

Product Design

INTRO

NAME: TRACEY WONG
ROLE: PRODUCT DESIGNER
CAREER: OCT 2015 - NOW

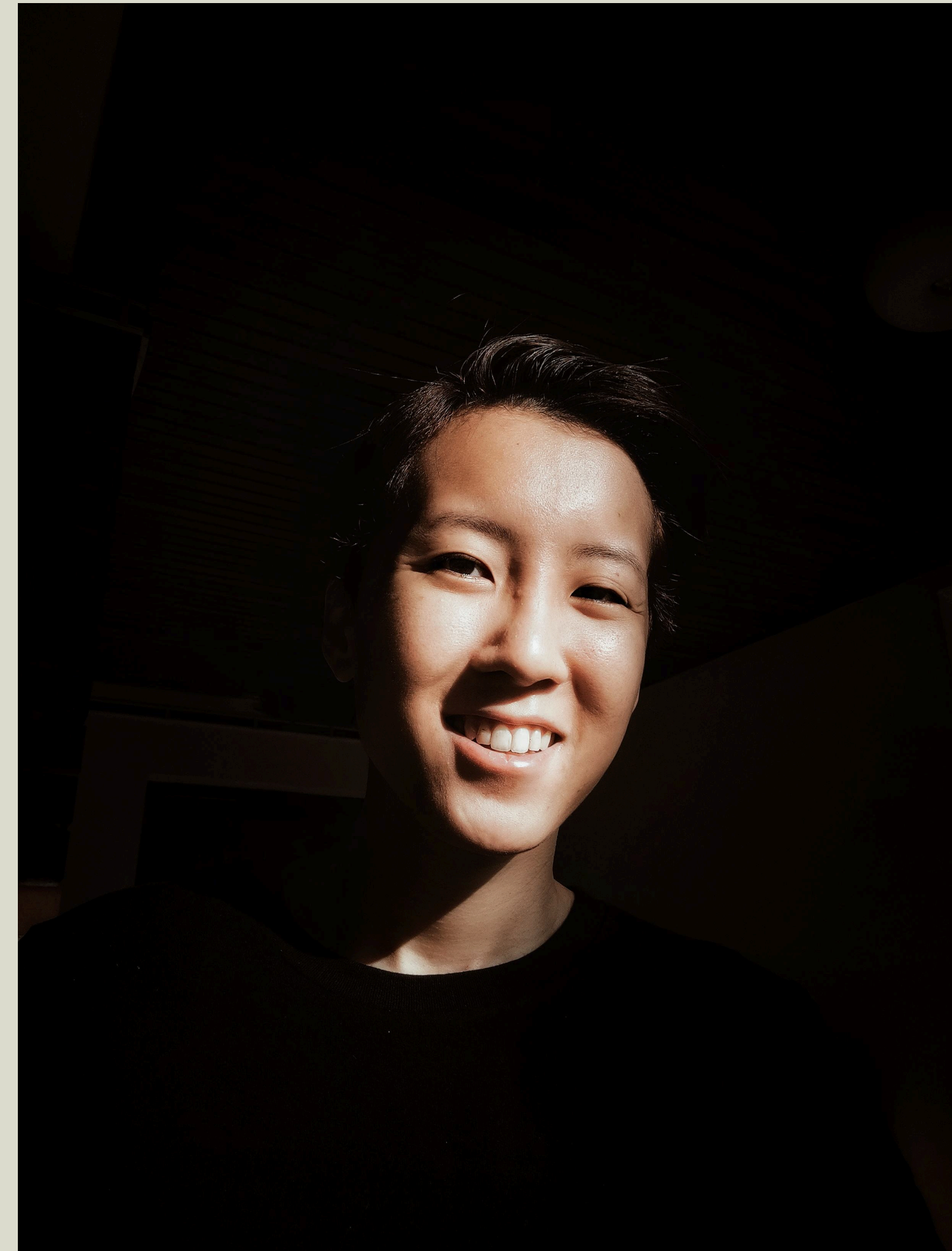
CURRENT PROJECT: OhhWells (SG)

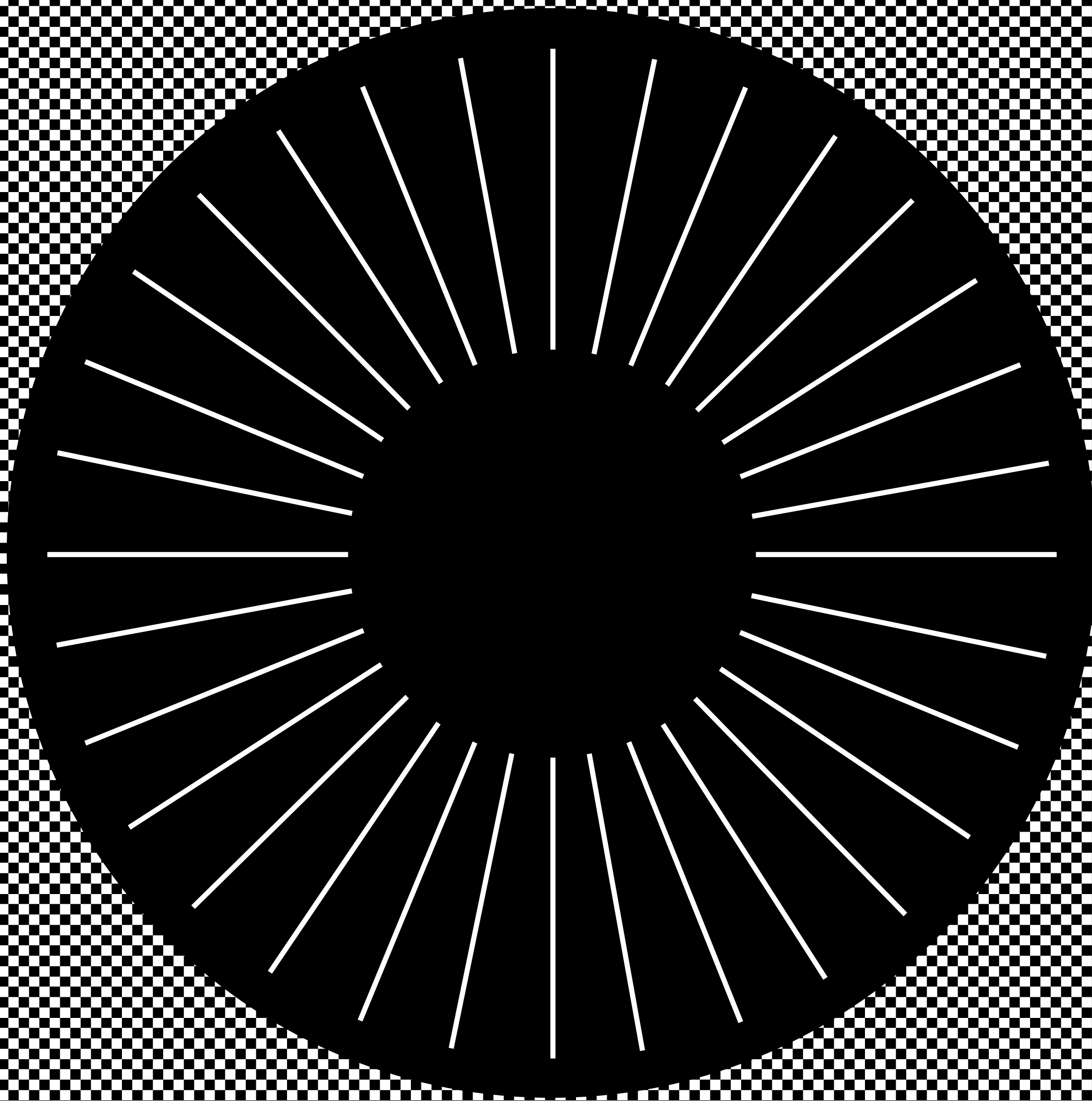
PAST PROJECTS:

- OneTap - Startup Marketing App (AU)
- Arkiver - Financial SaaS Web App (AU)
- PropBank - Real Estate Agent App (MY)
- MICM - Real Estate site (AU)
- Meminto Stories - Social app (GER)
- Many more.

SIDE PROJECTS:

- Gen AI
- VR UI/UX
- E-Commerce





SYSTEMS THINKING WITH AI

WORK FLOW

Step 1: Define the System Before Designing

"I'm a Product Designer working on a SaaS product. I've been tasked with designing User Account screens. Before I start designing, help me map out all the components, states, user types, and edge cases that a User Account section typically needs to cover in a B2B SaaS product. Also flag any questions I should be answering before I open Figma."

What you get: A comprehensive scope map so you don't miss anything. You'll likely discover you need to also think about roles & permissions, billing, notifications settings, security — things the ticket probably didn't mention.

Step 2: Understand Your Users in This Context

"Our SaaS product is [brief description of what it does]. Our main user types are [Admin, Member, Viewer — or whatever yours are]. For each user type, what are their specific goals, anxieties, and jobs-to-be-done when visiting their Account settings? What do they most need to accomplish quickly, and what do they dread getting wrong?"

What you get: A user-need matrix that informs your IA and prioritization — not just generic personas.

Step 3: Define the Information Architecture

"Based on these user needs, help me create an information architecture for the User Account section. Organize it by: what should be on the main account page, what should be nested under sub-sections, and what should be progressively disclosed to avoid overwhelming users. Also suggest a logical navigation structure."

What you get: A clear IA you can validate with your PM before touching Figma. This saves you from redesigning screens because the structure was wrong.

Step 4: Define Every Screen & Its States

"For each section in this IA, list every screen I need to design and every UI state for each screen. Include: default/empty state, loading state, success state, error states, and any edge cases like expired sessions, unverified emails, or users with incomplete profiles."

What you get: A complete screen inventory and state matrix — your design checklist so nothing ships incomplete.

Step 5: Write the UX Copy First

"Write all the UX copy for the User Account screens. This includes: page titles, section headers, field labels, placeholder text, helper text, error messages, success messages, confirmation dialogs, and empty states. Our product's tone is [professional but friendly / technical / enterprise — define yours]. Make sure error messages are human, specific, and tell the user what to do next."

What you get: Real copy to design with — not lorem ipsum. Designing with real copy surfaces layout and hierarchy problems early, before stakeholder reviews.

Step 6: Pressure-Test Your Thinking

"Here is my planned approach for the User Account screens: [paste your IA, screen list, and key design decisions]. Play the role of a senior product designer and a skeptical engineer. What are the gaps, edge cases I haven't considered, technical constraints I should ask about, and UX mistakes commonly made in account screens that I should avoid?"

What you get: A pre-mortem on your design before you invest hours in Figma. Catch problems now, not in design review.

Step 7: Accessibility & Compliance Check

"For a User Account section in a SaaS product, give me a checklist of accessibility requirements (WCAG 2.1 AA), security UX best practices (password fields, 2FA flows, session management), and any data privacy considerations (GDPR, account deletion, data export) I need to design for."

What you get: A compliance checklist baked into your design from day one — not retrofitted after a legal review.

Step 8: Now Open Figma

You now have:

- ✔ Full scope & IA
- ✔ User needs per role
- ✔ Complete screen & state inventory
- ✔ Real UX copy
- ✔ Edge cases mapped
- ✔ Accessibility checklist

Design with all of this in front of you. You're not guessing — you're executing.

Step 9: Prepare for Team Presentation

"I've completed the User Account screen designs. Help me structure a design presentation for my product team. The audience includes: a PM, 2 engineers, and a design lead. Structure it so I cover: the problem framing, the decisions I made and why, what I explored and rejected, open questions I need team input on, and what I need from engineering to flag early. Keep it tight — 15 minutes max."

What you get: A presentation narrative, not just a Figma walkthrough. This signals design maturity and makes your review meeting actually productive.

Final Pre-Presentation Checklist (Run This Last)

"Before I present my User Account screen designs, give me a final QA checklist covering: design completeness, copy review, edge case coverage, mobile responsiveness considerations, handoff readiness for engineers, and questions I should be able to answer if challenged in the review."

Antigravity Prompt

"Build a functional prototype for the User Account section of a B2B SaaS product called [Product Name]. Here is the full spec:
User Types: Admin, Member, Viewer

Screens to build:

- Account Overview (profile photo, name, email, role badge)
- Personal Information (edit name, email, phone, timezone)
- Password & Security (change password, 2FA setup, active sessions)
- Notifications Preferences (email and in-app toggles by category)
- Billing & Plan (current plan, usage, upgrade CTA — visible to Admin only)
- Danger Zone (delete account, export data)

States to include:

- Default loaded state
- Edit mode (inline editing with Save/Cancel)
- Success state (toast notification on save)
- Error state (inline field errors with specific messages)
- Empty state for sessions (no other active devices)

UX Copy: [Paste your copy from Step 5 here]

Design direction: Clean, minimal SaaS UI. Use a left sidebar for account navigation.

Primary color is [your brand color]. Font is [your font or Inter as default].

Behavior rules:

- Billing section hidden from Member and Viewer roles
- Password change requires current password confirmation before showing new password fields
- Account deletion requires typing the word CONFIRM before the button activates
- All forms should validate inline on blur, not just on submit

Make it interactive and clickable so I can test the full flow end to end.**

BENEFITS

1. ALLOWS FOR DEEPER PREPARATION AND FOCUS
2. END-TO-END PRODUCT OWNERSHIP
3. SAVES TIME AND ENHANCES EFFICIENCY
4. AVOIDS THE TRAP OF BIAS
5. STRESS-TEST FOR POTENTIAL ERRORS
6. PREPARATION BEFORE TEAM REVIEW

THE PROCESS

 Claude

 Gemini

 Figma

 Pencil

 Google Antigravity



THINK

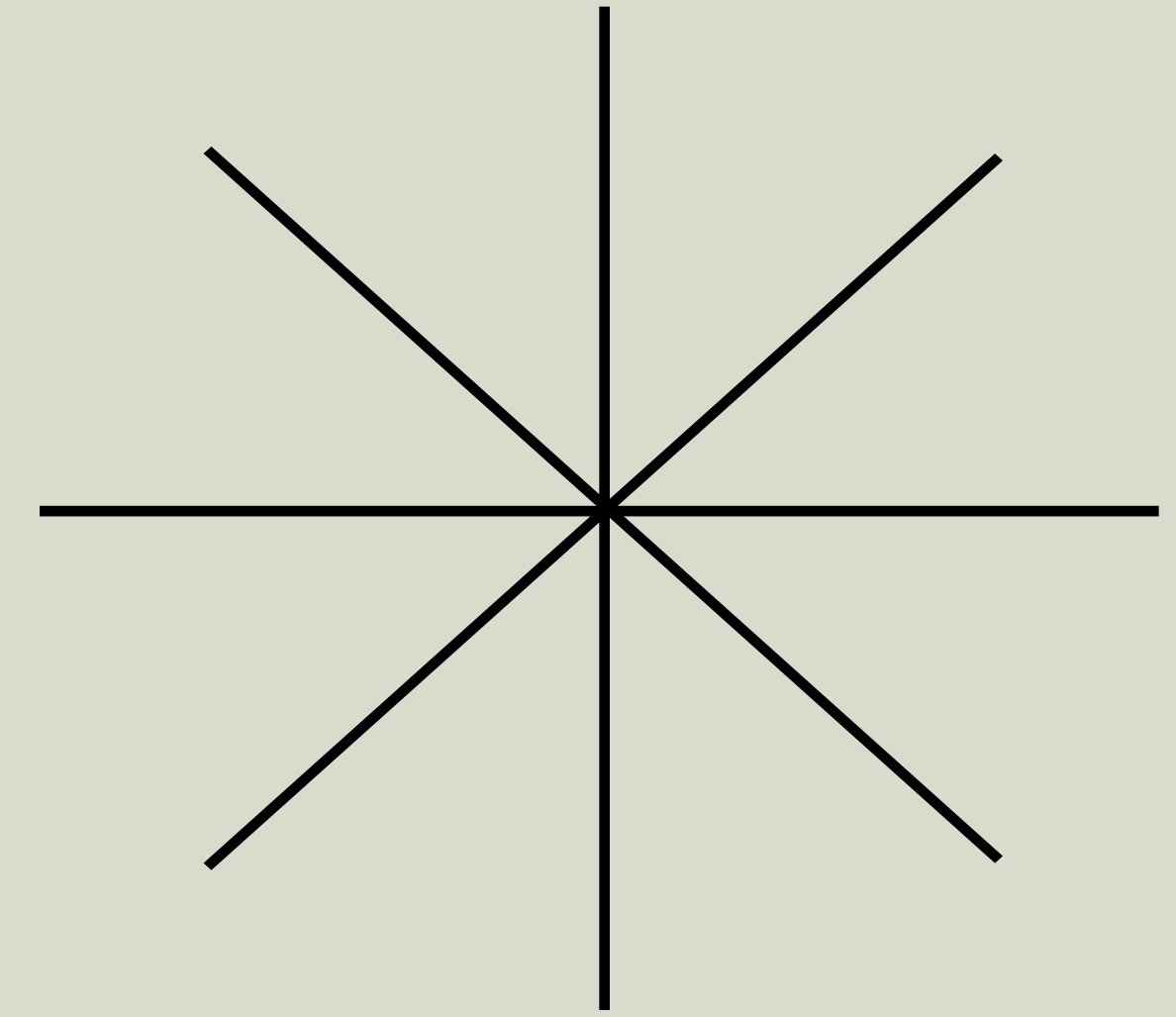
Systems thinking on how to approach the design in a systematic way. Helps keep track and rewind back to paths for further enquiry.

DESIGN

Based on the findings and notes, a comprehensive documentation of the user flow, screens and components are prepared and tested in a prototype.

TEST

Once the design is approved for dev, the process of testing and usability testing continues on the feature.



01 DESIGN SYSTEM

COMPONENT LIFECYCLE

BASIC SETUP:

- TAILWIND CSS
- SHADCN COMPONENTS

WORKFLOW:

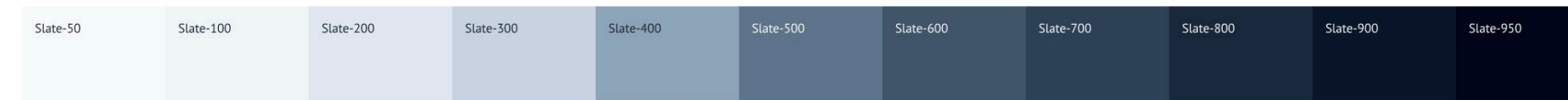
- TYPOGRAPHY & COLOR SYSTEM
- ELEMENTS: LOGO, ICONS & GRAPHICS
- COMPONENT MANAGEMENT (Buttons, Inputs..)
- INTERACTION & STATES
- TOKENS & VARIABLES

TESTING:

- USER TESTING FOR BUGS/ACCESSIBILITY
- UI TWEAKS FOR IMPROVEMENTS
- INTERACTION IMPROVEMENTS

OhMellis UX Design System	Toolkit Status Available	Version 1.0	Status Notes N/A	Color System
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Color System



OhMellis Design System | Version 1.0

OhMellis Design System	Toolkit Status Available	Version 1.0	Status Notes N/A	Type System
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Type System

DISPLAY HEADINGS	Family	Size	Line Height	Weight	Usage
------------------	--------	------	-------------	--------	-------

display-1	Charlie Display	88px	84px	Bold	Content headings, marketing page headings, large display headings
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display-2	Charlie Display	64px	70px	Bold	Content headings, marketing page headings, large display headings
------------------	-----------------	------	------	------	---

display-3	Charlie Display	48px	68px	Bold	Content headings, marketing page headings, large display headings
------------------	-----------------	------	------	------	---

COMPONENT AND LAYOUT HEADINGS	Family	Size	Line Height	Weight	Usage
-------------------------------	--------	------	-------------	--------	-------

heading-1 (H1)	Charlie Display	48px	48px	Bold	Content headings, marketing page headings, large display headings
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heading-2 (H2)	Charlie Display	32px	46px	Bold	Content headings, marketing page headings, large display headings
-----------------------	-----------------	------	------	------	---

heading-3 (H3)	Charlie Display	24px	26px	Bold	Content headings, marketing page headings, large display headings
-----------------------	-----------------	------	------	------	---

heading-4 (H4)	Charlie Display	20px	24px	Bold	Content headings, marketing page headings, large display headings
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heading-5 (H5)	Charlie Display	16px	20px	Bold	Standard cards, panels
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heading-6 (H6)	Charlie Display	14px	16px	Bold	Standard cards/panels, list items, menu items
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heading-7 (H7)	Charlie Display	12px	14px	Bold	Standard cards, panels, compact list items, compact menu items
-----------------------	-----------------	------	------	------	--

BODY/BASE STYLES	Family	Size	Line Height	Weight	Usage
------------------	--------	------	-------------	--------	-------

Subtitle-1	Nexa Text	18px	Auto	Regular	Body copy for touch devices and more spacious Marketing pages
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Subtitle-2	Nexa Text	18px	Auto	Regular	Body copy for touch devices and more spacious Marketing pages
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P-16	Nexa Text	16px	Auto	Regular	Body copy for touch devices and more spacious Marketing pages
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P-16-Bold	Nexa Text	16px	Auto	Bold	Body copy for touch devices and more spacious Marketing pages
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P-14	Nexa Text	14px	Auto	Regular	Standard Body style for web and general product pages
-------------	-----------	------	------	---------	---

P-12	Nexa Text	12px	Auto	Regular	Standard Body style for Desktop and more condensed product designs.
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SUPPORTING STYLES	Family	Size	Line Height	Weight	Usage
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Nav-link	Nexa Text	20px	Auto	Extrabold	For Mobile Nav
-----------------	-----------	------	------	-----------	----------------

