

AIXD: Project 2

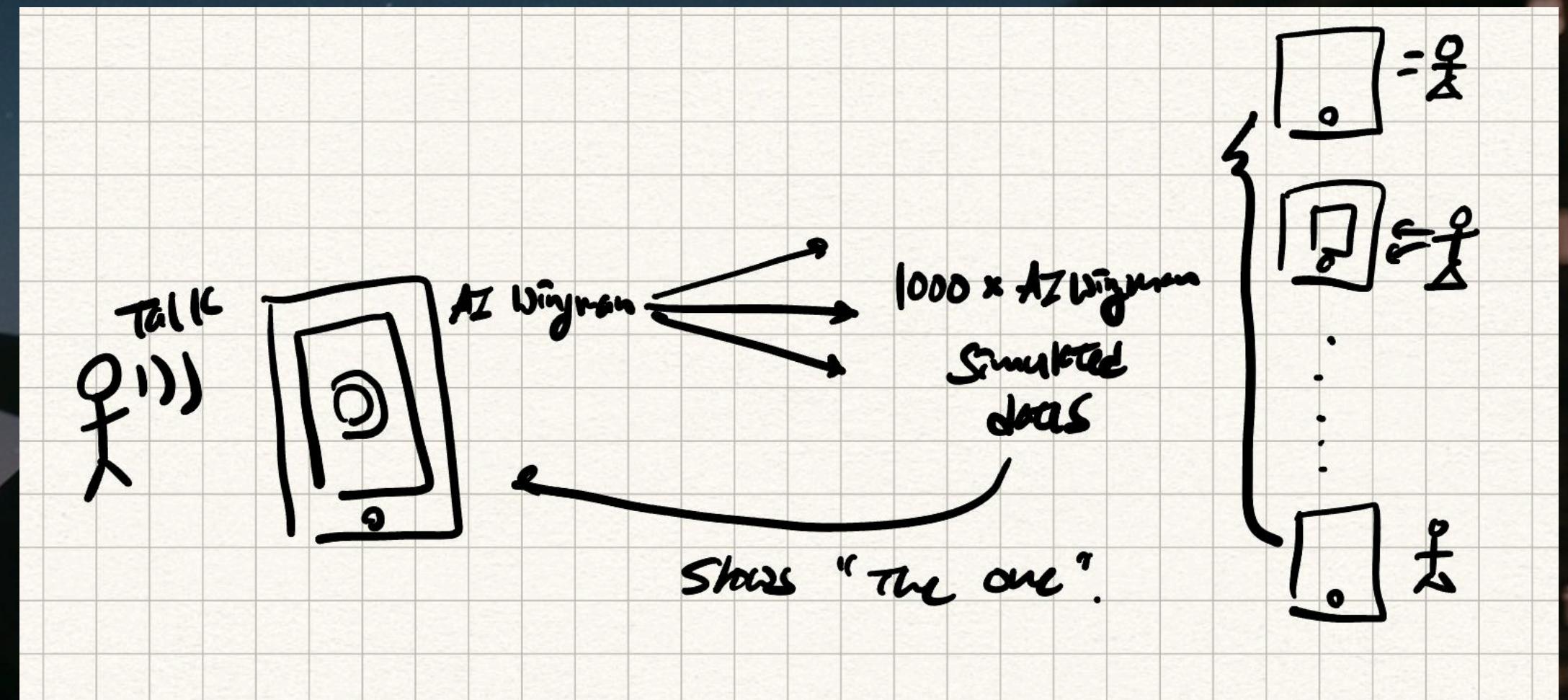
Concept Pitch

Bumble Beeline: a living AI wingman that learns your heart in real-time to skip the swipe and find your match.

The Concept

Beeline is an evolving, conversational AI proxy that replaces "static profiles" with "dynamic chemistry."

