

Build better design systems

An open-source checklist to help you plan, build and grow your design system.

Get started

Brand

2 out of 5



Vision

Why you exist, what your values are and how they'll help guide the future of your product.



Design principles

The considerations that guide the basis of your practice. They outline how you approach design from a philosophical perspective and help with everyday decisions.



Tone of voice

A clear tone of voice defines how you speak to your audience at every moment in their journey, helping them get wherever they want to go.



Terminology

Create the standard terms and phrases that need to be kept the same throughout the user experience, speeding up the design process and unifying your voice.



Writing guidelines

Every consistent experience needs watertight writing. Laying down the foundations for your house style early keeps everything in line with consistent grammar, style choices and action-oriented language to help your design.

DS Checklist

Content designer
designsystemchecklist.com
2020

Along with two colleagues, I collaborated on an open source design systems checklist released early 2020. This was a consolidation of everything I knew from working on Booking.com's design system as it grew, encouraging others in the industry to focus on writing early on to give it room to grow and a high standard of quality in their products and business.

We used this project to network further with other industry experts working on similar design systems, and it's averaging over 6,000 unique views a month.