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Wikia Design System:
Behind the Scenes With the Design Team

Derek Hart, Product Designer



Derek Hart

Username: babaganoush76

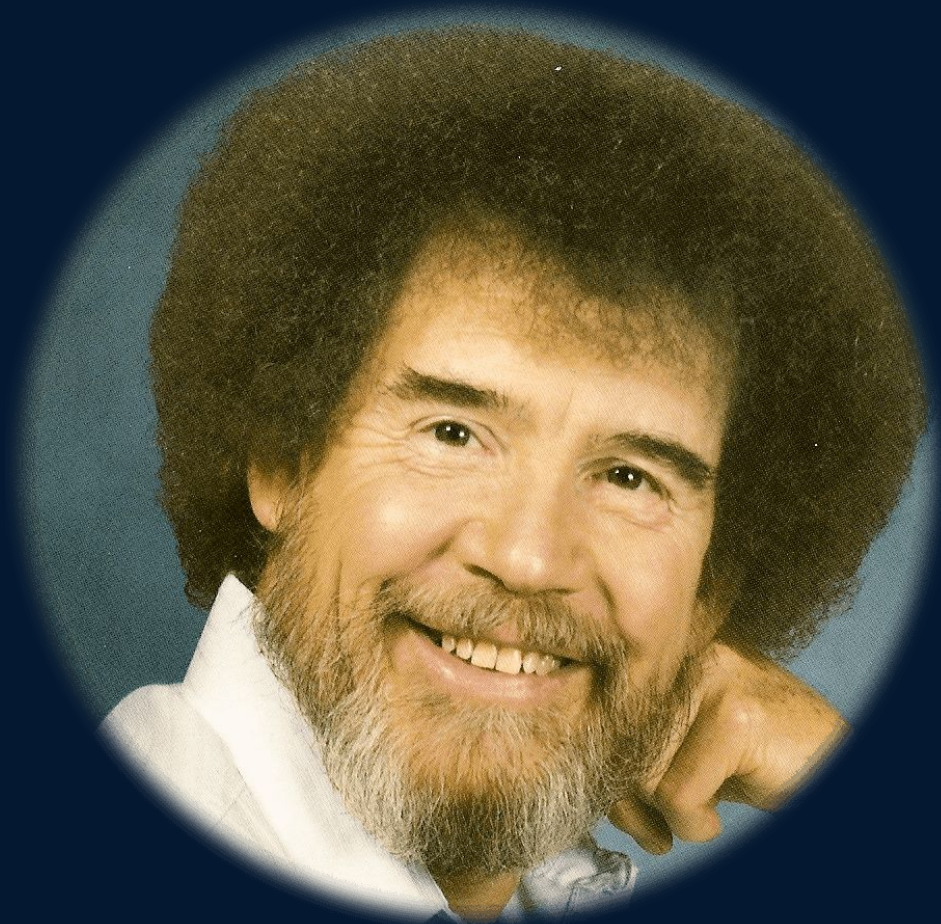
Job Title: Product Designer

Start Date @ Wikia: June 15, 2015

FANDOMS:

- Wedding Crashers
- Cocktails
- Better Call Saul





Meet the UX Design Team



Kyle C.



James W.



Anna K.



Derek H.



Gian C.



Lukasz B.



Peter G.



Robinson S.







