

# Case Study

# Design System enterprise solution for cannabis retailers

Nicole Dupré / December 2023

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# Intro

In my role as the company's first designer, I was tasked to define a comprehensive UX framework, develop a robust Design System, and enhance the user experience for a multi-store, multi-state enterprise platform.

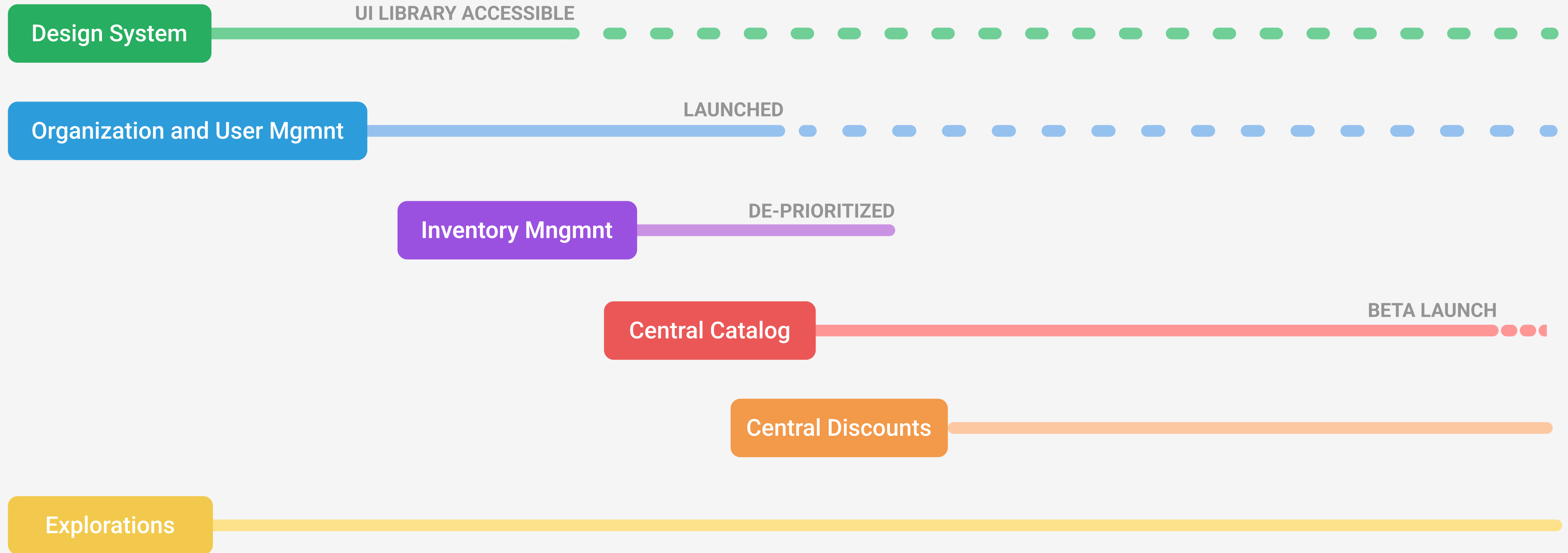


# Product Design Roadmap

Jan '22

Jan '23

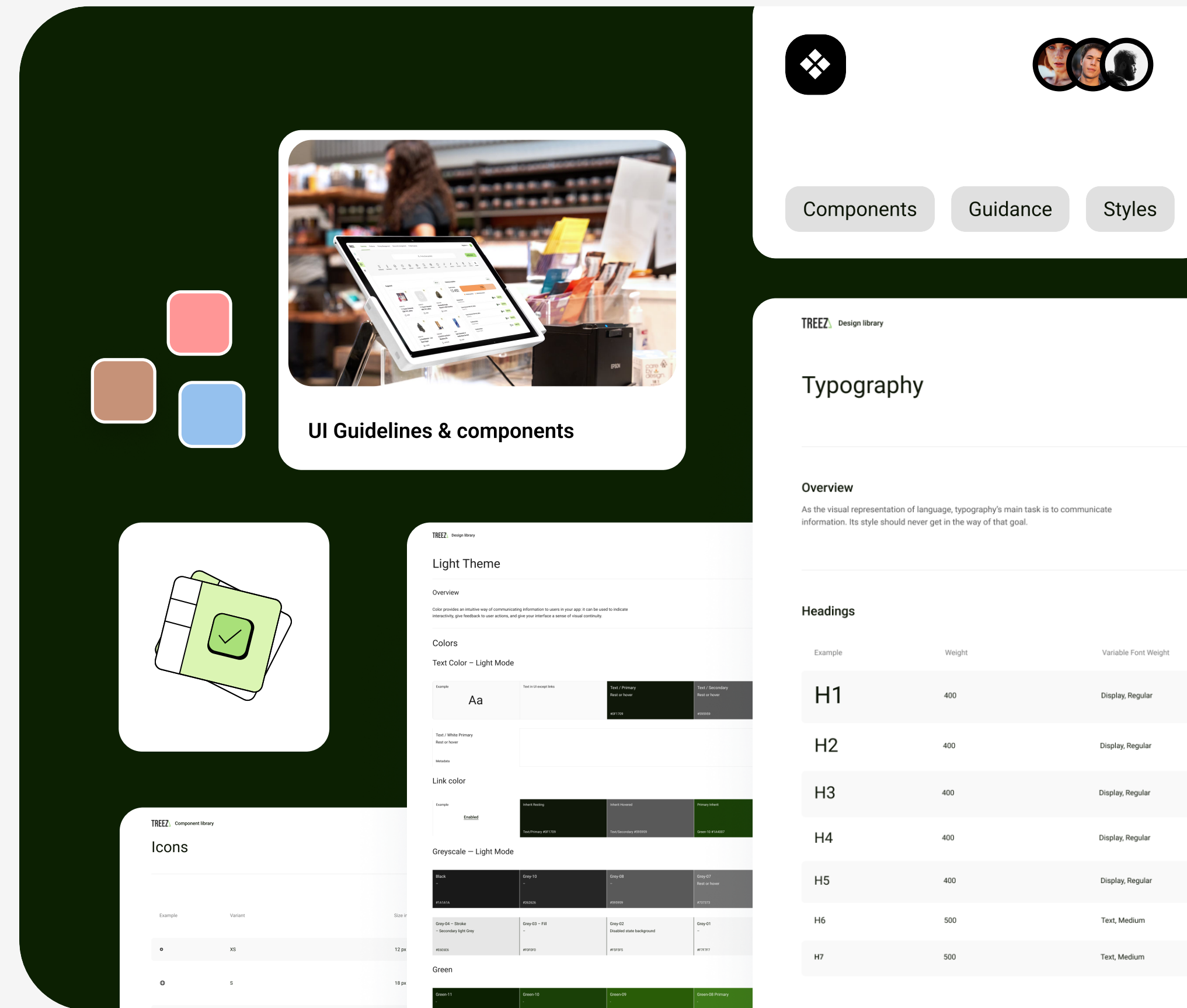
Oct '23



# Design System

# Project Summary

Facing a costly, hard-to-scale legacy product and a disjointed UX post-rebranding, Treez needed a new design system. This system was crucial for enabling teams to build a unified Treez platform, streamlining retailer operations for expansion across stores and states.



Business opportunity

Project objective

Focus of this workstream

**Streamlining the UX design and implementation process, **reducing repetitive work**, and ensuring a consistent, brand-aligned user experience.**



## **Cata, UX designer**

Absence of a standardized design language leads to inconsistent user experiences and impacts brand identity.



## **Mike, Developer**

Coding UI components from scratch, again and again which hampers both development speed and consistency.



## **Nic, Customer**

The lack of clarity, consistency, and intuitive design negatively affects my operational efficiency and overall satisfaction as a user.



# Design principles

## Inclusive

Champion accessibility as a fundamental standard for components, tokens and patterns.

## Scalable

Broken down in to smaller components to create and scalable ecosystem of products.

## Living and evolving

The source of truth that can be evaluated and can evolved with the product over time.

