

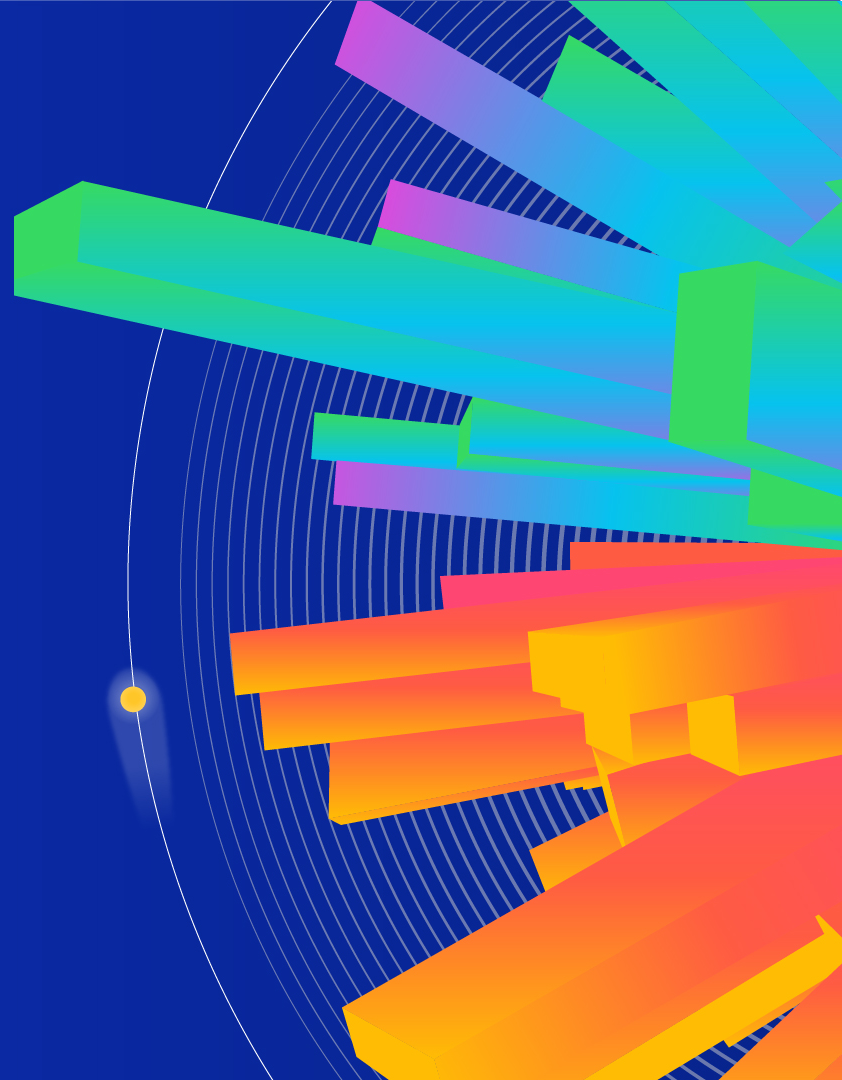
# ACTIVATE 19

The Growth Marketing Conference

## Design Systems for Email: Bring Order to the Chaos



Presented by:  *iterable*



# ACTIVATE 19

The Growth Marketing Conference

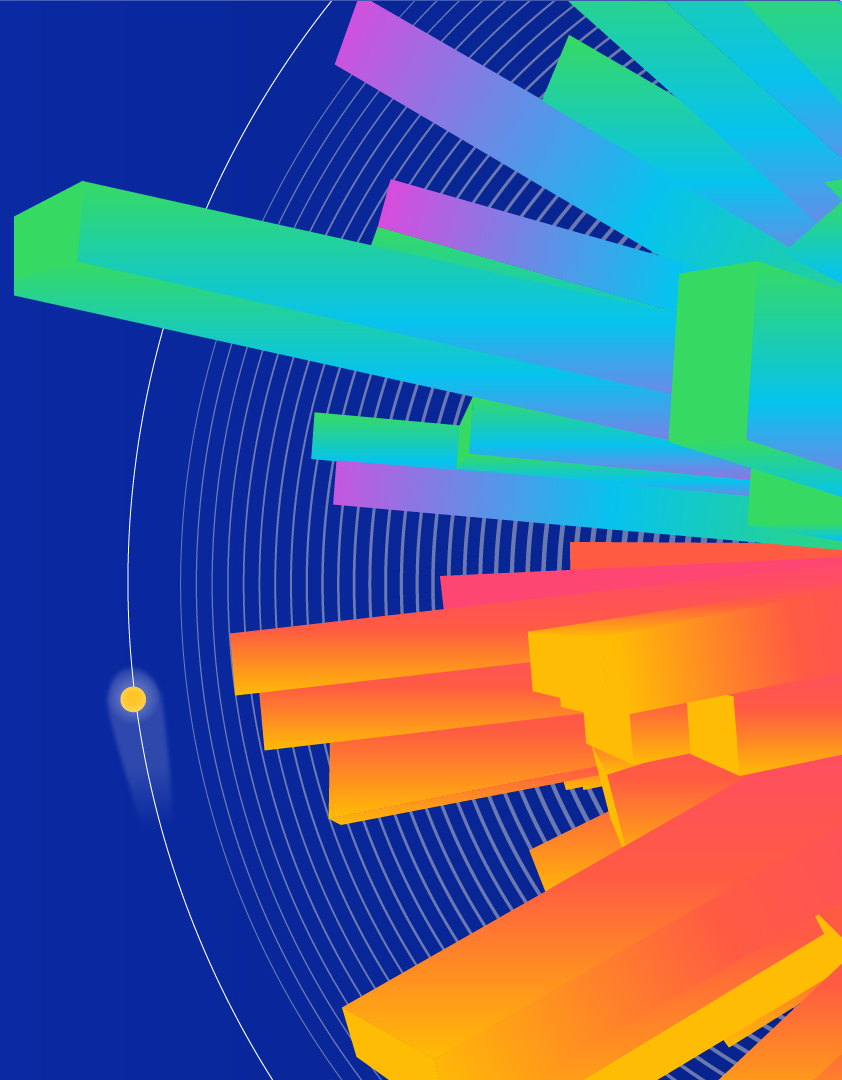
Ted Goas

Sr. Product Designer, Stack Overflow

@tedgoas

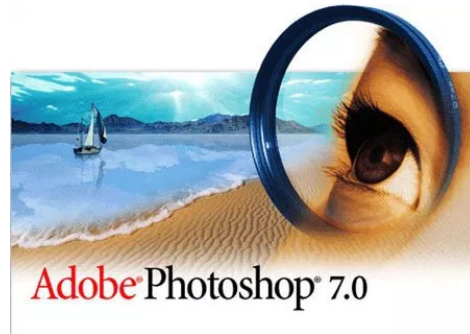
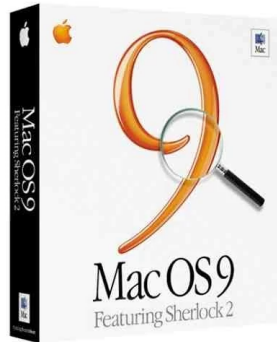


Presented by:  *iterable*



# Humble beginnings

---



2016

---



4 mil

Email sends each week

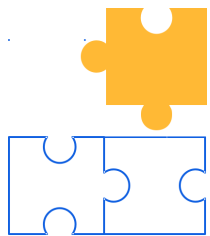
70+

Categories

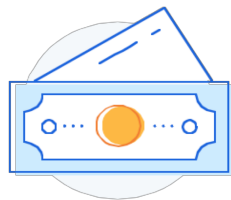
(when we're not promoting something)