Nav-link-2	Nexa Text	16px	Auto	Extrabold	For Desktop Nav
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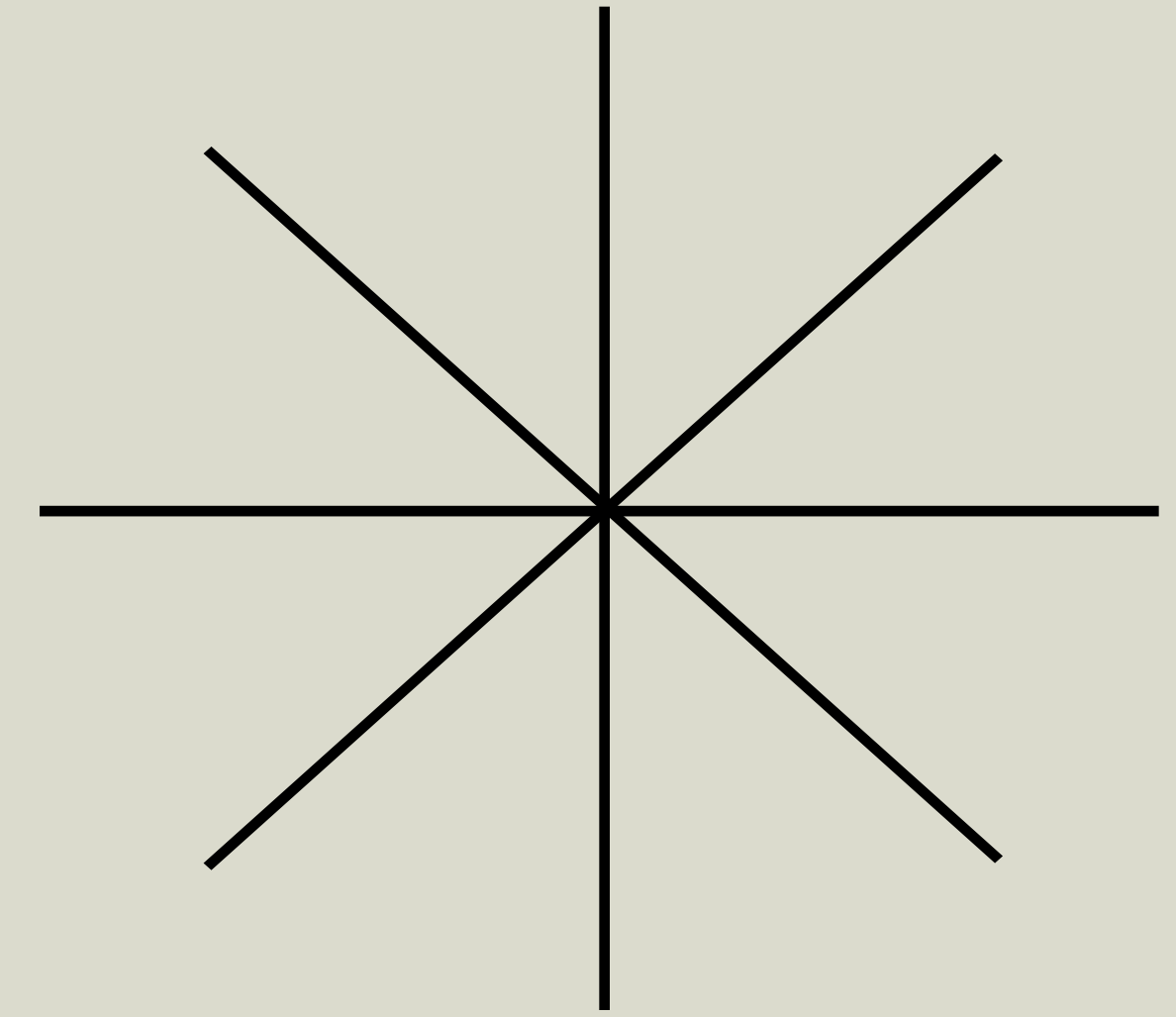
caption	Nexa Text	11px	Auto	Regular	Small captions
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List	Nexa Text	14px	Auto	Regular	Ordered and Unordered lists (ie. Bulleted lists and numbered lists)
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Link	Nexa Text	14px	24px	Bold	Anchor tag, hyperlink
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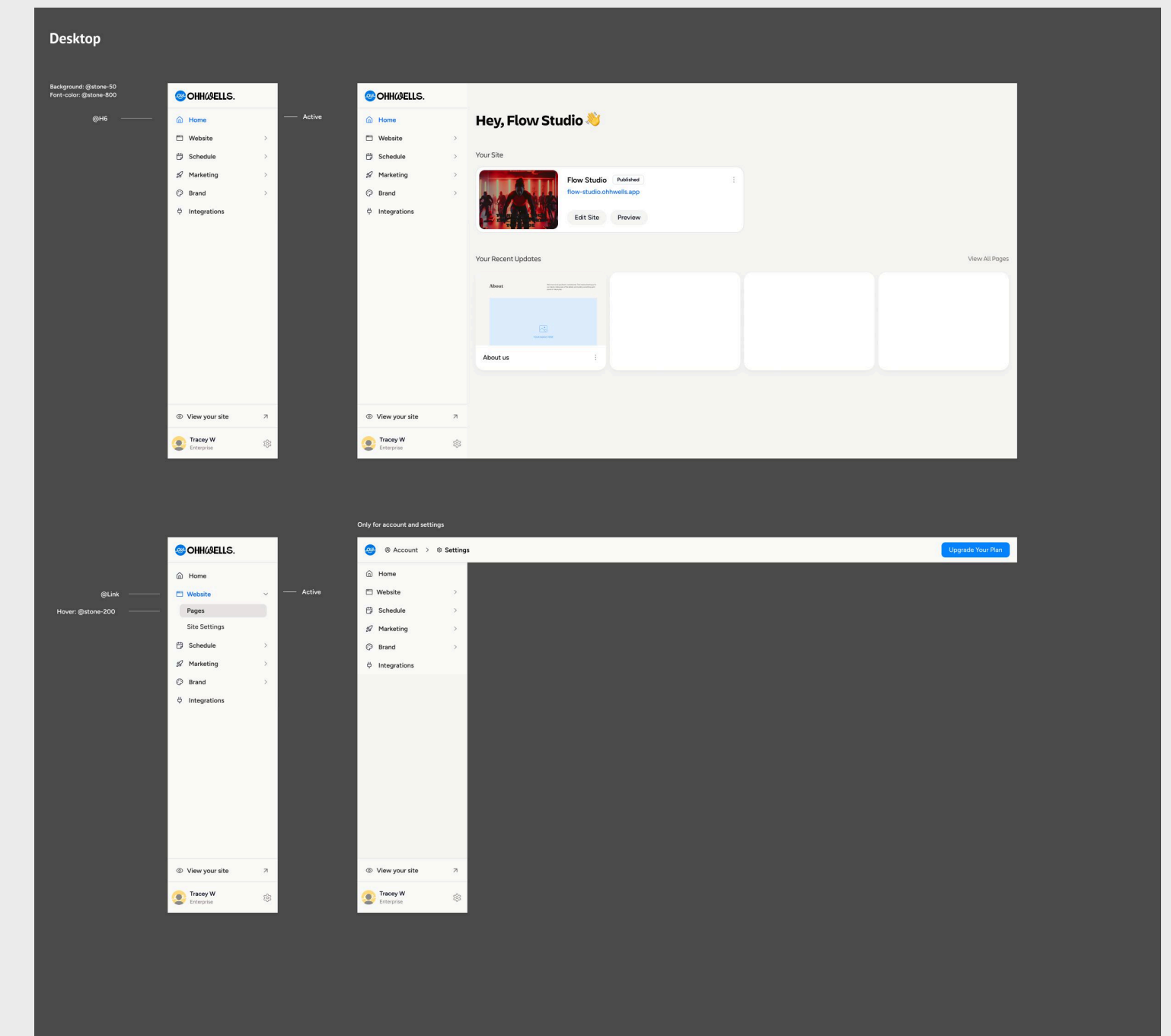
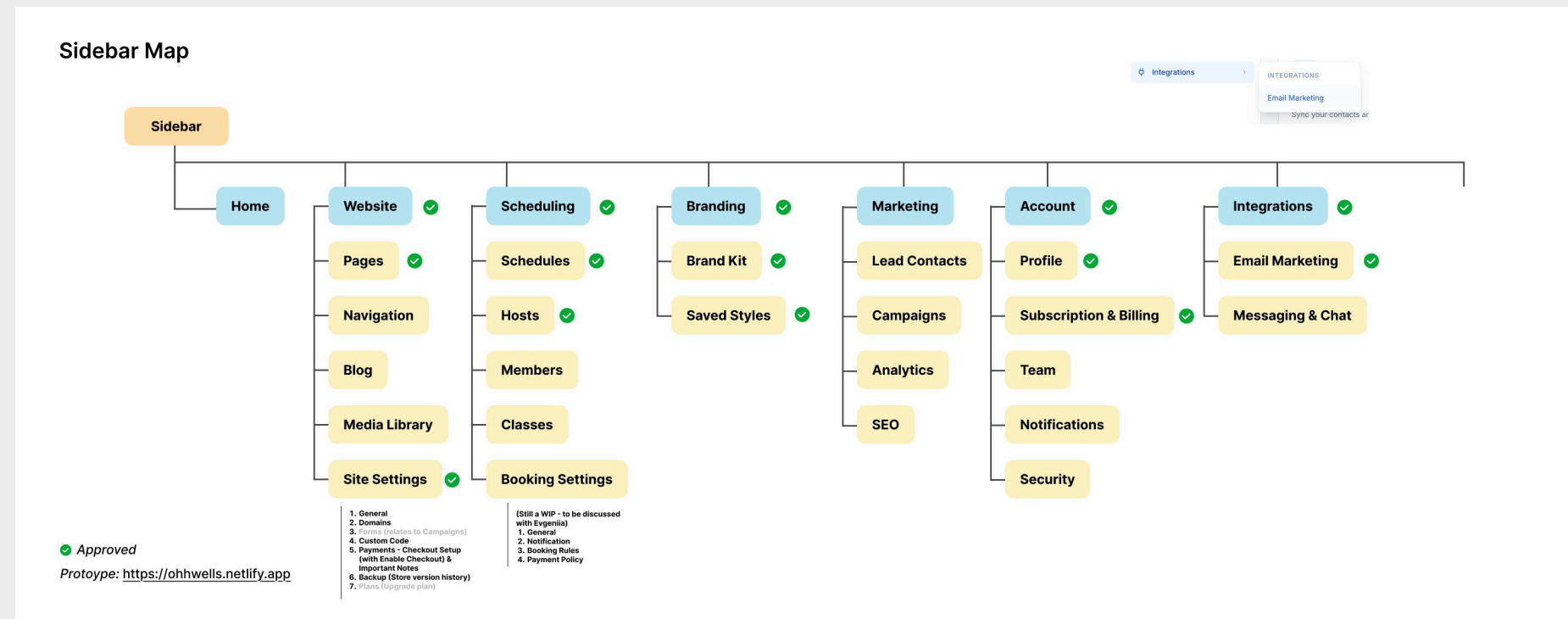
Code-1	Roboto Mono	14px	Auto	Regular	Standard code snippets
---------------	-------------	------	------	---------	------------------------

Code-2	Roboto Mono	12px	Auto	Regular	Compact code snippets
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02 Information Architecture

- Sidebar
 - Dashboard
 - Website
 - Pages
 - Navigation
 - Blog
 - Media Library
 - Site Settings
 - Scheduling
 - Calendar
 - Services
 - Bookings
 - Notifications
 - Payments
 - Design
 - Brand Identity
 - Typography & Colors
 - Themes
 - Custom Code
 - Marketing
 - Email Campaigns
 - Analytics
 - SEO
 - Integrations
 - Account
 - User Profile
 - Subscription & Billing
 - Team
 - Notifications
 - Security
 - Backup



CONTEXT

Gather existing Information Architecture and restructure according to their categories, referencing Framer, Wix and Squarespace

DECISION

Put together a new structured Information Architecture for the sidebar on the dashboard. Confirm and discuss with team. Checkmarks are applied as ready to be shipped.

UI/UX

Gather Sidebar component from Shadcn. Generated a prototype with Antigravity to test. Reference other UI patterns from references. Team decides on which is the best choice.

Pros and Cons

PRO:

- A & C's navigation is simple and offers the least cognitive load
- B has quick links and help links if the user faces an issue
- In A, a collapsible sidebar may benefit the user with a view that allows them to focus.
- D has an ordered look, and can give users a sense of control

CON:

- In A's collapsible sidebar, user might not be able to find the expand icon to expand it.
- B has more navigation to helpful links, but it might not be purposeful at the moment
- In C's sidebar menu, the submenu is within the pages, and the user has to click to view it.
- In A & D, the expanded dropdown can take up space