Instead of relying on a one-time onboarding quiz, Beeline **lives in your app as a "nosy friend."** It checks in after dates, asks about your day, and learns your evolving preferences. Once it truly understands you, it enters a **virtual "Hive" to interview the Wingmen of other users**, conducting **thousands of simulated conversations** to return with only **the most compatible, curated matches.**



How it works

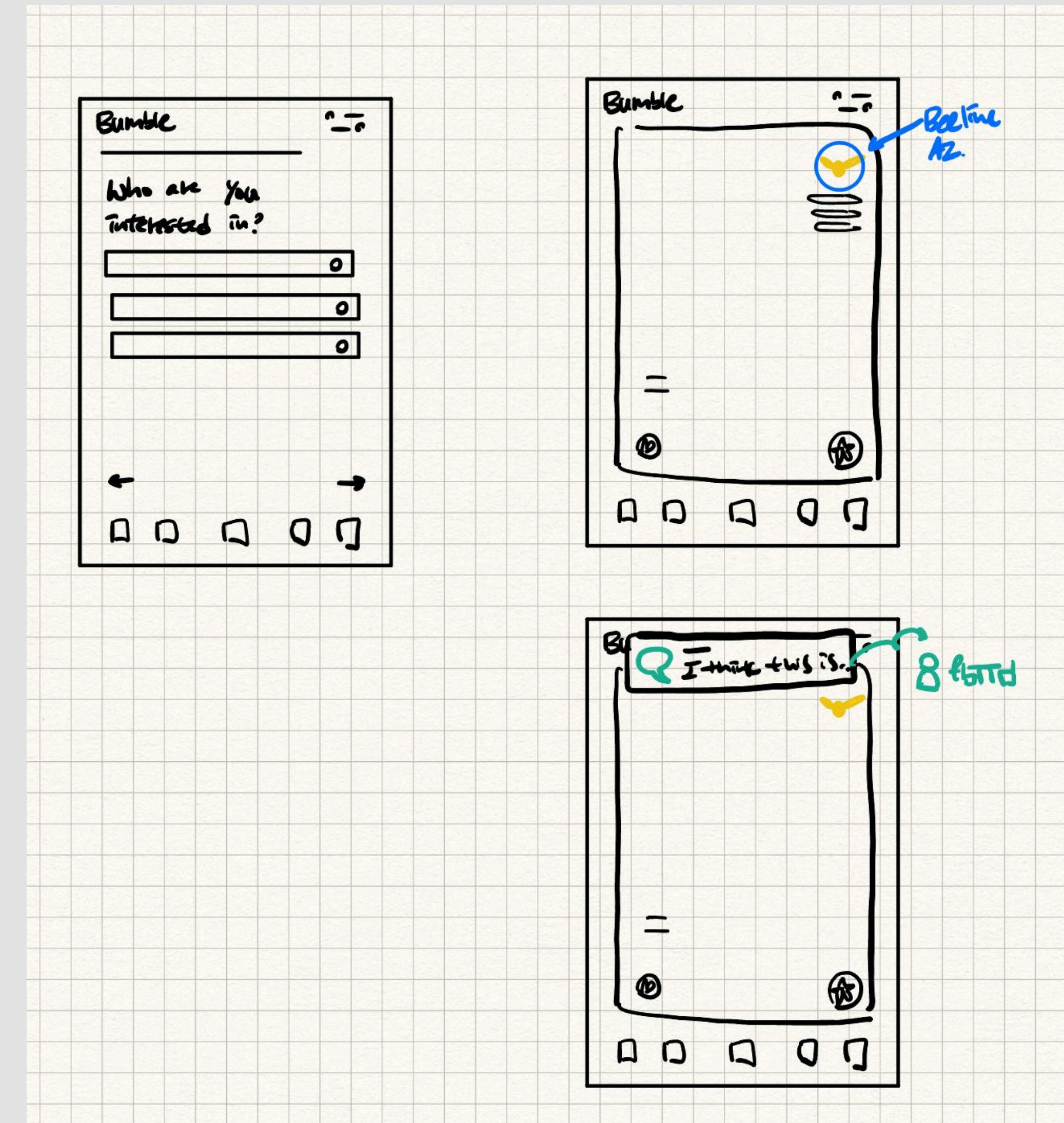
The Observation Phase:

The user goes about their normal Bumble experience. Occasionally, after a match or a long chat session, Beeline "chimes in" with a quick, low-friction question: "I noticed you and Alex talked a lot about hiking—is shared fitness a dealbreaker for you?"

The Evolution: Over 30 days, Beeline builds a "Rich Context Profile" that isn't just data points, but personality nuances.