# Email landscape

---



Inconsistent

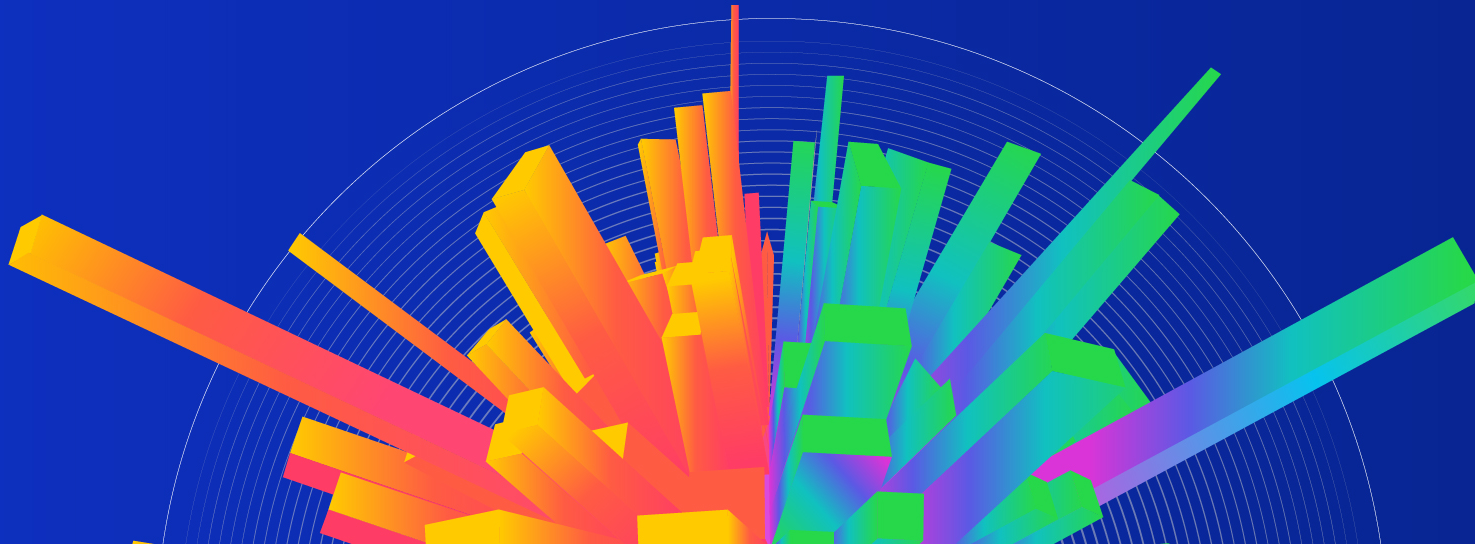


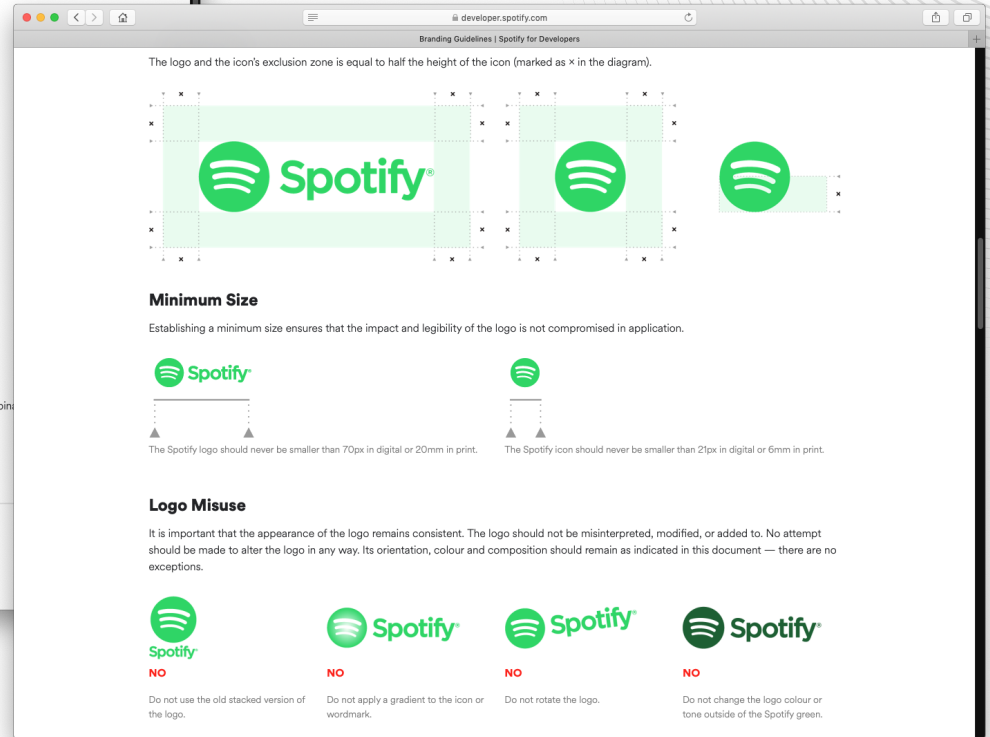
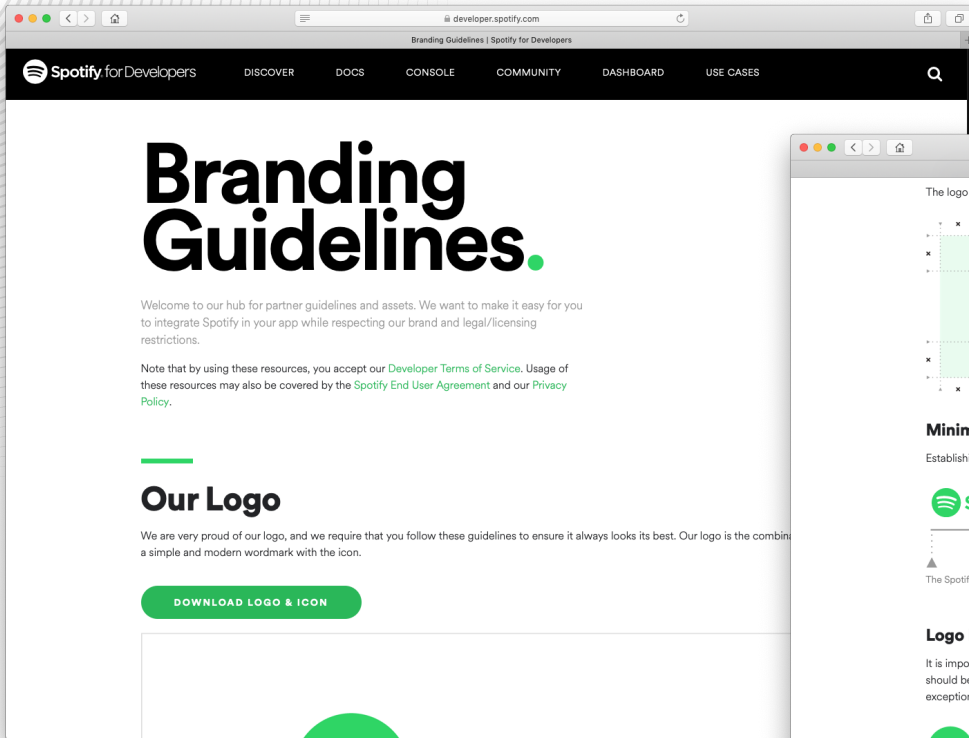
Expensive

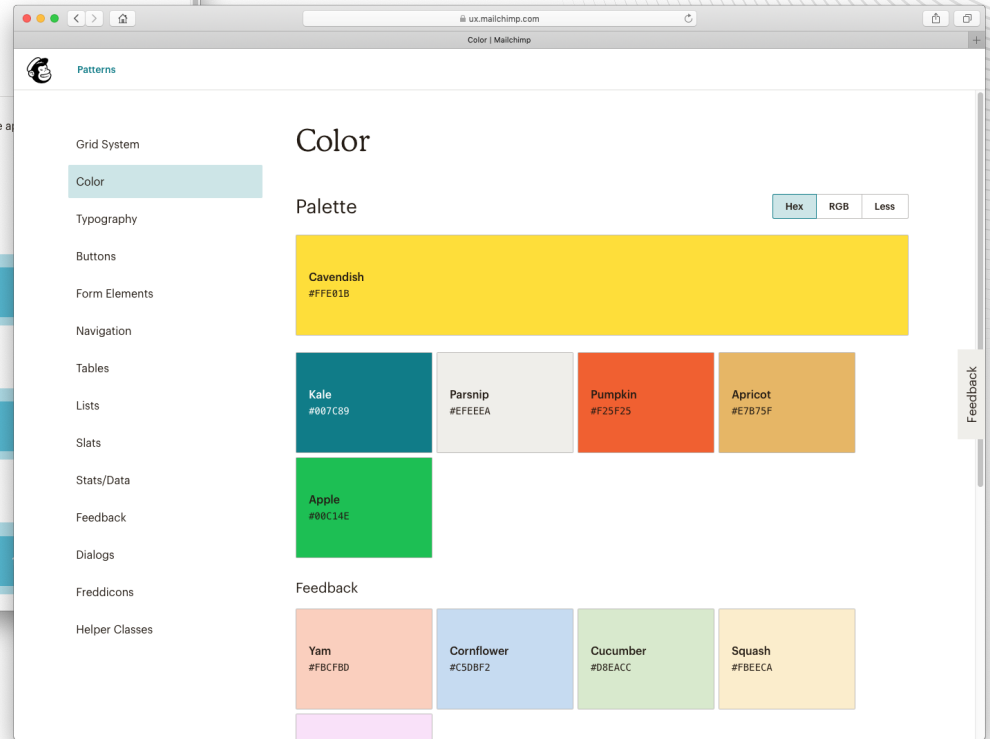
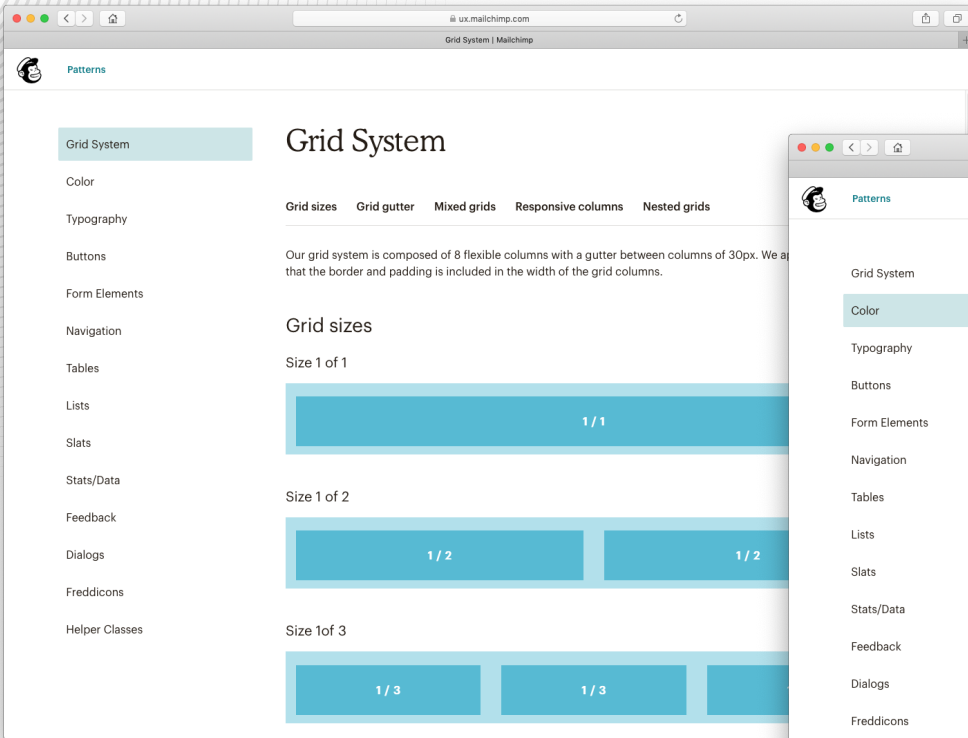


Broken

What *is* a design system?





