

Комплексный подход в разработке сайд-проектов

Плагины для Фигмы: от идеи до 4к инсталлов



Аня



Лев

Содержание

1. Зачем нужны плагины.
2. Figma plugin weekend club.
3. Идея и процесс создания плагина.
4. UX и UI плагина.
5. Что нужно уметь, чтобы создать свой плагин.
6. Аналитика. Техническая реализация и продуктовые метрики.
7. Инсталлы и лайки. Как работать с продвижением.
8. Примеры монетизации.

Зачем?

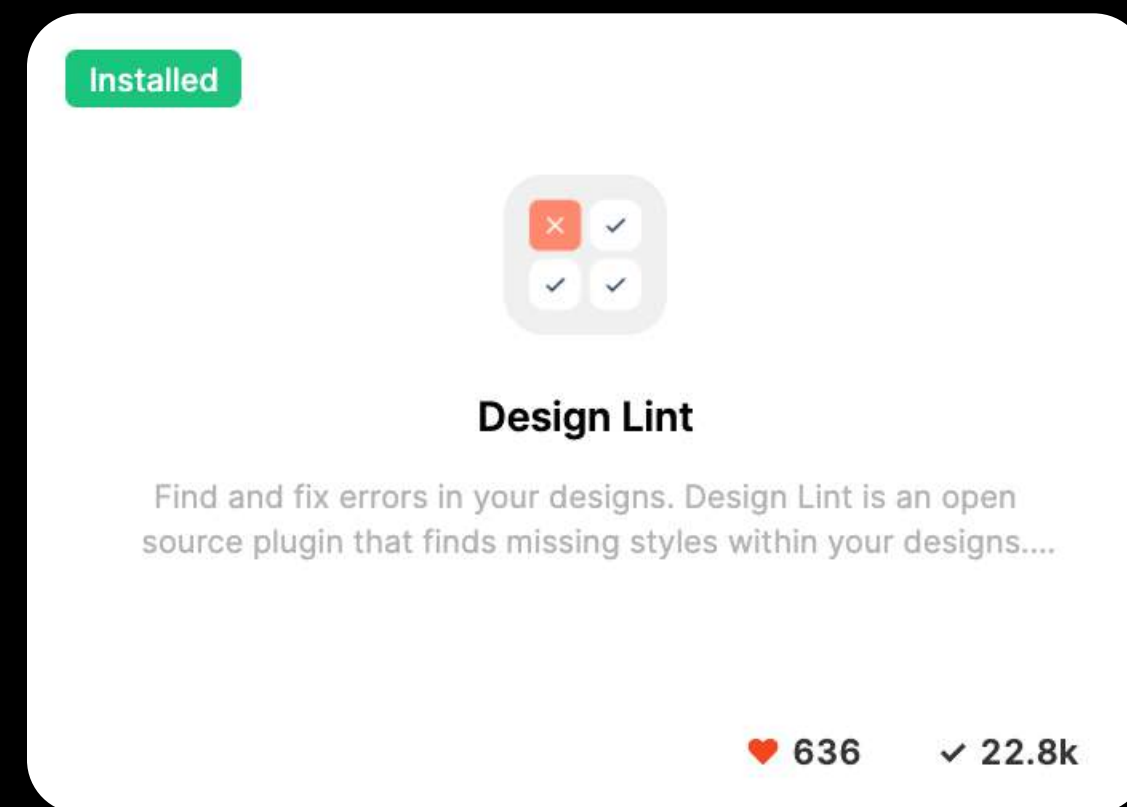
Figma plugins make it easy to advocate for myself and others by giving me the ability to create the design tools we need, rather than crossing our fingers and hoping someone else will make them for us.



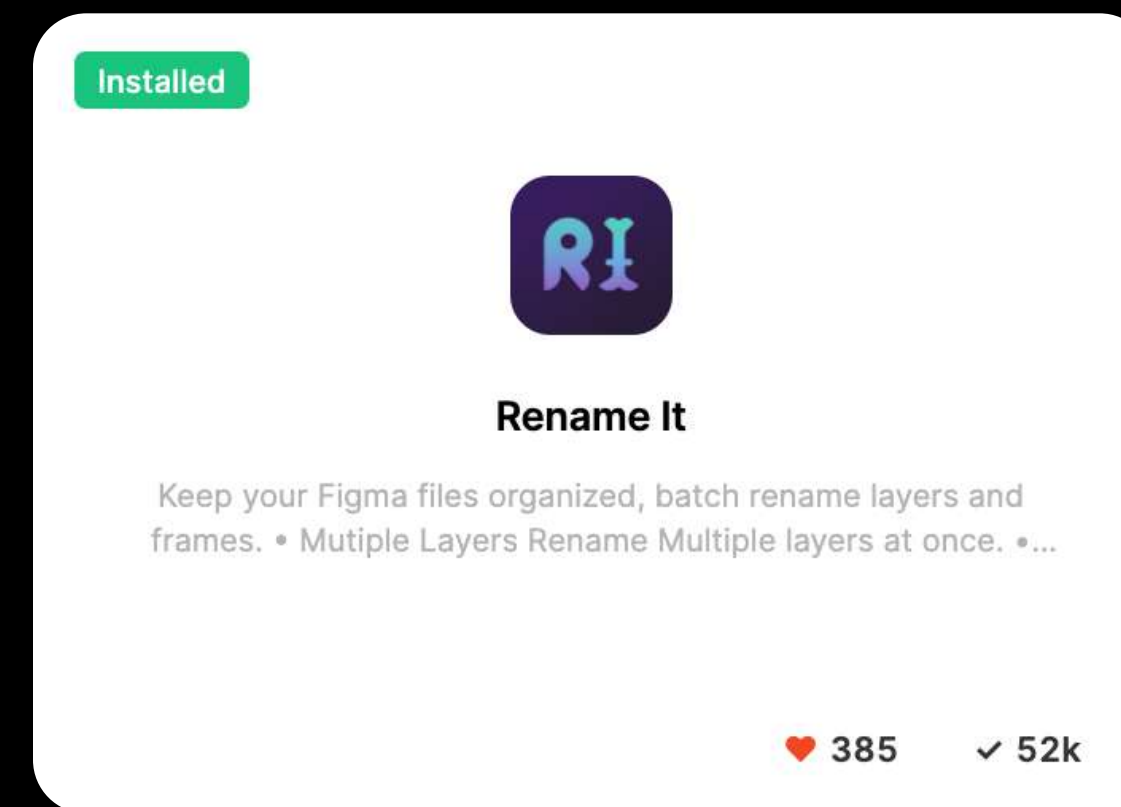
Tiffany Chen, UX Designer at Microsoft

Плагины решают задачи

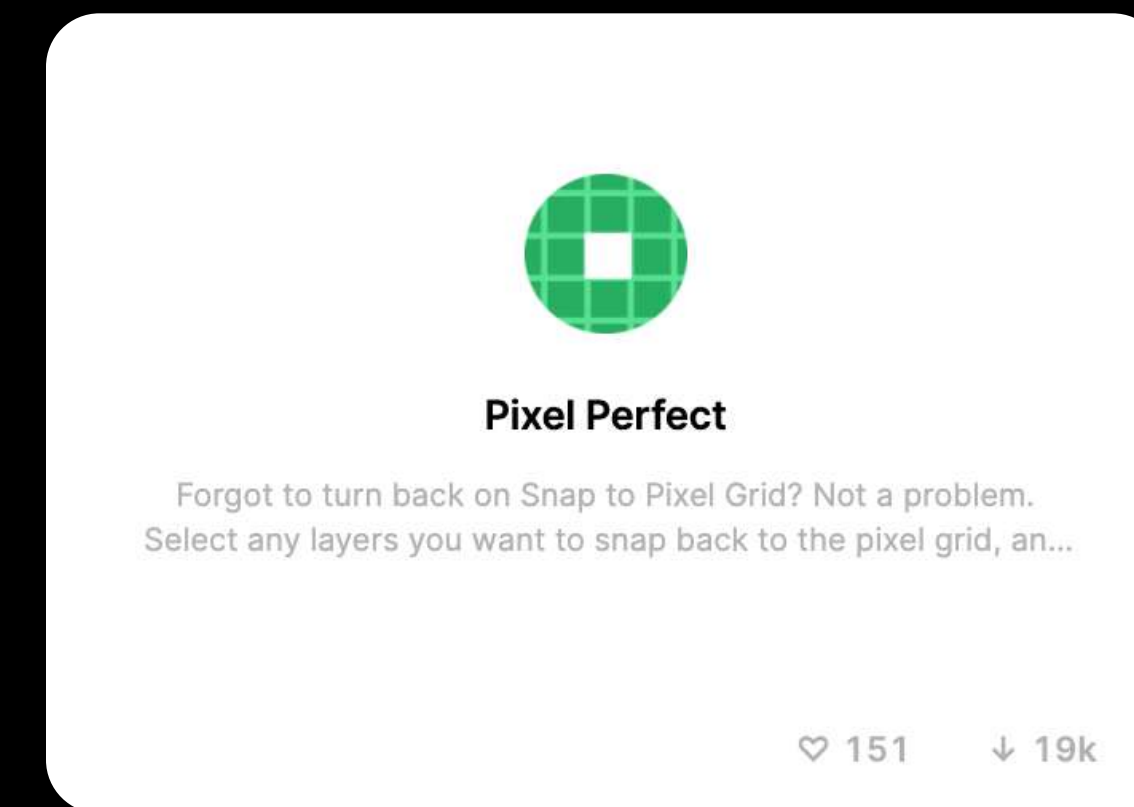
Автоматизация рутины



Design Lint




Rename it



Pixel Perfect



Доступность

Installed




Able – Friction free accessibility

Able makes accessibility easy, while looking and feeling like Figma! Add color contrast and color blindness to your...

