

Paradigm
Matt Davis



PO Box 1532
Palmer Lake, CO
80133

Paradigm App Component Design System

Proposal for:

Paradigm

2019-12-12

The Problem We Can Solve

Component Design System Maintenance and Code Reviews

In many software projects, when the product team creates a design system, that system is not enforced or maintained, and is not consistently applied in new features. Every company wants to use their design system to drive quality with a review step. Thinking that documenting the good design and the principles behind it will help people recognize when something is built that doesn't match the frontend UX quality and design consistency in their product. But, they also want to move fast and don't have time to commit to this type of work. Unfortunately it is common for the design documentation in Figma, Zeroheight, and Storybook to all get out of date quickly as changes are made and things ship to production without anyone reviewing it for divergence. Also, new features are added and the design system doesn't have anything to say about this new feature, so people just don't bother to add something to the documents, they just go with whatever the developer coded up. Companies often abandon their design systems within months of their birth because no time was spent on maintenance and growth.

The Solution

Automated Human Workflows

We can solve this problem without hiring and paying a full-time designer or UI engineer to be responsible for the component design system and all front end code reviews. With a well defined process, a couple tools, and a few skilled designers available to apply their eyes and mind briefly to the problem pieces, we can provide an impressive level of enforcement on every single code change that gets introduced. This goes beyond watching for "regressions" (breaking changes) — which can almost be automated with screenshot diffing tools like Chromatic integrated with your CI pipeline. Instead, our process includes a subjective assessment of the new designs by humans, using a composite intelligence workflow. Currently, each code change is already tracked in your source control system through PRs (Pull Requests), we can watch for new PRs and kick off a workflow that involves a human using custom tools for running the development environment in a secure cloud VM, quickly creating screenshots of specific new features at many screen sizes, and then beginning a comparison process. The work is handed off to a professional designer who knows and understands your component design system, and all of it's rules and can apply their mind to the critical task of spotting problems with the new feature, places that code wasn't reused properly, and places where the design system documentation should be updated to handle a new scenario that was never encountered before.

As the app diverges from the written and understood standards of the component design system, you can be confident that automated intelligent systems are spotting and checking obvious changes, and someone with a "designers eye" is looking for subtle problems. This means you have several humans who are looking at the screenshots of your changes and recommending fixes and improvements all the time. This feedback can go directly back into comments on the source code PR. Optionally, QA engineers are also available to look through your frontend code changes and comment on the PR about places that the component design system wasn't applied or existing CSS wasn't utilized correctly.

Your Pull Requests will have useful comments that point out to your developers any problems quickly, we can also add tasks directly to your product backlog or project management tools like JIRA. It's not a replacement for having every single code change go through code reviews by your senior engineers, but it is an extra layer of safety that will help bring an application into perfect visual and UX alignment while it's still rapidly growing and changing with new features.

Visual Design Standardization

Creating a Strong Foundation

This whole system of checks and maintenance won't matter if the product you launch is ugly or unusable. My decades of experience designing and developing web interfaces will be useful to you, I can help break through difficult design problems with creative solutions. I will review problem areas of your app and make suggestions that can be realistically implemented by your developers. You won't have to abandon your current work, we can collaborate to find

a reasonable transition state from what you have now that fits your timeline and budget. I know how to listen to my customers, and how to get to the core of what user experience factors need to be prioritized during the design process. This takes into account things like accessibility, color contrast, adapting to different screen sizes, page load performance, and clearly written user interface micro-copy.

All of my design work will be created with the thought process and intentional choices that make it easier to turn it into reusable components both in the design tools of choice like Figma, XD, or Sketch, as well as in the HTML and CSS that the browser will need. I will document the thought process and the rules of the system through illustrations and words, in a tool like ZeroHeight or Fractal. This documentation will include developer-friendly specifications as well as requirements prioritized using the MoSCoW framework (Must Should Can Wont). All of this together will enable your product development team to confidently create an attractive, efficient, and user-friendly experience.