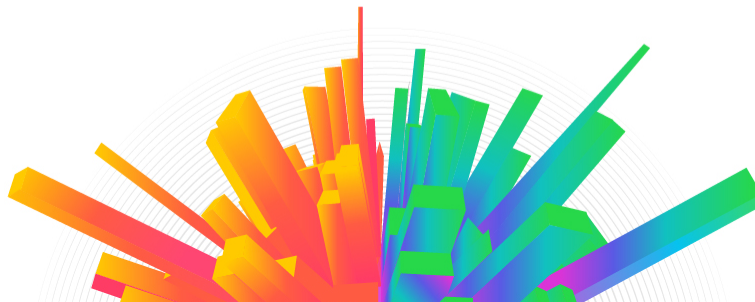


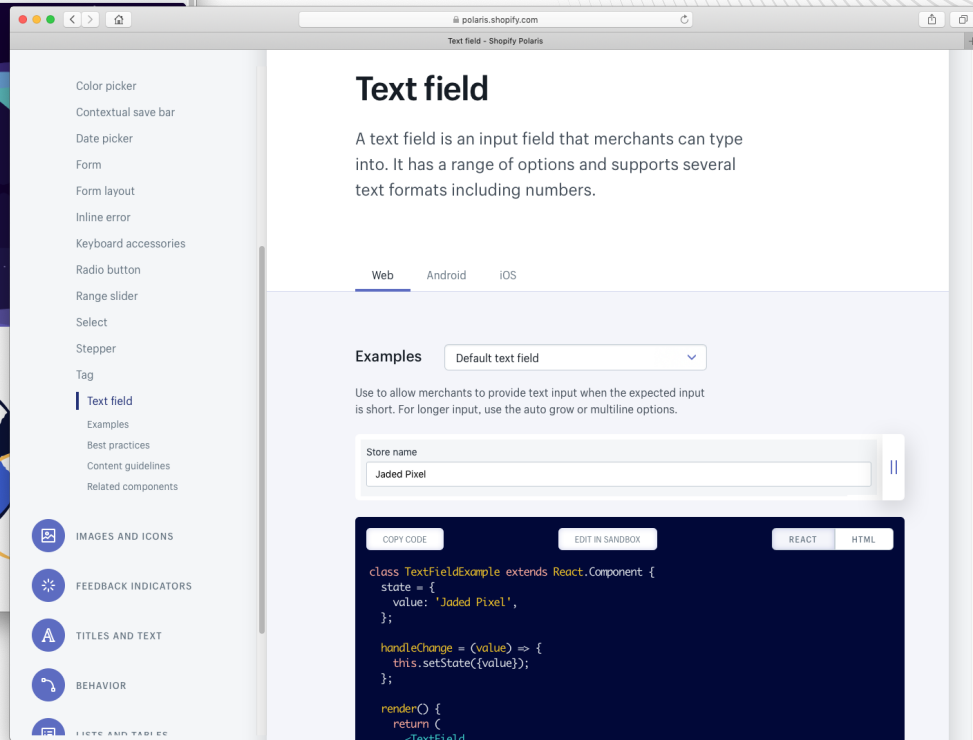
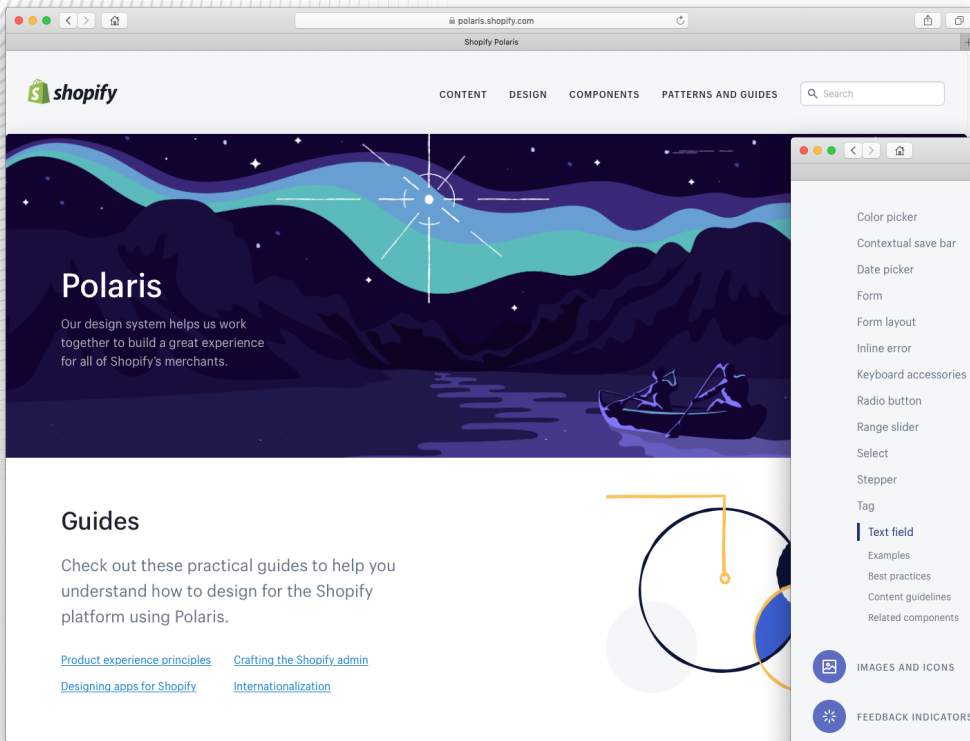


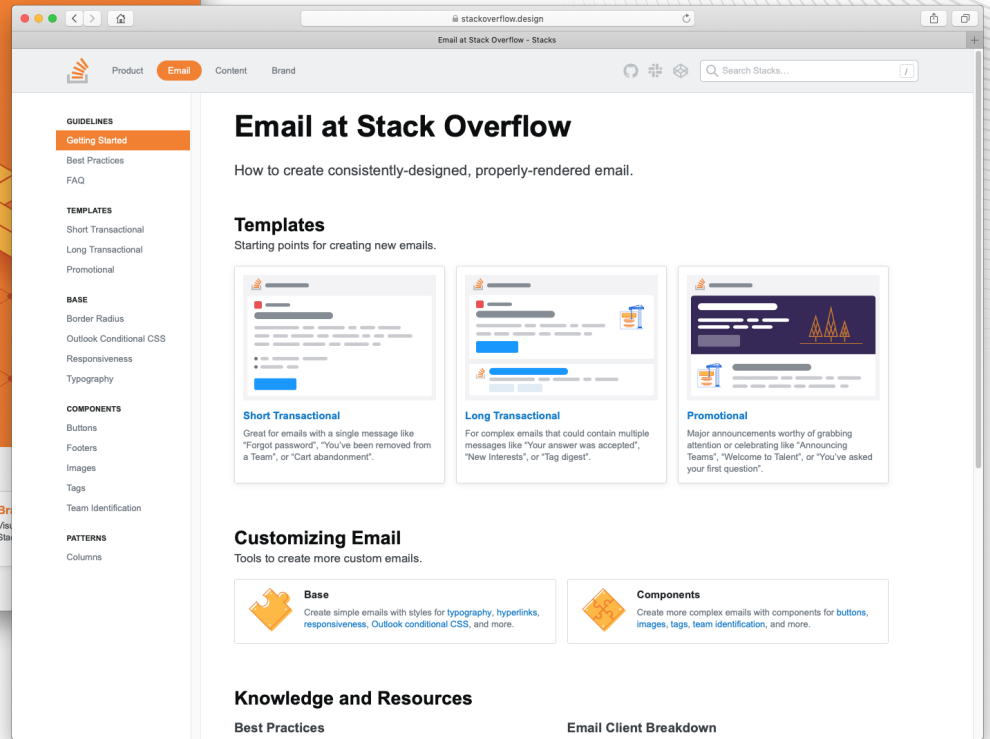
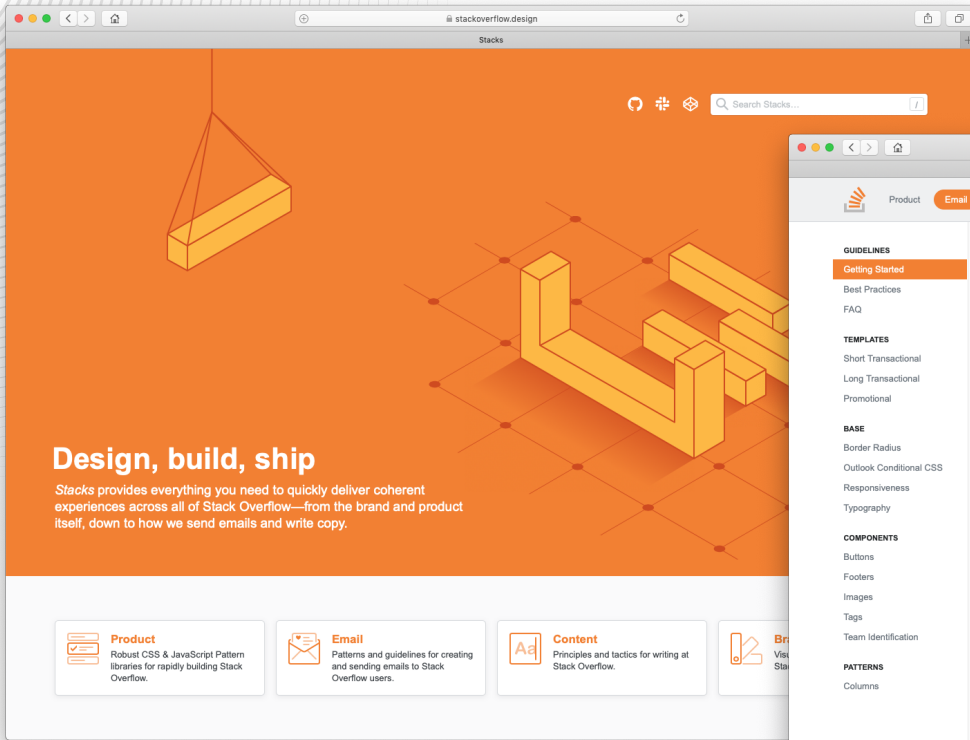
“

A design system is a collection of reusable components, guided by clear standards, that can be assembled together to build any number of applications.