Our Design Process

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Wikia Design Process

Define → Design → Test → Build → Iterate



Define: Research

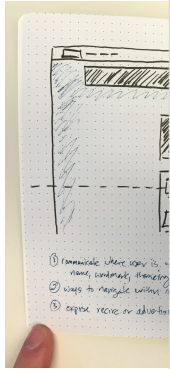
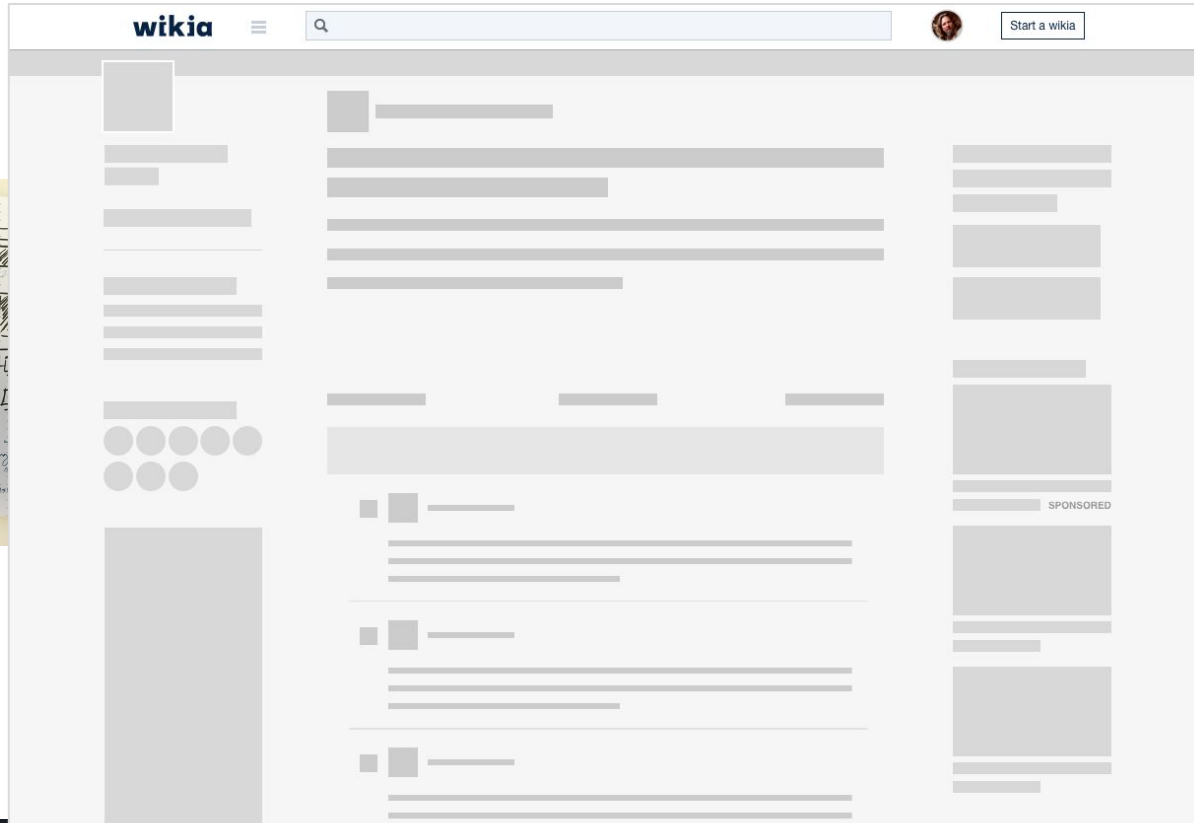
Define the problem
we're solving for

Brainstorm
possible
solutions

Conduct
Competitive
Analysis

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Design: Sketching & Wireframing

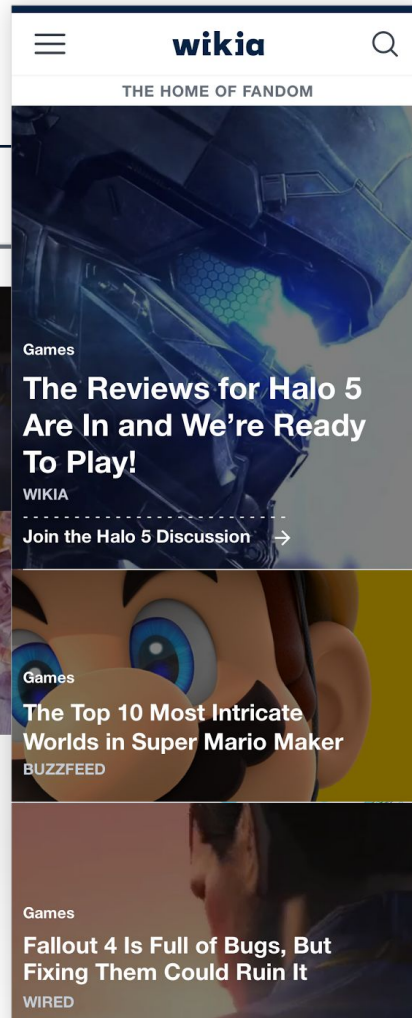
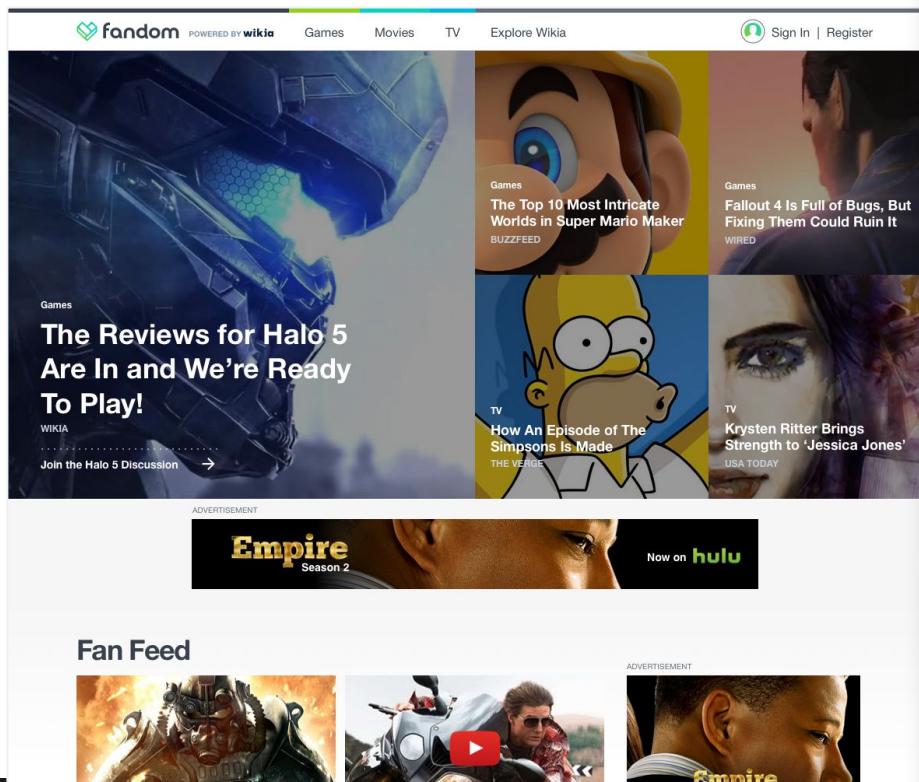