Technical Setup and Process Creation

Description	Rate (USD)	Tax	Total
New Process Automation Setup	\$ 1,200.00	No Tax	\$ 1,200.00
Set up recurring processes on the digital assembly line.			
Storybook and Docs Setup	\$ 1,000.00	No Tax	\$ 1,000.00
Adding storybook to your codebase and setting up automatic deployment of it to a docs site.			
Visual Design Standardization First pass	\$ 4,000.00	No Tax	\$ 4,000.00
Visual designing and documenting first pass of rules and standards in zero height			
- Buttons			
- Form inputs			
- Spacing scale and type scale			
- Grid system			
- Color palette			
- Naming conventions			
- Cards and containers			
- Tables and Datagrids and Pagination			
- Navigation (like sidebars, menus, and tabs)			
Subtotal:			\$ 6,200.00
Total:			\$ 6,200.00

Monthly Recurring Costs

These rates are good for 3 months of up-front commitment.

Description	Time/Quantity	Rate (USD)	Tax	Total
Process Operations Unit	1	\$ 1,000.00	No Tax	\$ 1,000.00
Zeroheight Docs, Dev environment Hosting in a VM, Process Operations for up to 20 instant design and code reviews each month.				

Description	Time/Quantity	Rate (USD)	Tax	Total
Detailed Design and Technical Consulting (hourly)	8	\$ 110.00	No Tax	\$ 880.00
This should cover a nominal amount of meetings to maintain momentum and answer any detailed questions that developers have. This could be used to cover some additional creative visual design time as well.				
			Subtotal:	\$ 1,880.00
			Total:	\$ 1,880.00

Notes:

Pricing will be refined as we go, this amount should cover 20 reviews, which should be enough each month for one review per business day on average.

Payment Schedule

Payment of the Technical Setup and Process Creation fee will be made in two parts. One half upon signing of the SOW, and the final half upon delivery of the design system documentation and finished, accepted design graphics.

Payment for the Ongoing Design consultation meetings after this initial setup is done will be invoiced weekly.

Payment for the ongoing monthly review process execution will be due on the 1st day of each month on service. The rate is good for 3 months from start of service, and is based upon the commitment to pay for 3 months of service. The rate for future months of service will be negotiated during the 3rd month of service.

Statement of Work (S.O.W.)

This Statement of Work "SOW" to the Agreement dated 12/12/2019 between **SYSTEMATIC UI LLC**, PO Box 1532, Palmer Lake, CO 80133 ("SERVICE PROVIDER") and **WTS Paradigm LLC** 1850 Deming Way, Suite 120 Middleton, WI 53562 ("CLIENT") is entered into on 12/12/2019 ("Effective Date"). The parties agree to the following:
Project/Service:

- Review of Client's web application codebases and architecture by Systematic UI LLC and provide technical guidance and design visual designs to improve the application. Work will follow the agreed upon proposal attached to this document.
- Creation of technical and visual design documentation and graphical assets to be delivered to the client upon payment of initial fee.
- Consultation meeting time, up to 20 hours total, to discuss design direction and changes, and regularly review the progress on the design system creation.
- Setup of automatic code review and design review process to be operated by Service Provider and those that the service provider contracts to operate the process. All management and compensation to sub-contractors and other service providers will be the responsibility of Systematic UI LLC.

SYSTEMATIC UI primary contact: Timothy Bendt tim@systematicui.com SERVICE PROVIDER primary contact: Rich Ratcliff rrattcliff@opinionroute.com Project/Service Start Date: 4/09/19 Project/Service Completion Date: 6/29/19 ("Expiration Date"). Payment and Payment Schedule: Three equal payments of \$2,060.00. The Total to be \$6,180 USD. The first payment is due within 5 business days of the signing of this agreement. The second payment of \$2,060 will be billed after code review has started, 1 week into the project and will be due within 30 calendar days. The final payment will be billed after SERVICE PROVIDER has fulfilled all duties in the proposal, and CLIENT has accepted the final report on the condition of the codebase according to the proposal above. Approved Reimbursements: None The parties hereto have duly executed this SOW as of the date first set forth above.

Systematic UI LLC	WTS Paradigm LLC
-------------------	------------------

Name: Timothy Bendt	Name:
Signature:	Signature:
Date:	Date: