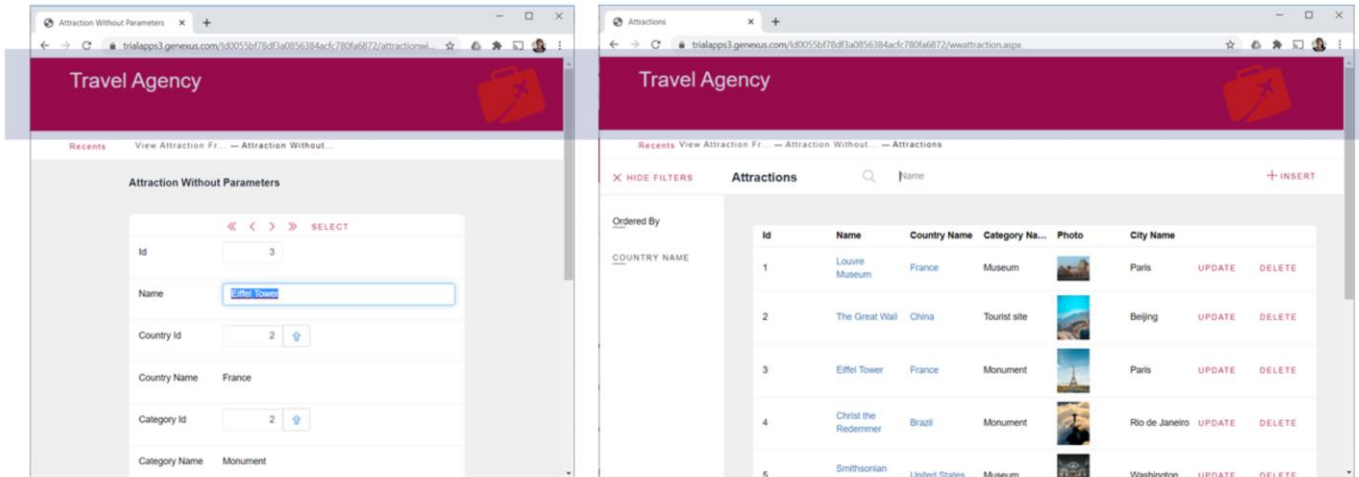


# Design System

Introduction

*GeneXus*<sup>™</sup>

## Web app



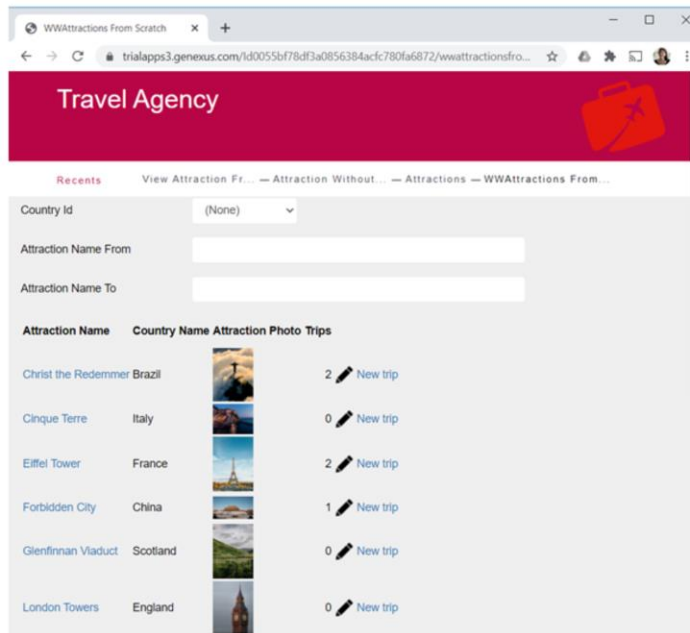
So far, in our concern about developing the basic functionalities of web applications, we have overlooked the design implied.

We have mostly settled for the screens that GeneXus offers us (for example, those relative to transactions, as well as those set up by the Work With pattern).

(We have added further attractions and we replaced the images with others with higher quality in order to defined a more appealing front end for the Customer-facing application, as we will see further ahead.)