## Key decisions

# Centralized or **embedded teams**?

To kickstart the design workflow, we centralized the UX and front-end teams, working hand to hand and focusing on developing a key design system to streamline implementation. After establishing this system, we embedded designers and developers into specific teams to foster adoption and collaboration, allowing for iterative enhancements and new component additions based on project-specific needs.

Key decisions

# Technical **constraints?**

The Front-end team selected MUI as it is one of the most well-supported UI libraries for web. The component library would need to adapt as much as possible by using components and design patterns available in the framework.

# Tokens, Components and Design Patterns

# Design Tokens

## Colors

TREEZ Design Library

### Color Tokens

Overview

Color provides an intuitive way of communicating information to users in your app. It can be used to indicate hierarchy, give feedback to user actions, and give your interface a sense of visual continuity.

Palette

Greyscale - Details

grey10 #333333	grey09 #444444	grey08 #555555	grey07 #777777	grey06 #888888	grey05 #999999	grey04 #AAAAAA	grey03 #BBBBBB	grey02 #CCCCCC	grey01 #DDDDDD
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Brack and White - Details

Text - Colors for text and UI (except links)

primaryBlack #000000	primaryWhite #FFFFFF	primaryDarkText #1A1A1A	secondaryText #444444	tertiaryText #666666	disabledText #999999	primaryWhiteText #FFFFFF
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Green - Details

green10 #006633	green09 #008040	green08 #00994D	green07 #00B060	green06 #00C066	green05 #00D077	green04 #00E088	green03 #00F099	green02 #00FFAA	green01 #00FFCC
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Primary - Details

Brand - Brand colors for logo and corporate stuff

primaryMain #009966	primaryLight #99CC99	primaryDark #006633	Brand Green #008040	Sativa Green #009966	Mild Green #00CC99
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Secondary - Brown

brown06 #A08060	brown05 #C0A080	brown04 #E0C0A0	brown03 #F0E0C0	brown02 #FFD0A0	brown01 #FFA060
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Secondary - Orange

orange03 #FFCC99	orange02 #FF9966	orange01 #FF6633
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Secondary - Peach

peach05 #FFD0C0	peach04 #FFA0B0	peach03 #FF8090
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Secondary - Blue

blue02 #6699CC	blue01 #336699
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Secondary - Purple

purple02 #9966CC	purple01 #663399
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Secondary - Yellow

yellow05 #FFD066	yellow04 #FFC066	yellow03 #FF9966
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System - Info

infoMain #0070C0	infoLight #99B0E0	infoDark #005090
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System - Success

successMain #008040	successLight #99D099	successDark #006030
------------------------	-------------------------	------------------------

System - Warning

warningMain #E08030	warningLight #FFD080	warningDark #C06030
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System - Error

errorMain #C03030	errorLight #FFB0B0	errorDark #803030
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## Shadow / Elevation

TREEZ Design Library

### Shadow / Elevation

Overview

Styles to be used when elevating components from the surface.

Extra Large

Used for large sized components (Like popups).

Large

Used for medium sized components (Like flyouts, filters).

Medium

Used for smaller components (Like snackbars and tooltips).

Small

Used for really small components.

## Icons

TREEZ Component Library

### Custom Icons

Product categories

Beverage		Topical	
Cartridge		Extracts	
CBD		Flower	
Plant		Tincture	
Edibles		Merch	
Prepacked		Pill	
Miscellaneous		Preroll	

Icons

Overview

Icons work as assets to make information more easily understood as well as to make user interface elements more accessible. Treat Design Library icons as Material Symbols in its Rounded variant, with 400 weight. Grade Number, No fill and an optimal size that will vary based on the size of the icon. It is very important to not enlarge icons too much, as the optimal size will be lost and the icon will lose its proper form. Find implementation specs and icons in the UI.Basics.

Placeholder icon

Example	Variant	Size in pixels	Optimal Size
	S	12 px	Square 16 px Max 10px (vertical and horizontal)
	M	18 px	Square 15x15 px Max 10px (vertical and horizontal)
	L	24 px	16x16 px
	XL	48 px	48px

Navigation Icons

Q3-2022 Current version Q1-2023

## Typography

TREEZ Design Library

### Typography

Overview

As the visual representation of language, typography's main task is to communicate information. Its style should never get in the way of that goal.

