

# **Design System & Implementation of Noyona Cosmetics E-Commerce Site**

**Prepared For:**

-

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## 1.0 What is a Design System?

A design system is a collection of standards for design and front-end code. It's a library of proven, reusable design components and assets with a guide on how to use them.

The goal of a design system is to help teams achieve higher efficiency, consistency, and scalability when building digital products. It encompasses everything from typography and colors, to layouts and code rules. By using this "single source of truth," designers can create consistent user experiences across products and touchpoints.

However, the design system is not a static document but rather an evolving system that supports the new, increasingly modular approach to digital product development.

This means that your design system is never really done and you're going to have to put in some extra time and effort to maintain it. But considering all the benefits, it will be more than worth it.

## 2.0 Need of a design system

### 2.1 Accelerate time to market:

Design projects that are executed in a shorter time frame tie up fewer resources and enable a faster time to market. Design system enables teams to tap into the library of reusable assets, shortening the time they would otherwise spend rebuilding the same assets. This leads to increased iteration speed and faster time to market.

### 2.2 Achieve UX consistency:

When you have all your components, patterns, and templates standardized, it will be much easier to create a unified look and feel across products and platforms. Now, instead of spending valuable time recreating different design elements, you'll be able to focus your efforts on users' needs.

### 2.3 Improve team collaboration:

Design systems serve as a shared knowledge base for designers, product managers, and software engineers, closing the knowledge gaps between them. Having a shared design language allows product teams to learn and grow together which greatly improves productivity and collaboration.

### 2.4 Reduce costs:

Having a well-documented design system reduces or eliminates inefficiencies in the design processes which leads to fewer wasted resources and more cost savings. Reusing existing components across projects is a proven way to save designers' time and consequently money.

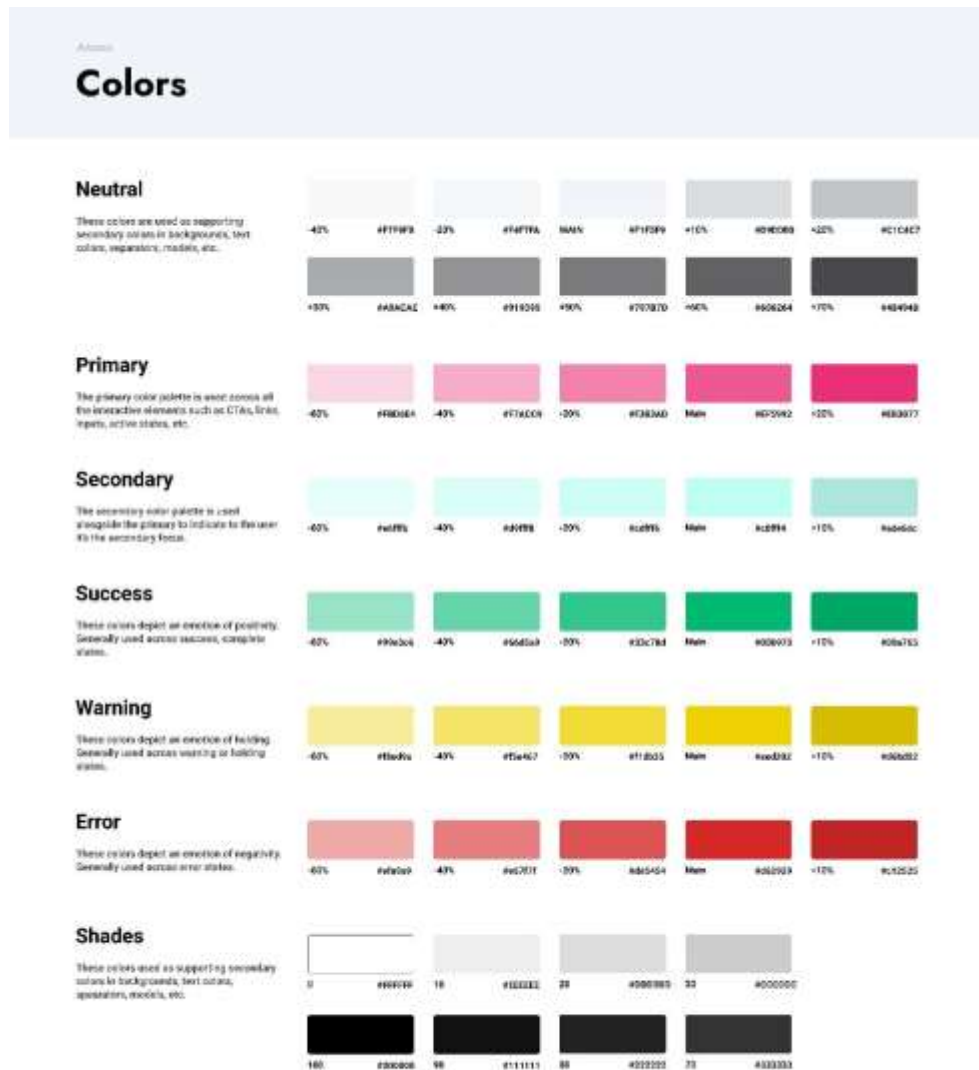


## 3.0 Design System Elements

Most design systems encompass the same 4 fundamental elements:

### 3.1 Colors (typically 1–3 primaries and additional accent colors)

The use of colors helps to create the ambient for the product interfaces. A color palette is created to best express a brand identity. When creating a color palette, it is crucial to check the color contrast. For instance, checking the color contrast of possible combinations between the text color and background color ensures good readability. The variety of colors provides designers choices to create interfaces to meet a specific purpose.





## 3.2 Typography (size, leading, typefaces, etc.)

Typography includes the typeface, size, leading and more. The font choice largely determines the characteristics of a brand. The legibility of the chosen fonts has a significant impact on a product's usability. In most cases, a design system consists of no more than two typefaces unless it supports multiple brands.

Type scale is the system of font size. When setting up a type scale, it is recommended to consider the eligibility of the selected typeface and its readability across devices. It needs to be big enough to be readable on smaller screens such as mobile devices, for instance. On the other hand, on larger screens, it can be scaled bigger to fill additional available space.

