

Explore the Enhanced Visual Style of the Lightning UI

Dreamforce 2024

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Forward Looking Statements

This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to meet the expectations of our customers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features; our ability to execute our business plans; the pace of change and innovation in enterprise cloud computing services; and our ability to maintain and enhance our brands.

Last updated: April 25, 2024





 dreamforce®

Thank you



Coffee on us.

The first 4,000 attendees to provide feedback on this event will receive a \$5 Starbucks gift card.

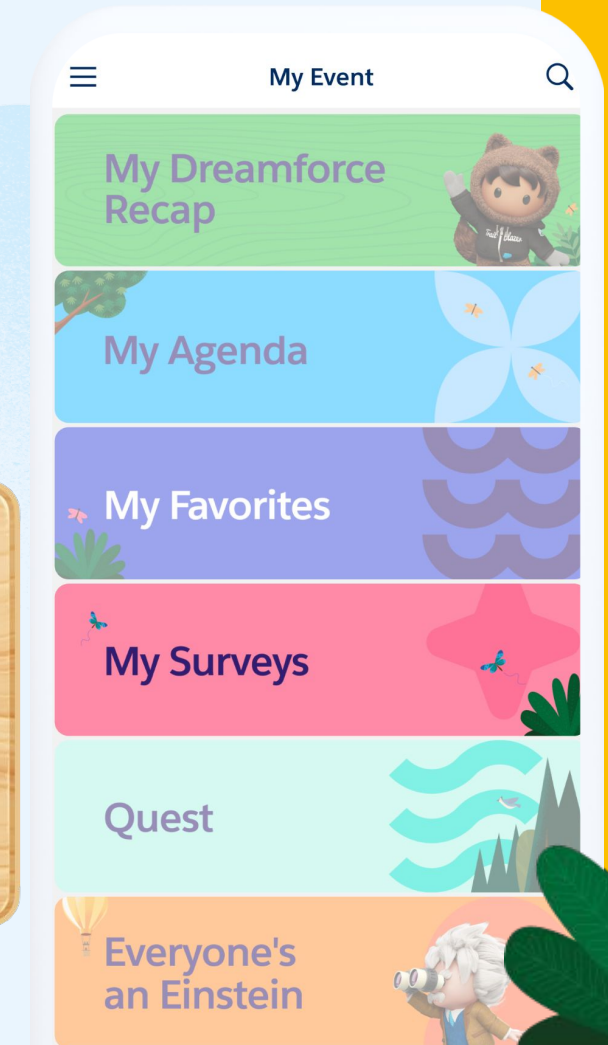
Open the Salesforce Events mobile app.

Navigate to **My Event**.

Select **My Surveys**.

Complete four Session Surveys and present the completed Event Survey page at Badge Pickup to redeem.*

*Restrictions apply. See rules at sforce.co/survey-terms





Our Learning Objectives for Today



1

Understand reasons for the Lightning visual style updates.

2

Learn how the new design enhances user experience.

3

Learn when the new UI will be available and how to stay updated.



Streamline Your Workflow with the New Visual Style



New Visual Style



Sales Home Leads Opportunities Calendar Accounts Forecasts Dashboards Reports Quotes Contacts More

Opportunity **Northern Trail Outfitters** Edit Delete Close

Contact Roles (2) Kristen Jones (Buyer, Decision Maker), Lauren Bailey (VP of Sales, Decision Maker)

Products (0)

Quotes 0001254 (Quote Name: Digital Marketing, Expiration Date: 10/20/2025)

Partners Global Media (Role: Digital Marketing)

Stage: Needs Analysis (Needs Anal., Proposal, Negotiation, Closed) Mark Stage as Complete

Key Fields: Close Date (10/21/2024), Description (This deal is at 10% because they are at the sales process state of evaluation.), Budget Confirmed (checked)

Guidance for Success: Qualify your opportunity (Identify the business need you will solve for them, Confirm that they have budget and approval, Determine the timeline based on their needs)

Upcoming and Overdue: Intro Call (Tomorrow), Re: Mobile conversation on Monday (09/24/24), Call with Lauren Bailey (1:00 PM | Sep 6)

Files (1): IMG_39420 (Created Data)

Notes

Opportunity Information: Account Name (Northern Trail Outfitters, Probability: 10%), Opportunity Owner (Dennis Campos, Forecast Probability Pipeline), Opportunity Name (Northern Trail Brand Marketing, Next Step: Needs Estimate), Amount (USD 200,000)