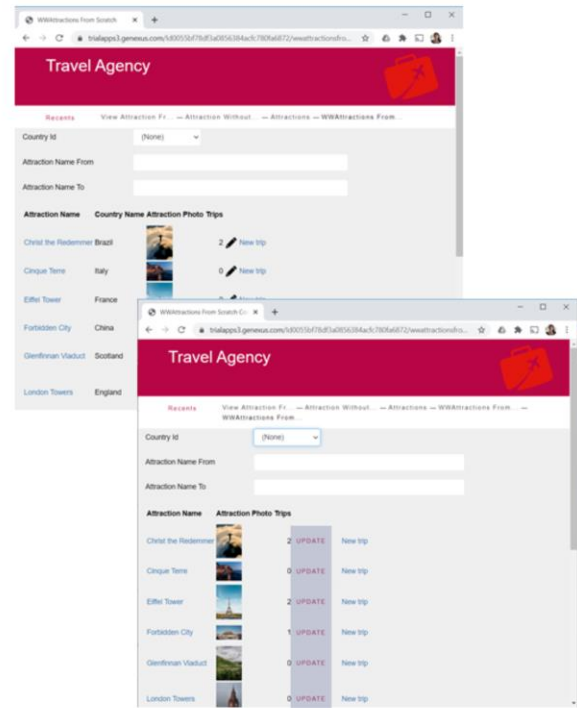
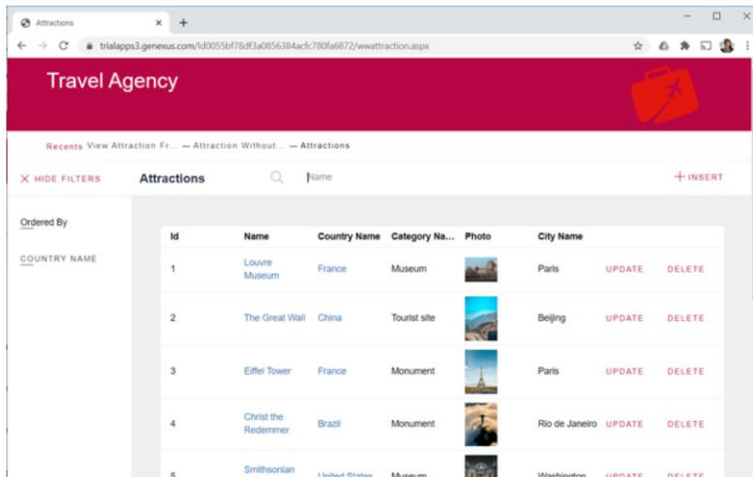
We did make a customization, which was relative to the master page and allowed us to change what was shown in this top bar.

## Web app



In designing our own web panels, we use the controls that we inserted in the form with their predetermined features, but we pay no attention to the design. And we should actually admit that, those screens really have a poor appearance.

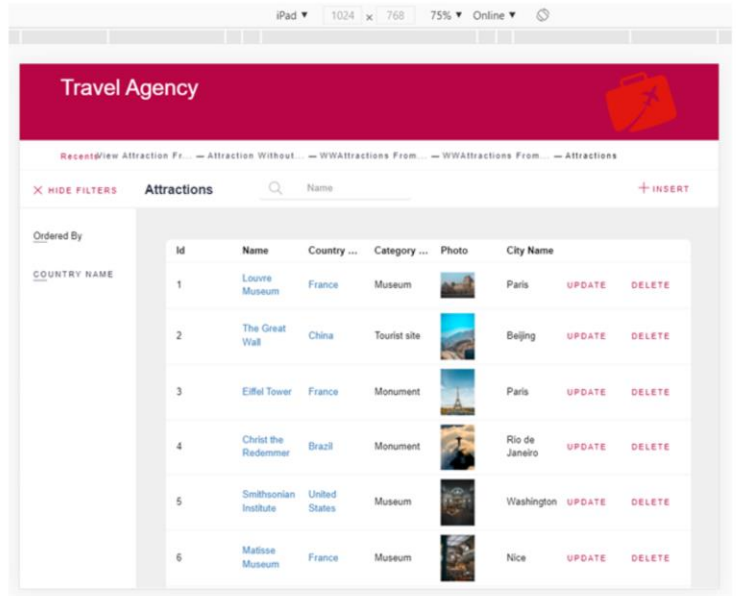
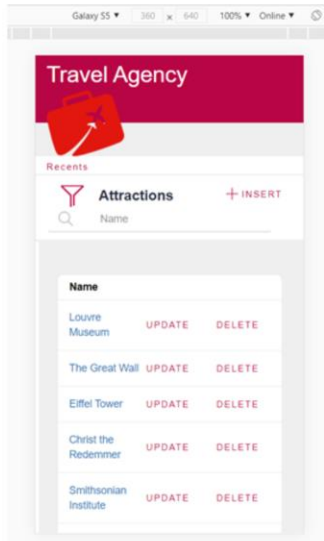
## Web app