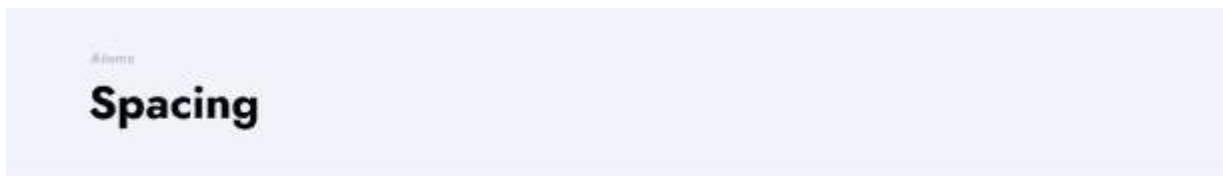
Typography / Secondary		Typography		
Display 00 Regular	Display 00 Bold	Display 0 Regular	Display 0 Medium	Display 0 Bold
Display 01 Regular	Display 01 Bold	Display 01 Semi Bold	Display 01 Bold	Display 01 Extra Bold
Display 02 Regular	Display 02 Bold	Display 02 Semi Bold	Display 02 Bold	Display 02 Extra Bold
Heading 01 Regular	Heading 01 Bold	Heading 01 Semi Bold	Heading 01 Bold	Heading 01 Extra Bold
Heading 02 Regular	Heading 02 Bold	Heading 02 Semi Bold	Heading 02 Bold	Heading 02 Extra Bold
Heading 03 Regular	Heading 03 Bold	Heading 03 Semi Bold	Heading 03 Bold	Heading 03 Extra Bold
Heading 04 Regular	Heading 04 Bold	Heading 04 Semi Bold	Heading 04 Bold	Heading 04 Extra Bold
Heading 05 Regular	Heading 05 Bold	Heading 05 Semi Bold	Heading 05 Bold	Heading 05 Extra Bold



## 3.3 Spacing (border spacing, margins, paddings, and more)

Space is the most used key property in almost all user interface designs. Spacing properties include margins, paddings, positioning coordinates and border-spacing. No matter if the spacing is between logos, text, graphical elements, icons, product images or content, each whitespace should be well-thought-through in a design that is function-oriented and serves a specific purpose.

Spacings look most visually balanced when it has rhythm, which means using a unified number system based on patterns. Using a predictable spacing scale increases maintainability by creating a more consistent layout that is more likely to align and adapt well.

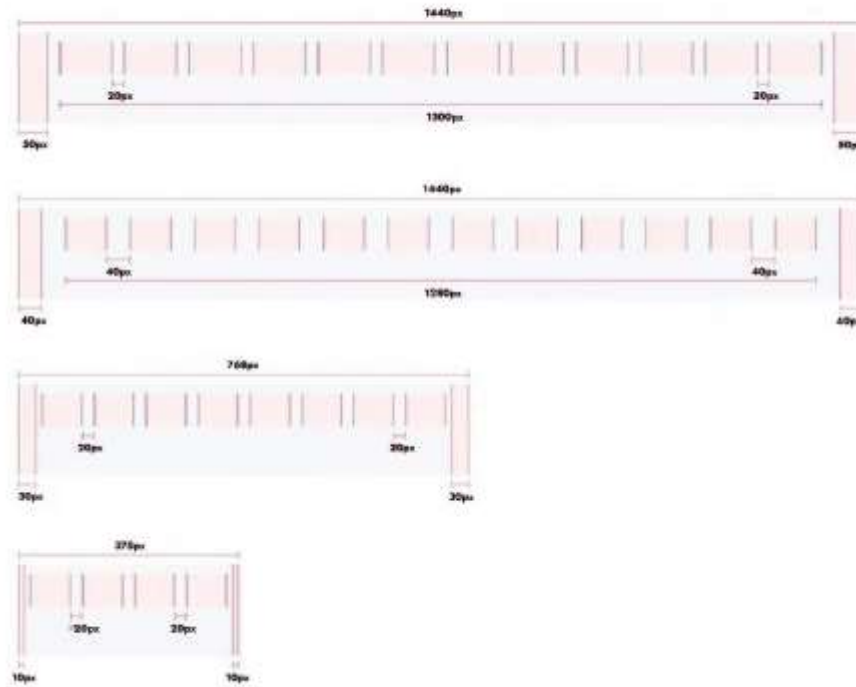


Name	Size	Pixel
0.5	0.125em	2px
1	0.25em	4px
1.5	0.375em	6px
2	0.5em	8px
2.5	0.625em	10px
3	0.75em	12px
3.5	0.875em	14px
4	1em	16px
5	1.25em	20px
6	1.5em	24px
7	1.75em	28px
8	2em	32px
9	2.25em	36px
10	2.5em	40px
11	2.75em	44px
12	3em	48px
14	3.5em	56px
16	4em	64px
20	5em	80px
24	6em	96px
28	7em	112px
32	8em	128px
36	9em	144px
40	10em	160px