Marco Suarez  
Design consultant  
Previously at InVision, Etsy, and Mailchimp









ACTIVATE 19

Presented by:  *iterable*

# 1. Feel the pain

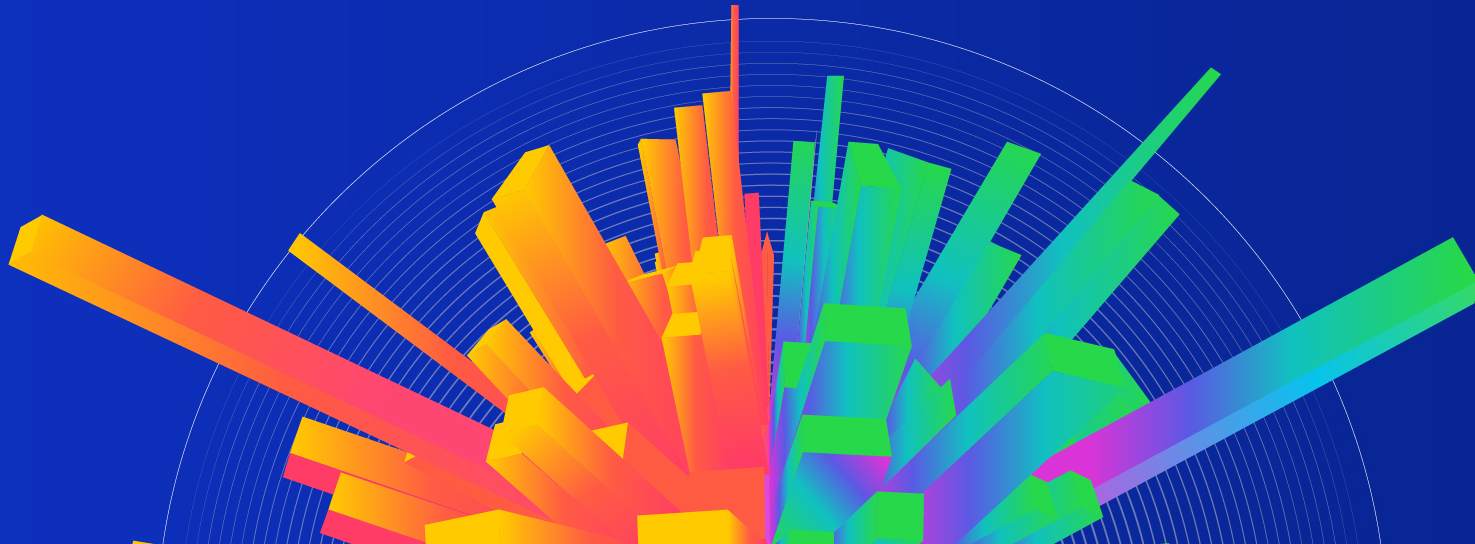
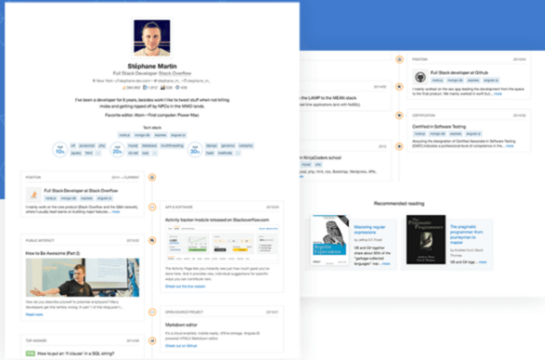




Photo credit: Matt Artz, unsplash

## Your Stack Overflow CV is about to get a new look.



**Stack Overflow** Important January 12, 2017  
 Stack Overflow has invited you to join their Stack Overflow Talent Company Page  
 To: Ted Goas

Hello,

Stack Overflow has invited you to join their Stack Overflow Talent Company Page. [Click here](#) to learn more.

Stack Overflow's Company Page is a place to build your employer brand and show the world's best talent what you should want to work with you. For more information on creating a stand-out Company Page, visit [our guide](#), or also see a [sample company page](#).

Please note that if you have a Stack Overflow Talent account, you'll be asked to log in to accept. If you do not have a Stack Overflow Talent account, you'll be asked to create one.

Best,

Stack Overflow Talent

Yikes! Your Company Page is still not live on Stack Overflow Talent.

Think of your Company Page as your plot of land on Stack Overflow. You want developers to visit, learn what makes your company special in the hearts and minds of developers who work there, and leave with a great first impression (*even if they don't apply right away*).



Publishing your Company Page is a critical step in your developer hiring process and needs to exist in order for you to post your first job listing. [Watch this video for tips on creating your page.](#)

[Take me to my company page](#)

Hi there,

Thank you for your interest in Stack Overflow Talent.

All of our solutions are annual and start at \$5,699. We do not offer short-term or 30-day hiring solutions.

If you're still interested in our solutions, please help us by providing more information about your tech hiring situation.

[Submit Additional Information](#)

Once you have submitted this information, we will be happy to assess whether Stack Overflow Talent is the right solution. If we are able to help with your hiring needs, one of our sales representatives will be in touch.

Best,

**The Stack Overflow Talent Team**

Hallo!

Unsere jüngste Analyse zeigt, dass Unternehmen im Schnitt auf gerade mal 5 gesendete Nachrichten bereits 1 positive Antwort erhalten. Nutzen auch Sie jetzt das volle Potenzial [Ihres Zugangs zur Stack Overflow Kandidatendatenbank](#), um Ihre Pipeline mit Entwicklern zu füllen.

[Jetzt Kandidatensuche starten](#)

Oder lesen Sie weiter und [erfahren Sie mehr](#) darüber, wie unsere erfolgreichsten Kunden Stack Overflow Talent nutzen.

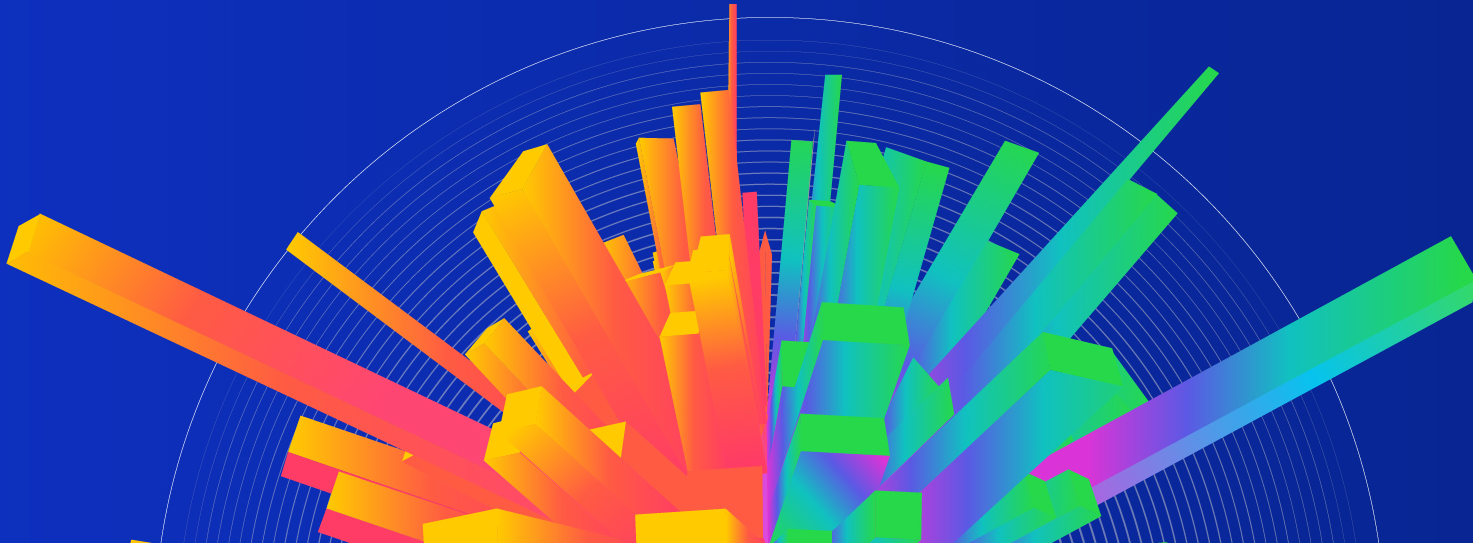
### 5 bewährte Tipps für die erfolgreiche Kandidatensuche:

1. Suchen Sie zunächst so allgemein wie möglich und grenzen Sie eine Suche nach und nach mit spezialisierteren Technologien und Skills ein.
2. Füllen Sie zunächst das Feld „Technologien“ aus und grenzen Sie anschließend über die verfügbaren Optionen der „erweiterten Suche“ weiter ein.
3. Meiden Sie allgemeinen Schlagwörtern wie „Entwickler“, „Programmierer“ oder „Ingenieur“.
4. Kommen Sie schon im Betreff zum Punkt und nehmen Sie Bezug auf den Job, für den Sie rekrutieren.