Test: Prototyping Screens

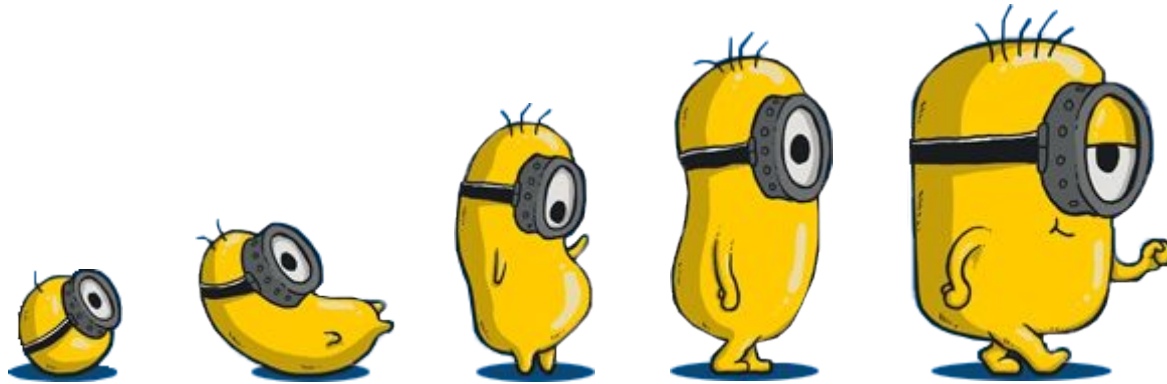


Build: Final Designs

Desktop, Tablet, and Mobile



Iterate: Continued Development





Introducing the Design System

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What is a design system?

A scalable framework of visual styles and patterns along with the processes for creating a cohesive experience across a company ecosystem.



Okay, that sounds great, but what are we hoping to accomplish?



Our Mission Statement

To provide the necessary tools and establish a process that empowers teams to produce high-quality and cohesive features on our supported platforms.



Simply put, our design system allows us to build new **features** and **tools** much **faster** and more **efficiently**.





How a design system helps

Wikia Sticker Sheet v.01

Wikia's Design starter kit, built by the UX team.
For more information, please visit <https://zpl.io/Z1QPEez>

wikia

COLORS



COMPONENTS

Selectors



Buttons & Links



ICONS



Form Inputs



TYPOGRAPHY

54px - This is a headline.
48px - This is a headline.
40px - This is a headline.
36px - This is a headline.
28px - This is a headline.
24px - This is a headline.

18px - This is a headline.
16px - This is a headline. (base REM unit)
14px - This is a headline.
12px - This is a headline.
10px - This is a headline.

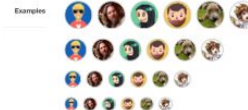
Desktop & Mobile Web **Helvetica Neue**
iOS **San Francisco**
Android **Roboto**

Paragraph Styling (16px / 24px)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

AVATARS

Social Default
60 px
48 px
36 px
30 px





Benefits of the Design System

#1

Good For Your Communities

BENEFIT

Helps with more
efficient
development
cycles



RESULT

More tools for
everyone to use

Features in your hands faster



#2

Good For Your Communities

BENEFIT

Standardized
design patterns
& interactions



RESULT

More time for
thoughtful design
experiences

Features are better on first iterations



#3

Good For Your Communities

BENEFIT

More cohesive
Wikia experience
for everyone



RESULT

Easily navigate
through all of
our features

Easier to consume and express your fandoms





The Wikia Design System

What's Included?

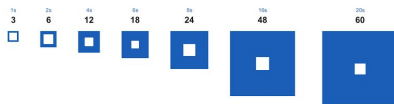
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Base

Space

Spacing Scale

1s = 3px



Button Spacing

Regular (24x24)



Squished (24x12)
-50% height



Stretched (24x48)
+50% height



Vertical Spacing

Mobile Margins

Gutters

Between Icons and Labels

12

Check me if you wish.