Atoms

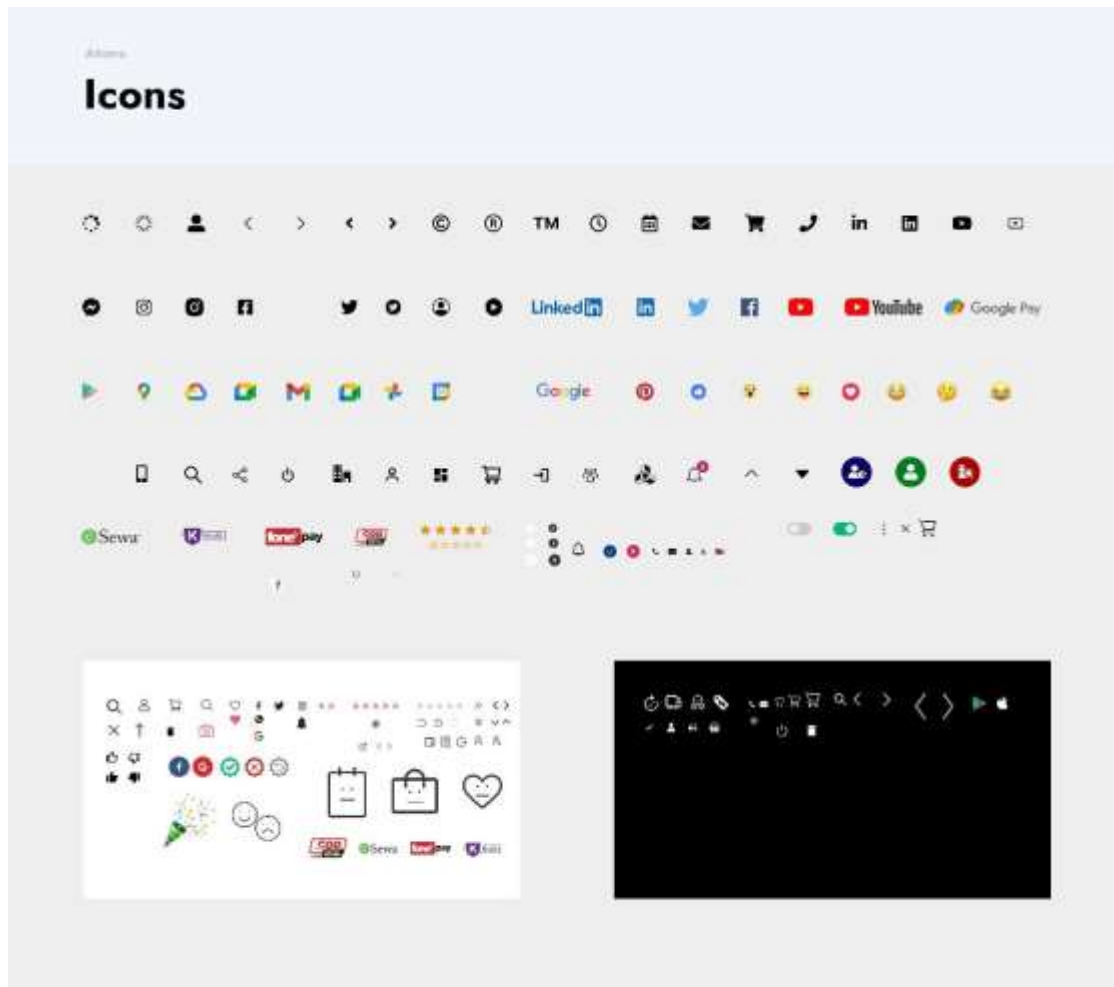
## Grids



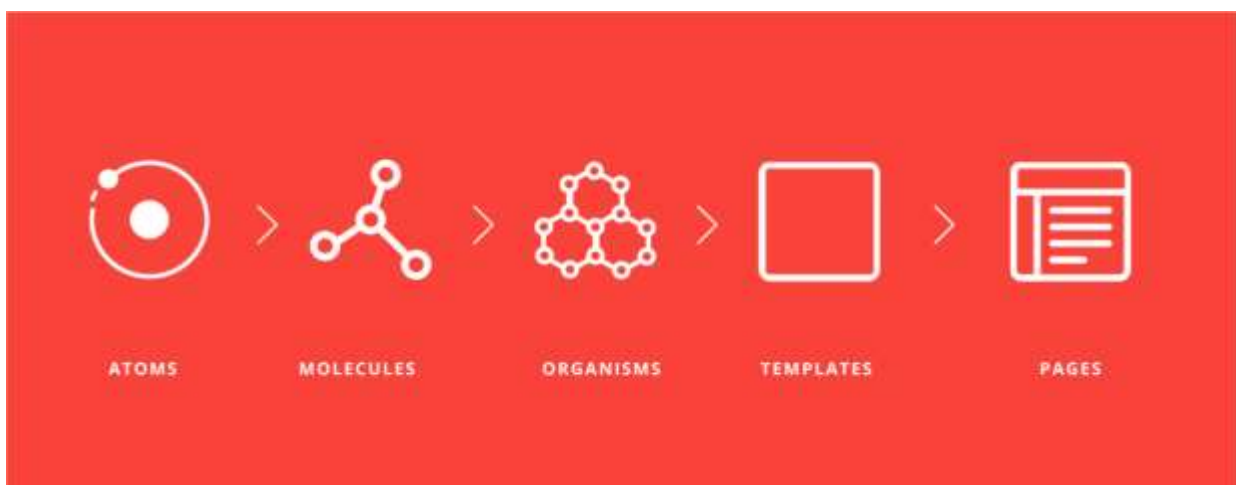
### 3.4 Images (icons, illustrations)

Images including icons and illustrations provide visual cues to the user in order to quickly grasp a concept, function or meaning. Images are a crucial part of the design language which should be documented with instructions, reasoning the design decision and defining the meanings behind the color, shape, line, etc. Furthermore, images should include explicit instructions relating to their usage and team members should have easy access to these visual materials.

Based on specific needs, a design language can also include other standardized style properties such as visual forms (depth elevation, shadows, rounded corners, texture) motions, sounds and more.



## 4.0 Component Library





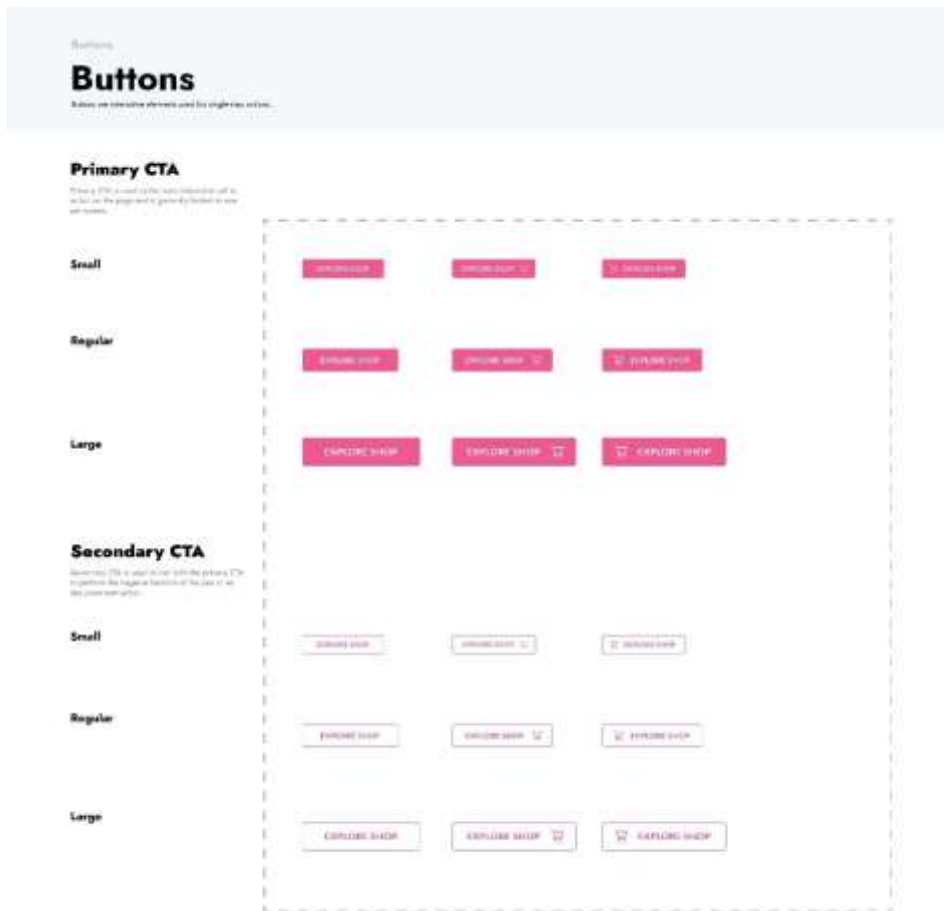


Component library or user interface library, looks at the actual components shown on the user interface.

Most of the component library is structured using an atomic design methodology; a methodology consisting of five levels of component cofunctions brought together to build design systems more structurally and hierarchically. These five levels of atomic design are atoms, molecules, organisms, templates and pages.

## 4.1 Atoms

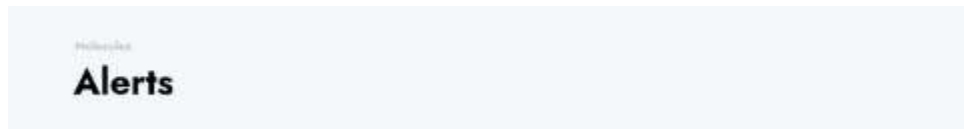
Atoms are the smallest, most basic components such as buttons and icons. Each element has its specific meaning and it cannot be destroyed without changing its meaning.