The Proxy Search: The user triggers "Beeline Mode" when they feel swipe fatigue. The system conducts hundreds of "Proxy Chats" with other users' AI agents.

The Outcome: Beeline returns with a notification: "I've talked to 500 Bees today. I think I found 'The One' for who you are today, not who you were when you signed up."



Rationale & Alignment

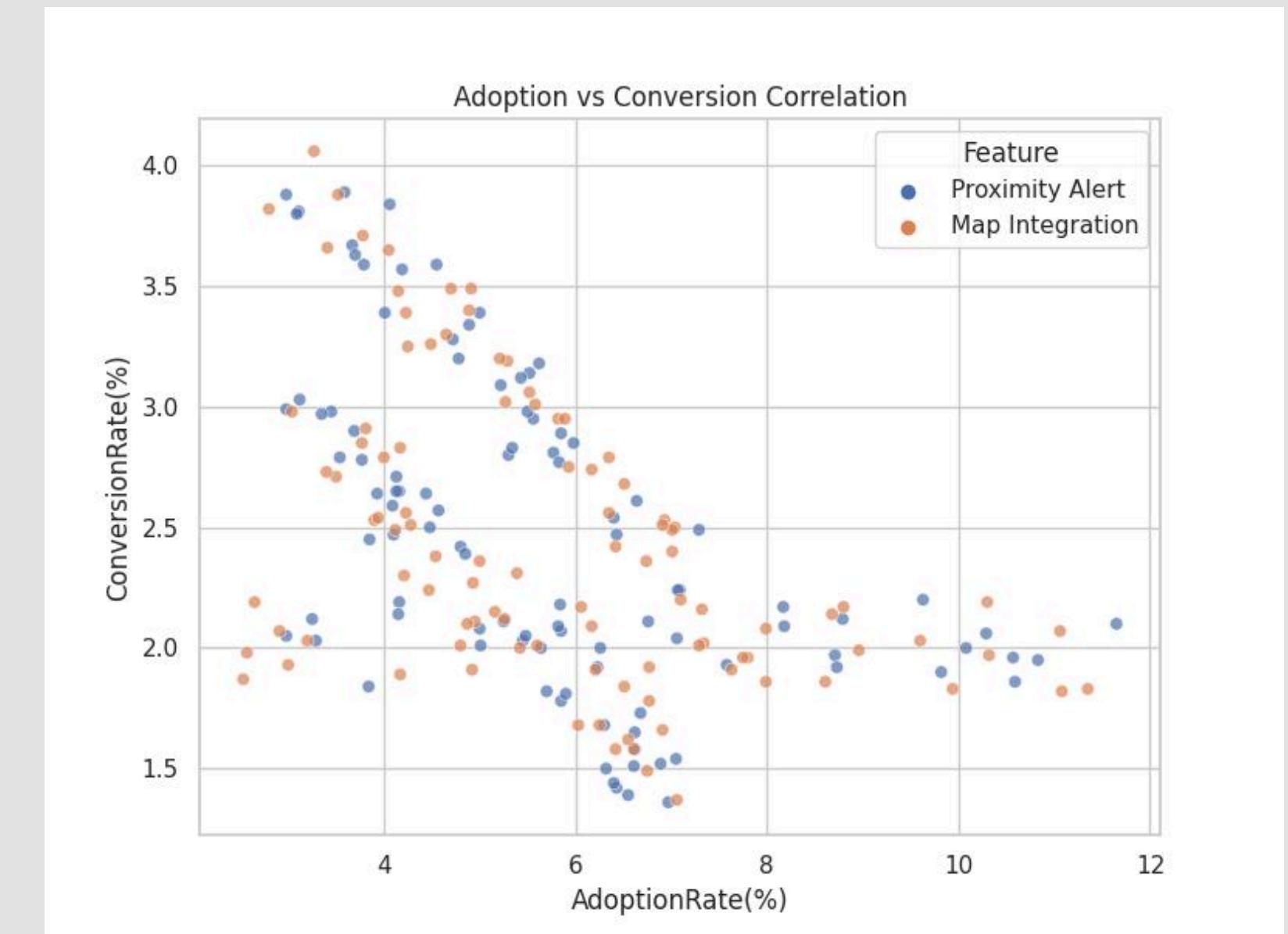
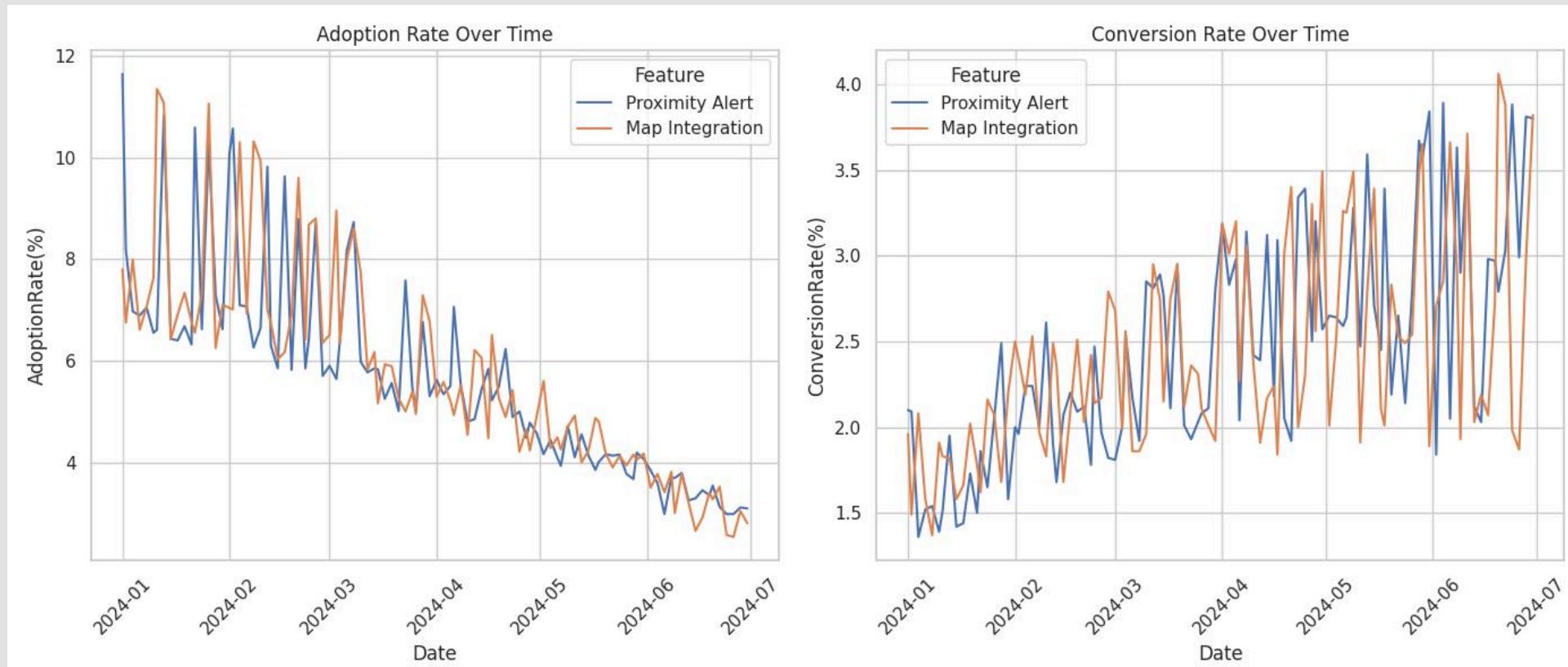
The problem:

- Users are overwhelmed and facing “swiping fatigue” without getting meaningful matches
- New features like Open Move lack visibility, leading to confusion
- The absence of integrated tools or help for venues or activities lead to indecisive conversations
- Most importantly, users are matched based on a static snapshot from their initial onboarding, rather than the person they have evolved into today (personal insight from a few informal interviews).

Solution:

This concept shifts Bumble from a "Digital Catalog" to a "Digital Matchmaker." Reframing: While the original goal of dating apps is high engagement (swiping), the initial research into "User Fatigue" suggests that quality of engagement matters more than quantity. → through this, I would like to explore a new paradigm of dating apps and how this can change the landscape assuming that proximity based features are ineffective solution to do so.

Why not Proximity Based?



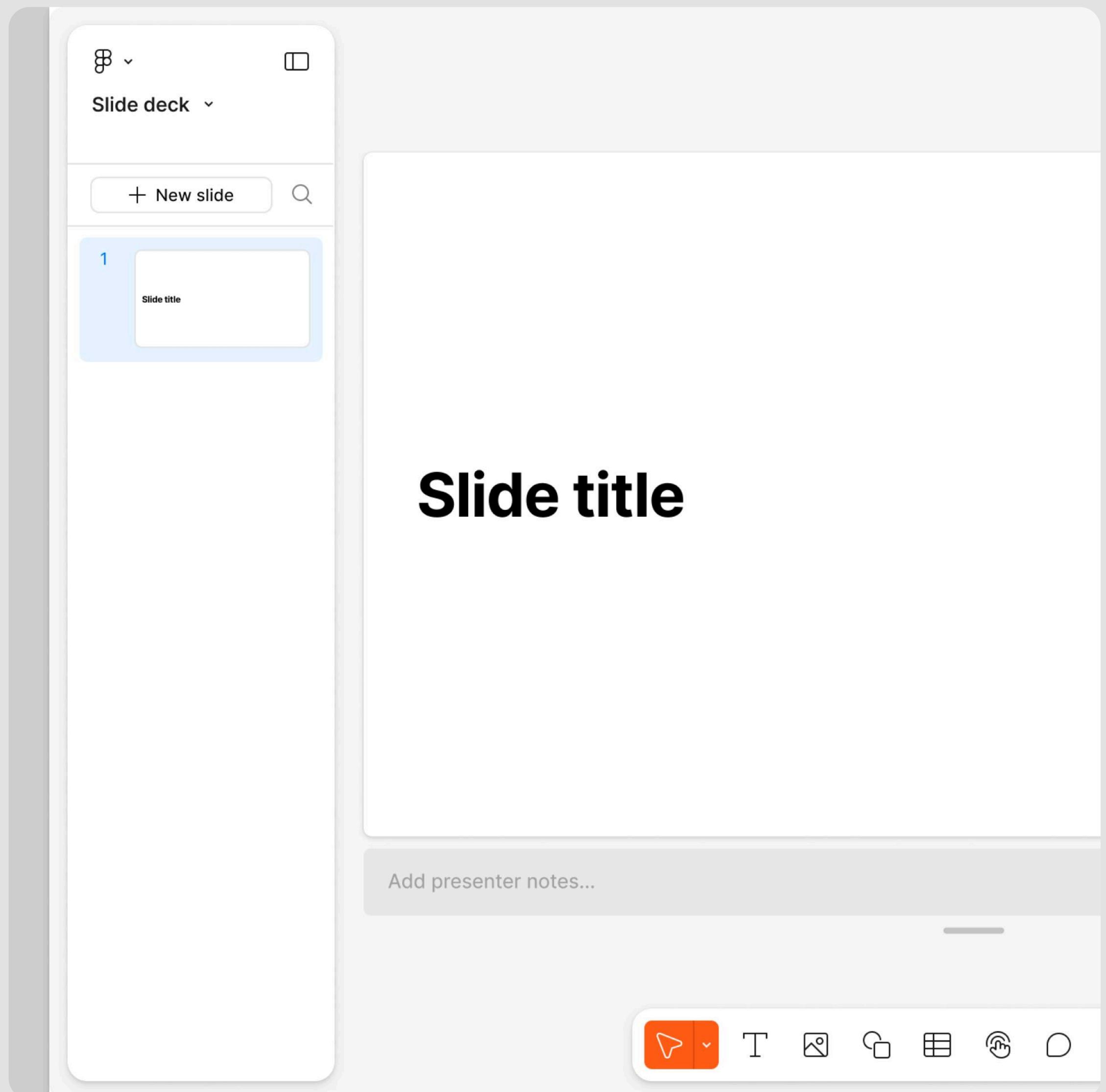
There is a significant negative correlation between Adoption Rate and Conversion Rate. This means that as more users try the feature, the conversion rate actually drops.

It's time for Bumble to lean into its brand value of **intentionality**.

The left sidebar

The left sidebar is where you manage slides and organize your deck. You can also access the template picker to add new slide layouts to your deck.