Headings

Example	Weight	Variable Font Weight	Size / Line height	Size / Line height
H1	400	Display, Regular	45/52 px	2.813 / 3.25 rem
H2	400	Display, Regular	36/44 px	2.25 / 2.75 rem
H3	400	Display, Regular	32/40 px	2 / 2.5 rem
H4	400	Display, Regular	28/36 px	1.75 / 2.25 rem
H5	400	Display, Regular	23/32 px	1.438 / 2 rem
H6	500	Text, Medium	17/24 px	1.063 / 1.5 rem
H7	500	Text, Medium	14/20 px	0.875 / 1.25 rem

General Text

Example	Weight	Variable Font Weight	Size / Line height	Size / Line height
Label Large	400	Text, Regular	15/24 px	0.938 / 1.5 rem
Label Large Strong	500	Text, Medium	15/24 px	0.938 / 1.5 rem
Label Medium	400	Text, Regular	14/20 px	0.875 / 1.25 rem
Label Medium Strong	500	Text, Medium	14/20 px	0.875 / 1.25 rem
Label Small	400	Small, Regular	12/16 px	0.75 / 1rem
Label Small Strong	500	Small, Medium	12/16 px	0.75 / 1rem
Label X Small	400	Small, Regular	11/16 px	0.688 / 1rem
Label X Small Strong	500	Small, Medium	11/16 px	0.688 / 1rem

Label - Link

Example	Weight	Variable Font Weight	Size / Line height	Size / Line height
Label Large Link	500	Text, Medium	15/24 px	0.938 / 1.5 rem
Label Medium Link	500	Text, Medium	14/20 px	0.875 / 1.25 rem
Label Small Link	500	Small, Medium	12/16 px	0.75 / 1rem
Label X Small Link	500	Small, Medium	11/16 px	0.688 / 1rem

# Components

Drawer component

Tertiary CTA    Drawer Title    X

SLOT


Secondary CTA    Primary CTA

Product card - Catalog management

History log    Product preview    X

ⓘ The deadline for submitting the application is approaching. Please complete the form by the end of the day.

🟢 Verified    Draft



● ○ ○ ○ ○ ○ ○

🌿 FLOWER • PRE-PACKED • PACIFIC STONE • HYBRID • 805 GLUE

## 805 Glue Hybrid

### 250 MG THC

Global Description

Afternoon Delight cannabis flower preroll: expertly crafted with premium strains, ground and rolled to perfection. Delivers smooth, flavorful smoke with enticing aroma. Elevate your senses and experience euphoria. Unforgettable journey awaits.

5 Variant descriptions ▼

Variants

7.5 Gram    Sample

Activate    Edit

History log

History log    X

Last 7 days

- 💰 **Jason Andersson** edited price  
2 days ago • 3:30 PM  
Price changed from \$80 to \$65
- ✎ **Jason Andersson** edited information  
3 days ago • 3:30 PM
  - Name changed from 'Test product' to 'Granddaddy Purple'
  - Aroma Attribute set to 'Vanilla'
  - Effects Attribute set to 'Uplifting'
- + **Jason Andersson** Added variant  
5 days ago • 3:30 PM  
Product activated in catalog
- 📷 **Jason Andersson** uploaded images  
10/26/2022 • 3:30 PM  
2 images was added
- 📦 **Jason Andersson** created product  
10/26/2022 • 3:30 PM  
Product was created and added to catalog