Questions

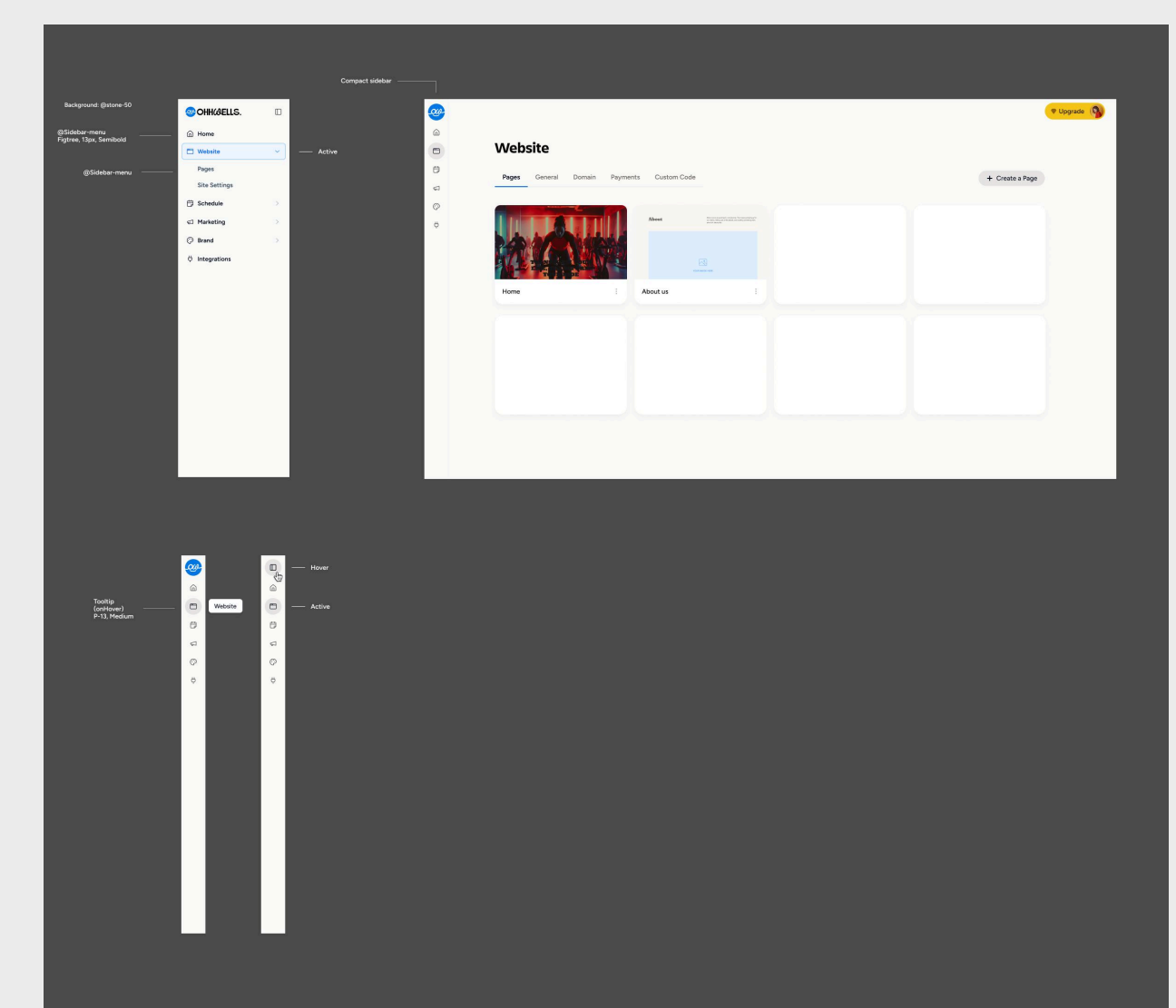
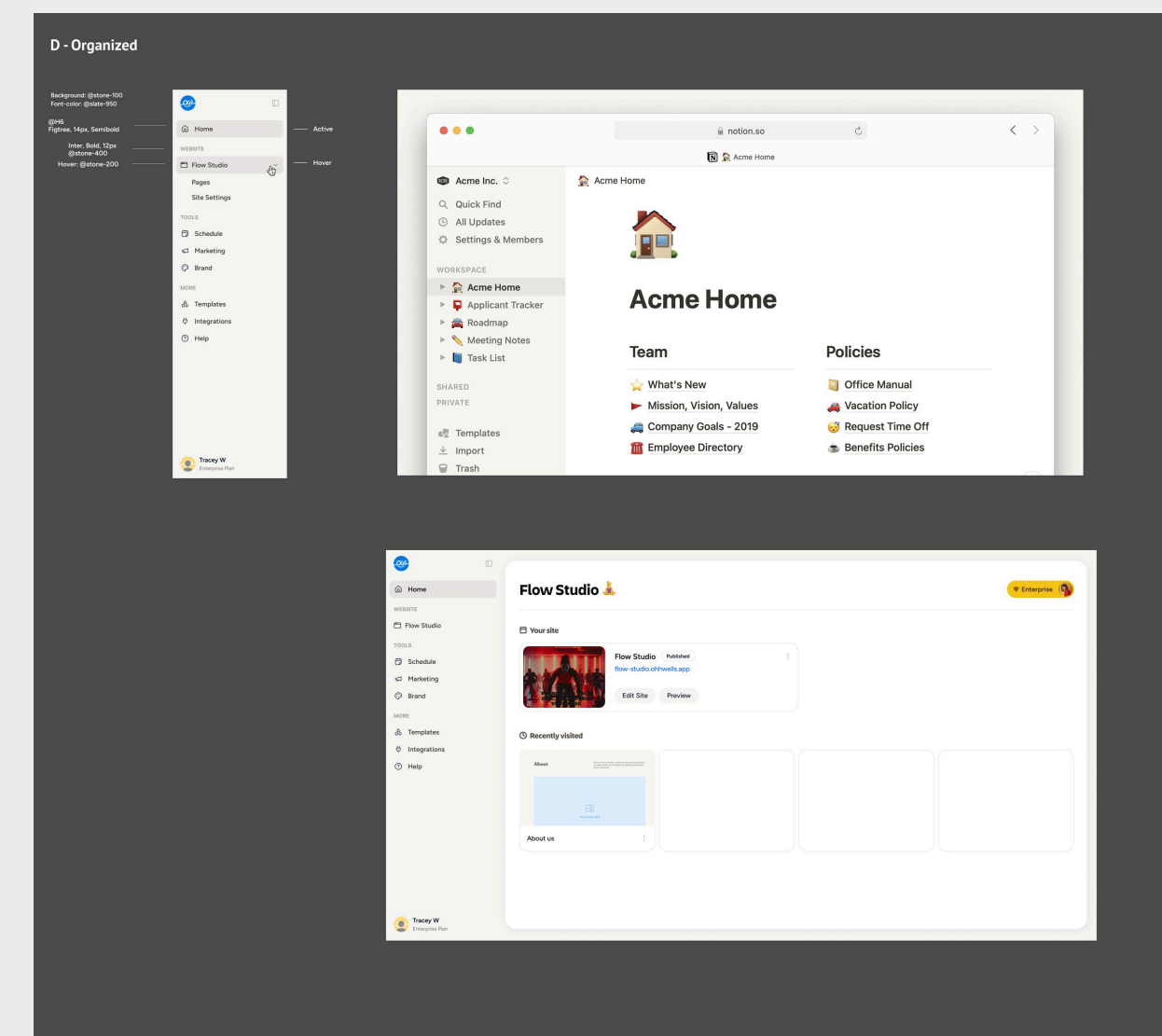
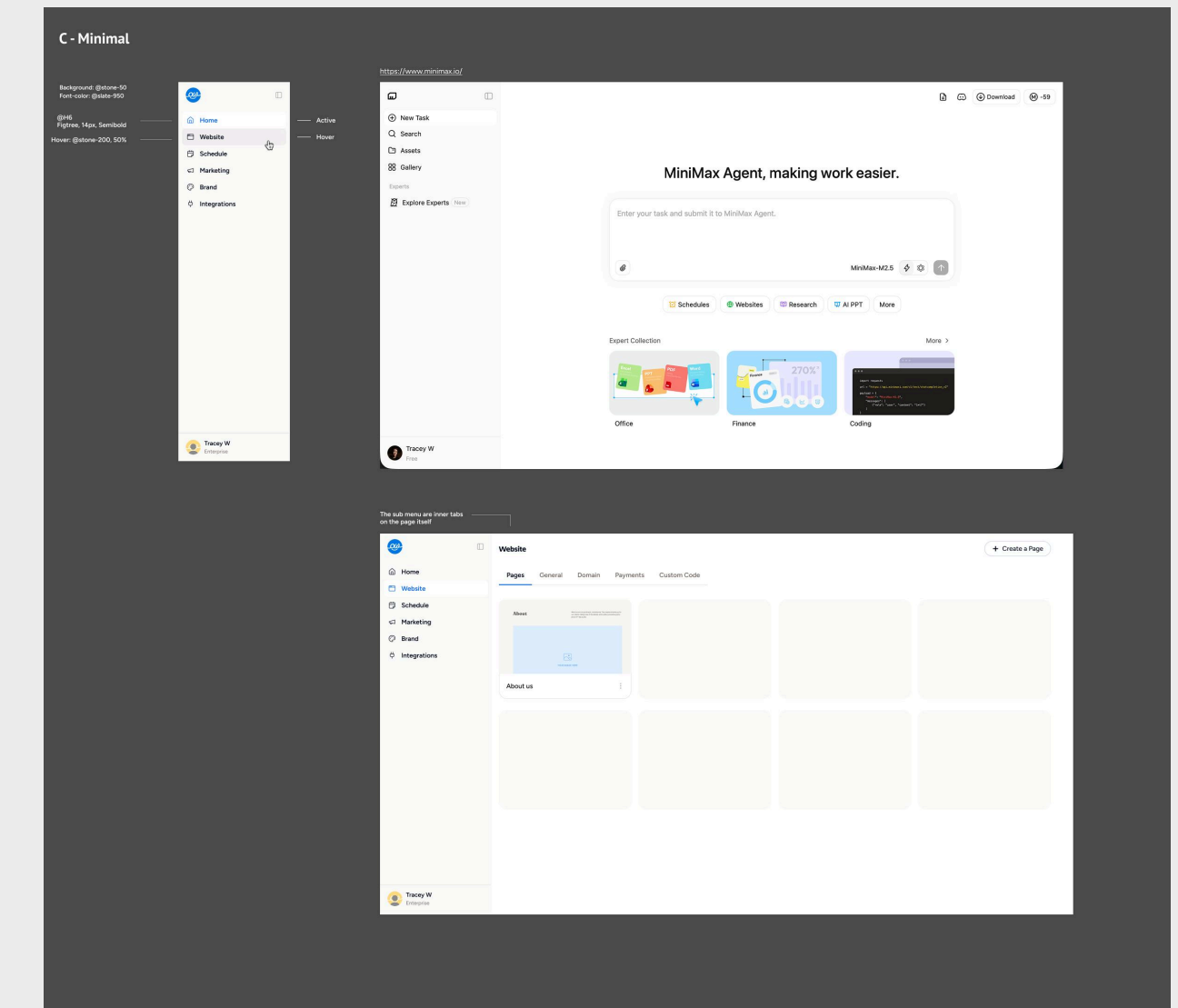
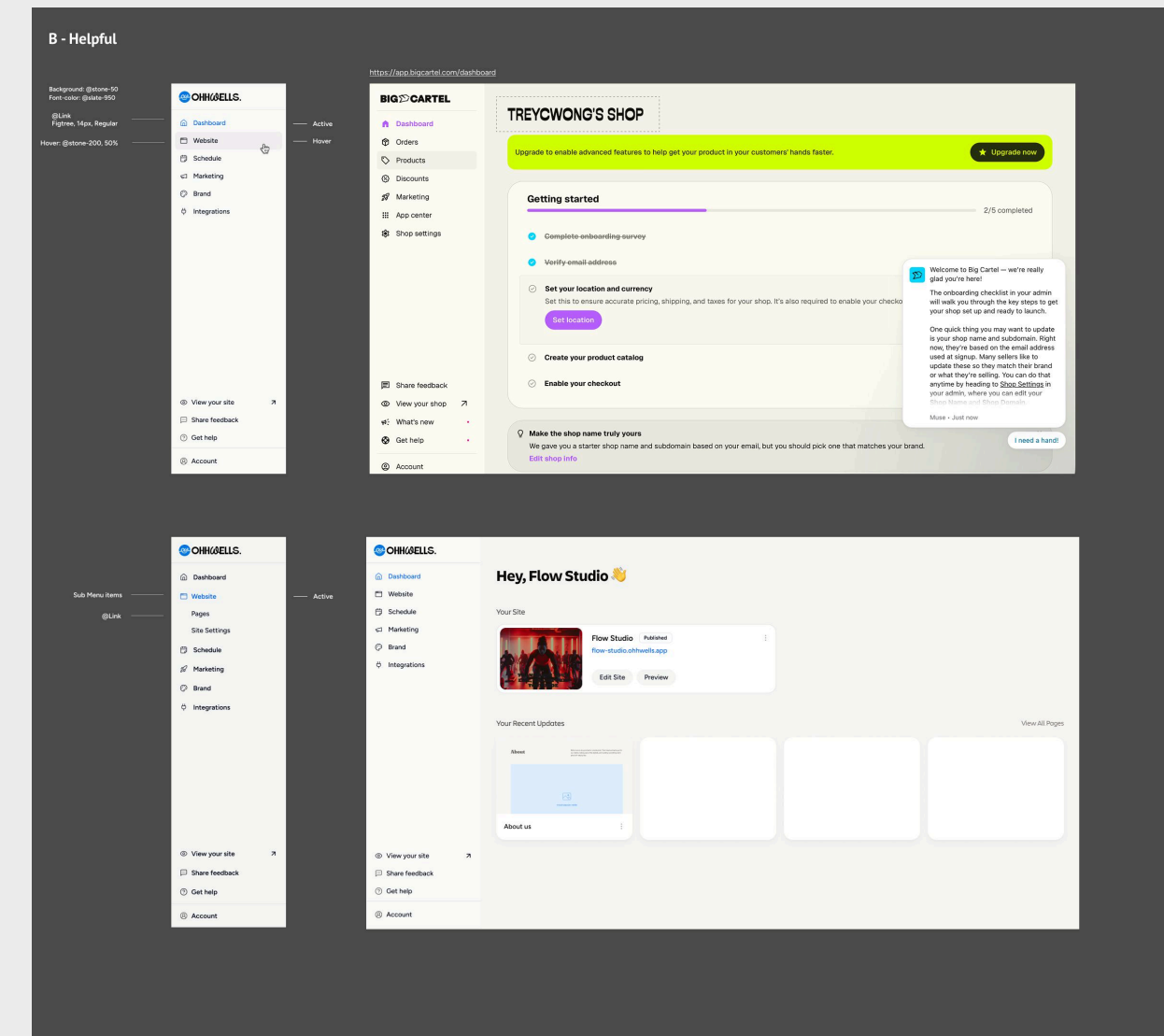
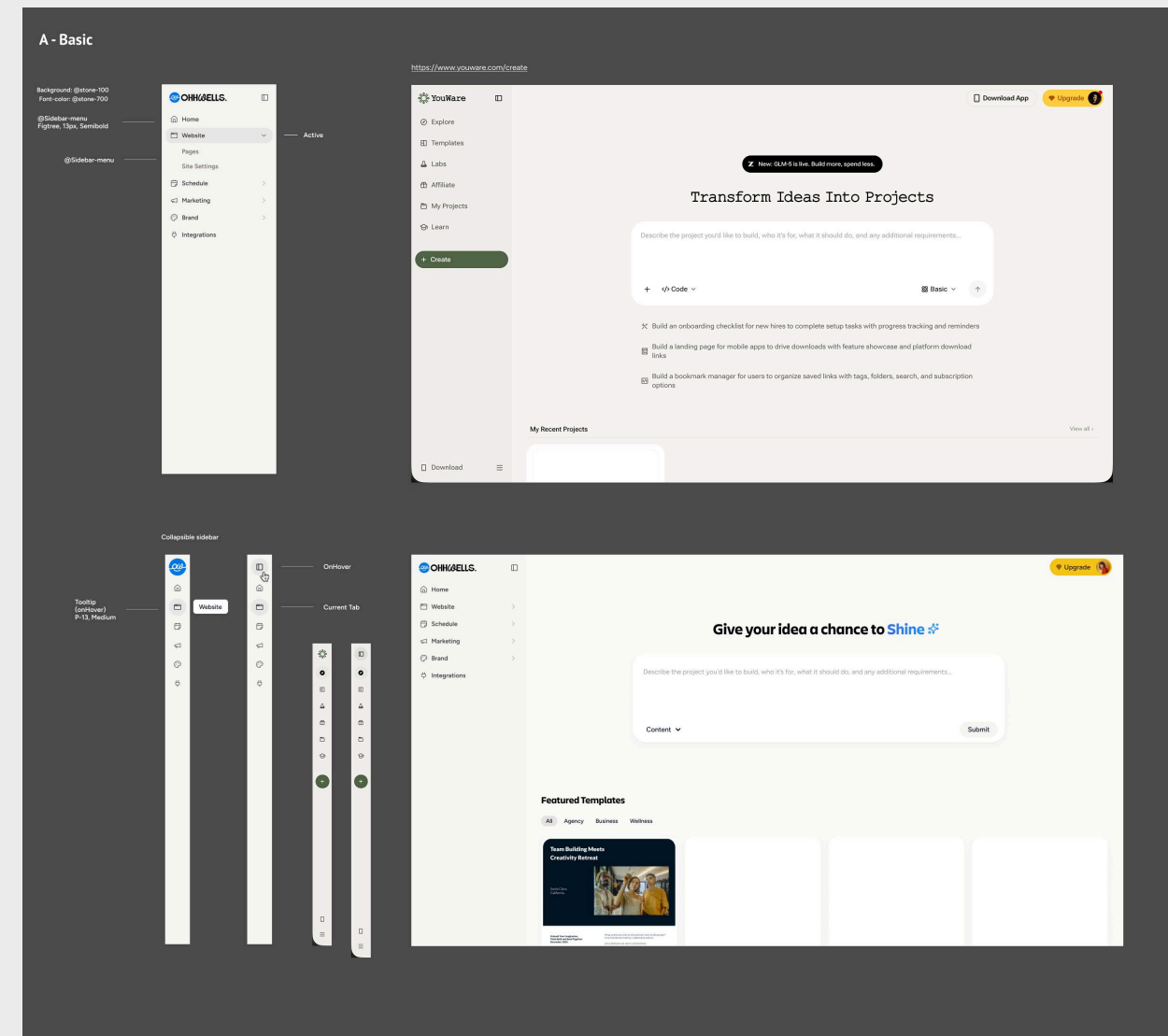
1. **Does it help for users to hide the sidebar? Do users like this feature?**
2. **Do dropdown arrow helps? Does it increase clicks? Can all menu items be expanded?**
3. **[Team decision] Do we want to have a Top Nav or not.**
4. **[Team decision] Which type of Main View should be go for?**