OUR VISION

**Make Salesforce fast,
easy, and compelling
to use - and built for AI.**

Modular

Lightweight

Personalized

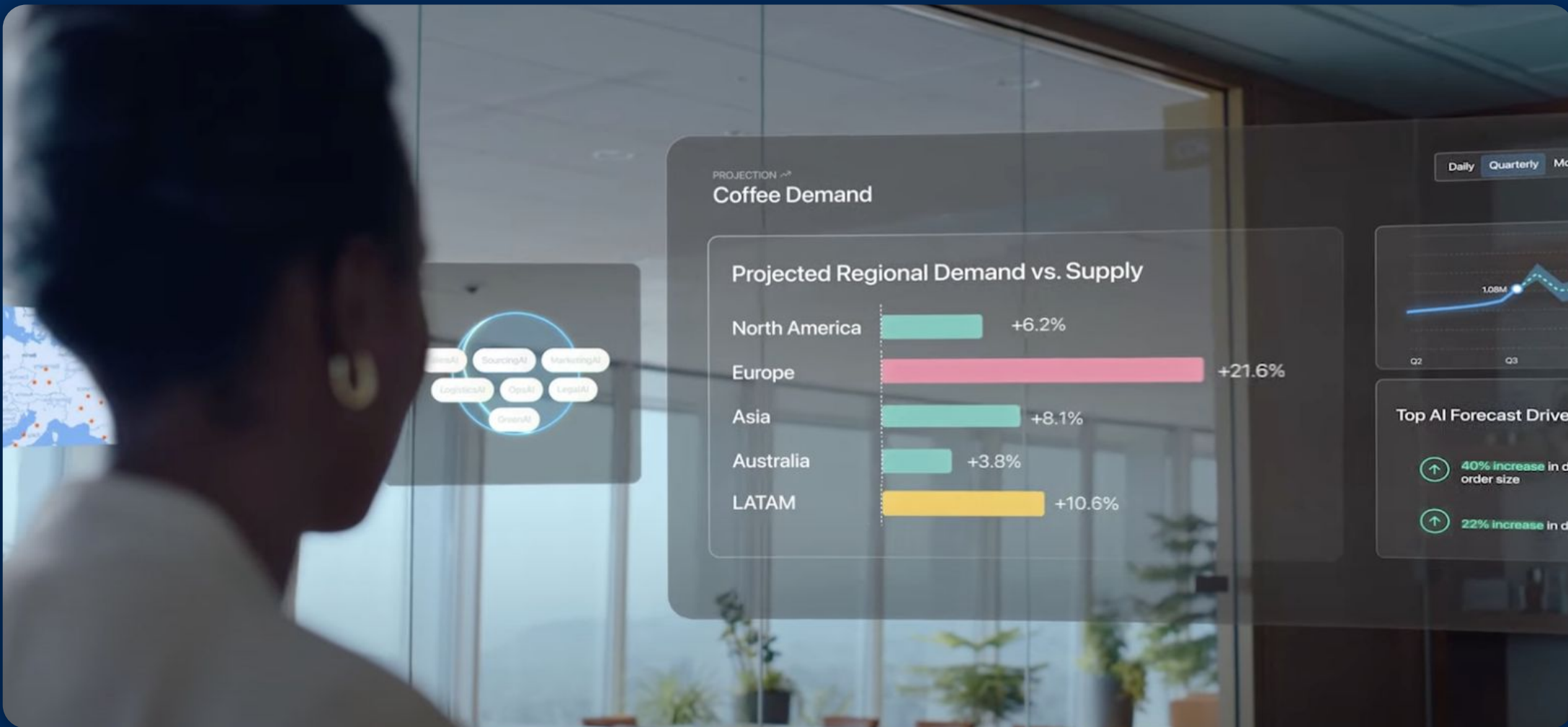
Versatile

Proactive

Connected

Salesforce Design Systems

Salesforce 2030 a Future + UX Collaboration



Pathway to the Future

Einstein

Email Bounce Rate is 7.2%, up by 56% (100 bounces) from the last period. Critical insights for improving deliverability and campaign effectiveness. Here's a breakdown based on **Devices** used by recipients.

Mobile	471.6
Desktop	447.4
Tablet	222.9

Breakdown by Region Breakdown by Campaign

Follow-Up Questions

Which campaign bounced the most? Which segment b...

Describe your task or ask a question...



Chrome | File | Edit | View | History | Bookmarks | Profiles | Tab | Window | Help

Home | Salesforce

skychen-240513-803-demo.lightning.force.com/lightning/page/home

Salesforce | Apps | Workday | Mail | Calendar | GenCanvas x Ephe... | GenCanvas Plan | AI-First | Projects | Training | Atlas | Motion Array Stoc... | UX hub | Onboarding | Org62 | Salesforce

Search...