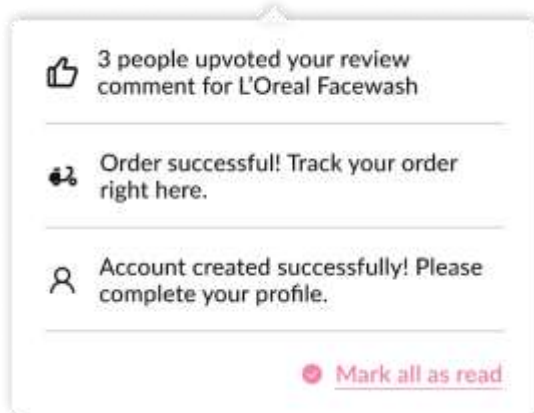




## 4.2 Molecules

Molecules are combinations of two or more atoms connected by chemical bonds. In the context of user interfaces, molecules are assembled by two or more atoms that carry their own properties and form a more substantial and functional component such as a search form that consists of a form label, input and a button





## 4.3 Organisms

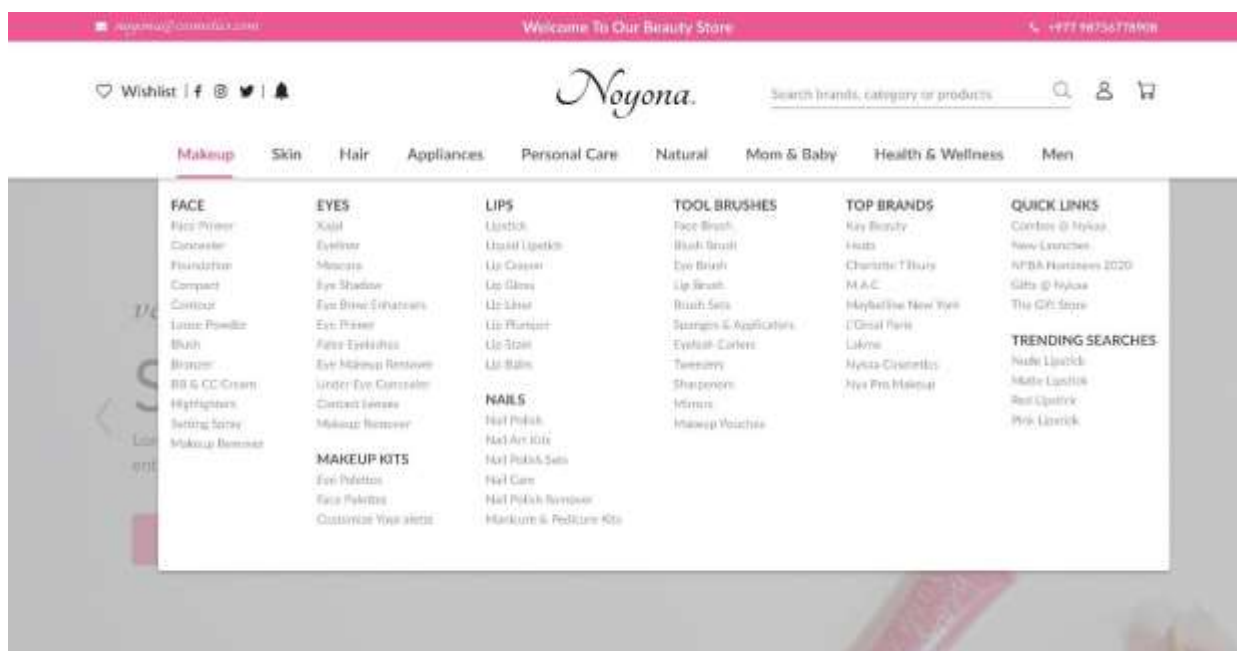
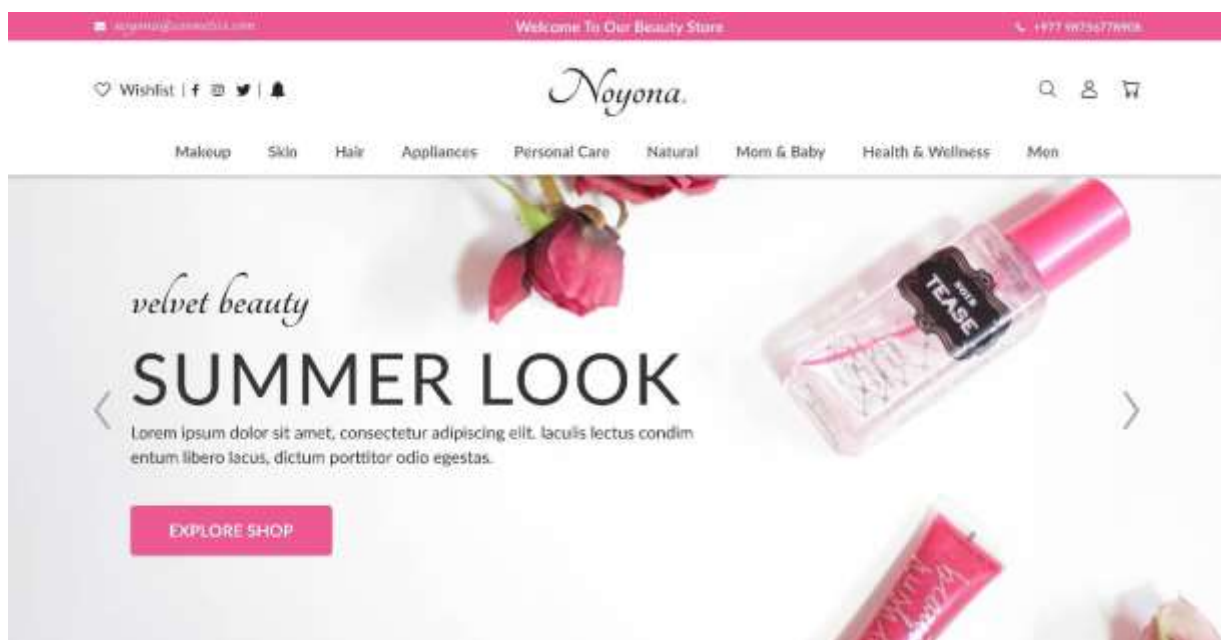
Organisms include a wide range of complexity. Properties of organisms are an assembly of smaller components like atoms and molecules into a larger unit. They are a part of the interface such as a navigation bar or header.