6

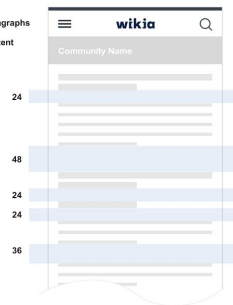
Update



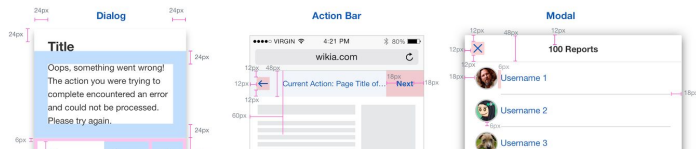
Horizontal Spacing

Between Paragraphs

Between content



Miscellaneous Components



Common UI Components

Buttons & Links

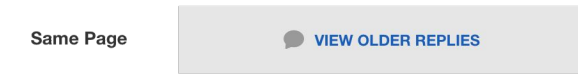
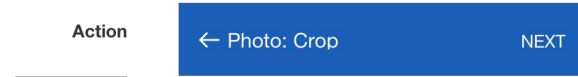


TEXT LINK DISABLED TEXT LINK ENABLED TEXT LINK PRESSED


Selectors



Action Bars

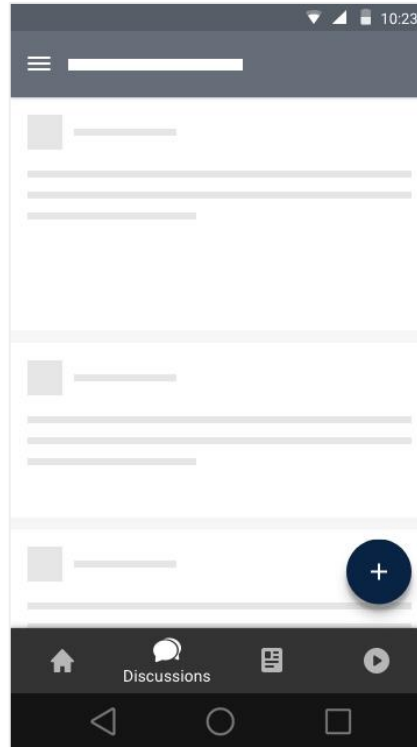


Common Interaction Patterns

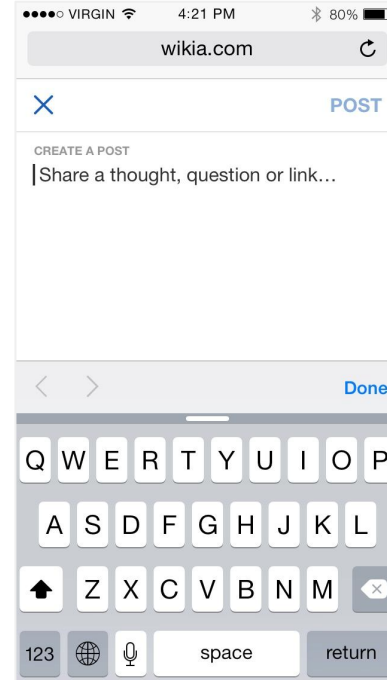


A mobile sign-up form titled "Sign up with Email". At the top, there is a dark blue header with a close button (X) and the text "Sign up with Email" and "Already have an account? [Sign In](#)". Below the header are four input fields: "Email", "Username", "Password" (with a strength indicator "Strong" and an eye icon), and "Birthdate (MM / DD / YYYY)". There is a checkbox for "Email me about Wikia news and events" and a blue "REGISTER" button. At the bottom, there is a small disclaimer: "By creating an account, you agree to [Wikia's Terms of Use](#)."