The following 4 items were added to your Stack Exchange "Email Design" feed.

- Calculating unsubscribe rate in emails**  
 I was wondering, what is the best practice for calculating the unsubscribe rates in emails: number of people who unsubscribed / number of people who have read the email number of people who ...  
 tagged: [email](#), [html-email](#) Jan 30 at 13:54
- HTML Formatted Emails With Python**  
 Disclaimer: beginner Hi, I am trying to build a formatted email sender. I want it to be able to send emails to a user entered list of emails and have it format to a list of ...

## 2. Make it official

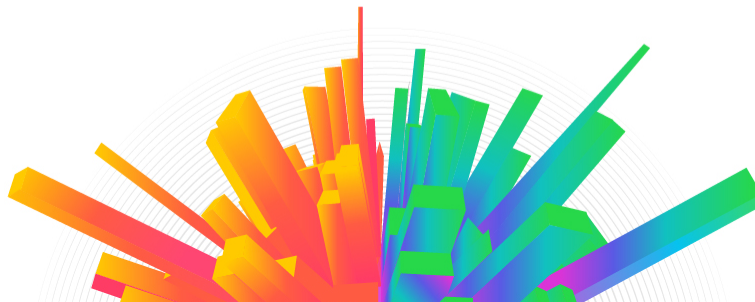


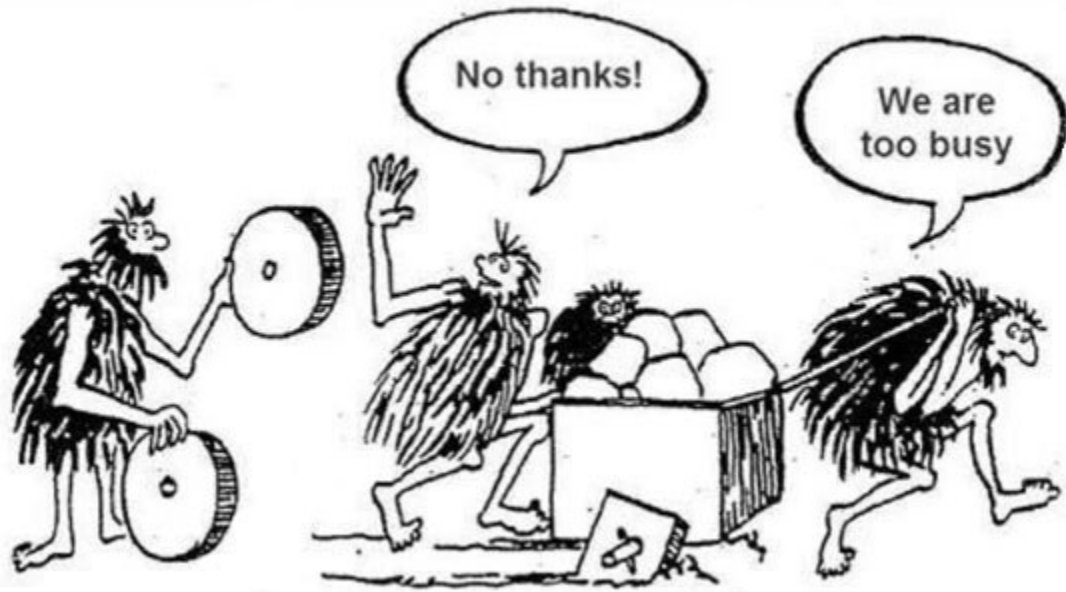


“

If a design system is treated as a side project, it'll probably fail.

Nathan Curtis  
Founder and Principal, EightShapes





# Making our case

---



Time



Money



Consistency

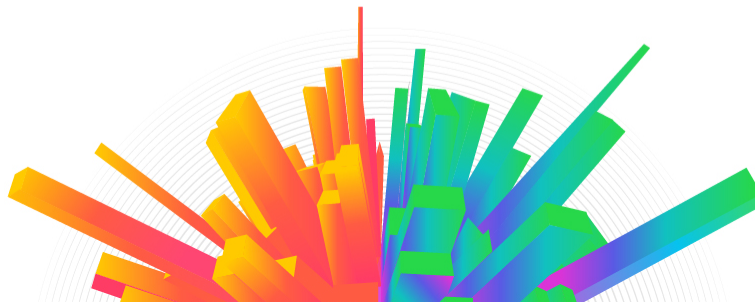


Education

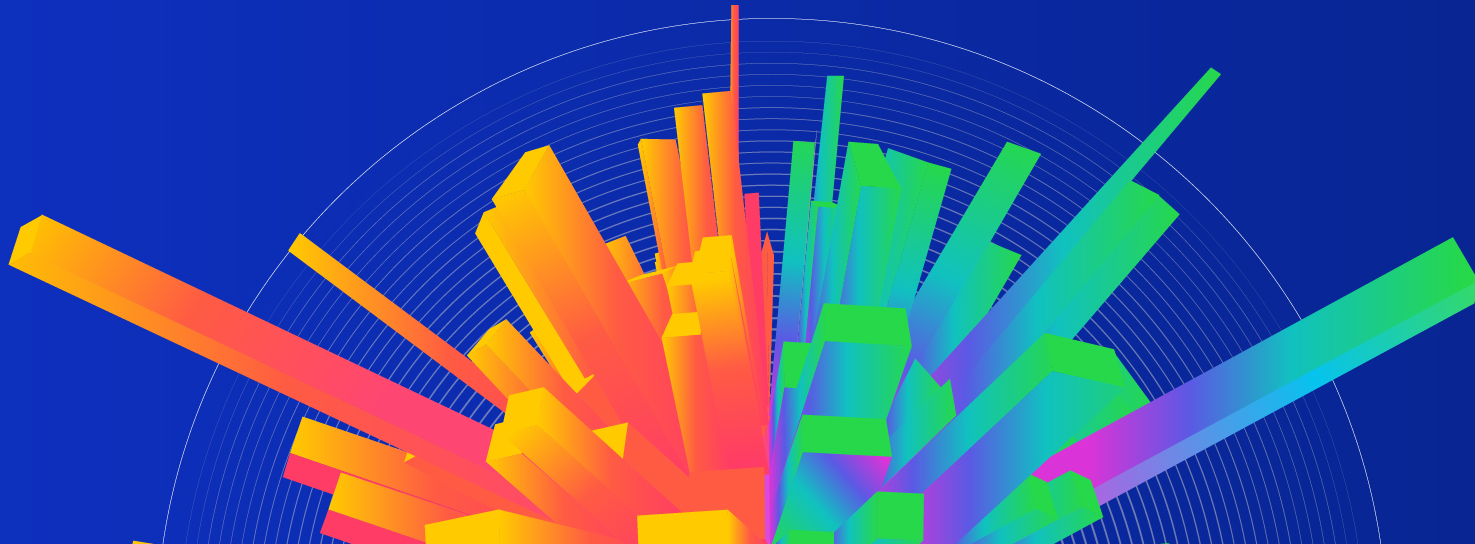
“

If you allow a small group of employees to build a design system, all these problems go away. It will cost you about X hours a week for Y months.

Our sales pitch... basically...



### 3. Start small, involve others early



# Design, develop, and deliver

Use Atlassian's end-to-end design language to create straightforward and beautiful experiences.

## B Brand

Foundations, including personality, writing style, color, and type.

## B A double rainbow!

We use color in meaningful ways in all expressions of our brand.



## B Atlassian personality

A reflection of our culture, values, and promise to customers - our personality is on display in everything we build.

## M Marketing

How color, type, and illustration are used in marketing.

## M Atlassian logos

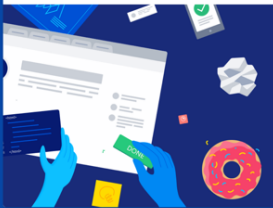
## M Our illustrations



## P Product

Foundations, components, and patterns for building applications.

## P Why prototyping is a must



## A Atlassian

The tools to build experiences in the Atlassian Design style.

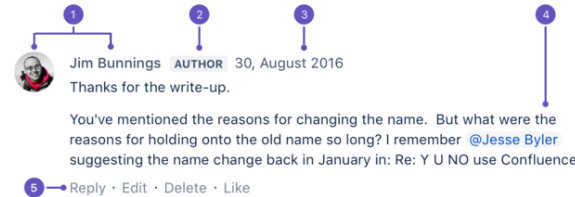
## Server products

Designing for Atlassian Server

## Comments

API docs

Comments enable driving an action or decision, soliciting feedback or having a discussion on items like pages, blog posts, issues, or pull requests. Depending on the context, these discussions can take place among authors, contributors, and readers. The complete comment pattern consists of an activity stream of previously posted comments and an editor for submitting comments (if the user has the required permissions).



- Commenter:** The person's name and avatar indicate who published the comment and links to their profile and show their profile card on hover.
- Lozenges (optional):** Help users identify the type of comment. Examples include author, internal, and external.
- Date and time:** Shows when the comment was published. The date format is at the discretion of the admin and also serves a permalink.
- Message:** The body of text that the user can type and edit. Content can also include images, links, videos, tables, and code blocks.
- Actions:** Interactions available to the user in the comment. The order for these link buttons should be reply, edit, delete and like.

## Types of comments

### Flat

A linear, single-threaded discussion displayed in chronological order.