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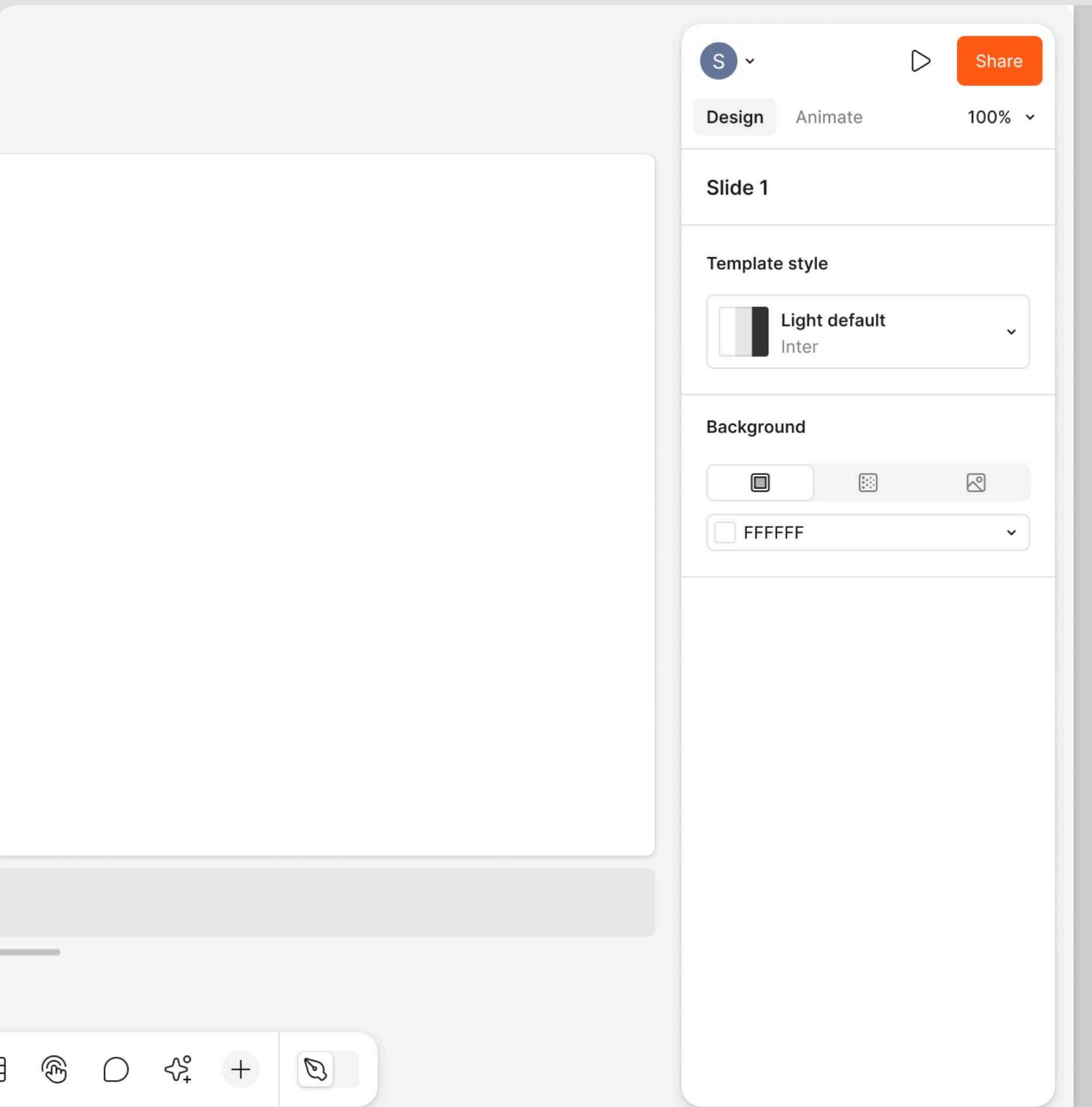


The right sidebar

The right sidebar is where you control the look and feel of your slides.

- **Design tab:** When you select an object on the canvas, the properties available for that object type display in the Design tab.
- **Animate tab:** Insert transitions between slides to keep your presentation flowing smoothly.