## 4.4 Templates

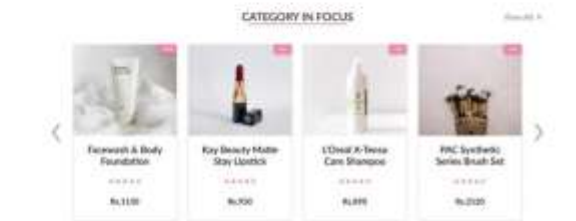
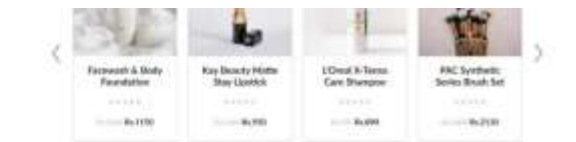
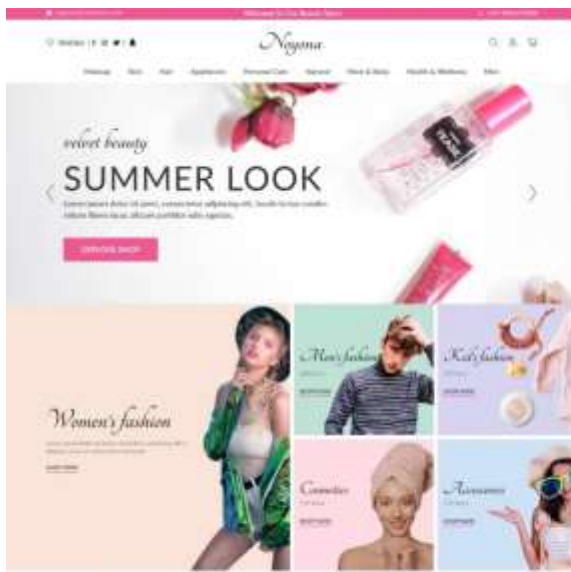
A template is no longer part of the chemistry analogy but something closer to the final result of a webpage. Templates put comparably abstract properties like atoms, molecules, and organisms into context. Templates are useful to demonstrate how different pieces of units work and look like when they are grouped together on a webpage.





## 4.5 Pages

A page is the refined version of a template that is filled in with real content and showcases the final visual presentation of the page. Besides showcasing the actual content, pages are essential indicators to test the legibility of molecules and organisms when they are assembled. Inspecting the layout of a web page helps to determine if components are visually harmonious and functional. In case components do not work well together, then adjustments to lower level components are often necessary.

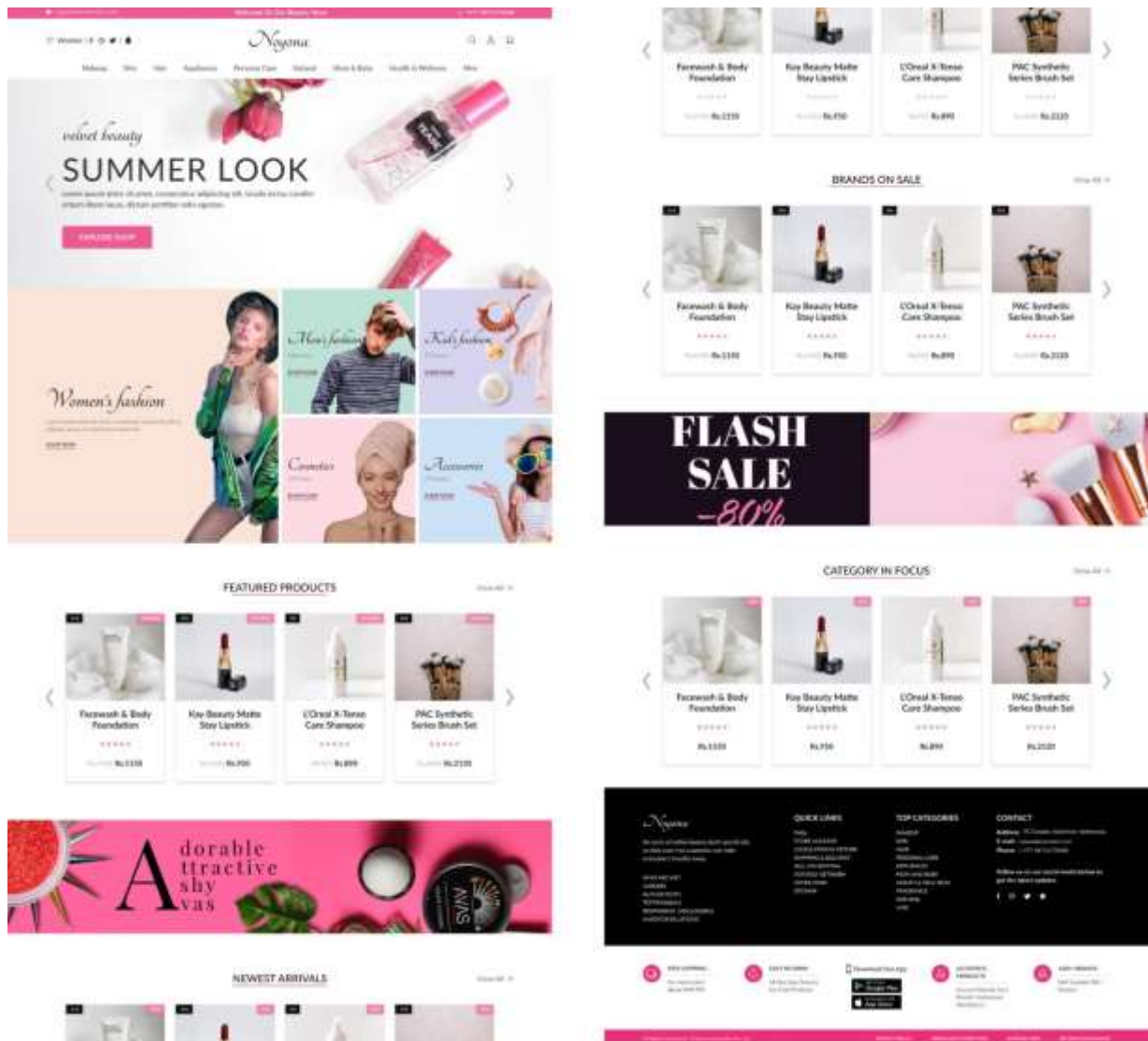




## 5.0 Noyona Cosmetics Website

### 5.1 Home Page

The Home Screen will consist of a screen where one can browse through the products which we have on our website consisting of categories, featured products, newest arrivals, top brands. Navbar will consist of different levels of categories of products – Main Category, Sub-Category, Inner-Category & Products.

