

May newsletter

Before we dive into this month's updates, we'd like to take a moment to honor the lives of George Floyd, Breonna Taylor, Ahmaud Arbery, and the countless other Black Americans who have lost their lives due to a system of institutional racism and police brutality.

[Please join us in donating to the victims, protestors, Black owned businesses, and other causes dedicated to supporting the fight for an end to police brutality and racism.](#)

#BlackLivesMatter

The Design Systems team spent the month of May primarily working on a project to collect all of the creative resources we use here at Sprout and make them available on Seeds as a one-stop-shop. [Check out the new Resources page on Seeds](#), and keep reading to learn more about the design process behind the work.

In addition, the team kicked off two massive projects that will be driving much of our work for the next quarter. You can learn more about those as well at the end of this issue. Check out the section at the end of this issue to learn more.

What's new this month

- **We added a new Card component to Seeds.** [The Card component](#) is a new, low-level primitive for creating interactive regions of content within a UI. Think things like Notifications, Listeners, Reports, and Bots within the web app. A huge thanks goes to Tim White, a web engineer on the Global zone who contributed this component to Seeds.
- In addition to the new Card component, we also made improvements to some of our existing components. **[The Stack component](#) was updated with support for responsive props, and [the Box component](#) now supports system props for CSS Grid styles!** [Read more about these updates on Seeds.](#)
- Our existing [Cover Sheets plugin for Figma](#) has already saved our designers a ton of time and made our project layouts consistent. This month, we made it even more useful by adding a new feature — **mobile templates!** Now when you create a new mobile project using the plugin, a handy set of pre-made templates will be inserted into your files so you can get started in a jiffy. Thanks to Jessie

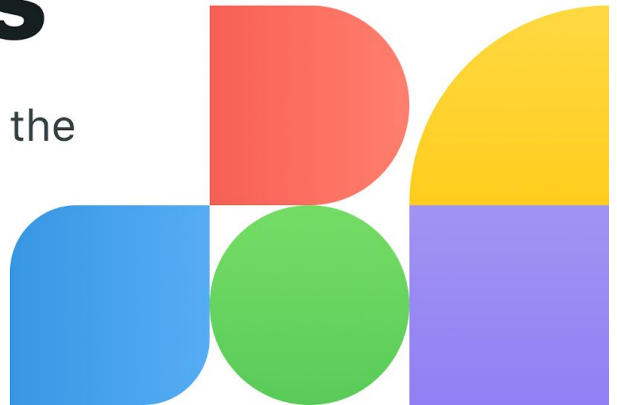
Bohannon, a product designer on the Mobile zone, for helping us make this happen!

- We completely revamped [the Resources page on Seeds](#), collecting all of the tools and assets you need to be creative here at Sprout in one spot. Keep reading for a deeper look into this project and the work that went into it.

Design refresh

Resources

A behind-the-scenes look at the design process.

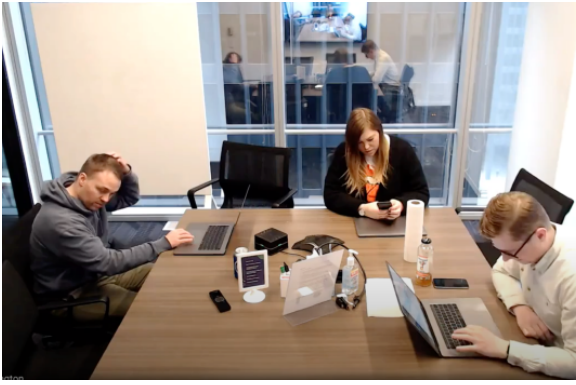


The original Resources page on Seeds was launched with the site when we unveiled it back in 2018. Originally just meant to be a quick collection of helpful links, it quickly became stale and obsolete due to changes in our products, teams, and processes (not to mention, a lot of dead Dropbox links).

We wanted to reinvigorate the page by giving it the attention it deserved as both a helpful tool for existing users, as well as for future new creatives at Sprout, to guide them through their onboarding.

Research

As part of our efforts at the beginning of the year to improve on our foundations, we took a long look at our existing pages and processes. The resources page was a clear candidate for a design refresh due to its outdated and often nonfunctional content. Yet, we wanted a deeper understanding of the page's problems. So, we added some research questions to a set of existing video interviews on our calendars. The answers to those questions left us with a plethora of insights from the team.