We have only begun to pay attention to following a unified approach to the ways in which the user interacts with the application and the different screens with each other, when we change the classes of this control, all of which is also considered as part of the solution's design.

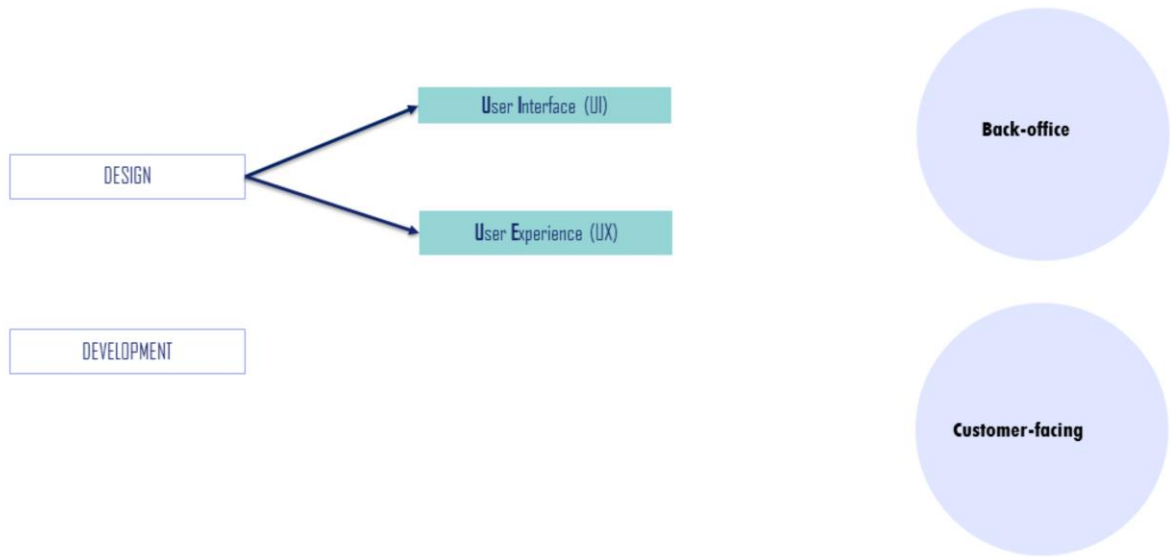
This means that the design includes not only aesthetic aspects but the flow of interactions as well, including clarity and coherence.

## Web app



All this applies to the various screen sizes and the different platforms (such as Android phones and Apple tablets, among others). The application should look the same and stay uniform in any screen.

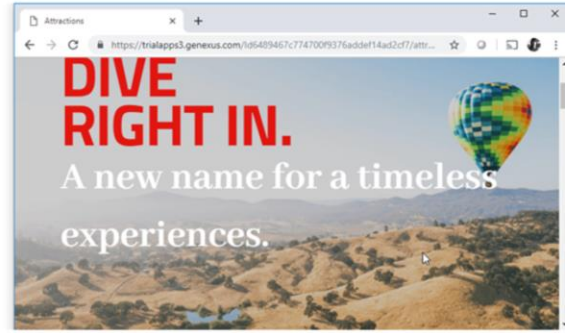
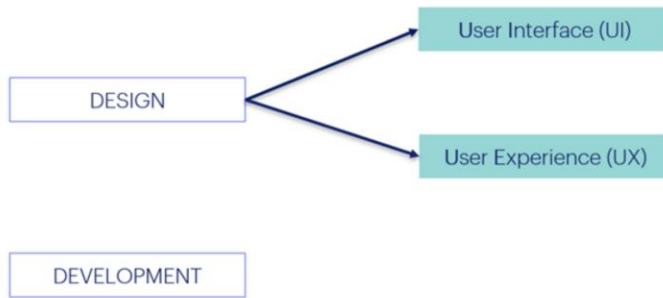
## Web app



That's why we speak not only about User Interface (UI), but also, in a broader sense, about User Experience (UX).