Sign Up



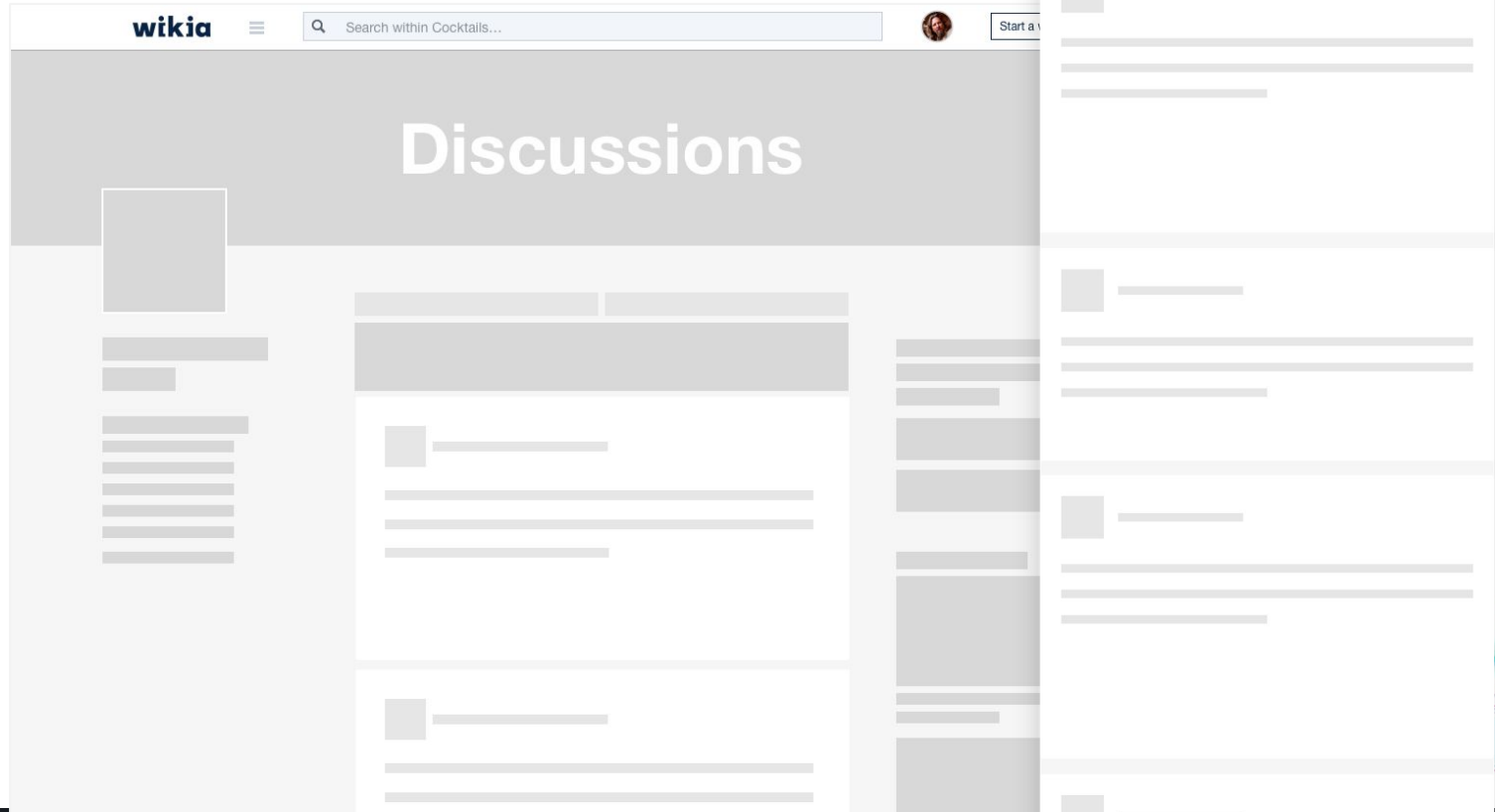
Navigation



Create

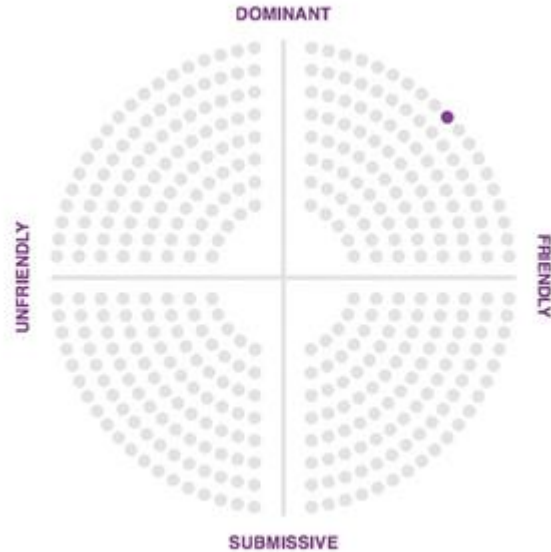


Page Layouts & Templates



Web Voice & Tone Guidelines

I say
“to-mae-to”