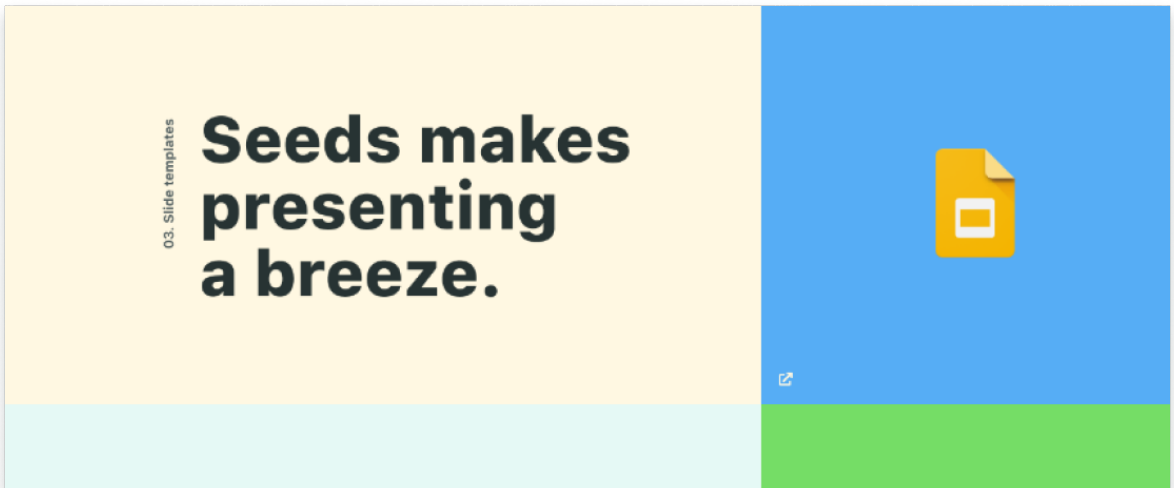
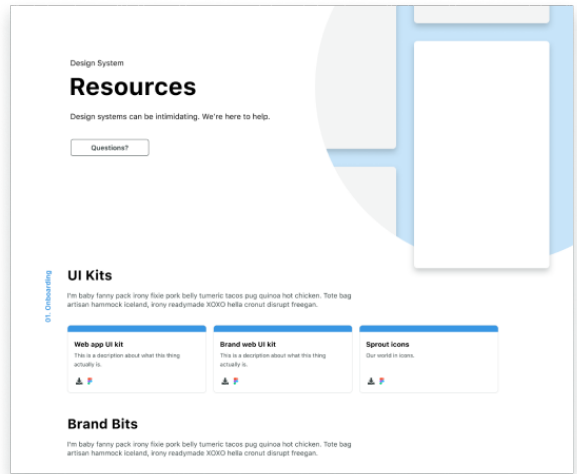
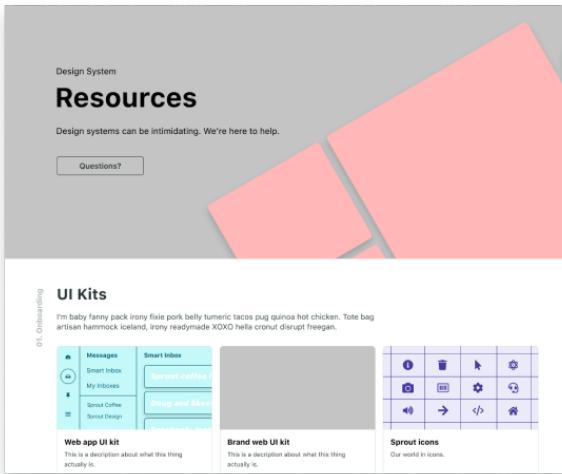
From a high level, our research data highlighted that the page needed:

- More useful content
- More links that work
- More descriptions
- A focus on onboarding
- More visual appeal

Exploration

The exploration phase began with moodboarding and wireframing. We experimented with new conceptual models and experiences based on our research. This stage gave us a brief look into the future and provided a rough idea of what the new page might look like.

We also used this opportunity to explore future visual directions for Seeds. Our hope is to leverage some of this work as a starting point for the UI stage of our larger, site-wide redesign later this year.



Content strategy

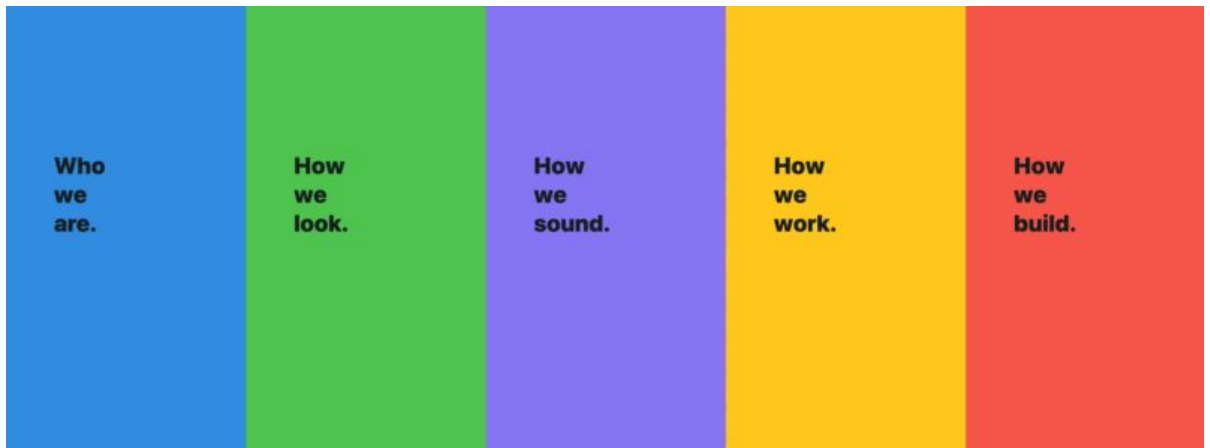
The exploration led to a rough outline and a sense of the types of content needed to finish the page. We started by sourcing content from creative contributors across several disciplines and organizations within the company. Next, we wrote headlines, descriptions, and page content to explain and introduce the resources. Finally, we found the most appropriate destination for all the links.