ACTIVATE **19**

Presented by:  *iterable*

StackOverflow.design/email pages:

- (homepage) Email at Stack Overflow (informal research)
  - [primary] Templates
  - [secondary] Components
  - [secondary] Guidelines
  - [tertiary] FAQ
- Creating new email
  - Our minimum bar of quality
    - Email clients we support
    - Writing HTML & CSS
    - Preparing and hosting images
    - Testing
      - Using Papercut
      - Send test email to [stac](#)
      - Use Litmus
  - Templates
    - Short Stack
      - Typography, button
      - Good for emails with a type of message.
      - Ex. Forgot Password, Survey
    - Tall Stack
      - Everything in short stack
      - Good for emails with a type of message.
      - Ex. Your answer was a Careers example
    - Full Stack
      - Everything in tall stack and button options.
      - Good for emails with c
      - Ex. Newsletters, produ
  - Components
    - Text (title, paragraph, lists, link)
      - markdown
    - Button (primary and white)
    - post tags (list)
    - <hr>

## Email Design at Stack Overflow

**PROBLEM**

Email templates at Stack Overflow are in a state of disarray. Old templates are not mobile friendly and break in many email clients. Many don't share code. Present day product teams are approaching email design piecemeal, resulting in inconsistent design and messaging across our product.

**SOLUTION**

Email can seem like a tangled mess, and you will deal with some crazy parameters. This project will help explain email code patterns and set guidelines for teams to create consistently designed, on-brand, properly rendered emails.

**GOALS**

- Standardize design for all future emails so we're all on the same page.
  - Solution:** Evolve this doc and move it into Stacks.
- Provide code patterns for designers and engineers to create email on their own.
  - Solution:** Create a Master template with the most common patterns, make available in Stacks.
  - Maybe:** Create isolated code snippets for common elements.
- Update or retrofit legacy emails.
  - Solution:** Audit existing emails.

**PURPOSE**

**Analytics**

A few graphs on email client popularity from Iterable (Dev Marketing), SendGrid (Dev Transactional), and Hubspot (Careers). [More information about where to find email metrics can be found here.](#)

**Design**

- Your analytics should dictate what email client you focus on. Eg. if you don't have many Outlook users, maybe don't stress over a bug in Outlook 2003.
- Emails don't need to look the same in every email client.
- When building hybrid emails, maths must be spot on. So...
  - Make emails 660px wide. This provides flexibility for multi-column layouts.

- 2 even columns (thumbnail + text)
- 2 uneven columns (thumbnail + text)
- Job listing
- Candidate Card (with badge options)

5. FAQ

- The rest of the questions we've been working on

23 May 2018

## Feedback

**Getting Started**

- The links in header are inconsistent.
- Remove right sidebar navigation for "Getting Started" page. It's
- Remove link to Slack
- Add section to talk about when to use templates and when to use

**Templates**

- Show a preview of email
  - This could be a screenshot or an iframe. What are the benefits of having an opinion here.
- Provide more than just a kitchen sink. Provide simple templates
  - Transactional Template
  - Marketing Template
  - "Special" Template
  - Kitchen Sink

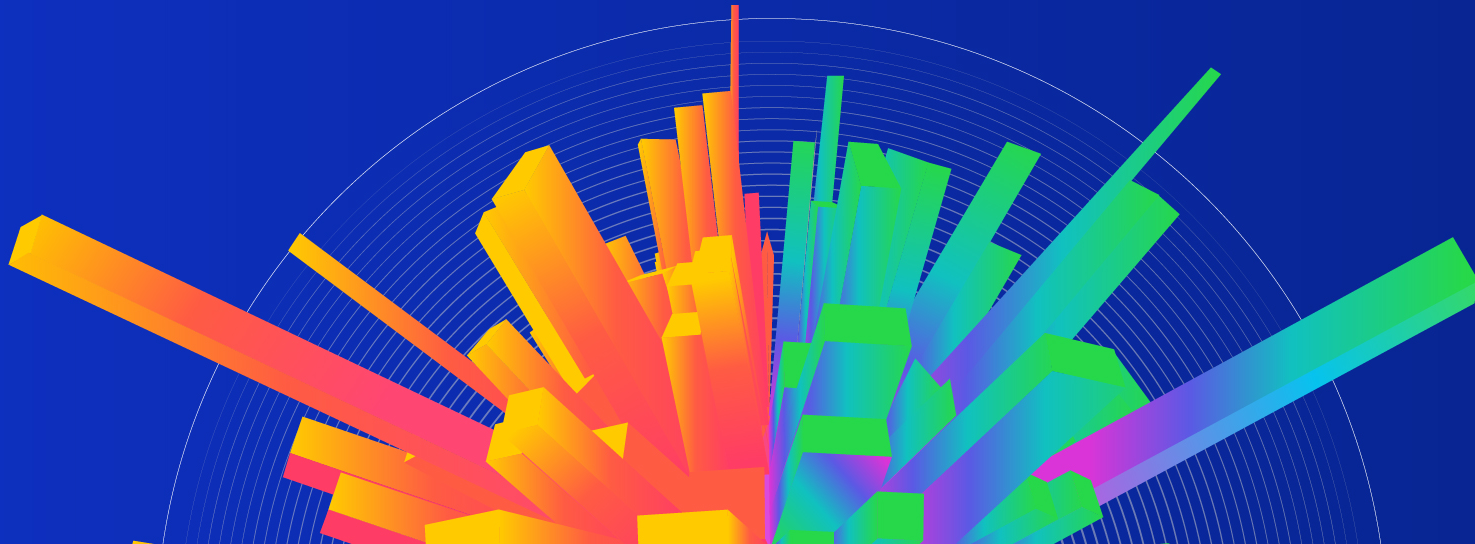
**Analytics**

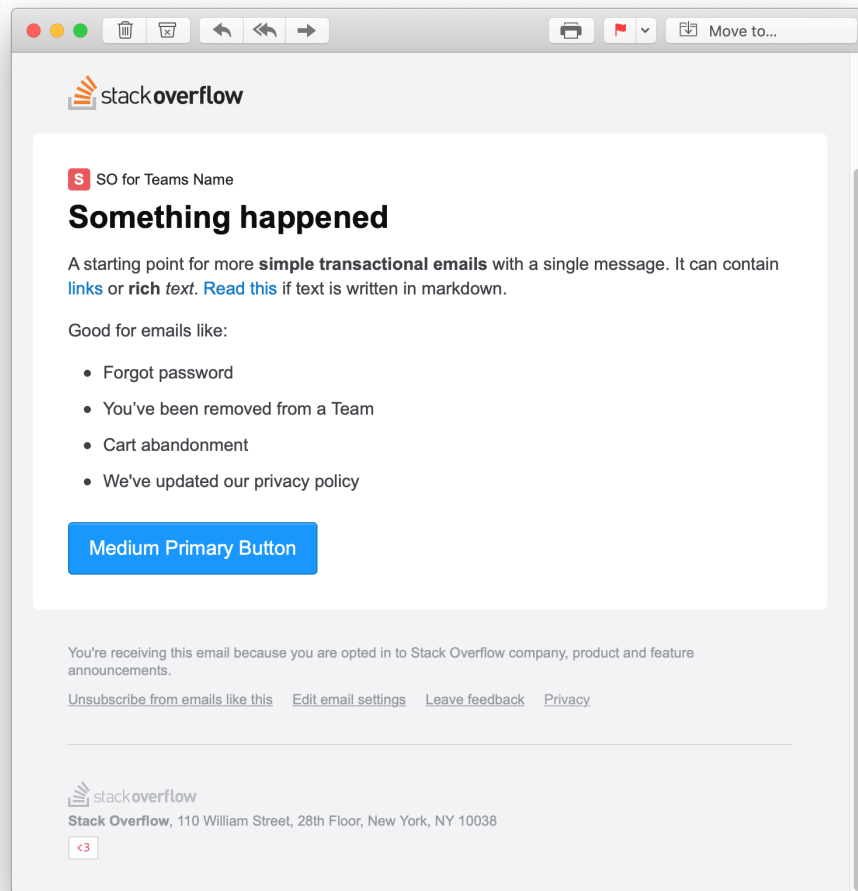
- Discuss what resides in this section. What is useful? What can