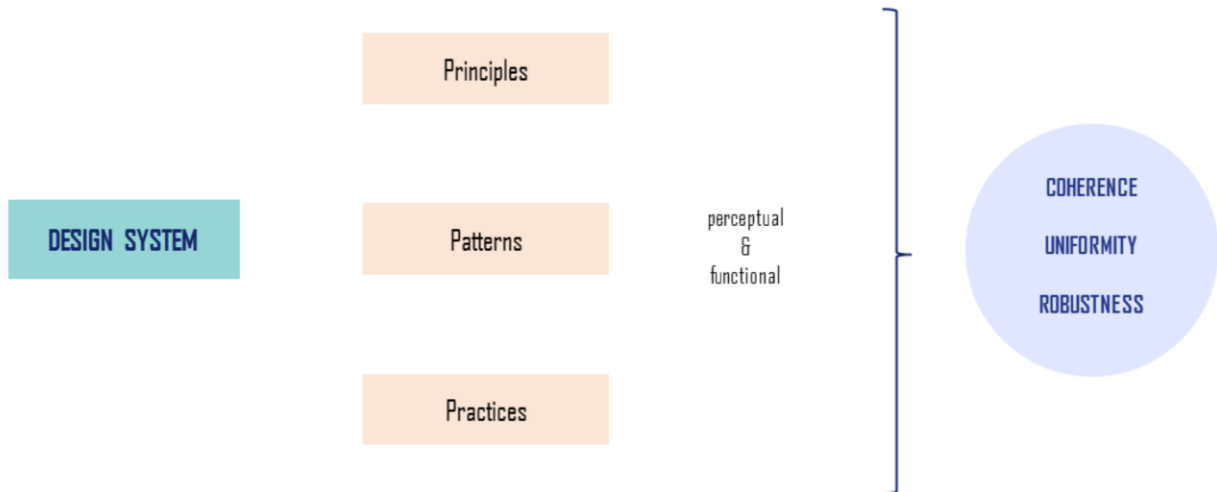
Until now, we weren't much concerned with this because we considered the app from the code development viewpoint. We even dealt with the fact that most screens with which we work are more related to the app's Back-office, which usually doesn't imply UI or UX requirements as demanding as in the case of the Customer-facing, that is, the product that we want our customers to use, in addition to our own staff.

## Web app



**Customer-facing**

However, more and more back-office users are also expecting a high quality user experience.



Today, when we talk about a DESIGN SYSTEM we are referring to a group of:

- Principles (that define what a good design is in our industry. Such as, for example, one that is mostly clear above all other aspects, followed by efficiency, consistency and appearance in the last place).
- Patterns (not in the sense of the GeneXus patterns but rather perception patterns –such as typography, the colors to be used for different parts, and so on- and functional patterns –like the division into components that may be assembled as puzzles to make up the screens and thus convey the idea of an organic app, free from all chaos)
- Practices (like the tools with which we develop/design, and how we do it, among other things).

This set of principles, patterns and practices are oriented at building a digital product that is coherent, uniform and robust.

Design systems are not universal. Even when they share consensus, they are defined for each digital product or family of digital products.





Just by simply observing the apps that we use on a daily basis we will identify some of their aspects that make it easy for us to intuitively interact with them, since their viewing and their type of interaction are the same, regardless of platforms and screen sizes, all of this together allows us to recognize them at a glance.

We want to seduce users and make them love our app, so we have a growing need for defining DESIGN SYSTEMS.



All these aspects lead us to consider the applications of today not only as the result of the exclusive work of software developers but also the product of teams that also (and strongly) include graphic designers.

## Design System in GeneXus?

How does GeneXus help in the use of a Design System for our application?

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# GeneXus™

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