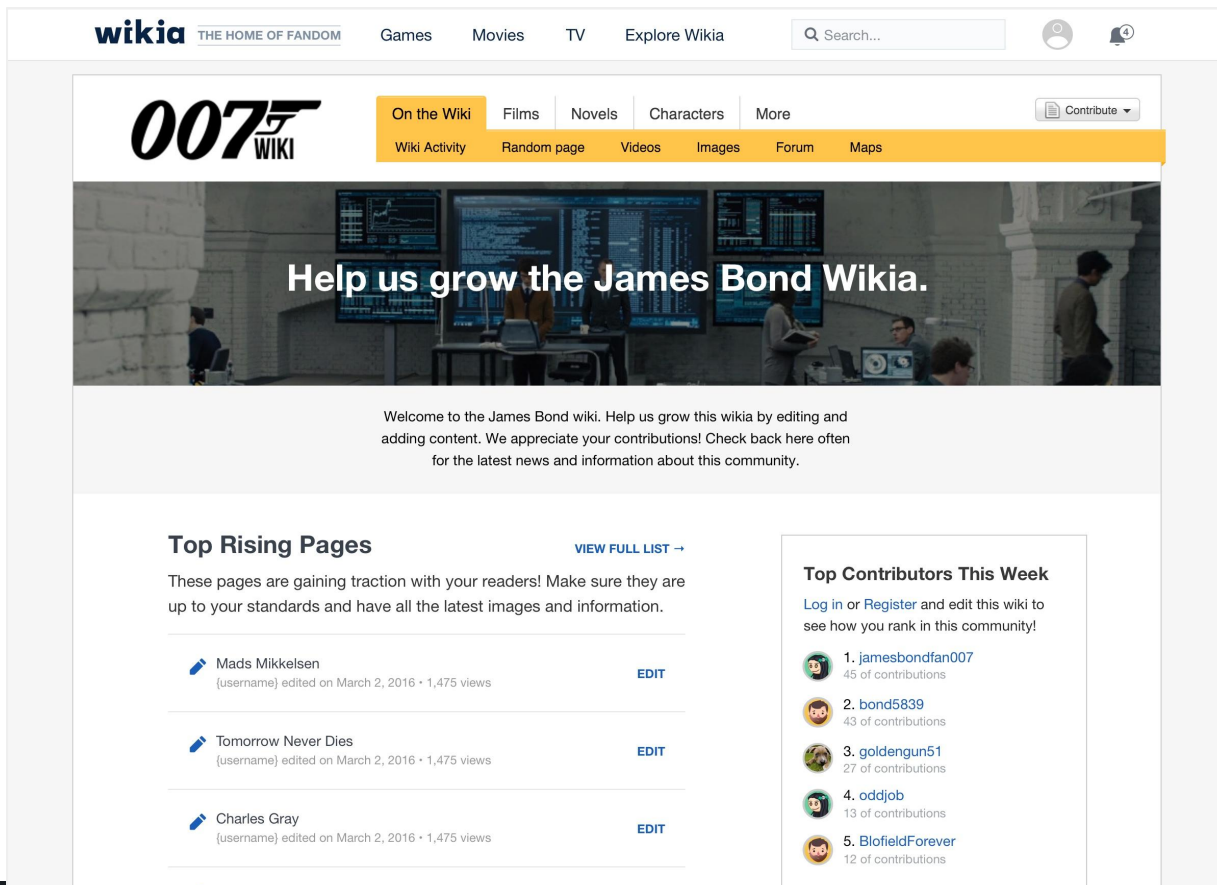


You say
“to-maa-to”

Errors Buttons Success



Using the System: New Pages



The screenshot shows the homepage of the James Bond Wiki. At the top, there is a navigation bar with the Wikia logo, the tagline "THE HOME OF FANDOM", and links for Games, Movies, TV, and Explore Wikia. A search bar is located on the right. Below the navigation bar is a yellow banner with the "007 WIKI" logo and a menu of categories: On the Wiki, Films, Novels, Characters, More, Wiki Activity, Random page, Videos, Images, Forum, and Maps. A "Contribute" button is also present. The main content area features a large banner image of a control room with the text "Help us grow the James Bond Wikia." Below this is a welcome message: "Welcome to the James Bond wiki. Help us grow this wikia by editing and adding content. We appreciate your contributions! Check back here often for the latest news and information about this community." The page is divided into two columns. The left column is titled "Top Rising Pages" and lists three pages: "Mads Mikkelsen", "Tomorrow Never Dies", and "Charles Gray", each with an edit button. The right column is titled "Top Contributors This Week" and lists five users: "jamesbondfan007", "bond5839", "goldengun51", "oddjob", and "BlofieldForever", each with their contribution count.

wikia THE HOME OF FANDOM Games Movies TV Explore Wikia Search...




007 WIKI On the Wiki Films Novels Characters More Wiki Activity Random page Videos Images Forum Maps Contribute

Help us grow the James Bond Wikia.

Welcome to the James Bond wiki. Help us grow this wikia by editing and adding content. We appreciate your contributions! Check back here often for the latest news and information about this community.






Top Rising Pages [VIEW FULL LIST →](#)

These pages are gaining traction with your readers! Make sure they are up to your standards and have all the latest images and information.

 Mads Mikkelsen <small>(username) edited on March 2, 2016 • 1,475 views</small>	EDIT
 Tomorrow Never Dies <small>(username) edited on March 2, 2016 • 1,475 views</small>	EDIT
 Charles Gray <small>(username) edited on March 2, 2016 • 1,475 views</small>	EDIT

Top Contributors This Week

[Log in](#) or [Register](#) and edit this wiki to see how you rank in this community!