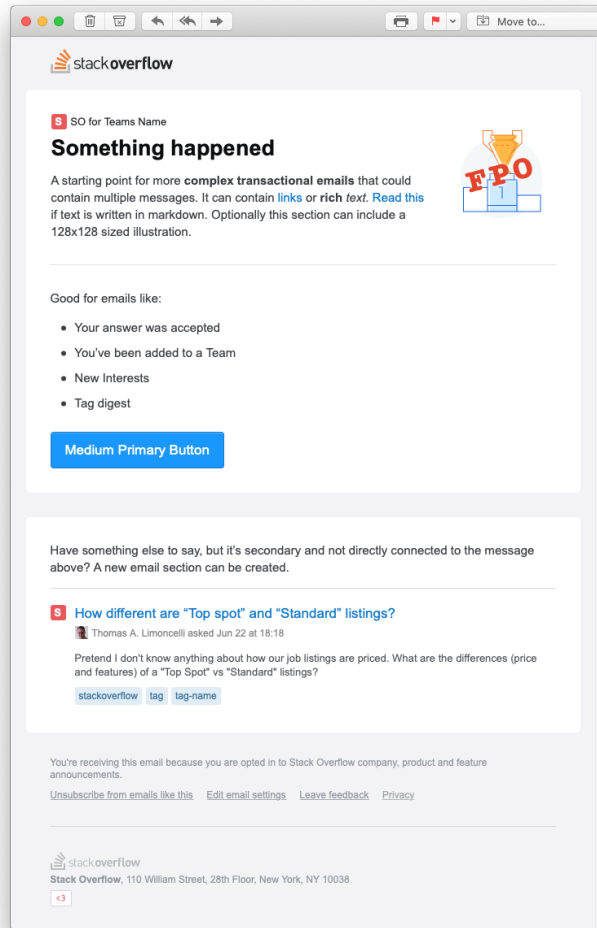
**Other**

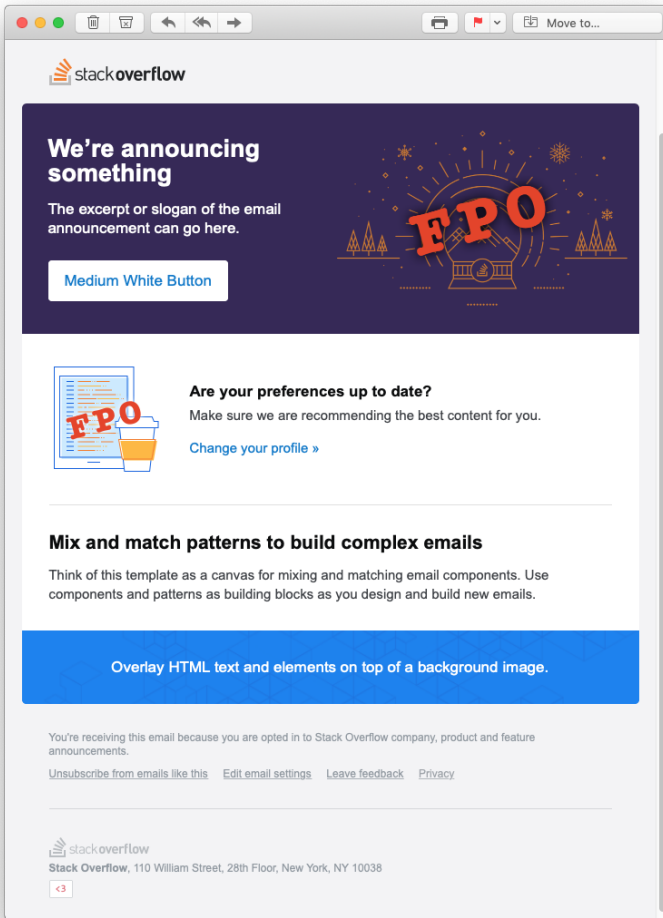


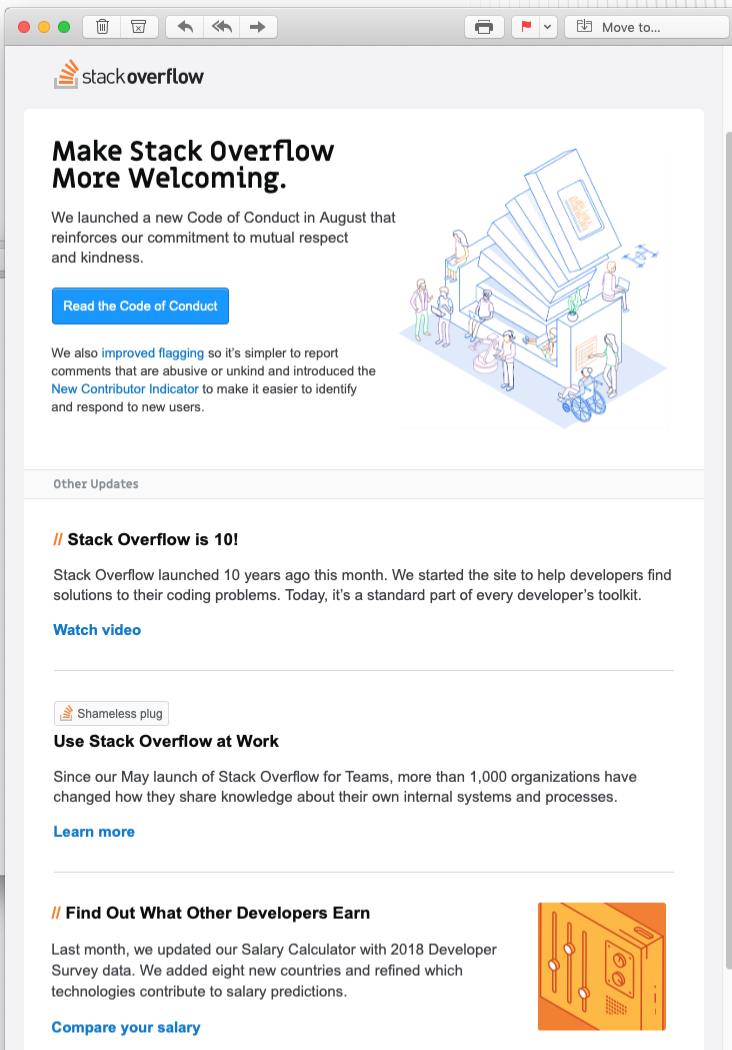
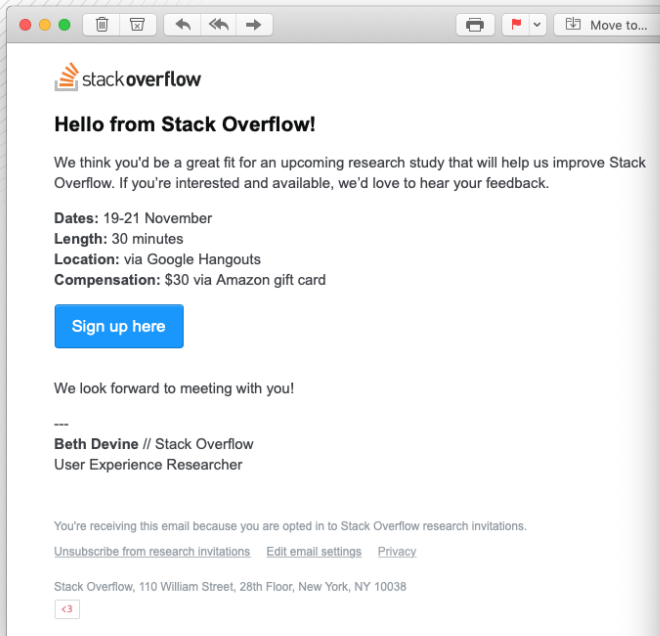
4. It doesn't have to be complete  
to be useful











I'm a button

vs.