Sales | Home | Chatter | Accounts | Contacts | Leads | Opportunities | Dashboards | Reports

Sales Rep Dashboard

Dashboard
Sales Rep Simple Dashboard
Last refreshed 13 days ago. Refresh this dashboard to see the latest data.
As of May 17, 2024, 1:10 AM - Viewing as Sky Chen

My Closed Business

View Report (My Closed Deals)

My Pipeline

Sum of Amount (USD): 6.7m

View Report (My Pipeline)

My Activities

Record Count

View Report (My Activities)

My Top Accounts

Account Name	Sum of Amount ↓
AJC Corporation	USD 694,656
Displaytech	USD 611,825
Homeland Company	USD 530,500
Accusage, Inc.	USD 495,000
Red Studio Designs	USD 369,175
Greenfields Media	USD 366,800

My Forecast

View Report (My Forecast)

Team Leaderboard

Sum of Amount (USD)

View Report (My Team)

Get Calling!

Canvas Leads Reports App Launcher

Activity

Leads & Campaigns

Today's Tasks

Nothing due today. Be a go-getter, and check back soon.

View All

Today's Events

Looks like you're free and clear the rest of the day.

Rewind Mass Edit Tool - Q Demo Tracker

Call with EnigmaWorks

Review features and benefits, start pricing and negotiations, discuss timeline, cover concerns and objections, next steps/actions

Attending: Lydia James, Janice Kelsey

Prep for Meeting

Commission Ready

You have a commission which just cleared. Please make sure the amount is correct. If not, log a ticket.

\$1120.80

Opportunity Closed: WidgeFarm Inc.
Deal total value **\$14,500**

Accept Commission

Goals

Commit to Quota \$28k of \$100k

Update Quota

Salesblazer

Top Sellers Share Lessons They Learned the Hard Way — So You Don't Have To

Everyone makes mistakes. What you take away from them is key. Thirteen Salesblazers weigh in with their...

7 minute read

More Seller Tips

Auto-Added Contacts

11 New contacts automatically added to Salesforce this week.

View All

Suggested Contacts

- Andy Smith
Universal Technologies
Found in 4 emails Add
- Jim Steele
BigLife Inc.
Found in 2 emails Add
- John Gardner
3C Systems
Found in 4 emails Add
- Sarah Loehr
MedLife Systems
Found in 4 emails Add