 384  44.4k



Able

Installed




A11y - Color Contrast Checker

Ensure your text is readable for users by adhering to WCAG (Web Content Accessibility Guidelines) standards. This plugi...

 320  53.3k



A11y

Installed



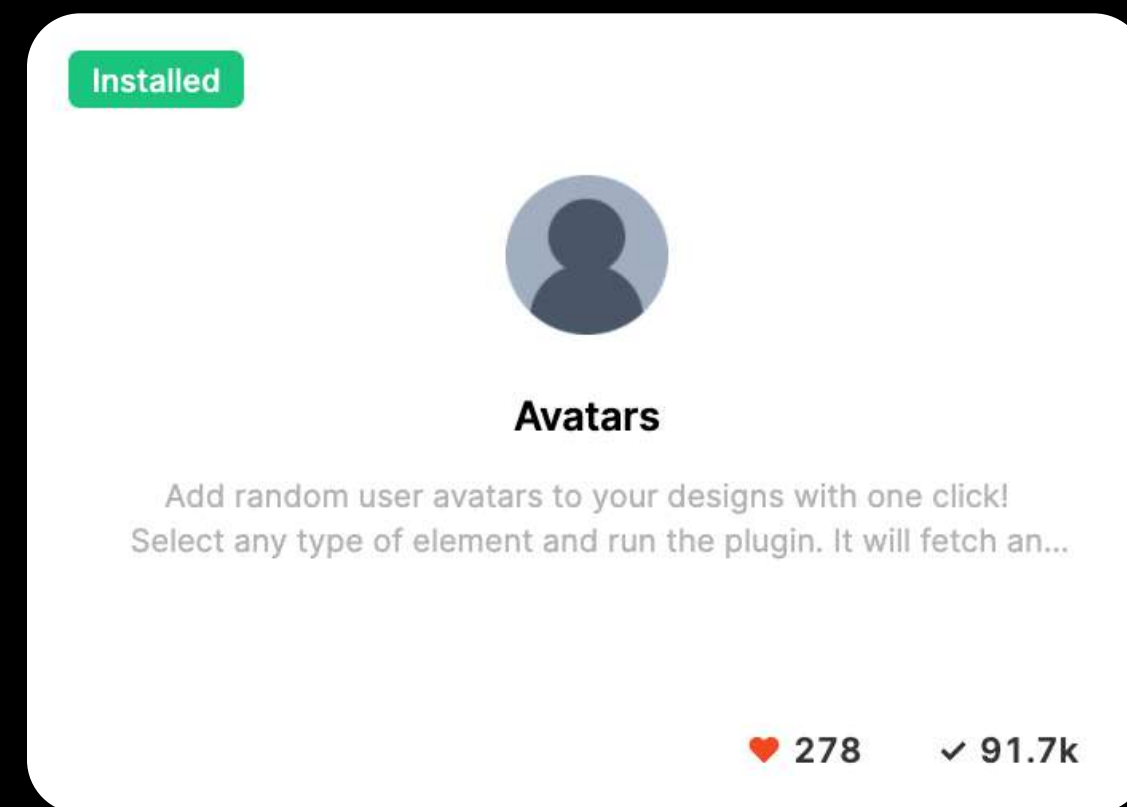
Color Blind

Color Blind allows you to view your designs in the 8 different types of color vision deficiencies. All you need to do is make ...

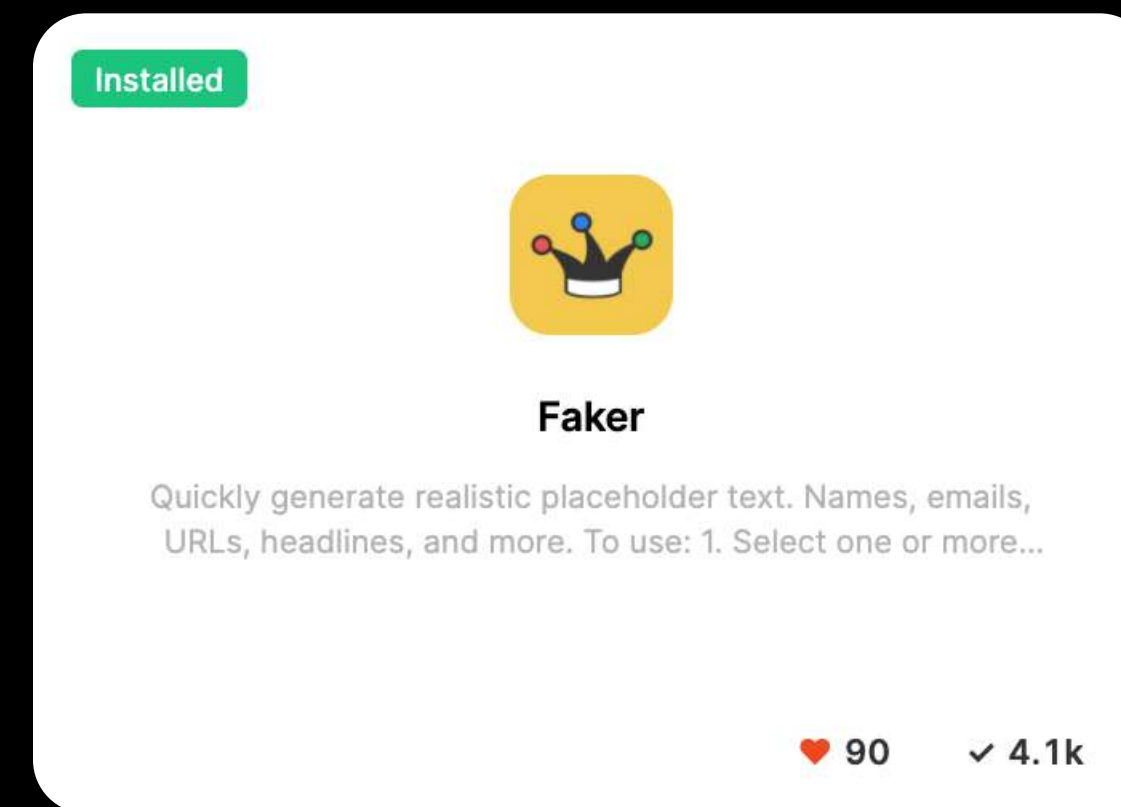
 217  31k

Color Blind

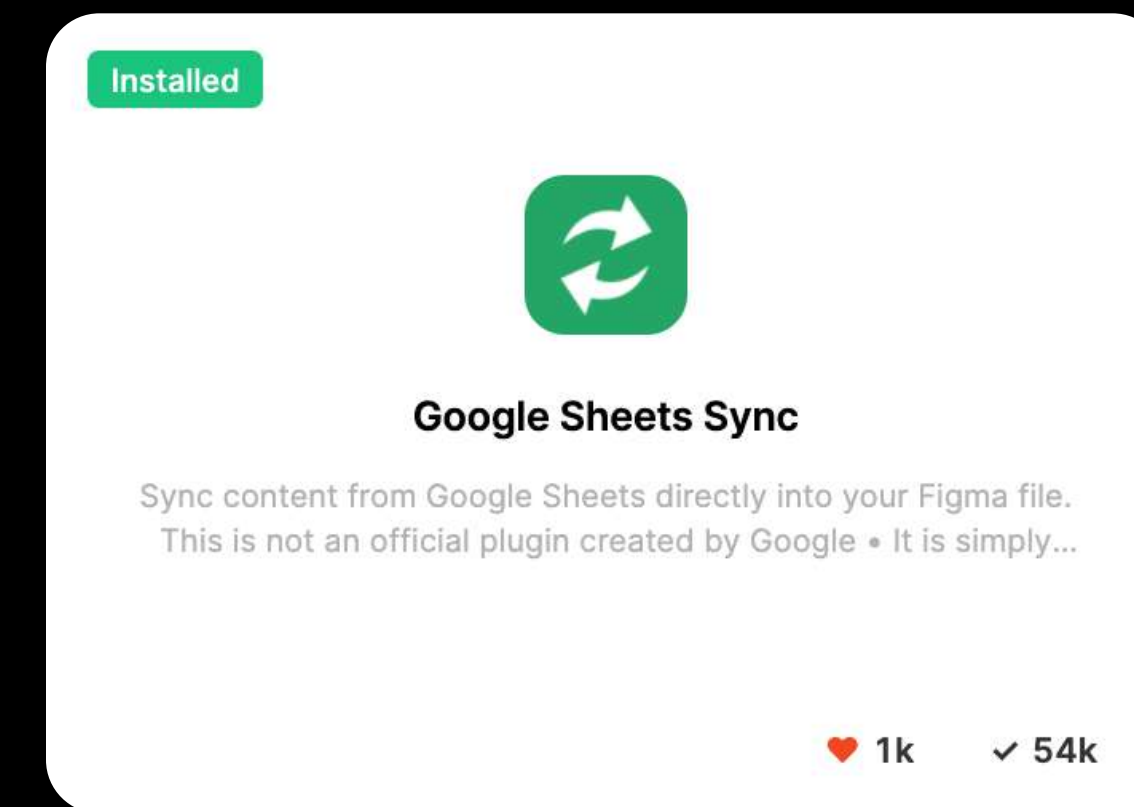
Наполнение контентом



Avatars




Faker



Google Sheets Sync

Доработка изображений

Installed



Filter


A powerful Filter breaks into your workflow! At the moment, there are more than 40 customizable filters available. How to...

♥ 270

✓ 13.6k

Filter

Installed



Color filters...


'Color filters' is a simple plugin that allows you to quick convert all the colors in you selected layers or frames. This works wit...

♥ 56

✓ 11.2k

Color filters...

Installed



Pixels

Apply Pixelate / 8bit Effect Filter on images. Raster & Vector.
_____ 1. How does it work ? • select one (or many) shape...

♥ 62

✓ 3.9k

Pixels



Больше плагинов

Figma Plugin Weekend Club



Лев



Гриша



Дима



Аня



Макс



Юра



Resources Likes

Grigoriy Mashkovtsev

@grisha

Following

23 followers 4 following

Moscow

<https://grigoriymashkovtsev.ru>

Grigoriy Mashkovtsev is in the Community files publishing beta. To publish files that anyone can duplicate and remix, [join the publishing beta](#) →

M

Marka Email Generator

Template Library Playground File How to use: Create a framePlace content inside the frameSelect the frameRun...

↓ 5.7k

Email Kit HTML export Auto Layout

Email Generator Templates Library 0 2.1k

\$

Glyph Picker ↗

With Glyph Picker you can get your favorite glyphs in one click. How to use: Launch the plugin Select a glyph The gly...

0 1.6k

S

Shuffle Fonts

This plugin sets random font from google font library for all text object inside the selected frame. How to use: Select th...

0 2.4k

S

Smart Data

Smart data inserts data from a JSON file or random data according to the layer name. How to insert data from JSON:...

0 2.1k

Figma onboarding for developers

0 304

Installed

T

Thanos UI



Чек-лист

- ✓ Придумать идею.
- ✓ Продумать UX.
- ✓ Нарисовать UI, если нужно.
- ✓ Разработка. Разбить на подзадачи.
- ✓ Корнер кейсы.
- ✓ Материалы для публикации.
- ✓ Аналитика.
- ✓ Ревью.
- ✓ Продвижение.

Plugin Board

No Status 3 ... +

Not started 0 ... +

In progress 1 ... +

Completed 9 ... +

+ Add a group

Add mechanics for adding kittens to avatars

+ New

Write an article about the plugin

Marketing

👁️ Add Analytics

Code

+ New

Add mechanics for adding kittens to the button

+ New

📄 Upload 40 random cats

Back

Make a post about the plugin

Marketing

🚀 Publish the plugin

Marketing

What if there is no internet connection

Code UI

📄 Make an API for cats images

Back

Make an icon for plugin

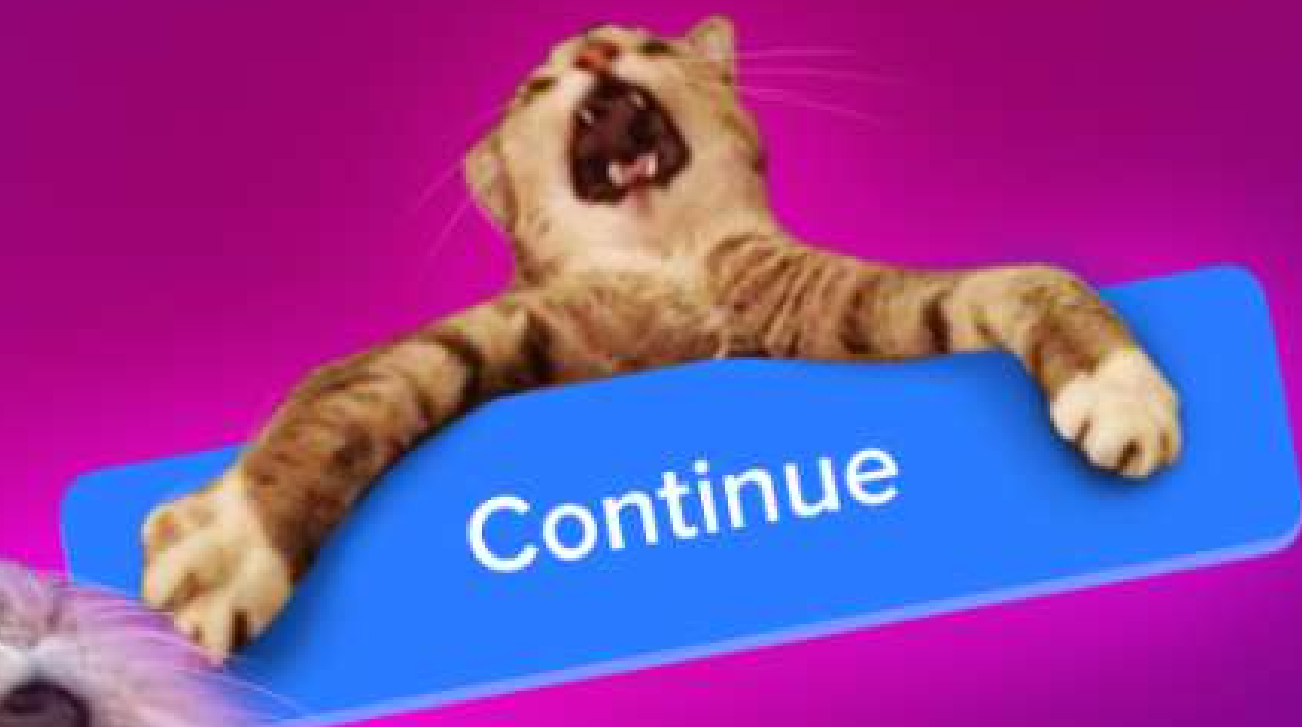
Marketing

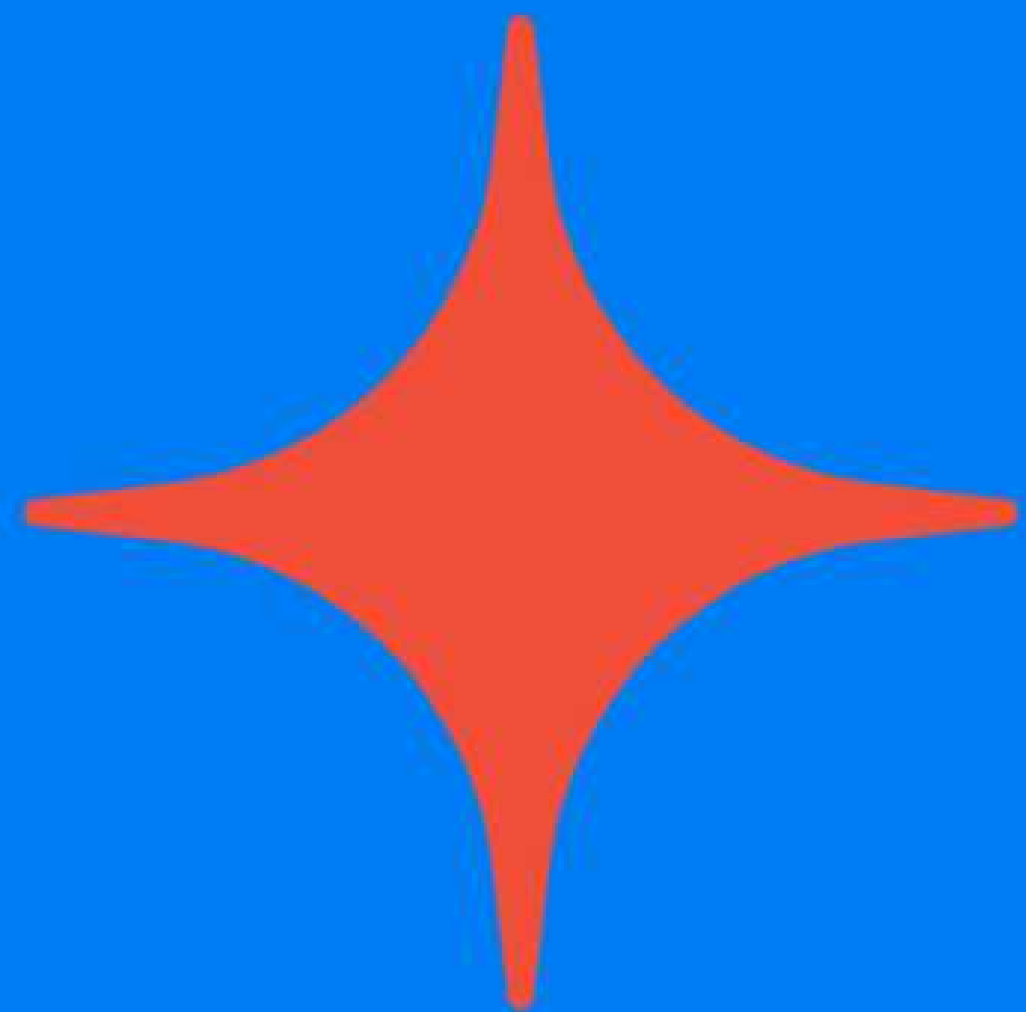
Hidden Kittens

A hot plugin that adds kittens to random parts of your design



The Kittens help to make a decision about your design





Most popular
shapes and
basic forms
which you
need every
day



Shaper



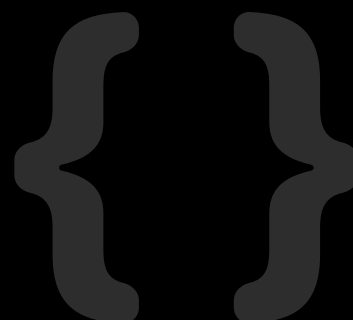
Поиск идеи

**Чем проще идея, тем проще её
объяснить. И тем скорее ваш плагин
установят и попробуют.**

UX / UI

Разработка

Когда у тебя всё готово, и ты уже что-то умеешь



Я

Мой код

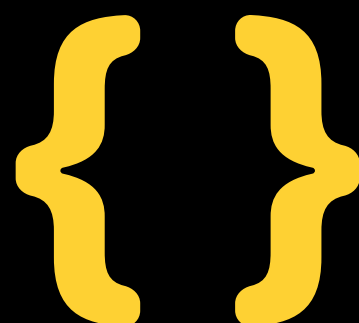
Figma



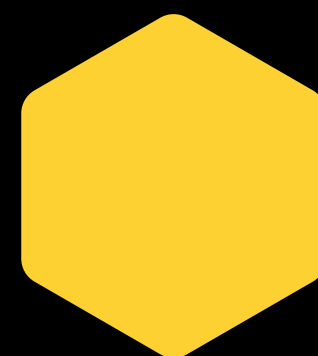
Я



VS Code



Typescript



Node.js

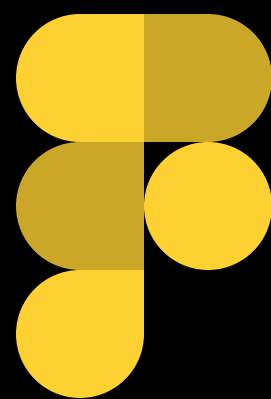


JS

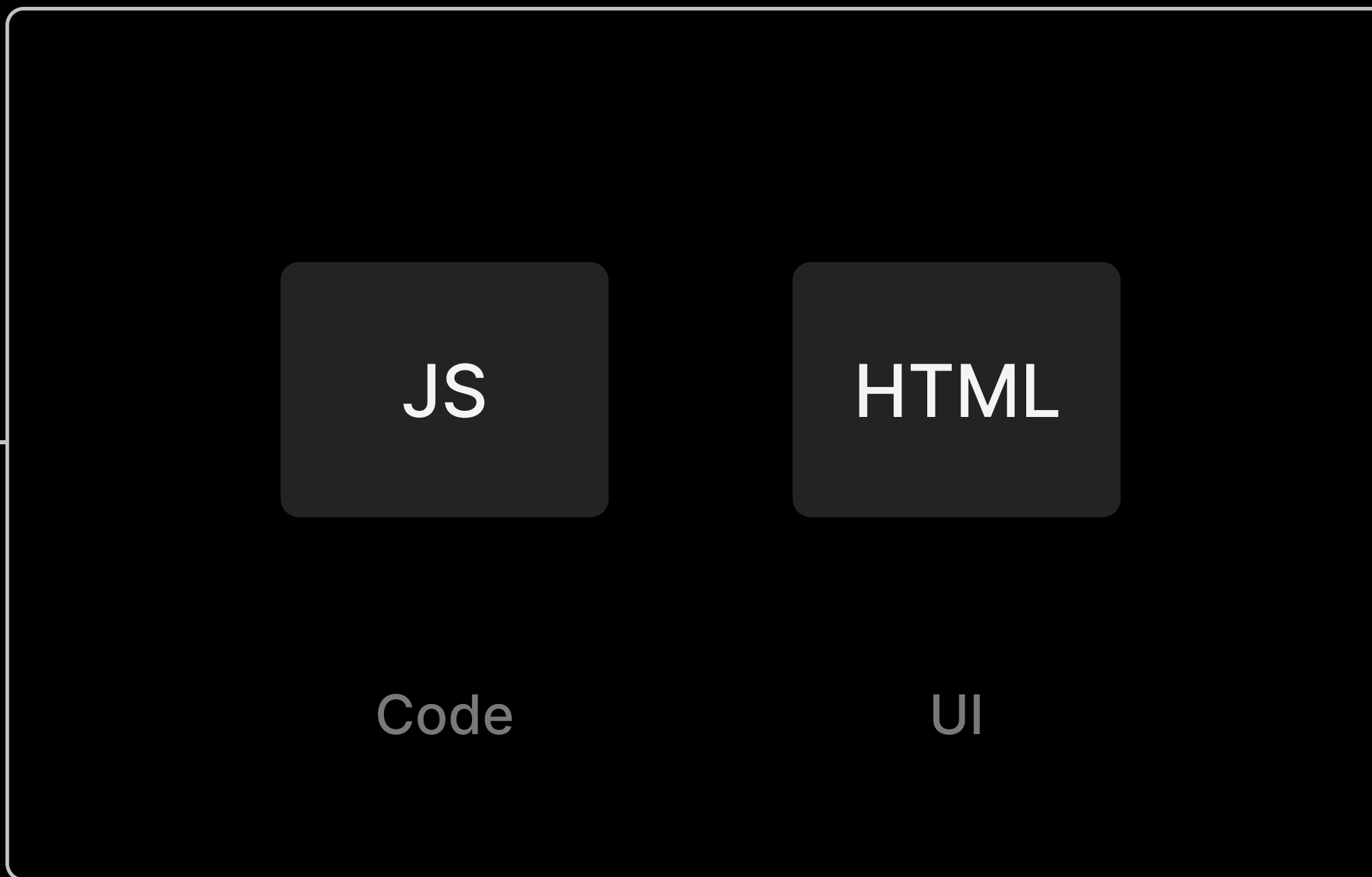


Figma





Figma



JS

Code

HTML

UI

Давай пример

Пример

-  Gold
-  Blueprint
-  Russian Blue
-  Moscow Red
-  Flour
-  Zeroes

Demo

Псевдокод

Логические последовательности

Псевдокод

-  Gold
-  Blueprint
-  Russian Blue
-  Moscow Red
-  Flour
-  Zeroes

Псевдокод

- 1 Взять все цвета из стилей
- 2 Нарисовать фрейм с этими цветами



Псевдокод

- 1 Взять все цвета из стилей
- 2 Нарисовать пустой фрейм
- 3 Для каждого из цветов нарисовать шейп с названием цвета



