



Design System

2019

The Process

I am currently helping Alliance Bernstein create a global design system which will be used by more than 30 countries in multiple languages. We are also refreshing the graphic design.

The process:

1. Assemble existing design patterns
2. Refresh graphic design per new guidelines
2. Create markdown files for each component, with links to associated graphics
3. Collaborate with developers to implement the design system

Markdown

The team created markdown files for each component, including general guidelines, usage rules and design specs.

Accessibility Guidelines

Overview

Accessible design provides a better experience for everyone.

Accessible design allows people of diverse abilities to navigate, understand and use our sites.

All elements in the AB pattern library are compliant with WCAG AA.

AB design patterns emphasize hierarchy for usability:

- Clearly visible elements
- Sufficient contrast and size
- A clear hierarchy of importance
- Key information that is discernible at a glance
- Related items of a similar hierarchy are placed next to each other

An accessible website:

- Gives every user the same functionality, regardless of ability
- Adapts to any context

Low Vision Guidance

WCAG 2.0 level AA requires a contrast ratio of 3:1 for text 18 pixels and larger, and 4.5:1 for smaller text

UI components also require a 3:1 aspect ratio (form input borders etc)

Compliant usage of the AB color palette includes (see markdown for link):


Color Blindness Guidance

AB's color palette is compliant for 98% of users

Don't rely on color differentiation alone to provide information or request an action—also incorporate icons or textual hints

Deaf/Hard-of-Hearing Guidance

Caption all videos and animations that have meaningful audio content. See captioning tool information below


ALLIANCEBERNSTEIN

Design System

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 - Breadcrumb
 - Buttons
 - Card
 - Carousel
 - Code Snippet
 - Content Switcher
 - Disclosure Element
 - File Uploader
 - Form Elements
 - Grid

Accordion

Name	Fact Sheet	Commentary
US Equities: Core		
US Equities: Growth		
US Equities: Value		
International Equities: Growth		
International Equities: Value		
Global Equities: Core		
AB Sustainable Global Thematic ADR Portfolio	<input type="checkbox"/> PDF >	<input type="checkbox"/> PDF >
Global Equities: Value		
AB Global Value ADR Portfolio	<input type="checkbox"/> PDF >	<input type="checkbox"/> PDF >
Fixed Income		
AB Municipal High Quality Portfolio	<input type="checkbox"/> PDF >	
AB Municipal Impact Portfolio	<input type="checkbox"/> PDF >	<input type="checkbox"/> PDF >
AB Municipal Income Portfolio	<input type="checkbox"/> PDF >	
AB Tax Aware Fixed Income Portfolio	<input type="checkbox"/> PDF >	<input type="checkbox"/> PDF >

An accordion allows a user to toggle the display of a section of content displaying vertically stacked sections of content, each of which can either be visible or hidden. They can help limit the amount of scrolling on a page. Multiple accordions can be expanded simultaneously within a layout.

The user gets key details about the underlying content and can choose to expand that content within the constraints of the accordion. Accordions work especially well on mobile interfaces or whenever vertical space is at a premium.

A chevron is used to indicate the “expand/collapse” action, though the entire header area is clickable for the same action.

Design System: Accessibility Guidelines

I exhaustively researched accessibility issues, screen readers, color blindness and other concerns. I recommended improvements for current patterns, plus assembled a handbook with best practices.

PRODUCT FILTERS

Products

Mutual Fund Closed-End Fund Managed Account Variable Product Series Search by Fund Name or Ticker

Filter By: These don't read are collapsed tabs

Equities Fixed Income Multi-Asset Alternatives Feature Share Class

Share Classes: ADVISOR

unchecked, checkbox

User tabs into column, reads incorrectly (see below)

Equities

Equities 1 of 4

User tabs right, reads incorrectly. (Not sure there can be 2 functionalities (checkbox and a collapsed tab) in 1 element)

User selects Equities and dropdown should open (doesn't always work, esp the first time)

Equities Fixed Income Multi-Asset Alternatives

Styles Core Growth Value

Core, unchecked, checkbox 2 of 14

Users tabs into dropdown and it reads correctly

PRODUCT FILTERS

Products

Mutual Fund Closed-End Fund Managed Account Variable Product Series Search by Fund Name or Ticker

Filter By:

Equities Fixed Income Multi-Asset Alternatives Feature Share Class Clear Filters

All Equities

Remove checkbox from the dropdown controller

Add All Equities as an option to compensate for above

Should read: Equities, collapsed, tab, 1 of 1 etc

Should read: All Equities, unchecked, checkbox 1 of 12

Should read: Heading level X Styles 1 of 3

Deselect all

Add Deselect all to each dropdown?

CLEAR ALL Share Classes: ADVISOR GROWTH

Relocate Clear All function next to tags since the functionalities are similar

Design System: Code Snippets

Code snippets provide a strong base for developers around the world to implement new pages that adhere to the system.