Preview    Edit product

# Components

## Message general documentation

Design library Messages

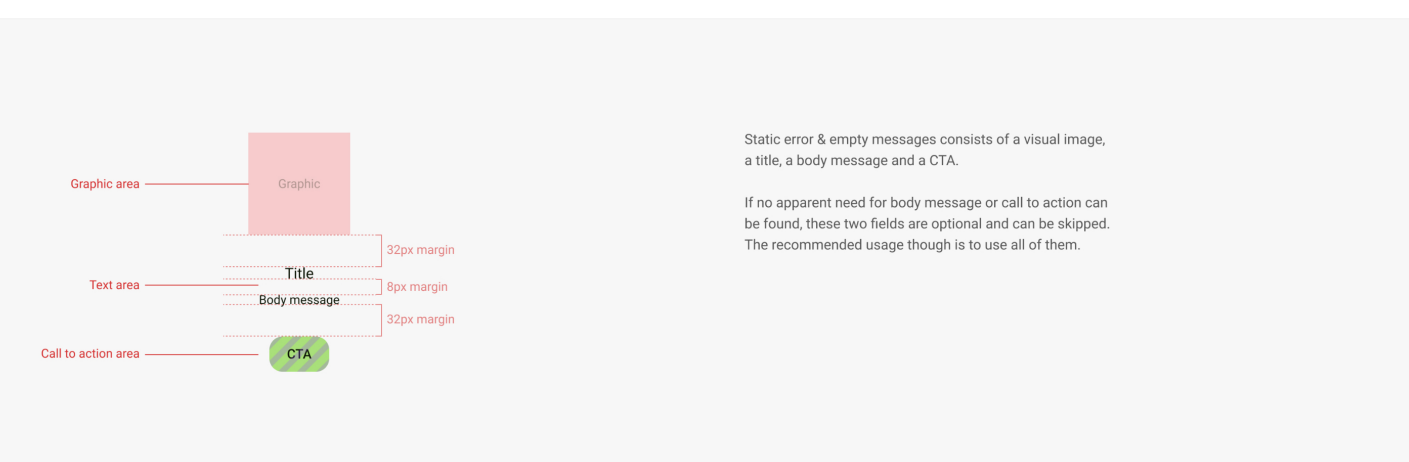
### Message Anatomy

**Description**

Error state messages are used to communicate if something wrong happened, this message should be contextual, helpful and the user should have a option to fix the problem if possible.

Empty state messages are used to communicate that the area is empty because there is no data to load (e.g user has not populated this area yet). Again, this message should be contextual, helpful and the user should have a option to "fix" this.