Demo

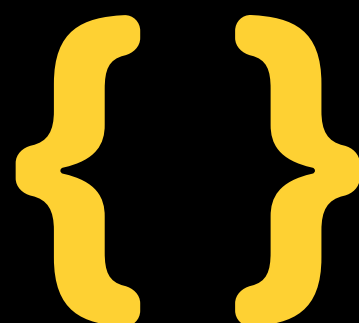
Figma Docs



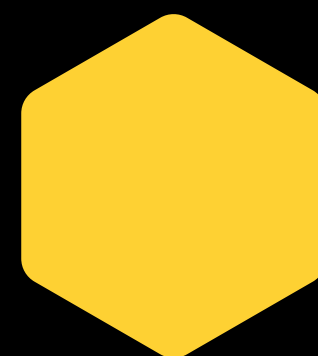
Я



VS Code



Typescript



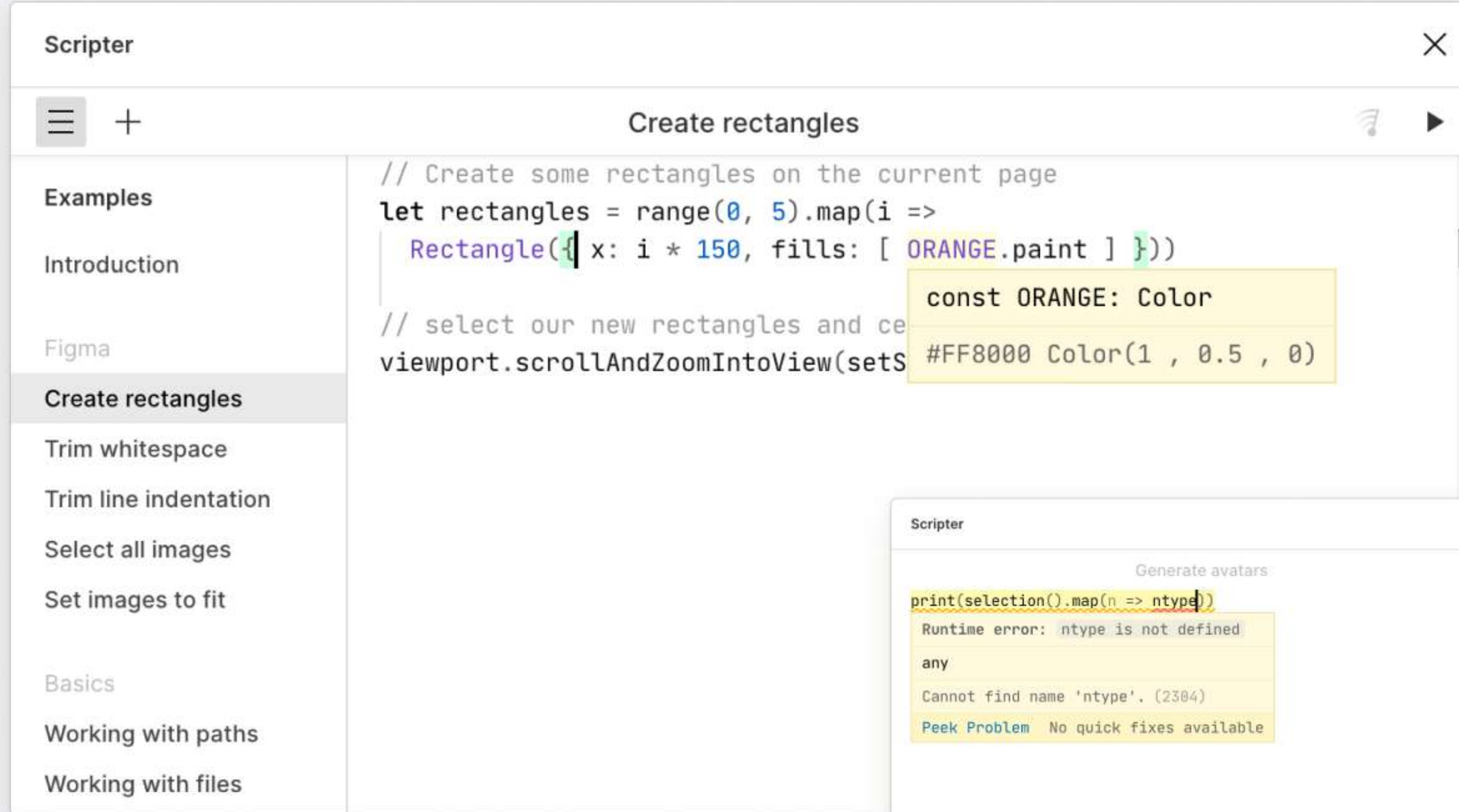
Node.js



JS



Figma

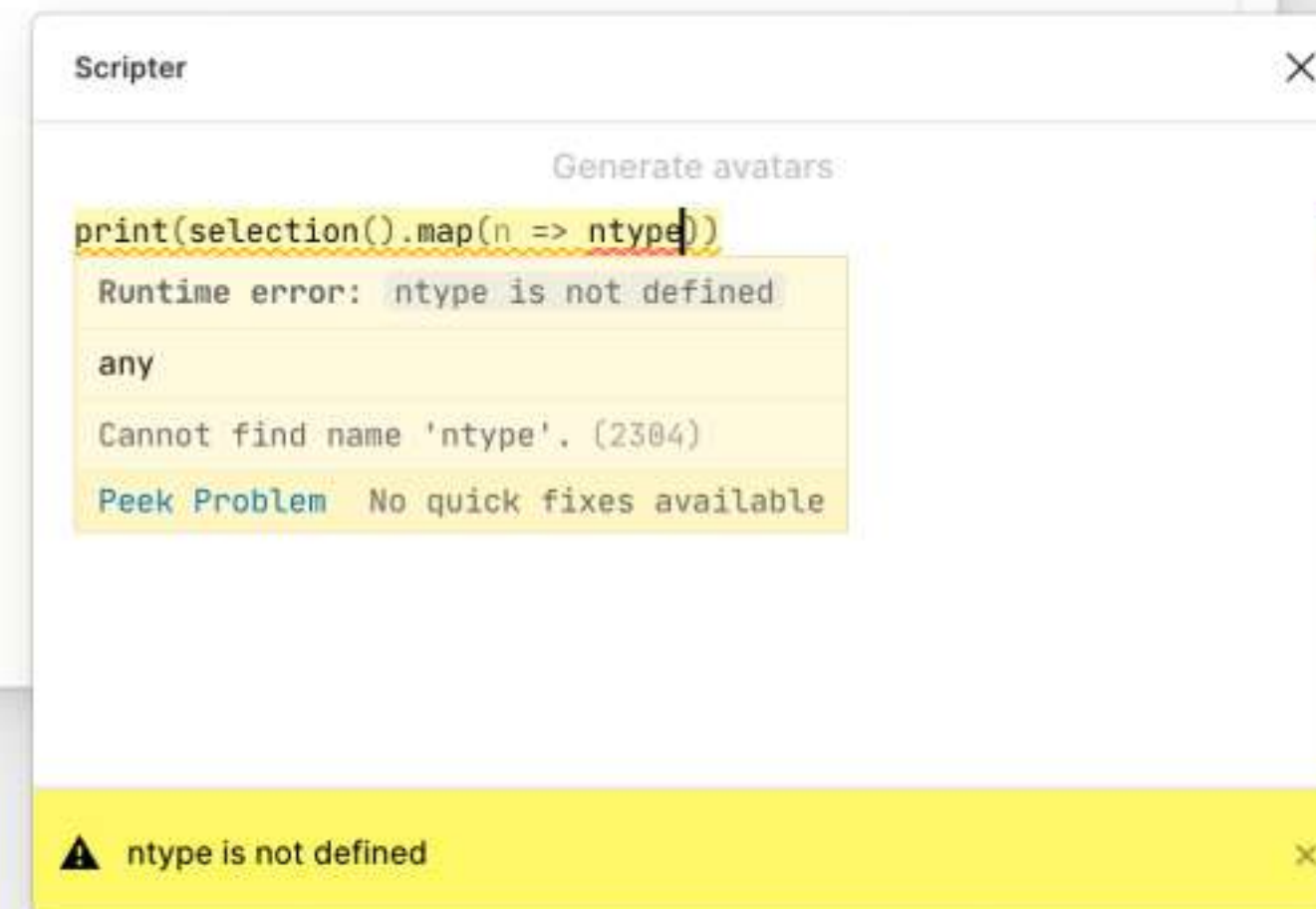


TypeScript IDE



Sketching with code

- Easy access to Figma's plugin API
- Autosaves scripts and UI state
- VS Code editor with autocomplete
- Comes with many examples