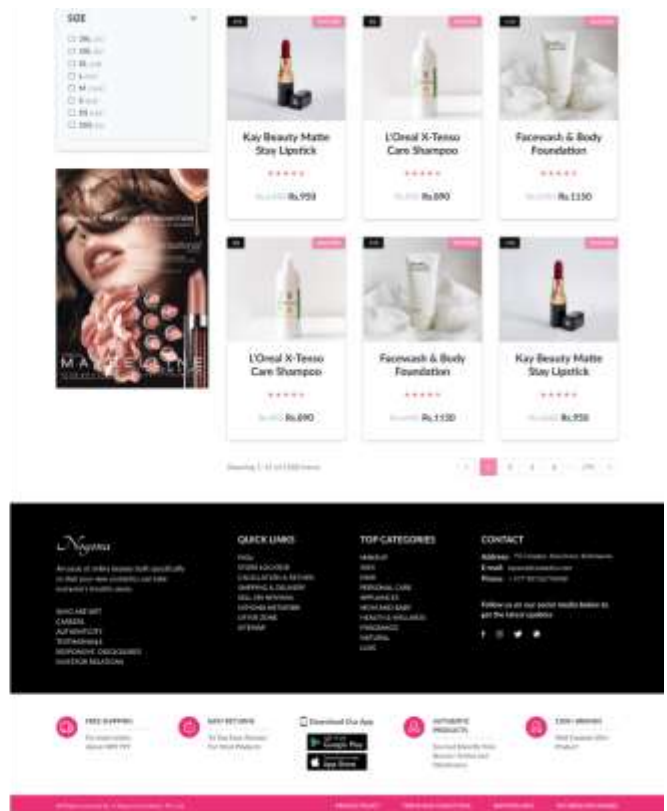
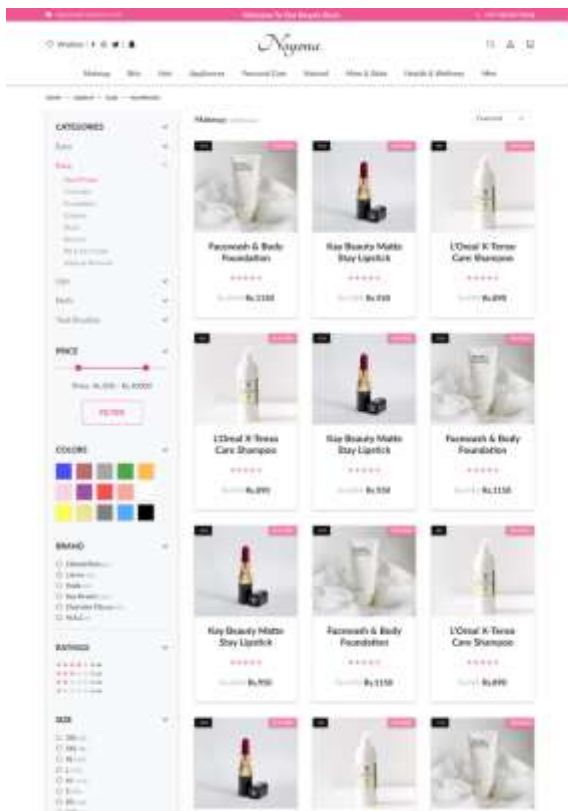






## 5.2 Shop Page

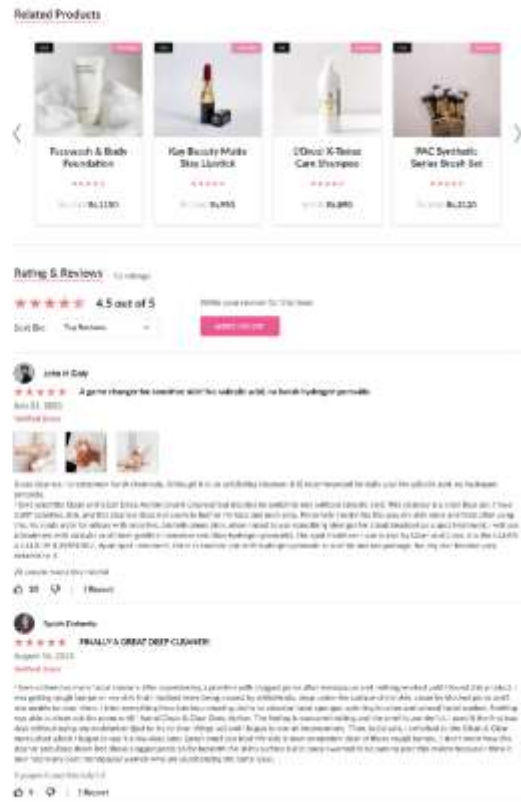
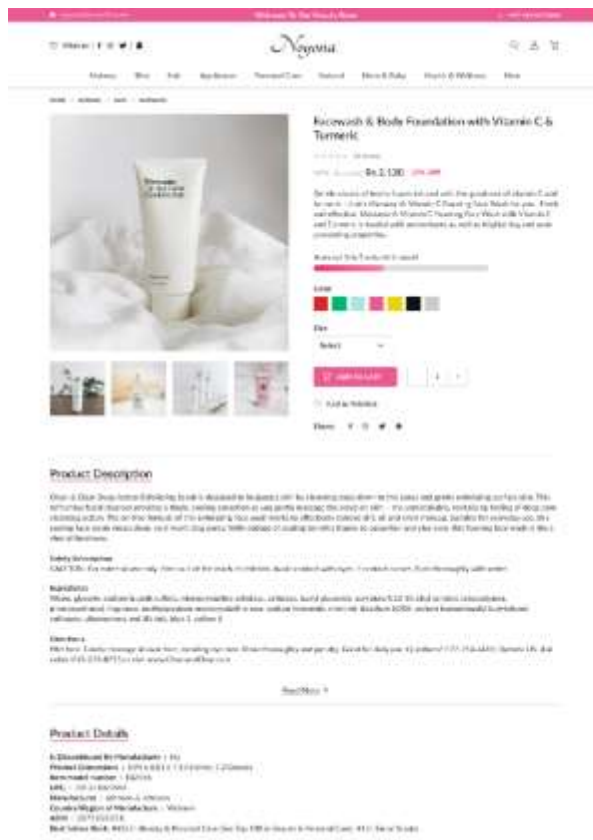
A shop page includes all the different products available in the website filtered out according to the customer's categorization. Here, a customer can customize product's details such as price range, colors, brands, ratings, size, etc. to match individual needs.





## 5.3 Individual Product Page

Individual Product Page contains all the details & description of the product. It will also feature the rating & reviews for the product where the customer can evaluate the product based on review of other verified users as well as related products. Customers can add the product to the cart or wish-list, share it on their social media platform with customization on different features of the product such as color, size, etc.







## 5.4 Review Pop-up

Popup for customer review for the product.

LEAVE YOUR REVIEW

You can leave your review for this product here

Your Rating

★★★★★

Your Review Title

Your Review Description

UPLOAD IMAGES

While uploading images you are accepting the terms and conditions of [Nayona Review Image Upload policy](#).

SUBMIT

LEAVE YOUR REVIEW




You can leave your review for this product here

Your Rating

★★★★★

A game changer for sensitive skin! No salicylic acid, no harsh hydrogen peroxide.

Great cleanser, no extremely harsh chemicals. Although it is an exfoliating cleanser, it is recommended for daily use! No salicylic acid, no hydrogen peroxide.  
I have used the Clean and Clear Deep Action Cream Cleanser but decided to switch to one without salicylic acid. This cleanser is a clear blue gel, I have VERY sensitive skin, and this cleanser does not seem to bother my face and neck area. Personally I really like the way my skin looks and feels after using this. As a side note for others with sensitive, blemish prone skin, when I need to use something stronger for a bad breakout as a spot treatment, I will use a treatment with salicylic acid (more gentle in sensitive skin than hydrogen peroxide). The spot treatment I use is also by Clean and Clear, it is the CLEAN & CLEAR!! ADVANTAGE Acne Spot Treatment. There is another one with hydrogen peroxide in a white and red package, but my skin became very irritated by it.