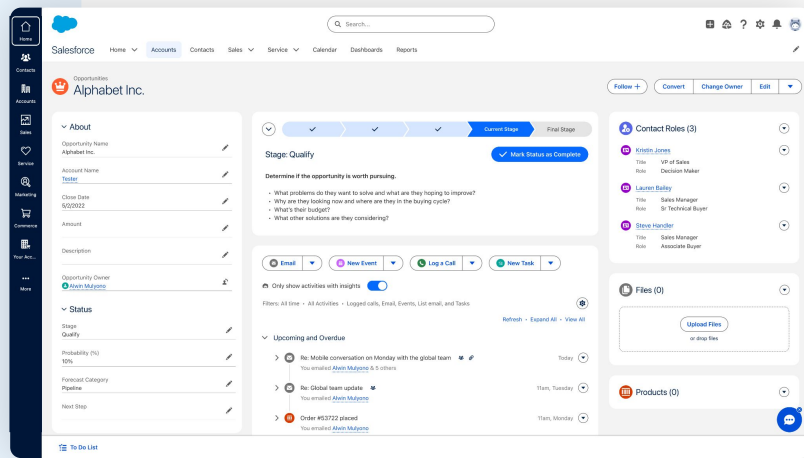
View All

Total Commissions this Month

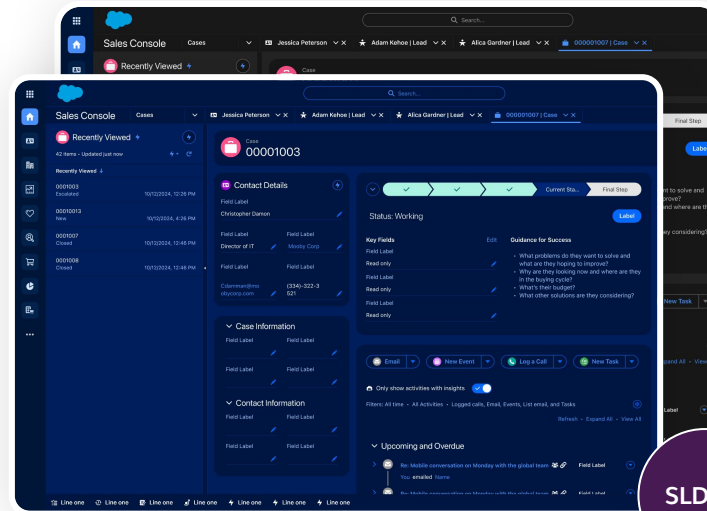
\$3782.10

Last calculated 10 hours ago

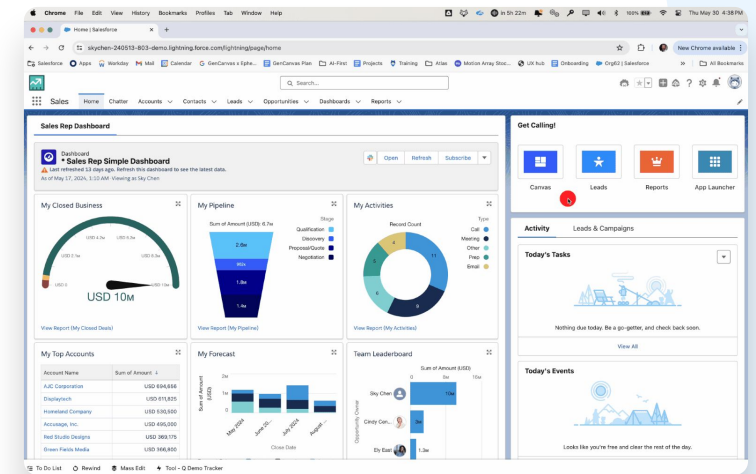
New Visual Style is a Preview of SLDS 2



New Visual Style



New Design System Features



AI-Ready Features

Enhancing the Visual Style



The screenshot displays the Salesforce CRM interface for an Opportunity record titled "Northern Trail Outfitters". The interface is organized into several sections:

- Header:** Includes the Salesforce logo, a search bar, and navigation tabs for Sales, Home, Leads, Opportunities, Calendar, Accounts, Forecasts, Dashboards, Reports, Quotes, Contacts, and More.
- Opportunity Card:** Shows the opportunity name "Northern Trail Outfitters" with "Edit", "Delete", and "Close" actions.
- Contacts (1):** Lists two contacts: Kristen Jones (Buyer, Decision Maker) and Lauren Bailey (VP of Sales, Decision Maker).
- Products:** A section for associated products.
- Quotes (1):** Shows a quote with ID 0001254, Buyer role, and an expiration date of 10-20-2025.
- Partners:** Lists a partner named Global Media with a role of Digital Marketing.
- Stage Progress:** A visual progress bar showing the current stage as "Needs Analysis" (highlighted in green), with other stages being Proposal, Negotiation, and Closed. A "Mark Stage as Complete" button is present.
- Key Fields:** Includes "Close Date" (10/21/2024) and "Budget Confirmed" (checked).
- Guidance for Success:** A section titled "Qualify your opportunity" with instructions: "Identify the business need you will solve for them", "Confirm that they have budget and approval", and "Determine the timeline based on their needs".
- Details:** A section for "Opportunity Information" with fields for Account Name (Northern Trail Outfitters), Opportunity Owner (Dennis Campos), Opportunity Name (Northern Trail Brand Marketing), Amount (USD 200,000), Close Date (09/21/2024), and Stage.
- Activity Feed:** A right-hand panel showing a list of activities. Filtered by "All time", "All activities", and "All types". Activities include:
 - Intro Call: You logged a call with Kristen Jones (Tomorrow)
 - Re: Mobile conversation on Monday: You have an upcoming event (09/24/24)
 - Re: Mobile conversation on Monday with the global team: You emailed Leslie Chan (1:00 PM | Sep 6)
- Files (1):** Shows a file named IMG_39420 (Created Data).
- Notes:** A section for associated notes.



Highlights of the New Design



Navigate with ease through a simplified design



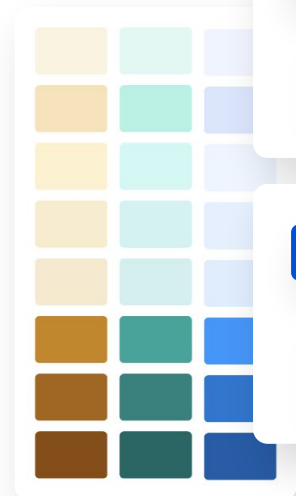
Button

Complete tasks with clearer pathways

Getting Started
Find your way around and see how Salesforce works for your business.

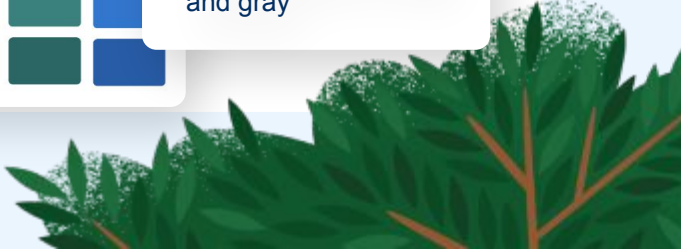
Getting Started
Find your way around and see how Salesforce works for your business.