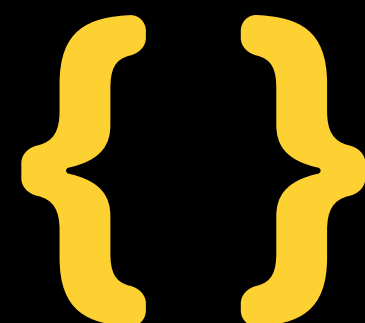
Inline error reporting



Inline printing



Я



Мой код



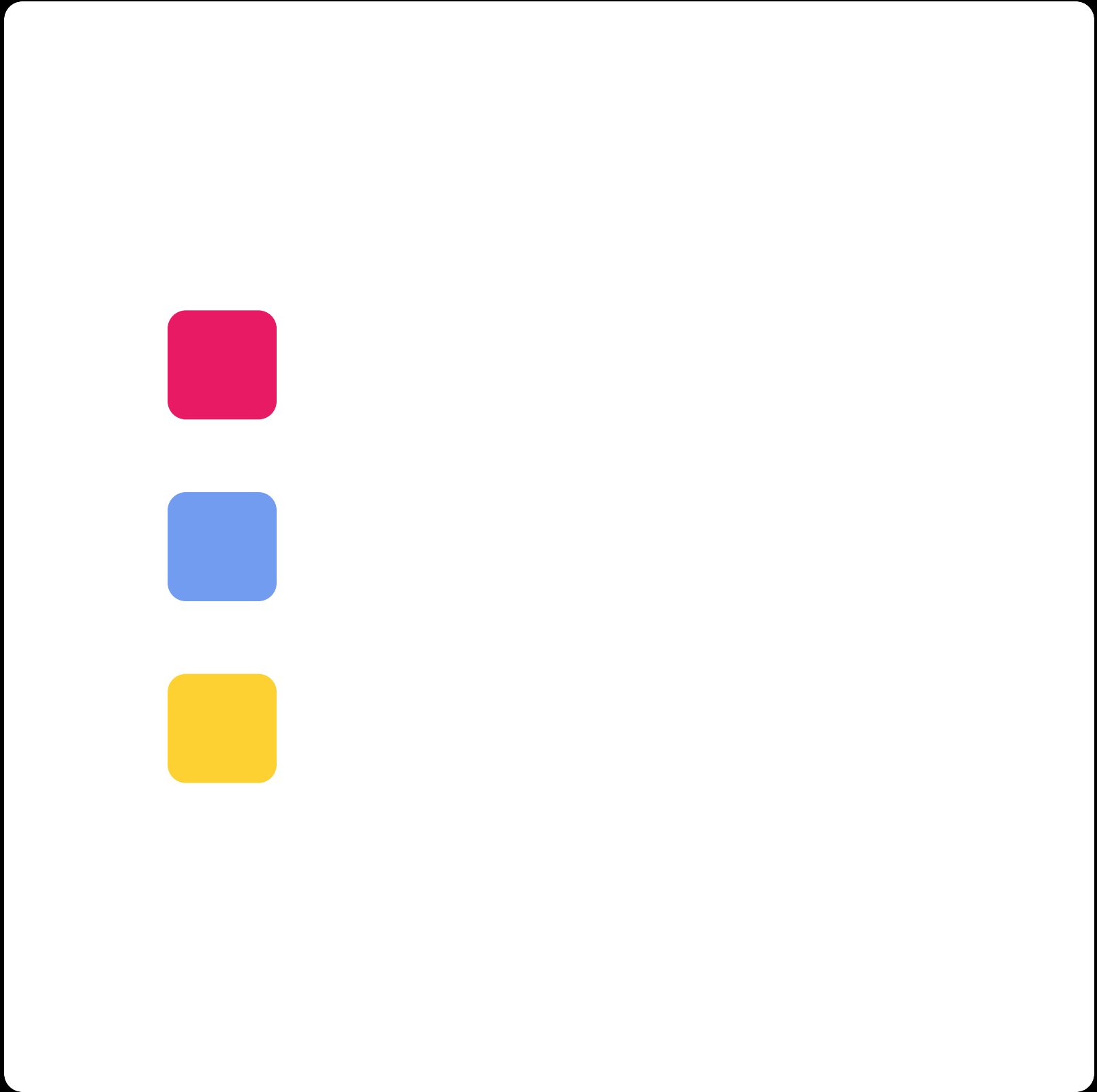
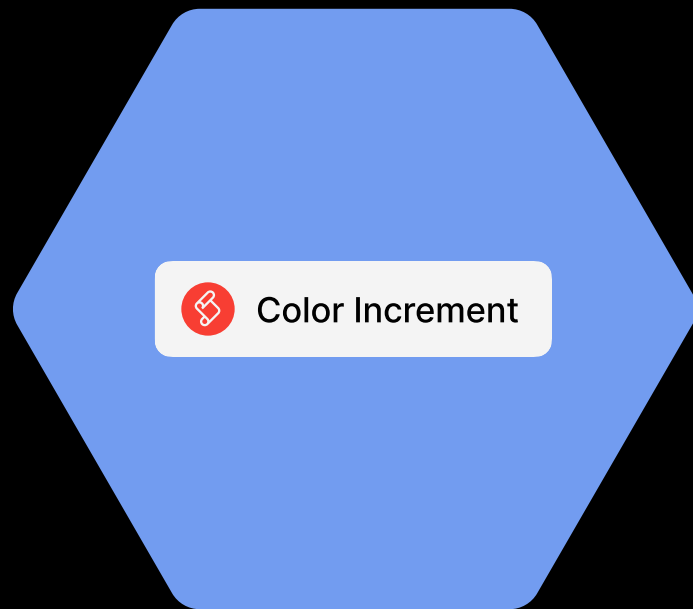
Scripter



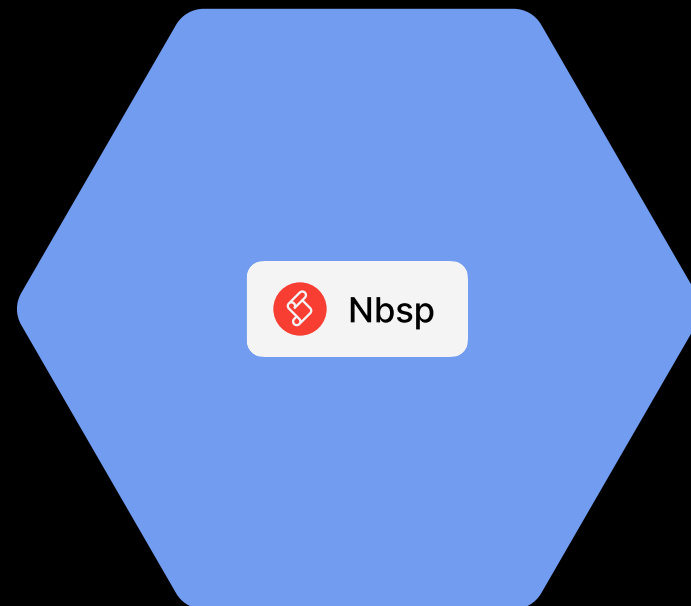
Figma

Примеры

Color Increment



Nbsp



Заголовок с такой штукой

Пример текста, чтобы проверить, как работает скрипт, который просто расставляет неразрывные пробелы в тексте. Только обычные пробелы и никаких других знаков, — вроде длинного тире или многоточий.