 1. jamesbondfan007 45 of contributions
 2. bond5839 43 of contributions
 3. goldengun51 27 of contributions
 4. oddjob 13 of contributions
 5. BlofieldForever 12 of contributions



Using the System: Existing Pages

The screenshot shows the Fallout Wiki page for "T-45 power armor". At the top, there is a navigation bar with "wikia THE HOME OF FANDOM" and various menu items like "Games", "Movies", "TV", and "Explore Wikia". A search bar is present with the text "Search Fallout Wiki...". Below the navigation bar, the page title "FALLOUT WIKI" is displayed, along with a "CONTRIBUTE" button. The main content area features a green header with "CANCEL" and "SAVE PAGE" buttons. Below this is a rich text editor with a "Paragraph" dropdown and an "Insert" dropdown. The article title "T-45 power armor" is prominently displayed. Underneath the title are "EDIT" and "TALK" buttons. A note states: "This article is about the Supreme Leader of the First Order. You may be looking for his musical theme or the Corellian pilot." The main text describes the T-45 power armor as a power armor set in Fallout 4, developed by West Tek for the United States Army. To the right of the text is an image of the T-45 power armor. Below the image is a table with the following data:

Section header 1	
DR	500
Item HP	data 2

On the right side of the page, there is a "Recent Wiki Activity" section listing recent edits: "Protectors (Mandalorians)" edited by AniSerifoglu 2 seconds ago, "Slavery/Legends" edited by Manool 30 minutes ago, "Siege of Mandalore" edited by Manool 31 minutes ago, and "Catalyst" edited by Heik91 40 minutes ago. Below this is an "ADVERTISEMENT" for "Empire Season 2" on Hulu. At the bottom right, there is a "Trending Fandom Articles" section with an image of a character.





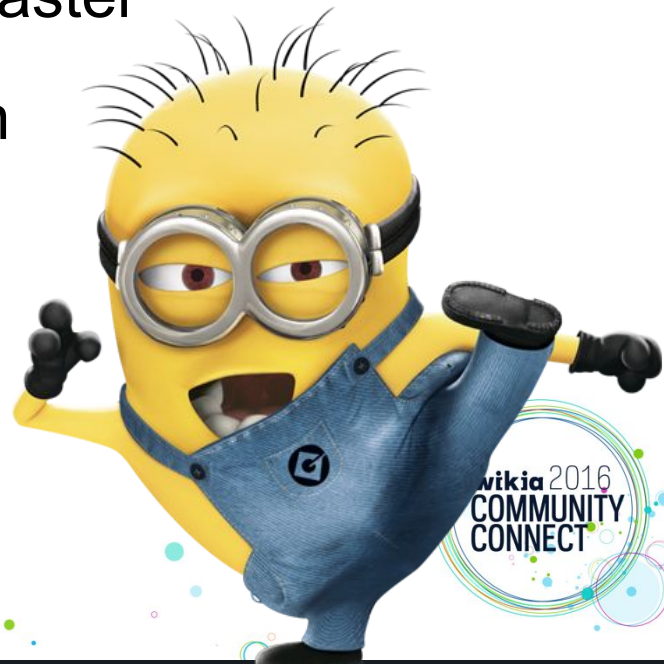
Looking Ahead

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Improving the Wikia Experience

Recap of the Benefits

- Create new tools and features faster
- More time for feature innovation
- Provide a cohesive experience across all our features