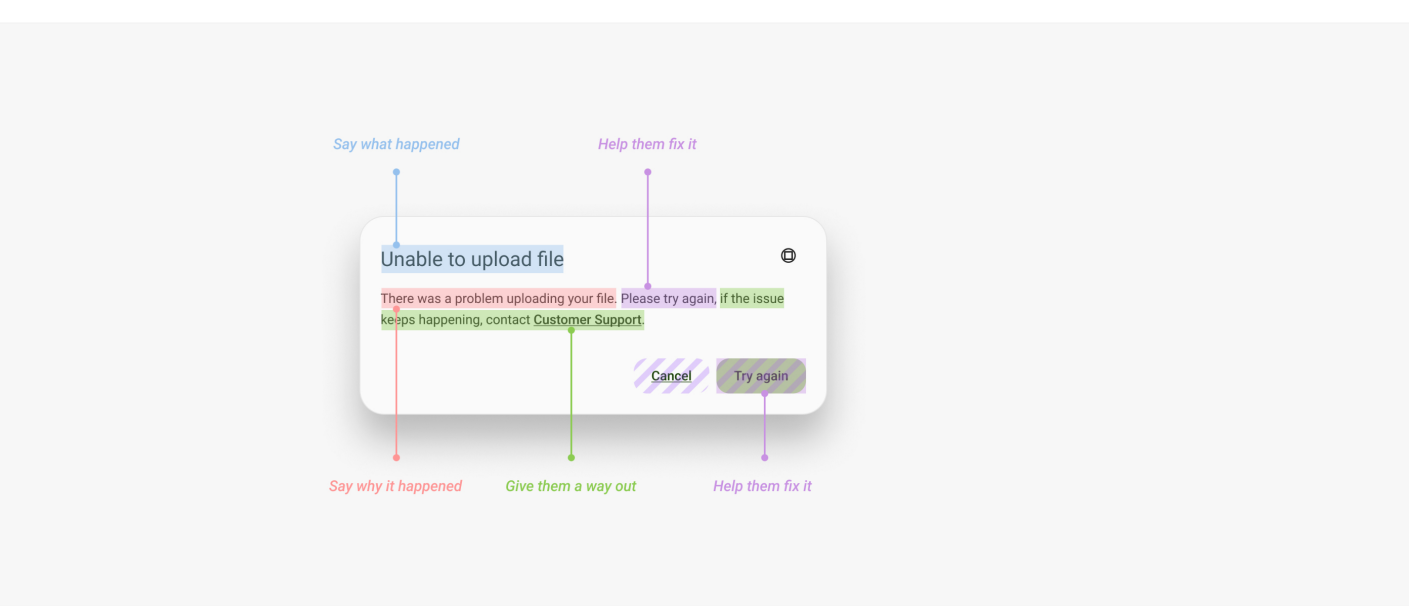
**Message Anatomy**



Static error & empty messages consists of a visual image, a title, a body message and a CTA.

If no apparent need for body message or call to action can be found, these two fields are optional and can be skipped. The recommended usage though is to use all of them.

**Messaging rule of thumb**



Unable to upload file

There was a problem uploading your file. Please try again. If the issue keeps happening, contact Customer Support.

Cancel Try again

## Warning message types

Design library Breadcrumbs

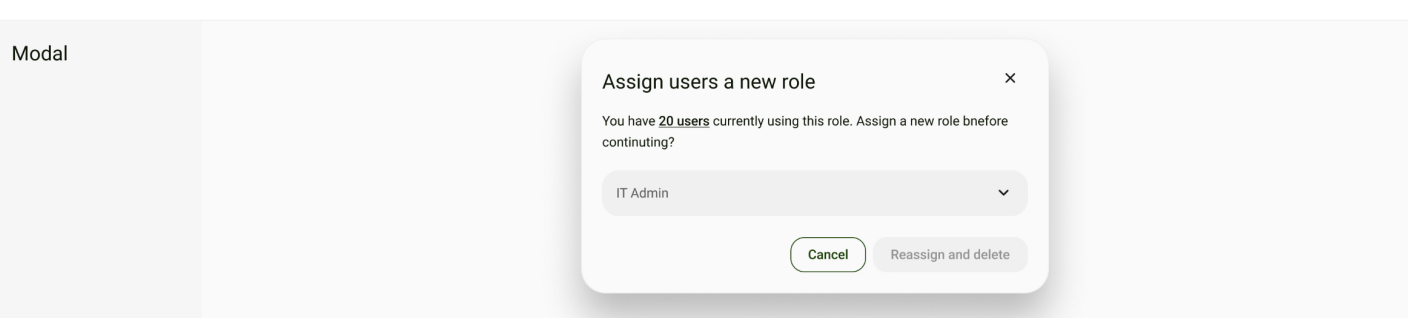
### Warning Messages

**Description**

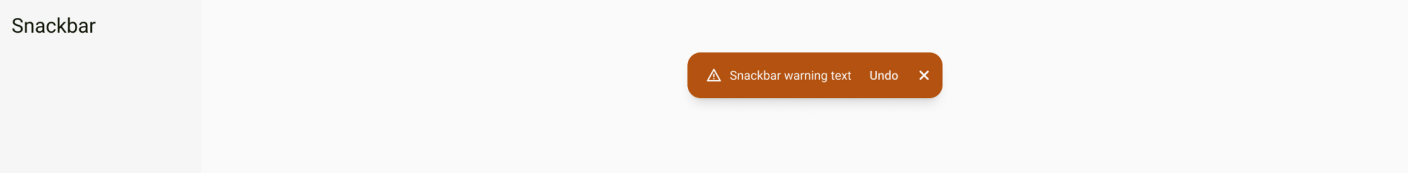
A warning should be used to prevent problems from occurring by eliminating error-prone conditions or by providing a confirmation option before users commit to actions with serious consequences.