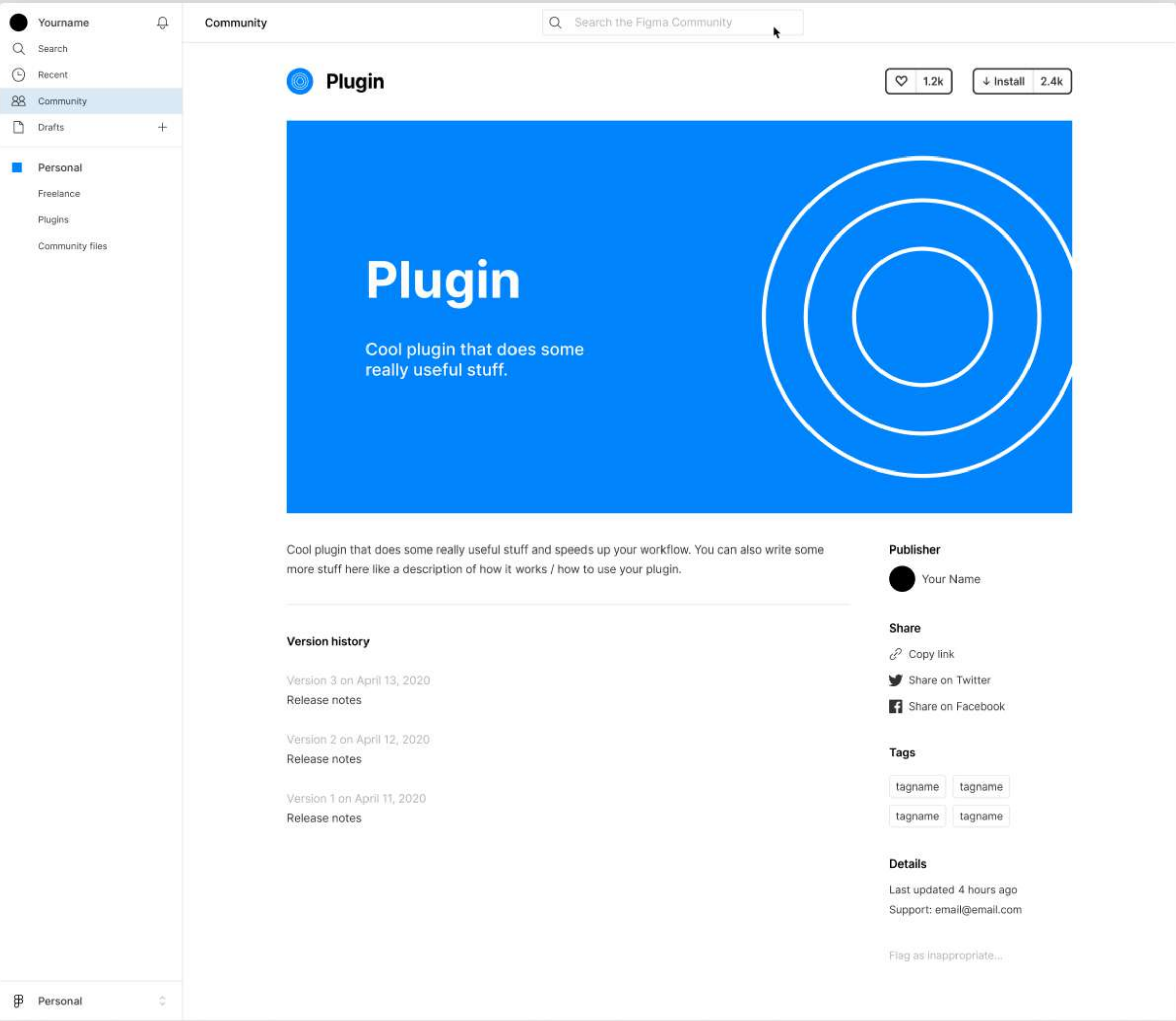
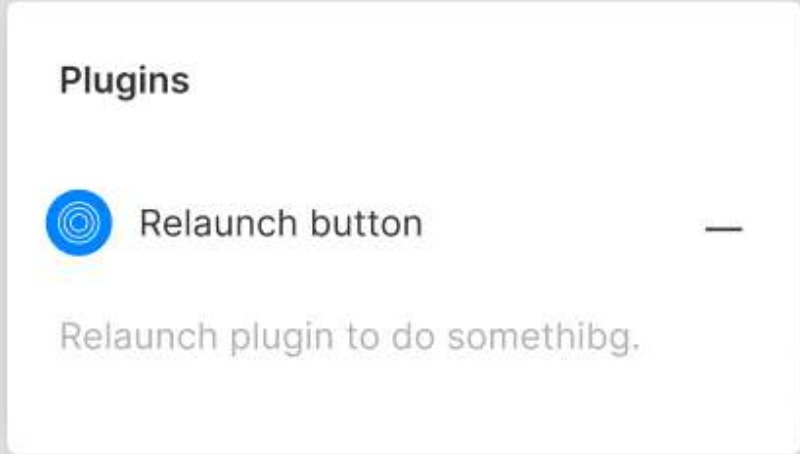
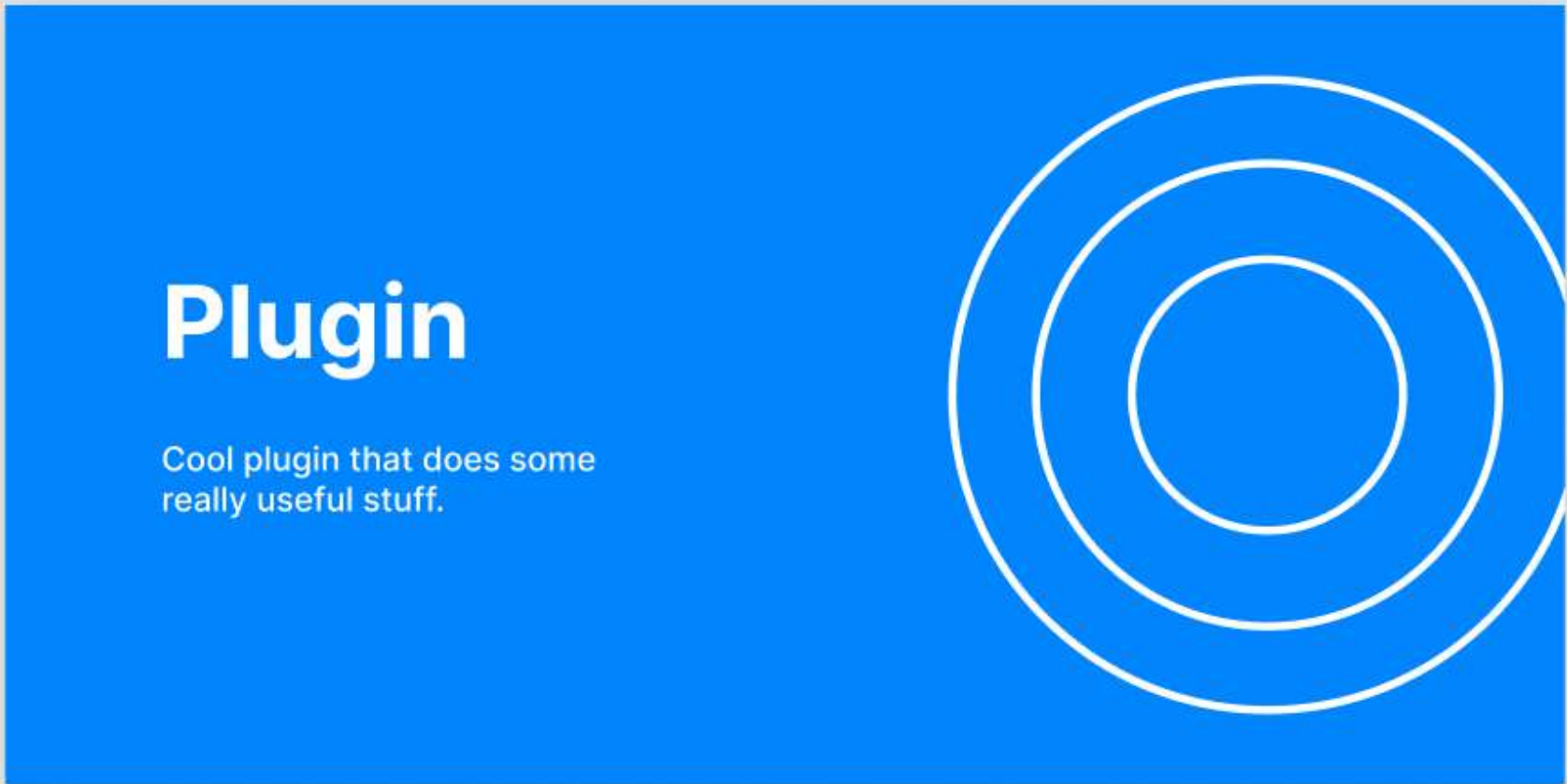
Другие плагины обычно заменяют, например, м2 на м², или "" на «». Но это и так видно на макете. А незарывные пробелы приходится проверять вручную.