Sidebar IA Goals

1. **To provide an intuitive sidebar for users to complete tasks.**
2. **Provide a user-friendly experience**
2. **Reduce frustration and cognitive load.**
3. **Terminology that makes sense.**
4. **[A/B Test] which sidebar leads to faster task completion in a real case scenario.**

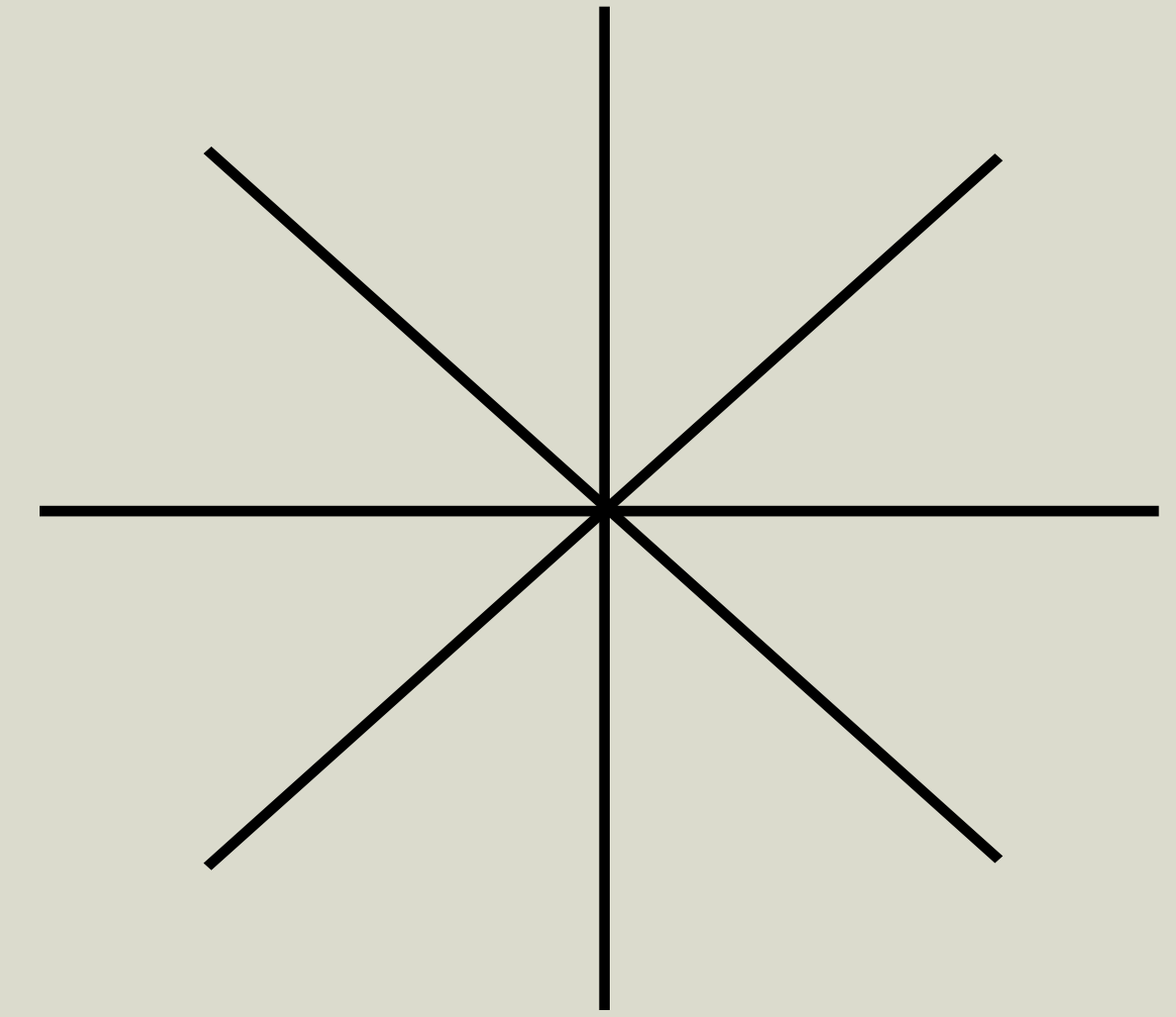
TEAM REVIEW PRESENTATION

Before I start a team review presentation, I will prepare 3 cards to present the Pros and Cons, Questions that may arise, and the Goals for the review. This will keep everyone aligned to the goals and outcome for the next implementation.



5 DESIGNS PRESENTED

I presented 5 different variations of the sidebar from - Basic, Helpful, Minimal, Organized and Compact. This allows the team to understand the design choice that was put into the component.



03 Product Architecture

CHALLENGES

Previously, The Flow Ops was a website editor and currently in a process of migration of the site to a rebrand to 'OhhWells' - a renewed version of the previous version.

1

COMPONENT LIBRARY SWITCH

We were previously using Flowbite, and found that there were faults with their UI components. I recommended Shadcn as the alternative as it is best for SaaS apps.

2

IMPROVE EXISTING FEATURES

The application had existing user flow problems and confusions. The new migration means, we have to start from scratch and tackle each problem step by step.

3

INTEGRATE NEW FEATURES

Our existing app did not have a Marketing, Integrations and AI feature. We wanted to implement these into the new application.

HOW DID I TACKLE THE CHALLENGES?

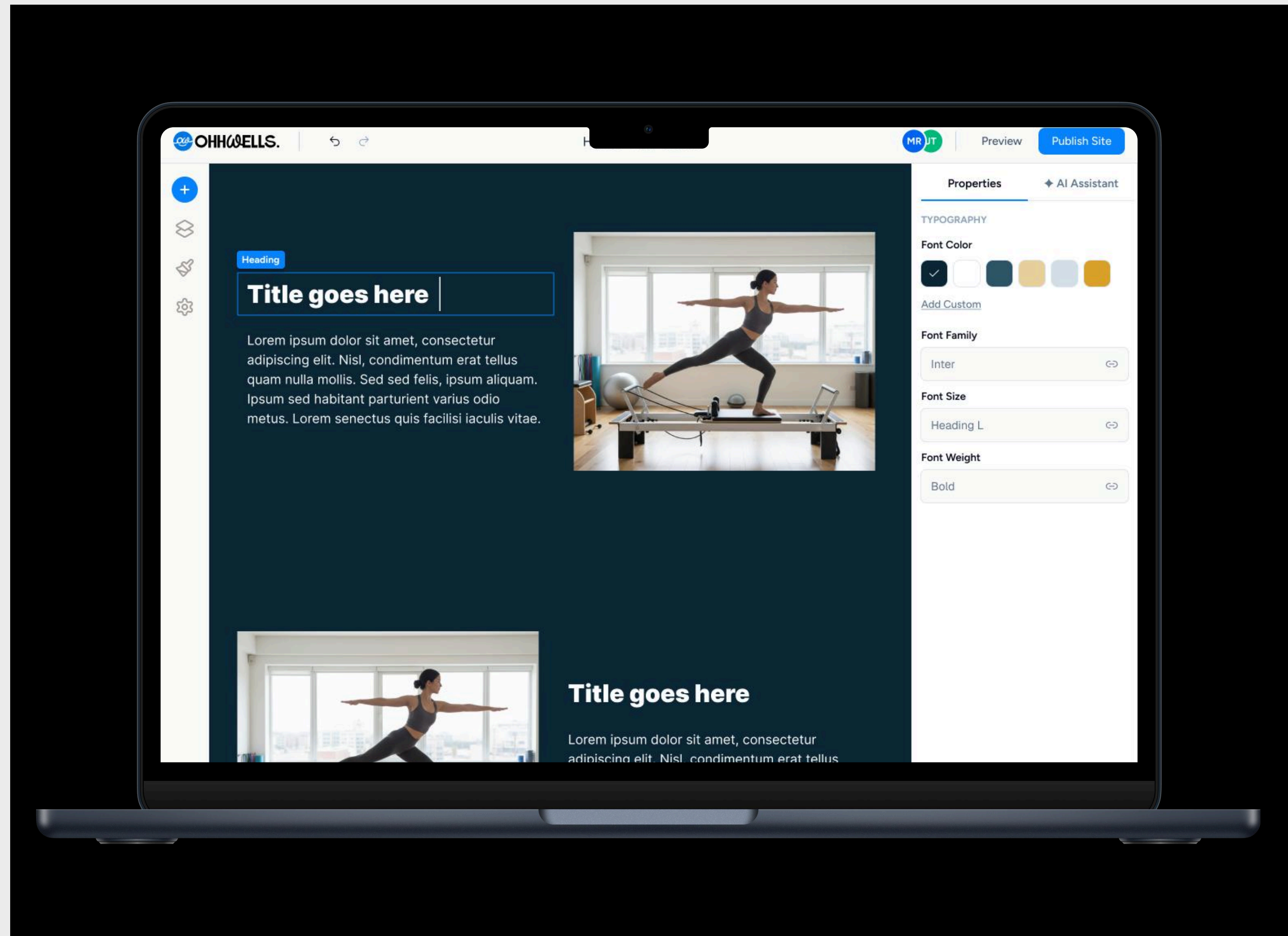
SHOW A LIVE PROTOTYPE

Website builders are 'Hands-on' products that require quick decision making and intuitiveness.