**Examples by context**

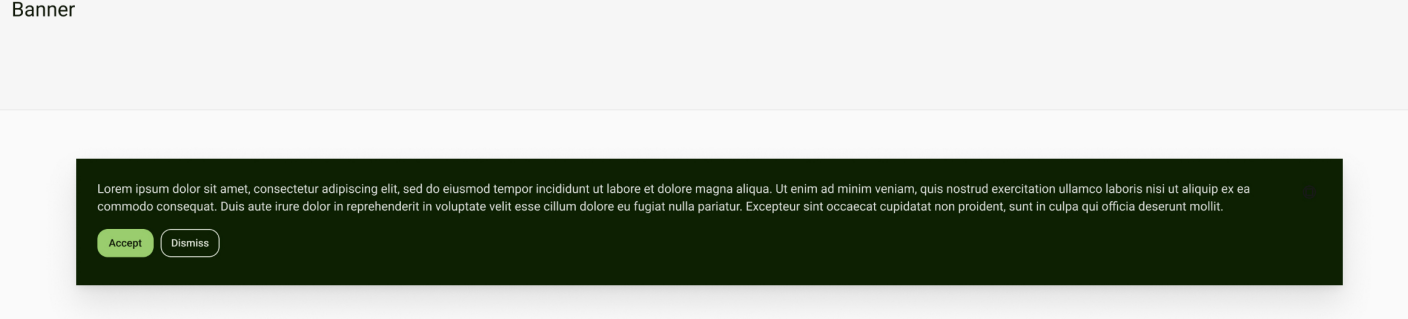
**Modal**



**Snackbar**

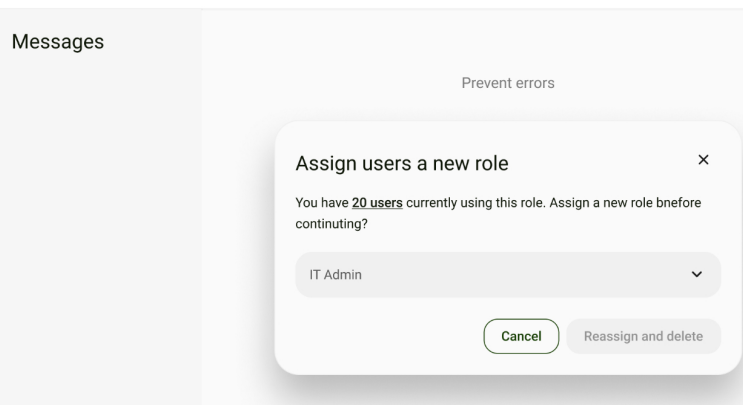


**Banner**

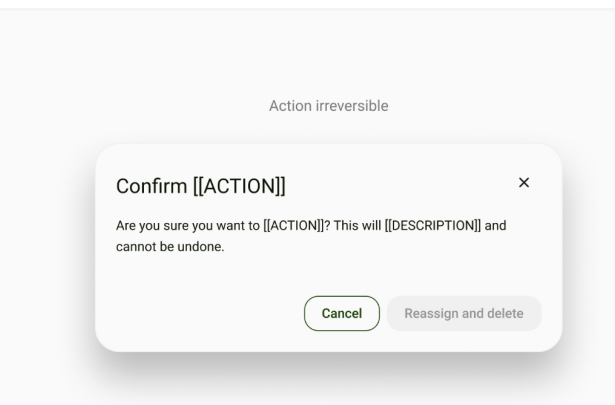


**Messages**

Prevent errors



Action Irreversible



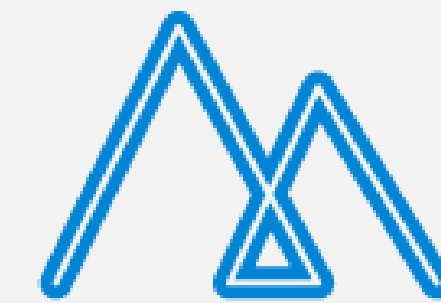
**Outcomes**



# What is the business impact?

Reduced time to market and eliminated redundancies for UX and Development teams, we can free up more time to focus on solving customer problems and decrease the cost of implementation.

# Thanks :)



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