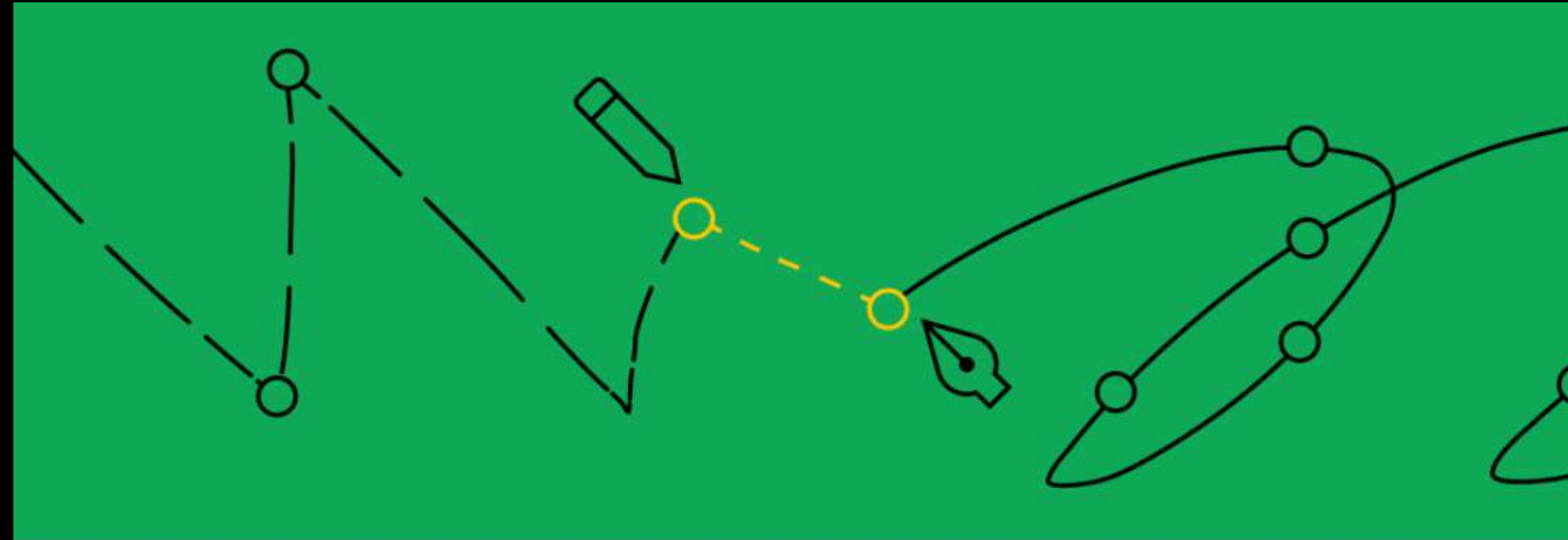
Та-да!

Аналитика

Публикуем плагин

Figma plugin promotional template





Success! Your plugin has been submitted for review.

Hidden Kittens will now be reviewed by the Figma team. You will receive an email regarding its status in 3-7 business days. Once approved, your plugin will be available to the entire Figma community. [See our guidelines here.](#)

Below is your plugin's unique URL. Feel free to share it once your plugin is approved.

<https://www.figma.com/community/plugin/838708163765754317>

Review our [Community Guidelines](#)

Done

We are pleased to let you know that your plugin, **Shaper**, has been approved! We appreciate your hard work and hope you continue to contribute to the community.

Feedback

- Everything works as expected! :)

You can find your plugin by navigating to the Plugins section in the File Space.
If you have any questions, please just reply to this email.

We are pleased to let you know that your plugin, **Retro Super Strom**, has been approved! We appreciate your hard work and hope you continue to contribute to the community.

Feedback

- Works as expected. Great job on this. :)
- Only feedback is it would be cool to be able to pull up the plugin on a selected board. If you accidentally close out of the plugin there's no way to restart the timer, you have to start over with a new board. Just something to think through for a future update. :)

You can find your plugin by navigating to the Plugins section in the File Space.
If you have any questions, please just reply to this email.

We are pleased to let you know that your plugin, **Shaper**, has been approved! We appreciate your hard work and hope you continue to contribute to the community.

Feedback

- Everything works as expected! :)



Продвижение

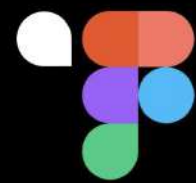
Каналы в Telegram



Figma Design 29 292 subscribers



Веб дизайн в Figma 16 207 subscribers



Фигма-чат 8 139 members

Группы в Facebook



Figma designers 9 200 subscribers



Figma & Friends 5 300 subscribers

Youtube и инфлюенсеры



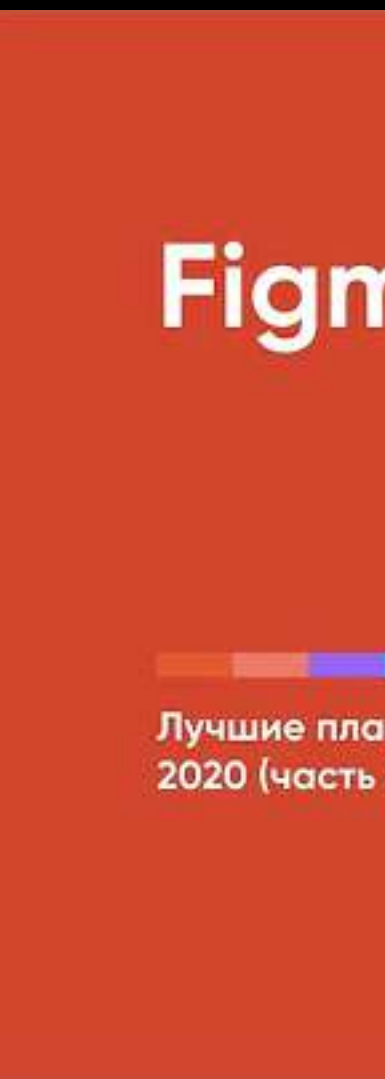
**Must Have Figma Plugins for 2020
| Design Essentials**

50 648 views



**Top 10 Figma Plugins You Need |
Quick Overview & Demo of Each**

33 260 views



**Best Figma
Plugins for 2020 (part 1)**
13 363 views

И ещё



Product Hunt



Slack

figmaplugins.slack.com



Twitter


[@figmadesign](#) 141.9K followers

[@FigmaPlugins](#) 3 952 followers

Монетизация


Подписка


Installed



Anima - Export HTML, CSS and React


Go from high fidelity prototypes to developer-friendly HTML, CSS, and React. Create High fidelity prototypes Responsive...

 3

 62.4k


Anima


Installed



Blush


Create and customize illustrations in your designs with Blush. Just choose a collection, pick a composition, and place it o...

 2

 83.5k


Blush


Installed



Wireframe

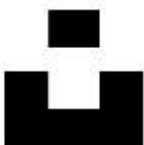






Wireframe plugin is the best for creating beautiful user flow prototypes and basic structures in Figma so no other kits,...

 0

 91.2k

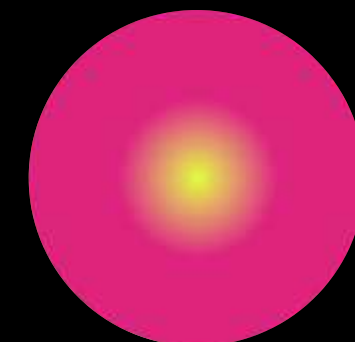
Wireframe



	Unsplash Insert beautiful images from Unsplash straight into your designs. The Unsplash License allows images to be used freely for both commercial and personal projects. Learn mor...	Kirill Zakharov, Liam Martens, Unsplash	4 days ago	359k	649 RUB
	Iconify Import Material Design Icons, FontAwesome, Jam Icons, EmojiOne, Twitter Emoji and many other icons (more than 60 icon sets containing over 50,000 icons) to Figma...	Vjacheslav Trushkin	9 months ago	310k	150 RUB
	Material Design Icons Instant easy access to the entire Material Design Icons library. 27,000 new icons, available in PNG and SVG. Search icons by name or scroll through the entire list. Filter...	Icons8	last month	214k	1500 RUB
	Content Reel Design layouts more efficiently by pulling text strings, images and icons from one palette. Content Reel lets you create custom content and share it with other Figma...	Microsoft	2 months ago	210k	250 RUB
	Lorem ipsum Generate 'Lorem ipsum' to fill your text layers with dummy text. Select all the text layers you want to generate 'Lorem ipsum' for then click 'Generate' — it will generate for eac...	Dave Williames	last year	181k	150 RUB
	Shaper Plugin with all the necessary shapes and basic forms that you need on a daily basis. Open the plugin, select the shape you need, and it will appear on the canvas. Enjoy!...	Anna Voshkarina 🔥 , Lev Bruk	2 months ago	3k	300 RUB
	Figmotion Figmotion is an animation tool built right in Figma. This makes the entry into animation easier and more convenient as there is no need to switch to a completely separate...	Liam Martens	last month	155k	450 RUB



Anna Voshkarina 🔥
@voshkarina



Lev Bruk
@levbruk