If a user gets stuck along the path and ponders upon each step - this destroys the whole experience. Most likely, they would abandon the app.

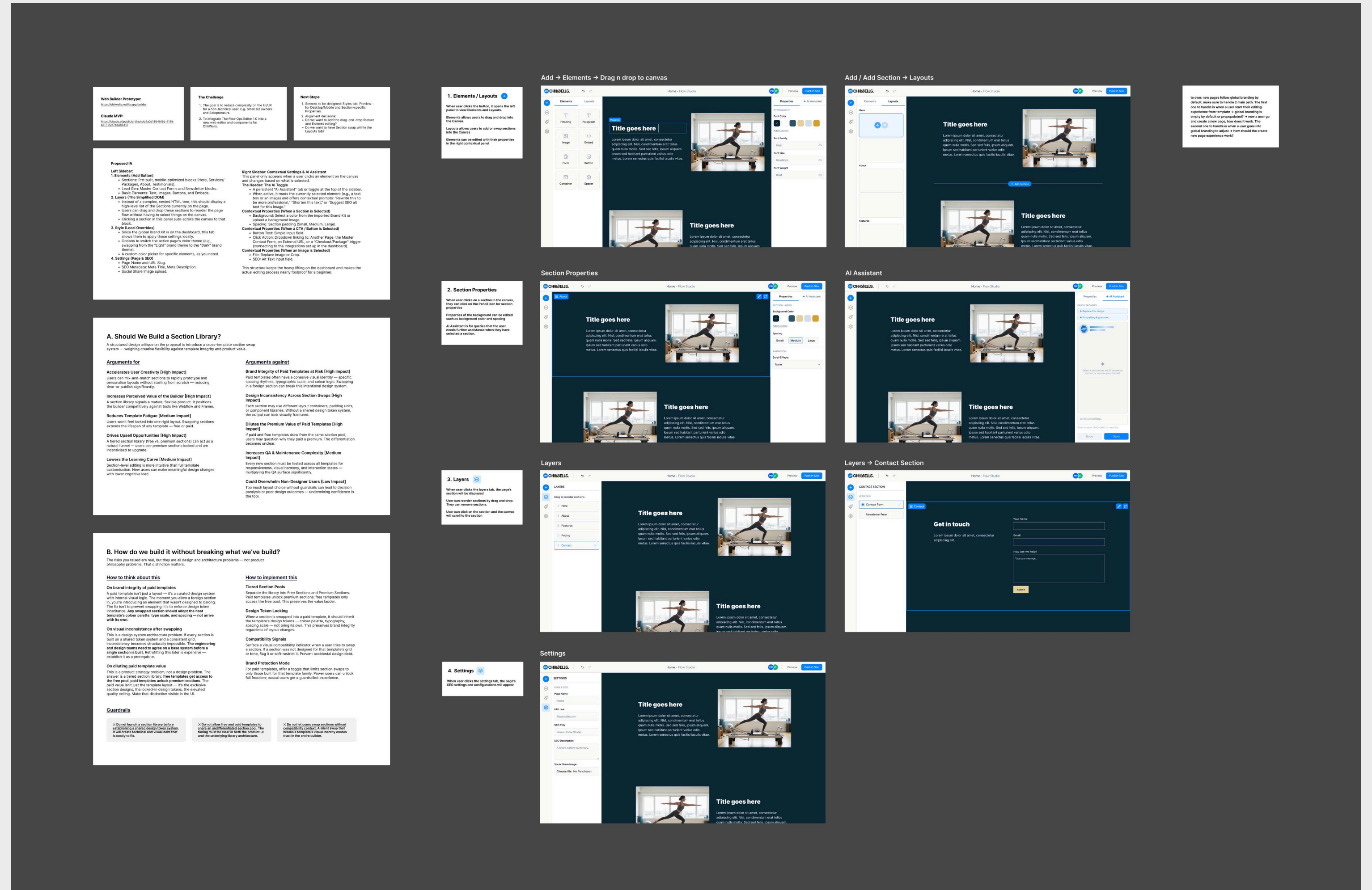
I demonstrated to the team that it is not about coming up with screens and showing flows - but does this part of the flow feel natural?

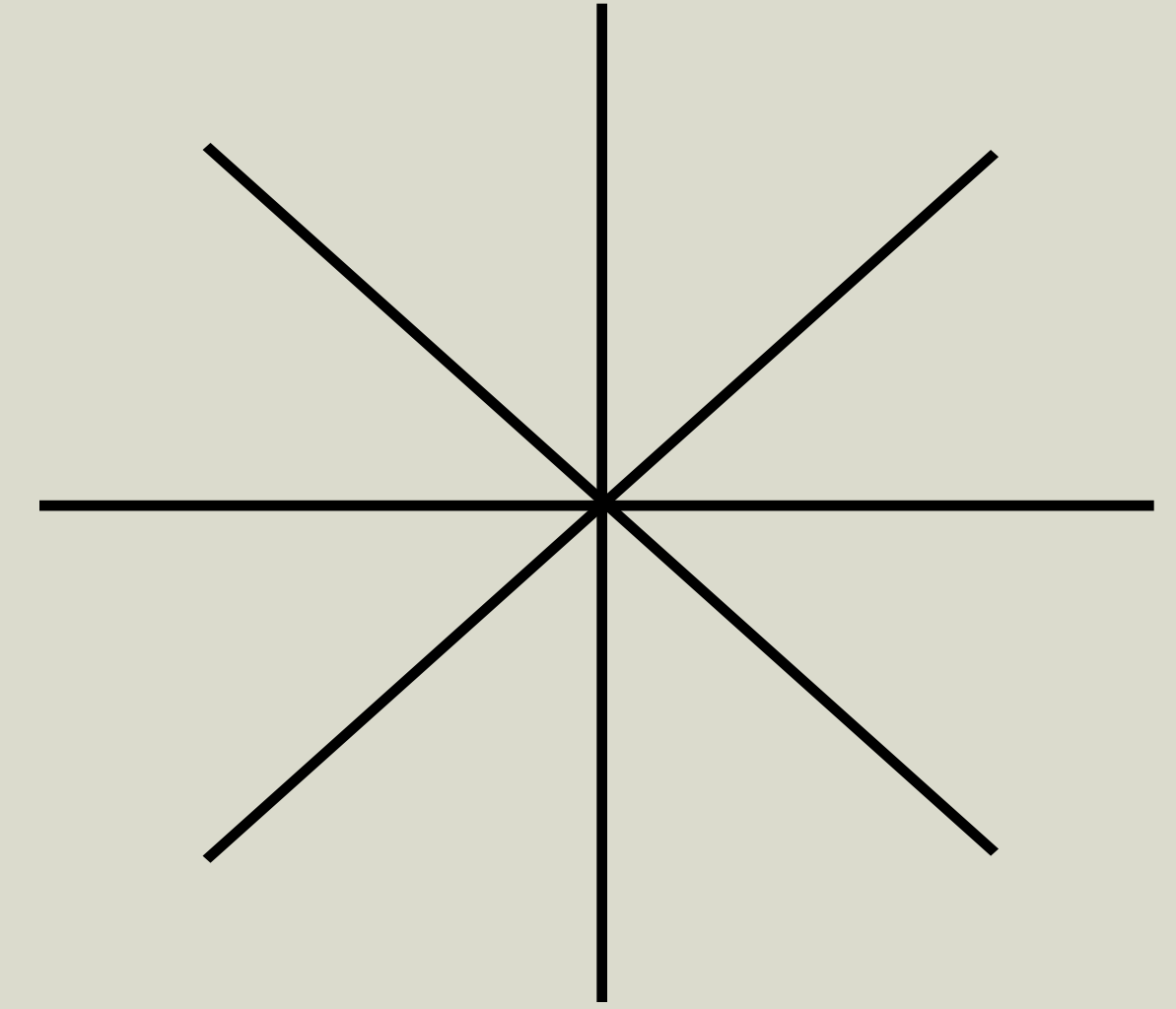
Good design is simple and doesn't involve too much thought once it's done right.



NEXT STEPS

1. Asked Claude and Gemini for feedback on how to design a complete website builder that is intuitive.
2. Prepare UI components from Shadcn and integrate them for a first prototype.
3. Ask Antigravity to start a NextJS project and create a website builder that uses Shadcn components with our brand.
4. Presented the prototype to a product designer and PM. [Link here](#).
5. Show a UX use case on how to tackle micro-interactions such as text and section selection for custom editing.





04 E2E Product Documentation

1. CURRENT COMPETITORS

The current landscape for website builders are saturated with competitors from Squarespace, Wix, Wordpress and AI startups such as Lovable.

To build a website editor that is unique is hard enough, the key is to understand what competitors are doing it right - before bending the rules.

Based on the research, I know that Global Styles was a standard and a way forward to the design.

2. CURRENT CONTEXT

Our editor implements two design systems for Fluid Typography and Theme Colors. They are used so that it translates between theme switching and mobile responsiveness.

The target is mainly for small Biz owners who are non-technical. The bias of our product will lean towards 'simple, intuitive and fast'.

Website Editors & Brand/Style Settings

A UX & Product Comparison for Designers and Marketers

Research compiled March 2026

Overview

Every major website builder offers a way to define your brand's visual identity — colors, fonts, and styles — and apply those settings consistently across your site. But how they do it varies significantly. Some platforms give you a simple, guided brand panel. Others offer sophisticated design token systems used by professional developers and large teams.

This document compares eight major platforms: **Wix Studio**, **Squarespace**, **Webflow**, **Framer**, **WordPress (Full Site Editing)**, **Shopify**, **Duda**, and **Editor X**. For each, we look at how brand colors and typography are managed, how style changes propagate, and what makes each platform distinctive.

Platform Profiles

1. Wix Studio

Brand panel name: Site Styles

Wix Studio centralizes all brand control in a dedicated "Site Styles" panel. Colors are organized into up to 25 site colors, each assigned a semantic role (Color 1 = primary element color, Color 2 = secondary background, and so on). Change a color in Site Styles, and every element using that color updates automatically across the entire site.

Typography is split into two sections: **Fonts** (where you choose typefaces and set weights) and **Text Styles** (where you define the appearance of headings, body text, buttons, etc., including size, line spacing, and character spacing). Text scales proportionally across breakpoints, which is helpful for responsive design.

Beyond color and type, Wix Studio's Site Styles also controls global button styles, brand boxes, line styles, page transitions, and the maximum width of the site layout — making it one of the more holistic style systems among visual editors. A January 2026 update, branded "Wix Harmony," refreshed the brand management UI with a more streamlined interface.

Style propagation: Fully global. All changes in Site Styles apply site-wide automatically.

Best for: Designers who want broad visual control through a single panel without touching code.

2. Squarespace

Brand panel name: Site Styles

Squarespace's Site Styles panel (accessed via the paintbrush icon in the editor) is organized into tabs: Colors, Fonts, Spacing, Buttons, and Image Blocks. The color system is built around a 5-base palette — lightest, light, accent, dark, darkest — from which the entire site's color scheme derives.

What sets Squarespace apart is its **AI-powered color tooling**. Users can upload an image and have the system extract three dominant colors to seed a palette, or choose a single color and let the AI generate a full complementary palette. AI-generated color themes can even be auto-applied to different page sections, making it easy to establish visual variety while staying on-brand.

For typography, Squarespace offers control over letter spacing, text transformation (uppercase/lowercase), font sizes, and weights per element type. Global style changes apply site-wide, but individual pages and sections can have local overrides for more flexibility.

Style propagation: Global by default, with local section/page overrides available.

Best for: Marketers and creatives who want beautiful results quickly, especially those who rely on photography or brand imagery as a starting point for their color palette.