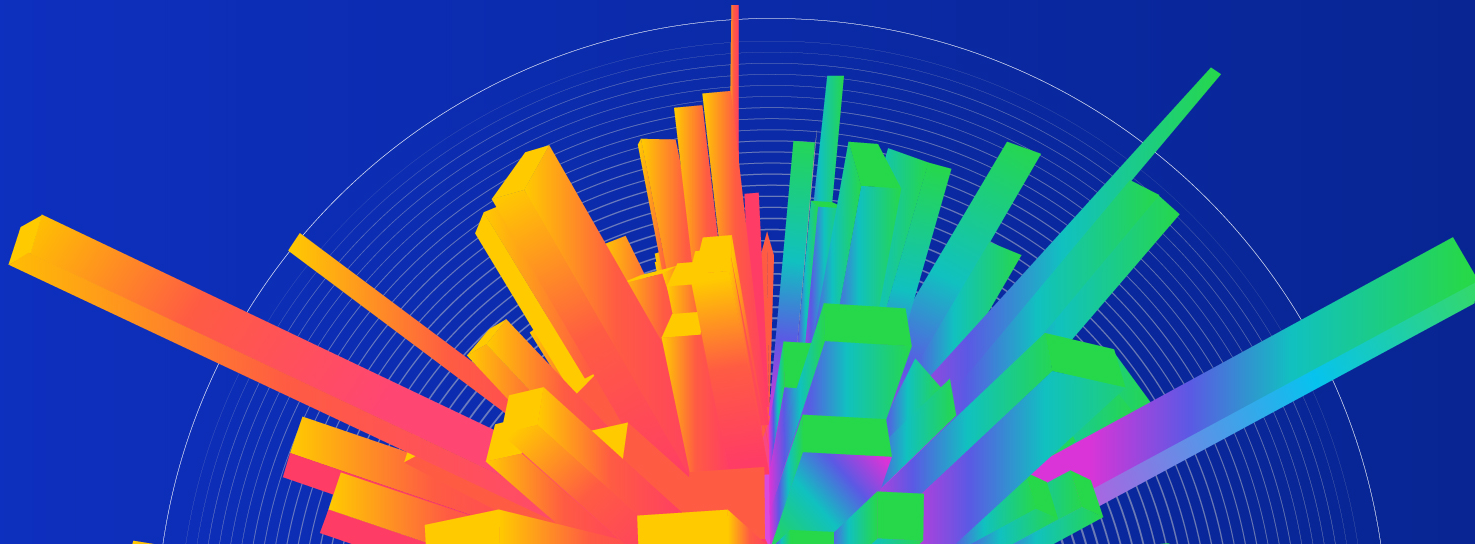
I'm a tag

I'm a tag

I'm also tag

I'm a tag too

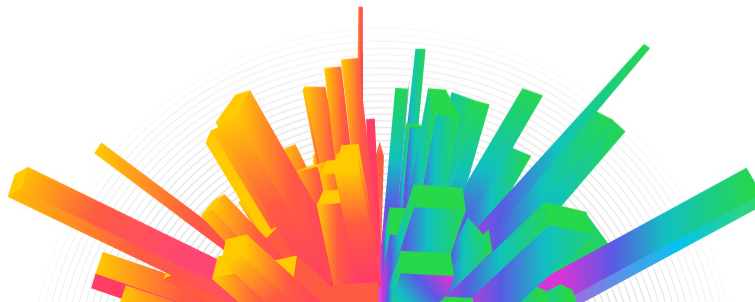
# 5. Double down on documentation



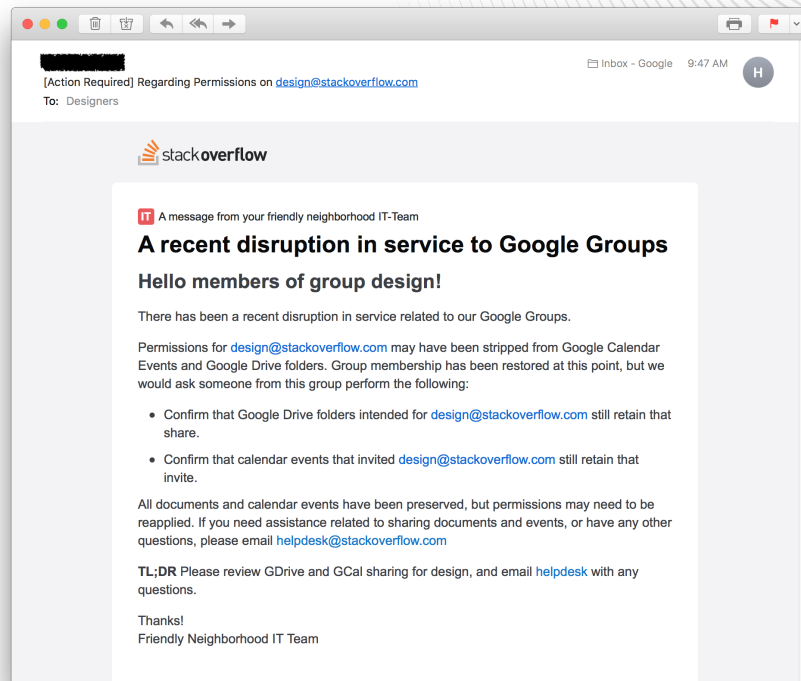
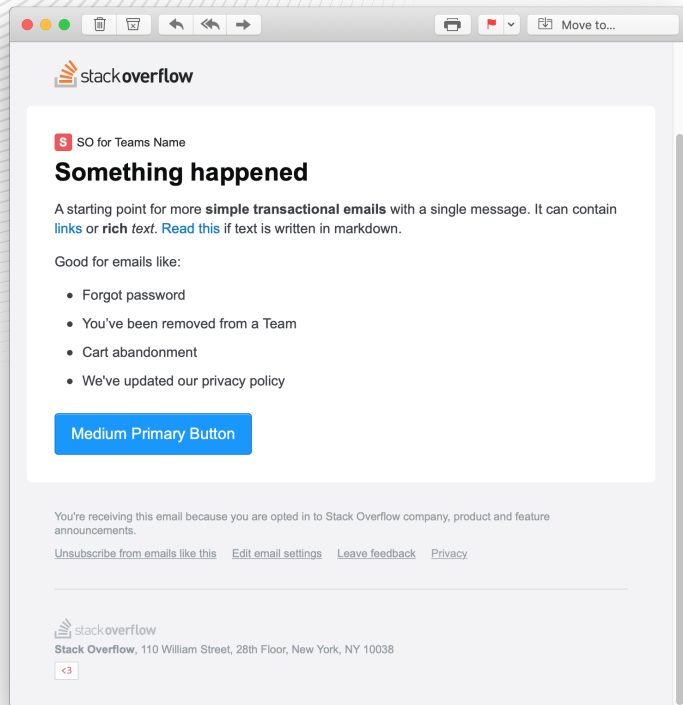
“

Another flaw in human character is that everybody wants to build and nobody wants to do maintenance.

Kurt Vonnegut









ACTIVATE 19

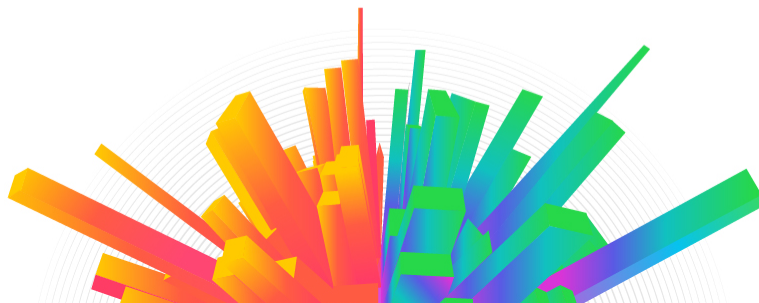
Photo credit: <http://i.imgur.com/LPIrHp0.jpg>

Presented by:  *iterable*

“

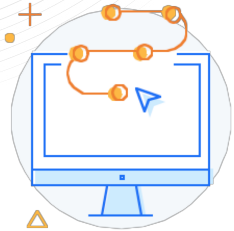
When building design systems, get into habit of documenting early. You're building a system and that cannot work if the system is you.

Karri Saarinen  
Principal Designer - Airbnb



# Tips for writing documentation

---



Document  
as you go



Real time



Get an editor



Not just words

“

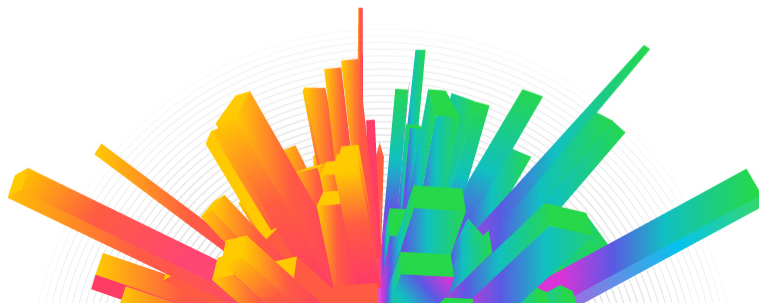
**Me:** Here's how I make buttons.

**COWORKER:** Great! Hey does this other, simpler way work too?

**ME:** No of cours...

**ME:** *(researches)*

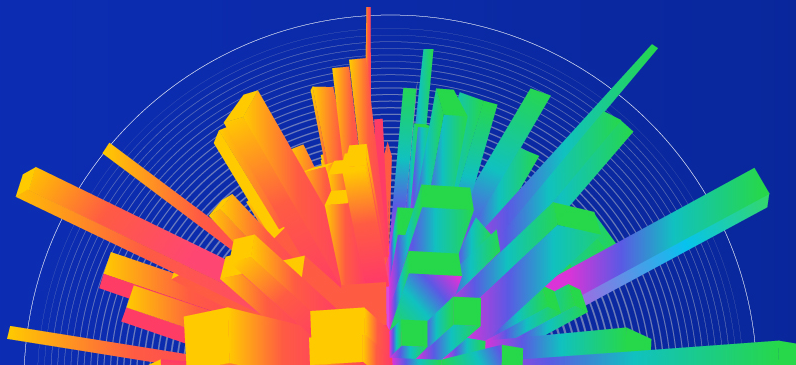
**ME:** Actually... yes...

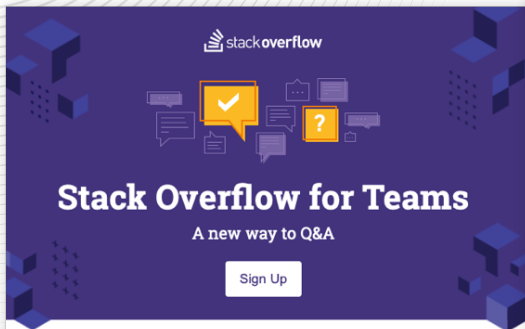


“

One of the biggest impacts is people being able to get further without design help. [...] It doesn't mean you don't need a designer—it's just that other team members can get further than they could before.

Diana Mounter  
Design systems manager - Github





Hi Ted Goas,

You previously expressed interest in hearing more about Stack Overflow Channels or Stack Overflow for Teams.

We've alpha tested. We've beta tested. And now the wait is over!

**Stack Overflow for Teams** is a private, secure home for your team's questions and answers. No more digging through stale wikis and lost emails—give your team back the time it needs to build better products.

Try it today, with your first 14 days free.

Sign Up

To find out why we built Stack Overflow for Teams, [read our blog post](#).

You're receiving this email because you signed up for updates regarding Stack Overflow Channels or Stack Overflow for Teams.

Unsubscribe from emails like this: [View account settings](#)

A dark blue video thumbnail for "10 Years of Stack Overflow". It features a large, stylized "10" in the center, decorated with balloons and a birthday cake. Above the "10" is a small icon of a hand holding a pen. Below the "10" is a small image of a person in a wheelchair. The text "10 Years of Stack Overflow" is written in a large, white, sans-serif font on the right side. A play button icon is overlaid on a small video frame on the left side of the thumbnail.

## 10 Years of Stack Overflow

Stack Overflow launched 10 years ago this month. We started the site to help developers find solutions to their coding problems. Today, it's a standard part of every developer's toolkit.

Over the last 10 years, three million of you have written 25 million answers to 16 million questions. It's been amazing to see programmers help each other. And from the incredible Q&A we built together to things like our **Salary Calculator** and **Stack Overflow for Teams**, we look forward to continuing to help you.

We hope you enjoy this short video.

But more than anything, we want to say thank you. We couldn't



Join us in building a kind, collaborative community

[Read Code of Conduct](#)

Our new Code of Conduct came from numerous conversations with the Stack Exchange community. Together, you helped create a code that reinforces our commitment to mutual respect and kindness. Take a moment to read our new...



Photo credit: rawpixel, unsplash



# ACTIVATE 19

The Growth Marketing Conference

@tedgoas

<https://email.geeks.chat/>

Thanks! 🙌

Presented by:  *iterable*