UPLOAD IMAGES


While uploading images you are accepting the terms and conditions of [Nayona Review Image Upload policy](#).

SUBMIT



## 5.5 Login/ Signup Form:

Customers who are already registered can login into their account or sign up for a new one if they don't have an account.



Already have an account?

### LOG IN

☐ Remember me

LOG IN

Last your password?


Or Log in with your social media accounts

Sign in with Google

Sign in with Facebook

Don't have an account?

CREATE AN ACCOUNT



### CREATE AN ACCOUNT

☐ Remember me

SIGN UP

Or Signup with your social media accounts

Signup with Google

Signup with Facebook

Already have an account?

LOGIN TO YOUR ACCOUNT



## 5.6 Customer Profile Section:

This page includes all the details of the customer such as username, email address, location, password, etc which could be modified according to user's need.

This screenshot shows the 'My Profile' section of the Nanyoma application. It features a user profile card with a photo, name (Jai Ram), email (jaiman@gmail.com), and phone number (977 971 1770). Below the profile card is an 'MY ADDRESS BOOK' section with two entries: 'Tribhuvan, New Bishnumi Bazar, Kathmandu, Nepal' and 'Tribhuvan, New Bishnumi Bazar, Kathmandu, Nepal'. The page includes a sidebar with navigation links like 'My Profile', 'My Orders', 'My Cart', 'My Wishlist', 'My Reviews', and 'Logout'.

This screenshot shows the 'Edit Profile' form in the Nanyoma application. It contains input fields for 'Full Name', 'Email Address', 'Phone Number', 'Gender', 'Date of Birth', and 'Age'. A 'Save' button is located at the bottom of the form. The sidebar navigation is consistent with the previous screenshot.

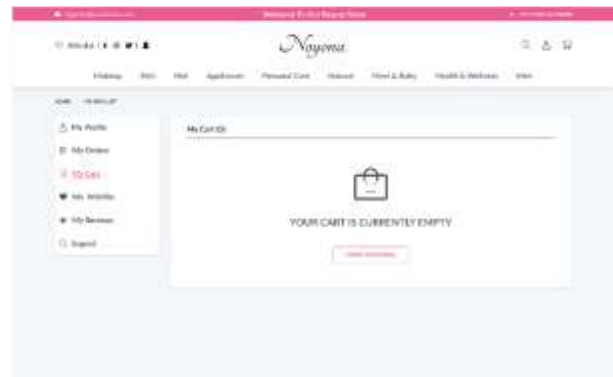
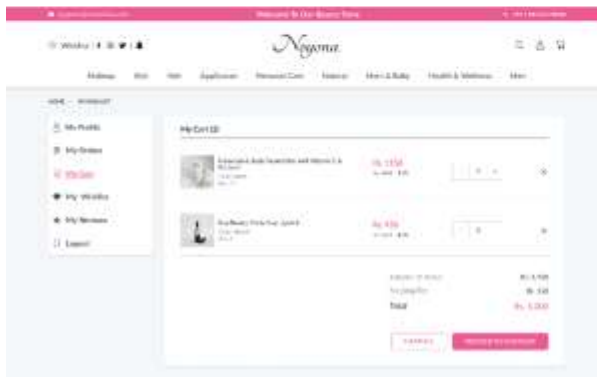
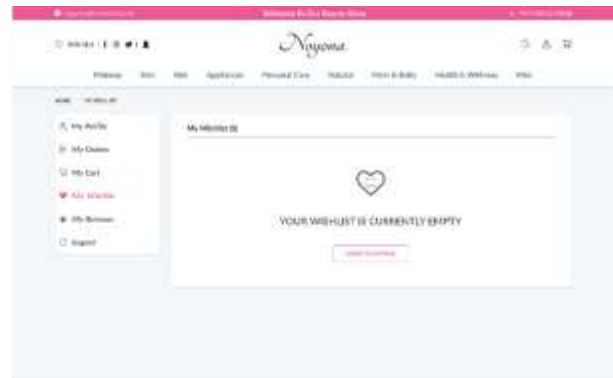
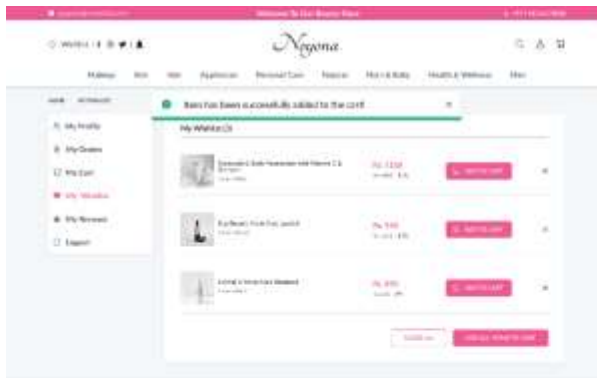
This screenshot shows the 'Change Password' form in the Nanyoma application. It includes input fields for 'Old Password', 'New Password', and 'Confirm New Password'. A 'Save' button is at the bottom. The sidebar navigation is consistent with the previous screenshots.

This screenshot shows the 'Edit Address' form in the Nanyoma application. It includes input fields for 'Address', 'City', 'State', and 'Zip Code'. A 'Save' button is at the bottom. The sidebar navigation is consistent with the previous screenshots.



## 5.7 Wishlist & Cart Section:

It includes customer's products that they have included in their wishlist and products that they have added to their cart.





## 5.8 Customer Review Section:

This page includes all the reviews that the user has written for the product.

