modular Design — Alla Kholmatova

- Design Systems — Alla Kholmatova

- A Pattern Language — Christopher Alexander

- Thinking in Systems — Donella Meadows