3. Webflow

Brand panel name: Variables Panel

Webflow has the most technically sophisticated brand/style system of any no-code website builder. Its **Variables Panel** implements a three-layer design token architecture:

- **Global tokens** — raw values (e.g., `blue-500: #3B82F6`)
- **Semantic tokens** — contextual references (e.g., `color-primary: {blue-500}`)
- **Component tokens** — component-specific references (e.g., `button-background: {color-primary}`)

Colors are defined using a 100–900 numbering scale (100 = lightest, 900 = darkest), following the convention popularized by design systems like Tailwind. Typography variables cover font families, type ramp scales, weights, and line heights.

Research on Competitors
(Claude Cowork)

3. PRODUCT GOALS

We want to tackle the 2 points that were mentioned, in a HMW question - “How might we build a web editor that a small business owner could use?” and “How might we build a web editor that competes with today’s leading companies?”

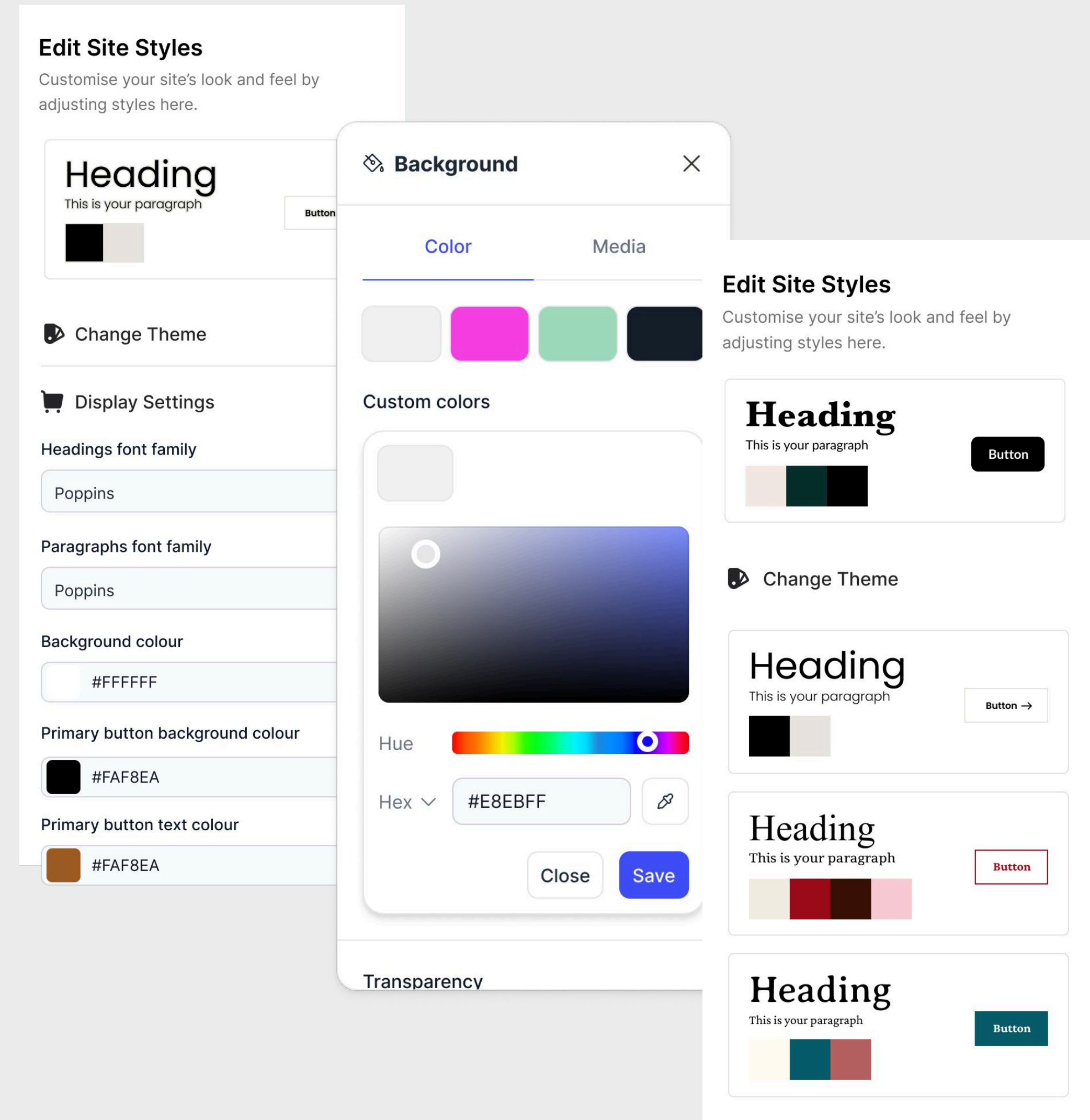
The goals are widely scoped and has nuances. But my goal is to not break what is already established.

4. IDENTIFYING THE PROBLEM

There were some flaws on the existing web editor experience.

The UI components and interaction is scattered when you click on an element or a section.

My task was to design a more cohesive web editor that is unified and intuitive. The keyword for intuitive is ‘*flow, habitual, understood*’



Web Editor Architecture

Panels function consistently this way across tabs to minimise confusion.

5. PRODUCT DESIGN

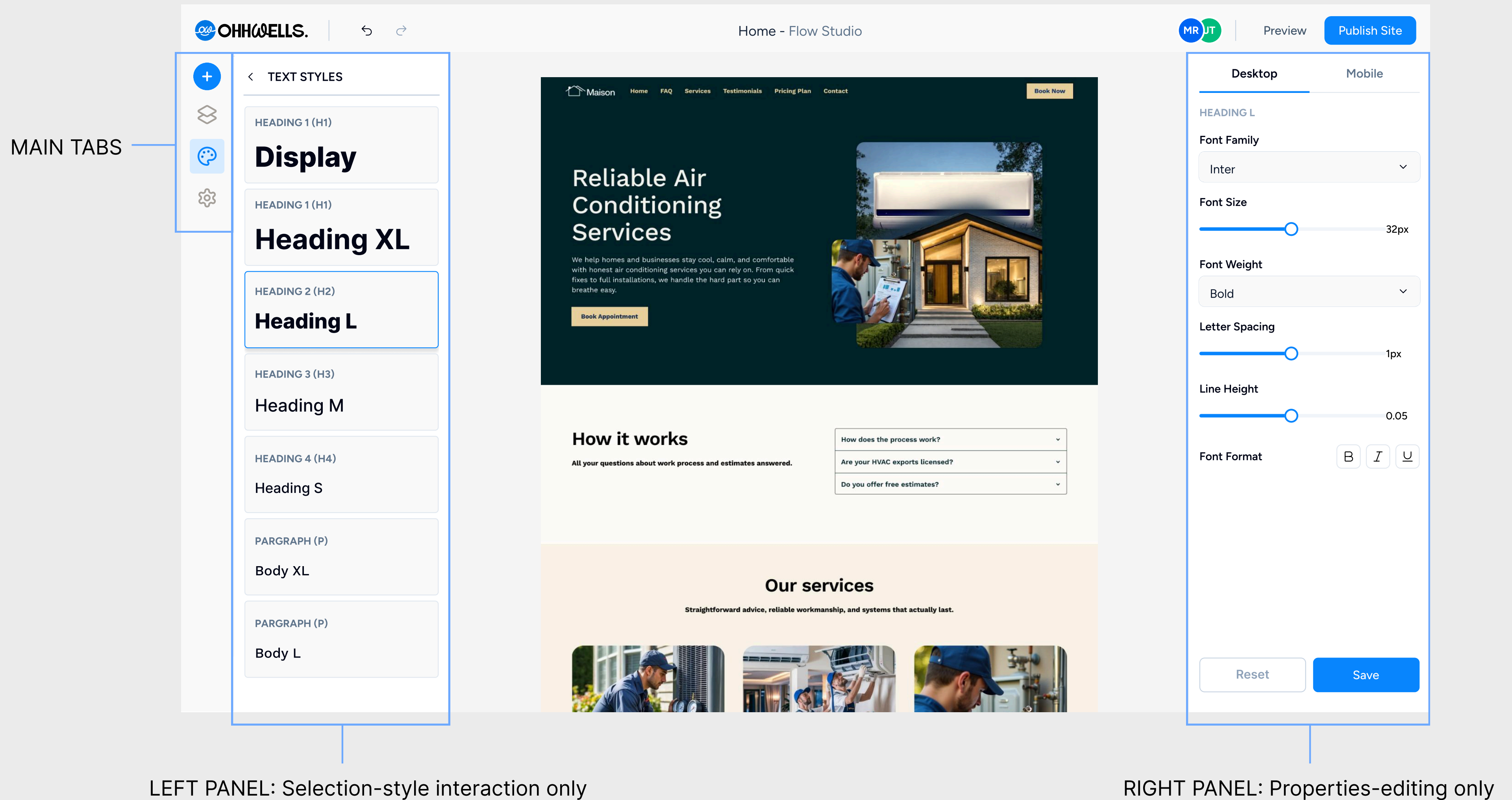
First, I define the primary navigation for the user based on hierarchy and usability.

1. Top Header
2. Canvas
3. Main Sidebar
4. Left Panel - Selection
5. Right Panel - Editing

Left panel will have a mental model of selection, applying and choosing.

Right panel has a mental model of tweaking and fine-tuning.

The Canvas is placed in the center to guide the viewers' eye towards the center like writing a document.



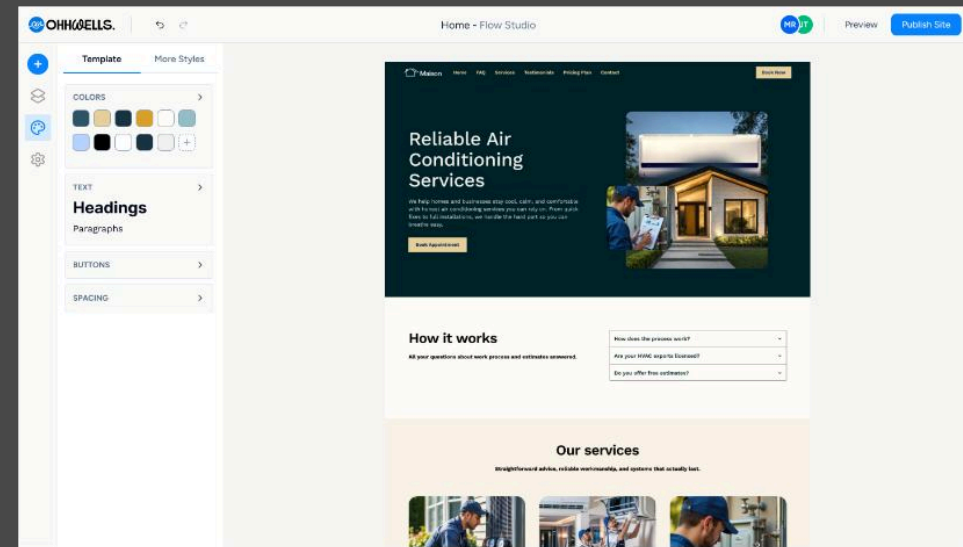
1. Styles

When user clicks the styles tab, the canvas will be shown as a Preview. But not editable.

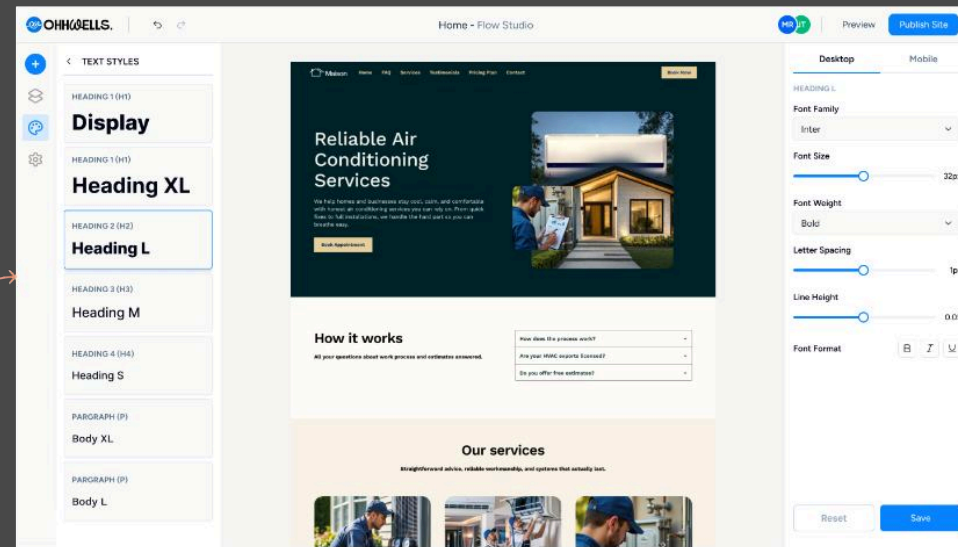
The canvas can be dragged and zoomed. But not editable.