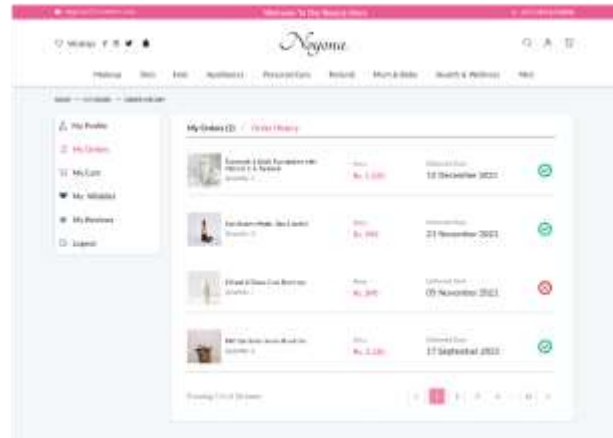
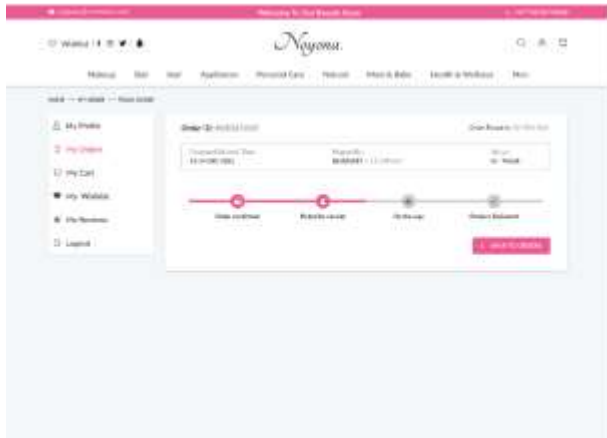
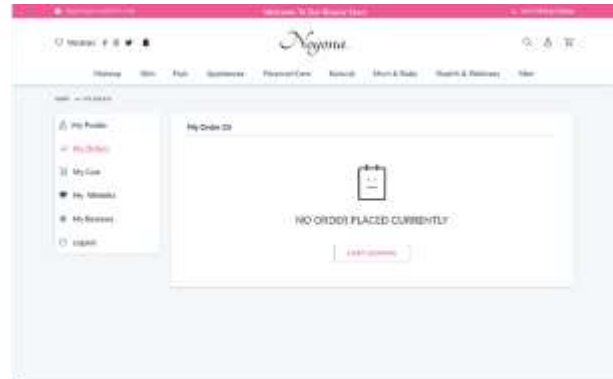
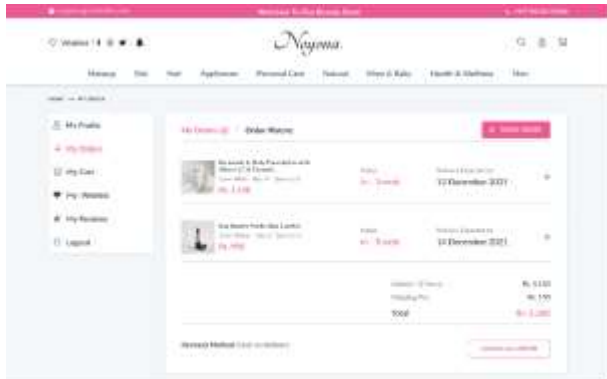
The screenshot displays the 'My Reviews' section of the Noyona website. The header features the Noyona logo and navigation links. A sidebar on the left provides quick access to user account features. The main content area lists two reviews with product images, ratings, dates, and edit/delete options. A pagination bar at the bottom indicates 'Showing 1-4 of 36 items'.

Product Image	Product Name	Rating	Date	Action
	Facewash & Body Foundation with Vitamin C & Turmeric	★★★★★	July 21, 2021	EDIT
	Ray Beauty Matte Stay Lipstick	★★★★★	Feb 11, 2021	EDIT



## 5.9 My Orders Section:

This page includes customer's order information, tracking of currently ordered items as well as the order history of the customer.



## 5.10 Checkout Section:



The checkout section includes 2 variations. For the first variation the user is already logged in & hence their current information is already filled which includes their name, phone number, email address, shipping address & billing address.

The screenshot shows the checkout page for a logged-in user. The header includes the website name 'Nogona', navigation links for various product categories, and a welcome message. The main content area is divided into two columns. The left column, titled 'Checkout - 2 Items', lists two items: 'Facewash & Body Foundation with Vitamins C & Tannin' (Rs. 1,150) and 'Key Beauty Make: Stay Lipstick' (Rs. 950). Below the items, there are payment options including COD, Sewa, and bKash. The right column contains user profile information (John Doe, +977 9876543210, johndoe23@gmail.com), shipping and billing addresses (70 Complex, Near Bakkurail Bridge, Kuleshwor, Kathmandu), and an order summary showing a subtotal of Rs. 5,190, shipping fee of Rs. 190, and a total of Rs. 5,380. A 'PLACE ORDER' button is at the bottom.

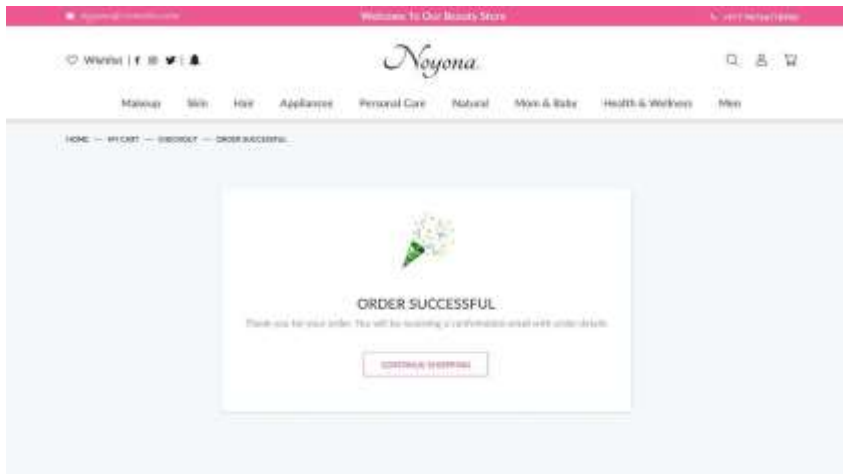
The second variation is for new users who will have to manually log in their details by filling up the form.

The screenshot shows the checkout page for a new user. The layout is similar to the first variation, but the right column contains a form for entering user details. The 'ITEM PACKAGES' section is identical. The 'SELECT PAYMENT OPTION' section is also identical. The 'ORDER SUMMARY' section shows a subtotal of Rs. 5,190, shipping fee of Rs. 190, and a total of Rs. 5,380. The 'PLACE ORDER' button is at the bottom. The form fields for the new user include: First Name, Last Name, Email Address, Address, Mobile Number, City, District, State/Province, and Country. There is also a checkbox for 'Ship to the same address'.



## 5.11 Email Receipt:

After the order is successful, customers will get the receipt of their order details in their email address.



## Noyona Cosmetics

Order #1011

Thank you for your purchase!

### Bill To:

John Doe  
TG Complex, Inside Ring Road  
Koteshwor, Kathmandu  
Bagmati Province, Nepal

### Ship To:

John Doe  
TG Complex, Inside Ring Road  
Koteshwor, Kathmandu  
Bagmati Province, Nepal

### Payment Method

Cash on Delivery

### Date of Purchase

26/08/2021

## Order Summary

Facewash & Body Foundation with Vitamin C & Turmeric	x 2	Rs. 1150
Kay Beauty Matte Stay Lipstick	x 3	Rs. 950
Subtotal		Rs. 5,150
Shipping		Rs. 150
Discount		Rs. 0
<b>Total</b>		<b>Rs. 5,300</b>





## 6.0 Conclusion

The Internet has become a major resource in modern business, thus electronic shopping has gained significance not only from the entrepreneur's but also from the customer's point of view. For the entrepreneur, electronic shopping generates new business opportunities and for the customer, it makes comparative shopping possible.

As per a survey, most consumers of online stores are impulsive and usually make a decision to stay on a site within the first few seconds. "Website design is like a shop interior. If the shop looks poor or like hundreds of other shops the customer is most likely to skip to the other site. Hence, we have designed the Noyona Cosmetics E-Commerce website to provide the user with easy navigation, retrieval of data, necessary feedback as much as possible and have focused on enhanced performance, scalability, built-in security and simplicity.