	A	B	C	D
1	Content	Link	Purpose/Goal	Suggested character length
2				
3	Seeds Start creating. Design systems can be intimidating. We're here to help. Our collection of resources is everything you need to get started with Seeds.			-150
4				
5	Code How we build. Explore our code and the apps we use to develop it.			
6				
7	Repositories			
8				
9	Racine Sprout's React component library.	https://github.com/sproutsocial/racine		
10	Seeds Sprout's design system and creative hub.	https://github.com/sproutsocial/seeds		
11	Seeds packets Home of the design tokens that power Seeds.	https://github.com/sproutsocial/seeds-packets		
12				
13	Apps			
14	A collection of our favorite tools for development.			
15				
16	Visual Studio Code A free, open source code editor from Microsoft.	https://code.visualstudio.com/download		-80
17	GitHub Desktop A visual, user friendly take on version control meant to simplify your GitHub workflow.	https://desktop.github.com/		-80

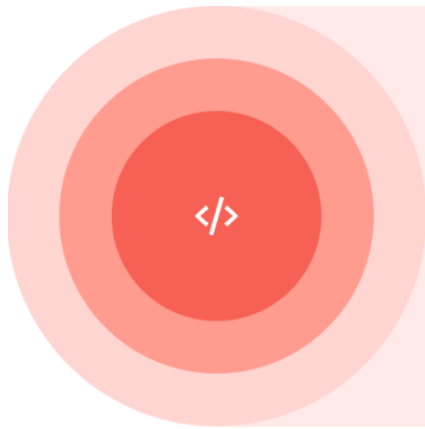
Iteration and development

With content finalized, we were ready to assemble the page. We used the components and styles from our exploration to create an initial version, which we then critiqued and made tough cuts to improve the experience. Some of the cuts included brand pieces and unique visuals that no longer served our users.

The resulting page is what you see today. Bold type and whitespace highlight the new content, descriptions, and information. Primary colors and simple shapes provide interesting new ways to inject our brand into the experience.



retired brand piece



Seeds

Packets

Take advantage of Seeds' core styles in your code, no matter the technologies something something something dark side.

[See the code](#)

retired callout design

Be sure to check out [the new Resources page](#) for yourself. And if you would like to be the first to know about new tools and resources from Design Systems, be sure to join **#announce-design-systems** in Slack to receive updates as they happen.

— On the horizon —

The team will now be turning our attention to two of the most important aspects of our design system's success — Seeds itself, and how we collaborate with and support other teams.

While our design system is far more than just a website, the Seeds site is the “storefront” for everything that our system has to offer. The Seeds website has existed in its current form since we launched it originally back in the fall of 2018, and although it has served us well, we've since learned so many things about our users and our system that we feel it's time to take a long, hard look at Seeds. We want to overhaul the information architecture of the site, boost its usability, and refresh the UI while we're at it.

Just like the Seeds website, we've also learned a ton about how we collaborate with other teams over the past couple of years. We've hesitated in formalizing our processes too much, instead favoring a bespoke approach for every unique contribution to the system. But now that our system is growing so rapidly, we feel that it's the appropriate time to work on a more formalized collaboration process that will help users understand the scope of the services that our team can provide for them, how to engage with those services, as well guidelines and tools for streamlining direct contributions.

These projects are very broad in scope, and we're just getting started with the process of defining what solutions to these problems might look like. If you have any thoughts on how Seeds or the Design Systems team works for you, please get

in touch! We'd love to chat about how we can better serve you.

Thank you for reading this issue of our newsletter! We'd love to hear any feedback you have about the newsletter itself, or any of the information within it. Please don't hesitate to reach out to the Design Systems team on Slack or via email at design-systems@sproutsocial.com with any thoughts or questions. Take care, and we'll see you next time 🙌

— Design Systems

Have questions, feedback, or ideas for the Design Systems team? [Shoot us an email](#) or [check out our wiki page](#) to get in touch and to read past issues of our newsletter. If you would like to unsubscribe from this newsletter, please send an email to design-systems-newsletter+unsubscribe@sproutsocial.com.