Support a diversity of global users with built-in accessibility updates



SLDS Blue 50
Does NOT pass color contrast requirements on gray

Electric Blue 40
Passes color contrast requirements on white and gray



Navigate with Ease Through a Simplified Design



The image shows a Salesforce interface for an Opportunity record. Two callouts highlight key features:

- Top Callout:** A rounded rectangle highlights the 'Edit', 'Delete', and 'Close' buttons in the record header.
- Bottom Callout:** A rounded rectangle highlights a search bar with the text 'Search...'.

The interface includes a navigation bar with 'Sales', 'Home', 'Leads', 'Opportunities', 'Calendar', 'Accounts', and 'More'. The main content area shows the Opportunity details for 'Lauren Bailey', including 'Key Fields' (Close Date: 10/21/2024, Description: This deal is at 10% because they are at the sales process state of evaluation.) and 'Guidance for Success' (Qualify your opportunity). A right-hand sidebar shows filters and a list of activities under 'Upcoming and Overdue', including 'Intro Call' and 'Re: Mobile conversation on Monday'.

Complete Tasks with Clearer Pathways



Large and light

Contact
Art Vandelay

Account Name	Title	Phone	Email
Vandelay Industries	Lead Sales	(415)-333-3444	avand

Lightning

Small and bold

Contact
Art Vandelay

✓ Following

Account Name	Title	Phone	Email	Activity Indicator
Vandelay Industries		☎ (415) 555-5555	avandelay@vandelay.com	★★★★★



Complete Tasks with Clearer Pathways



Add a New Contact

Name 

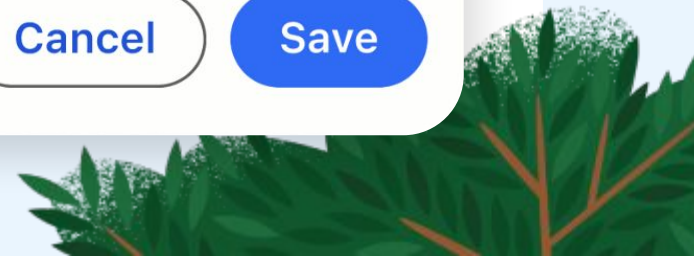
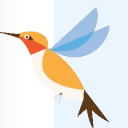
Lauren Bailey