Overall Better Usability

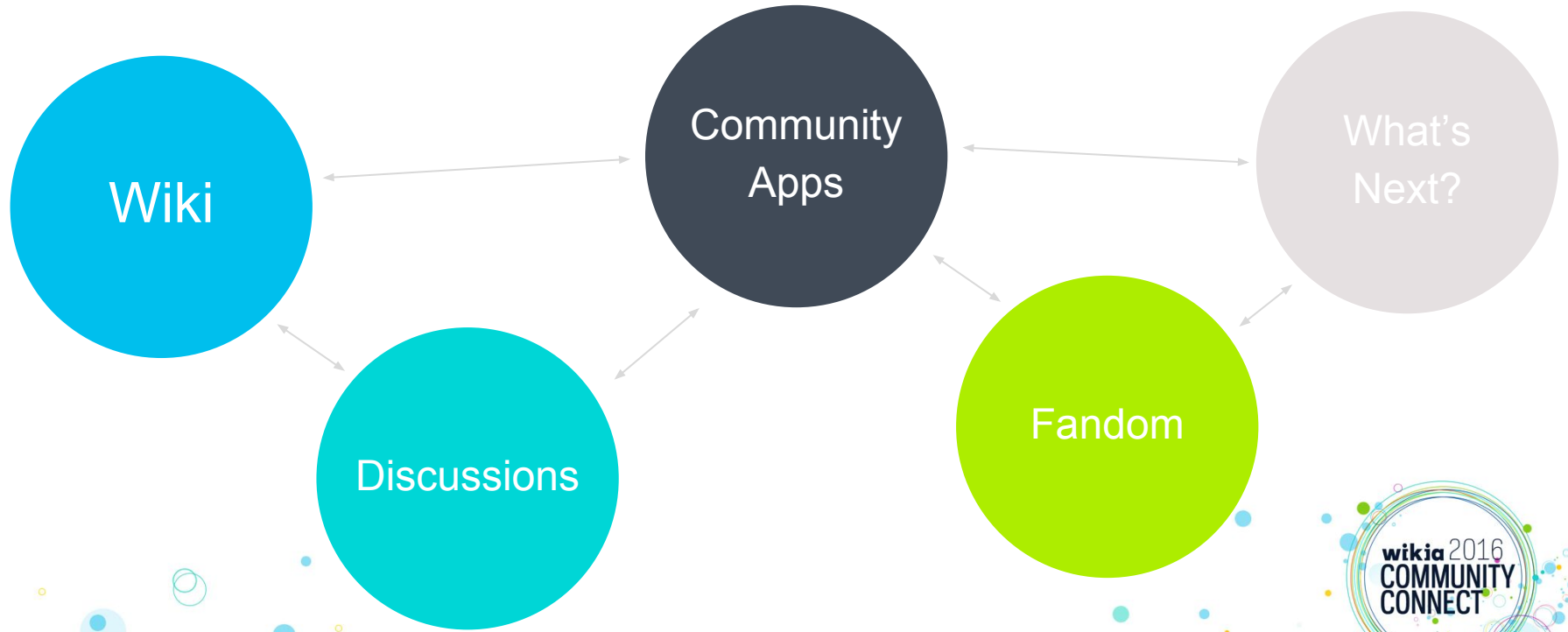
The more usable a feature is the more likely users will continue to come back.

**More
Contributors**

**More
Readers**

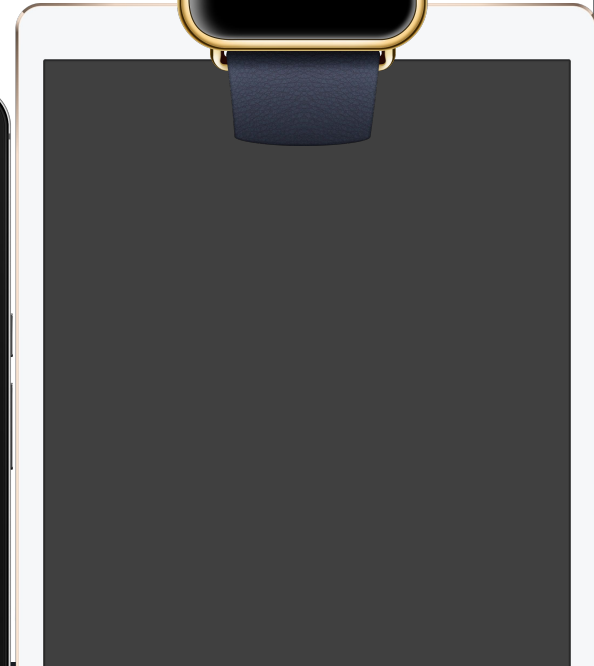
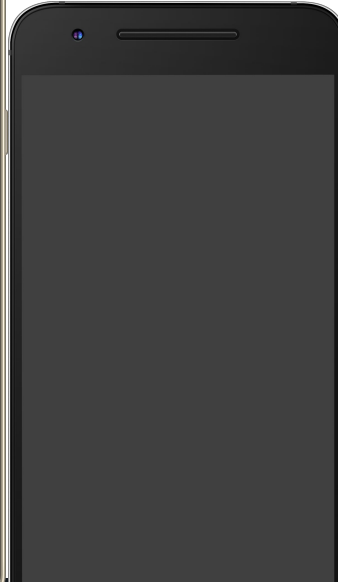
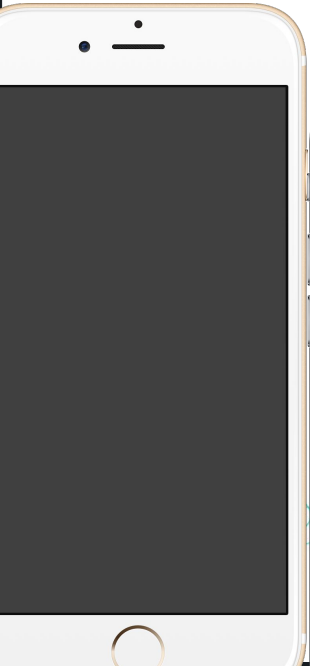


More Cohesion Across Wikia



How You Can Help

Content Portability



Together we can make Wikia the
best place to express your fandom.





Questions?



Additional Thoughts?
Wikia User Testing?

dhart@wikia.com