The Template sub-panel shows Global theme styles defined by Colors, Text, Buttons and Spacing.

The More Styles sub-panel shows more themes that can be explored by the user.

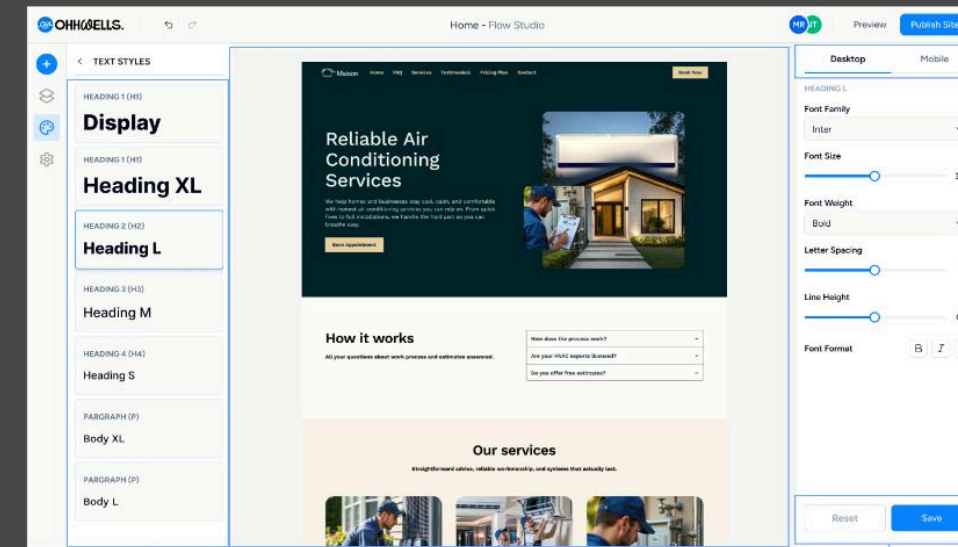


Template Styles
The main styles of the template



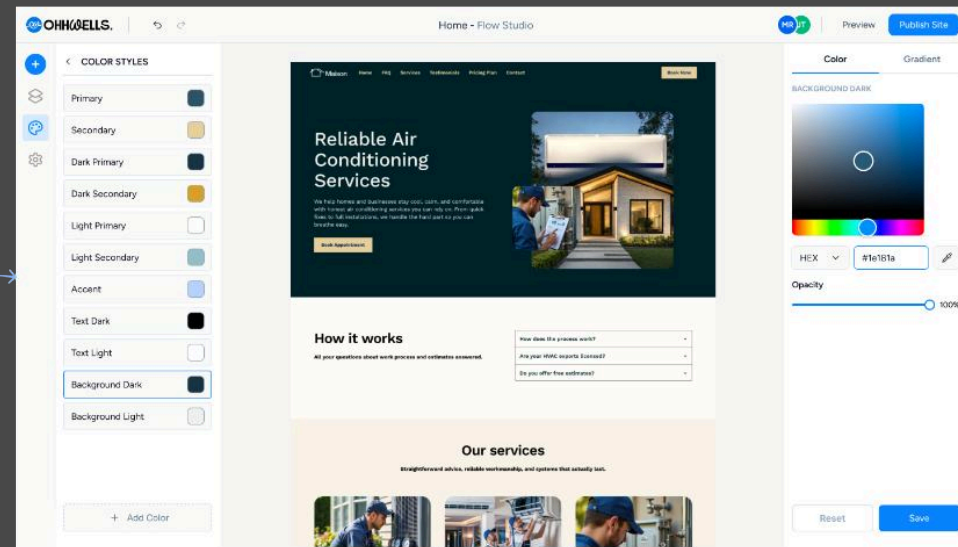
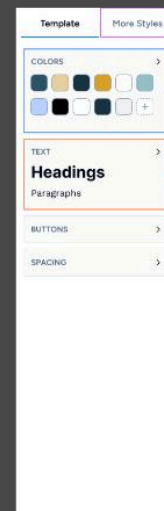
Text Styles
All text styles for Desktop and Mobile

Text Styles Architecture



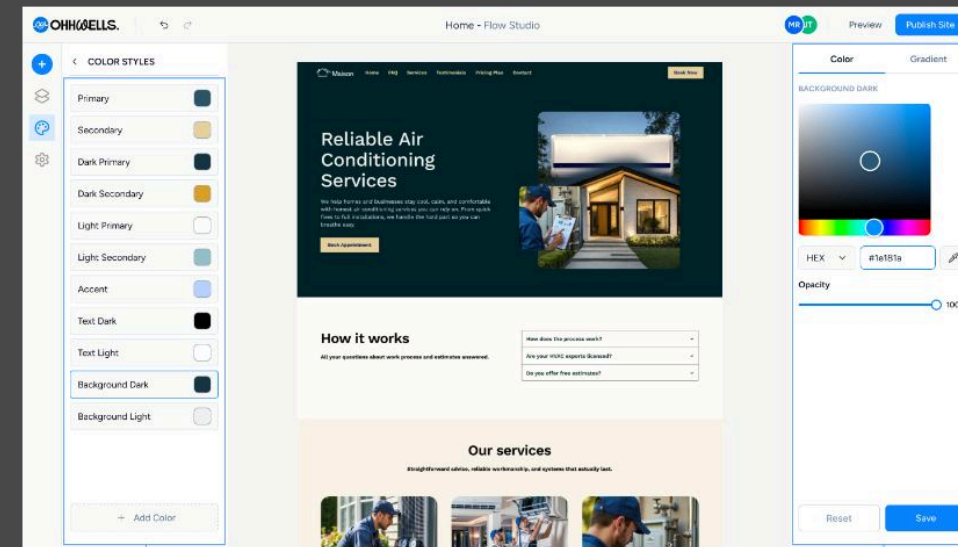
Fluid Typography System with HTML syntax
Canvas is for Preview. It can be dragged and zoomed. Style changes will be reflected here.
Reset goes back to original template setting

User can make adjustments to Mobile. When it is switched to Mobile, the Canvas will show a Mobile layout.



Color Styles
Color palette for the template

Color Styles Architecture

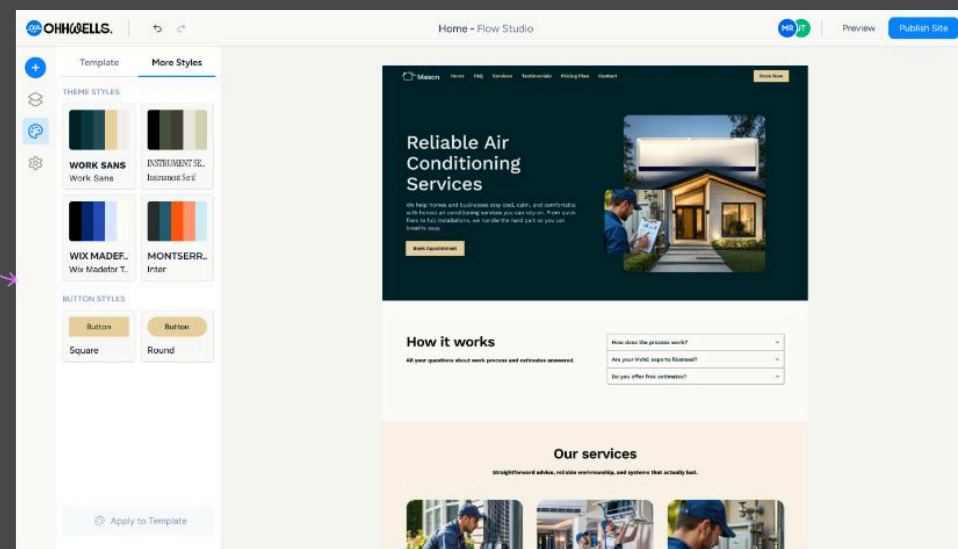


Color System with CSS variable mapped
[Propose] User can add custom colors
Color Editing Section
[Propose] Gradients

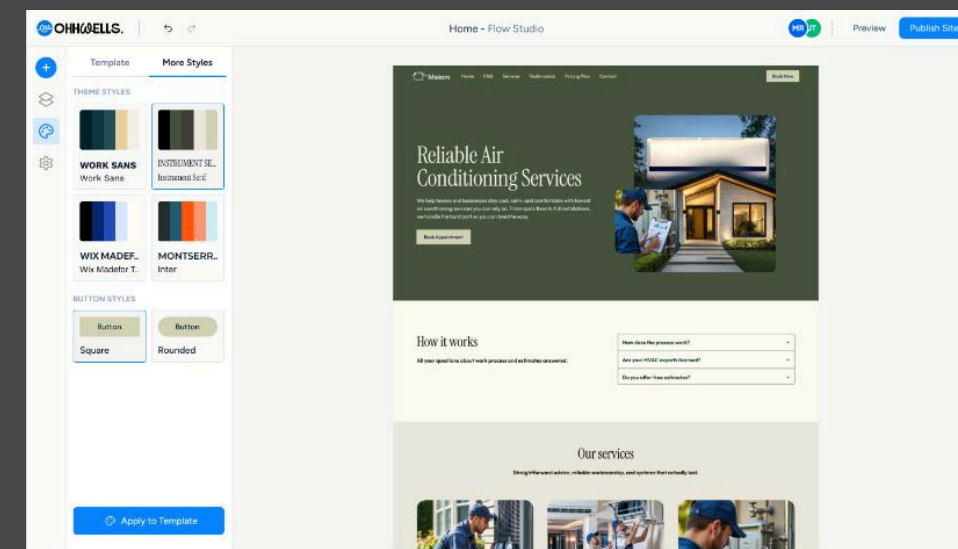
6. PRESENTATION

The design of how each tab flows are clearly documented with questions and proposed designs.

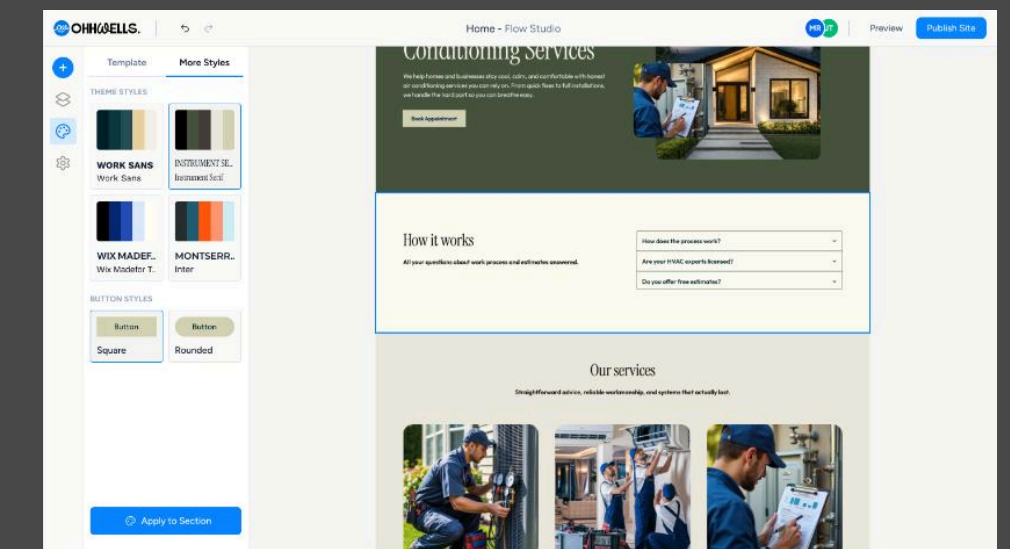
[Figma Link](#)



More Styles
Explore different pre-made styles



More Styles - Apply to Template
Apply a typography and color theme across the template



More Styles - Apply to Section [Propose]
Apply a typography and color theme across a section

CONCLUSION

THE FLOW STILL LACKS EDGE CASES BECAUSE IT IS ON HOLD.

BUT IN THE FUTURE, I BELIEVE THE VALUE IT SHOULD BRING IS USER RETENTION
ON THE PLATFORM.

KEY QUESTIONS TO ASK:

1. DO MORE USER PUBLISH THEIR WEBSITE?
2. DO THEY CONTINUE TO USE AFTER 6 MONTHS?
3. WHAT ARE THE FEATURES THAT THEY NEED?

THANK YOU!