Email

name@example.com

Cancel

Save



Support a Diversity of Global Users with Built-In Accessibility Updates



Clean, light, neutral background

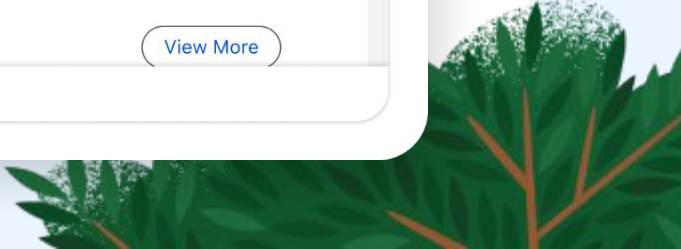
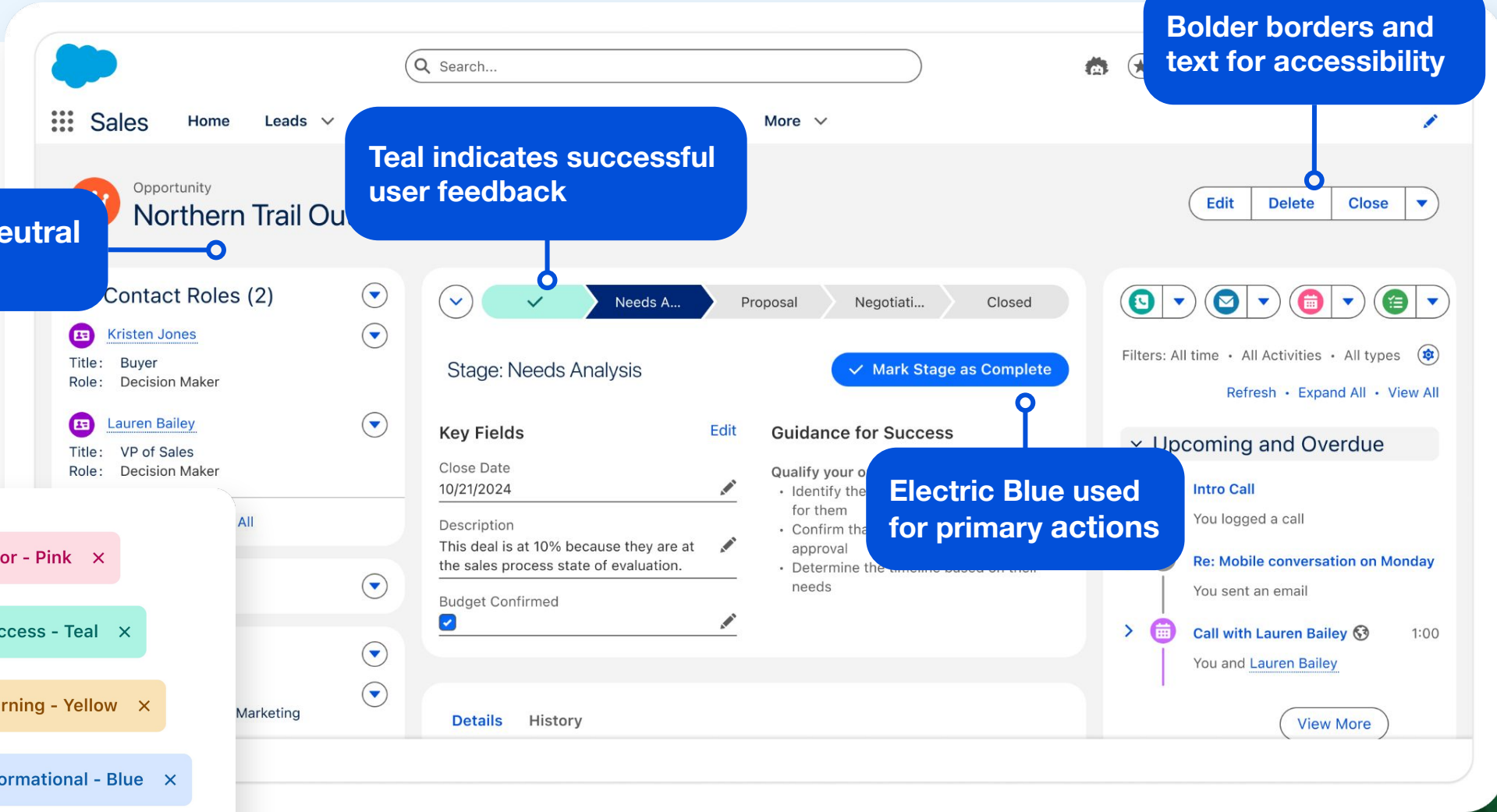
Teal indicates successful user feedback

Bolder borders and text for accessibility

Mark Stage as Complete

Electric Blue used for primary actions

- Error - Pink
- Success - Teal
- Warning - Yellow
- Informational - Blue



Benefits of New Design



The screenshot displays the Salesforce CRM interface for an Opportunity record titled "Northern Trail Outfitters". The top navigation bar includes "Sales", "Home", "Leads", "Opportunities", "Calendar", "Accounts", "Forecasts", "Dashboards", "Reports", "Quotes", "Contacts", and "More". A search bar is located at the top right. The main content area is divided into several sections:

- Contact Roles (2):** Lists two contacts: Kristen Jones (Buyer, Decision Maker) and Lauren Bailey (VP of Sales, Decision Maker).
- Products (0):** No products are associated with this opportunity.
- Quotes:** One quote is listed with ID 0001254, Name "Digital Marketing", and Expiration Date "10/20/2025".
- Partners:** One partner is listed: Global Media (Digital Marketing, Primary).
- Opportunity Information:** A table showing key details:

Account Name	Northern Trail Outfitters	Probability (%)	10%
Opportunity Owner	Dennis Campos	Forecast Probability	Pipeline
Opportunity Name	Northern Trail Brand Marketing	Next Step	Needs Estimate
Amount	USD 200,000		
- Stage: Needs Analysis:** A progress bar shows the current stage is "Needs Anal..." (highlighted in blue), followed by "Proposal", "Negotiation", and "Closed". A "Mark Stage as Complete" button is visible.
- Key Fields:** Includes "Close Date" (10/21/2024), "Description" (This deal is at 10% because they are at the sales process state of evaluation.), and "Budget Confirmed" (checked).
- Guidance for Success:** A section titled "Qualify your opportunity" with bullet points: "Identify the business need you will solve for them", "Confirm that they have budget and approval", and "Determine the timeline based on their needs".
- Upcoming and Overdue:** A list of activities: "Intro Call" (Tomorrow), "Re: Mobile conversation on Monday" (09/24/24), and "Call with Lauren Bailey" (1:00 PM | Sep 6).
- Files (1):** One file is listed: IMG_39420 (Created Data).
- Notes:** A section for notes is visible at the bottom.

“This design makes me feel in control, empowered and clear about what I need to do next”

“The UI keeps getting more modern and the objects I need are easier to find and interact with.”

“This new interface is not only easily accessible but also feels fast to navigate.”

Get Deeper Insights

Learn more from our experts about our new UI and SLDS

salesforce

Tuesday

3 pm - Use **SLDS Best Practices** to Opt in to Enhanced Lightning UI

Wednesday

8:30 am - Discover What's New in the Enhanced Lightning UI **Figma Kit**

2 pm - Embrace **Lightning Design System** to Tap Future Innovations

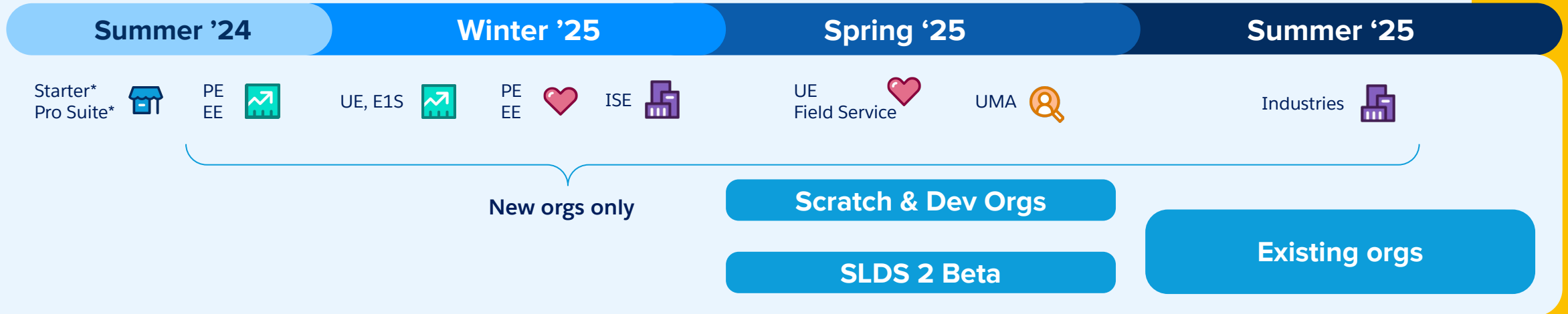
2:30 pm - Say Yes to the Power of **Styling Hooks**

Thursday

2:45 pm, Moscone South



When is it available?

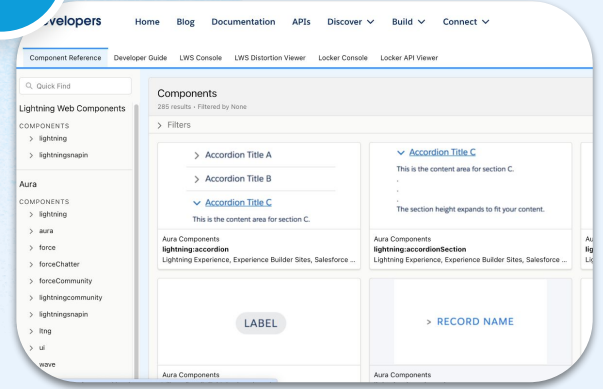


**Dates subject to change*

How Can I Get Ready to Use This?



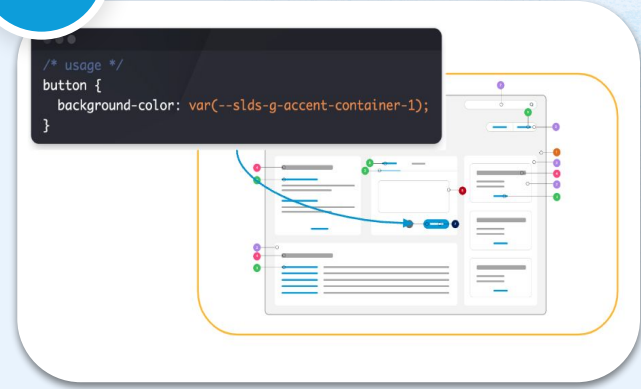
1



Use Lightning Base Components and SLDS Blueprints

Best practices built inside: accessibility, branding, security and more.

2



Use Styling Hooks

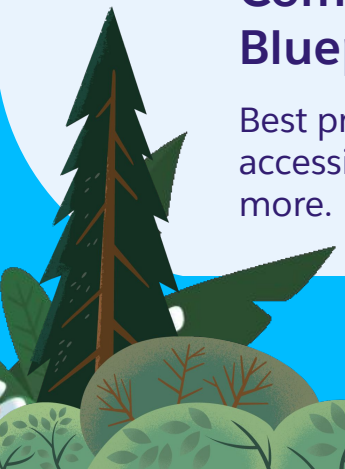
Powers theming/ branding and powers advanced customizations

3



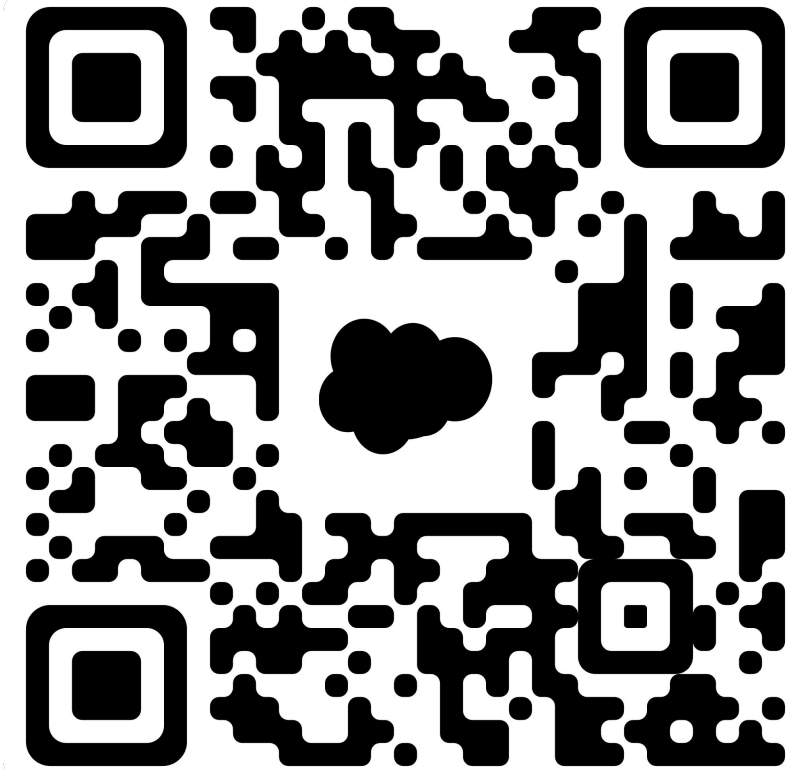
Follow SLDS Best Practices

Best practices to follow when developing in SLDS or SLDS 2.



Bookmark the SLDS site

- Learn about the new design
- Explore designer & developer best practices & tools
- Stay up to speed with availability plans



Coffee on us.

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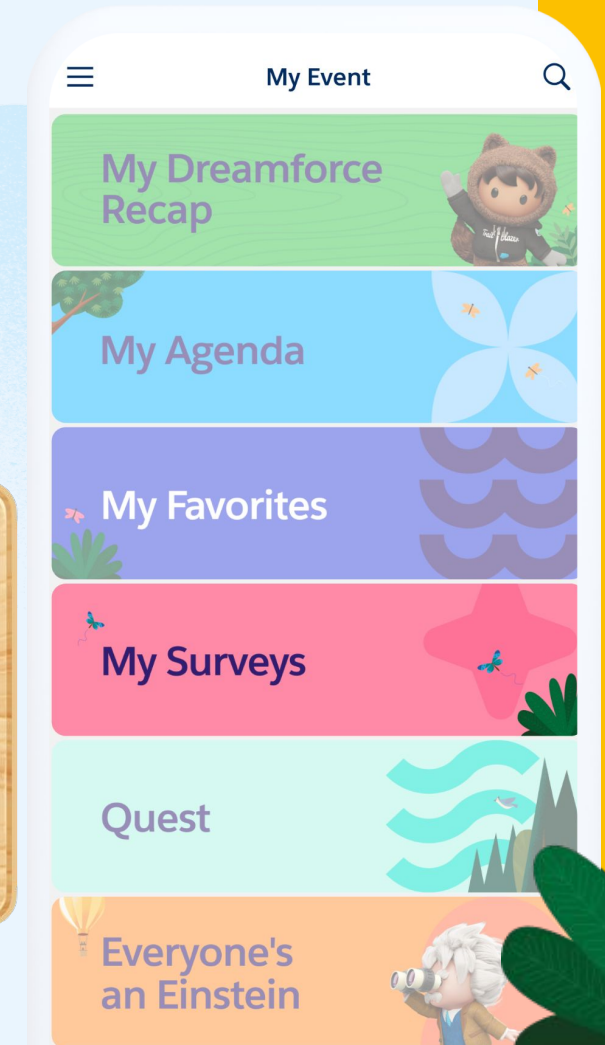
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Thank you