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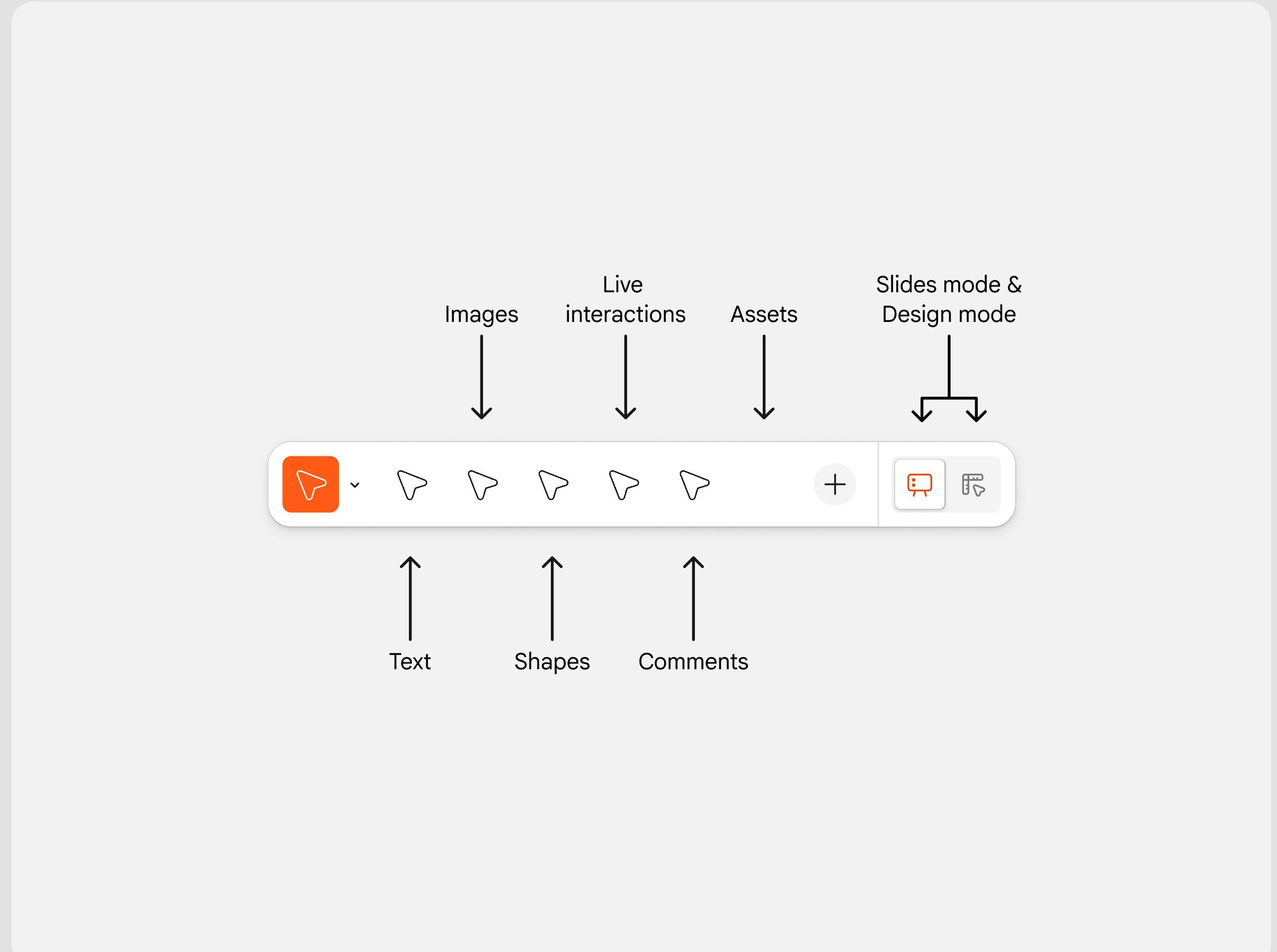


The toolbar

The toolbar has all the building blocks you'll need to create your slide designs:

- Add objects like text, images, shapes, live interactions, and prototypes.
- Use assets from Figma Design libraries.
- Access Figma AI tools or enable design mode to bring the power of Figma Design to your slide designs.

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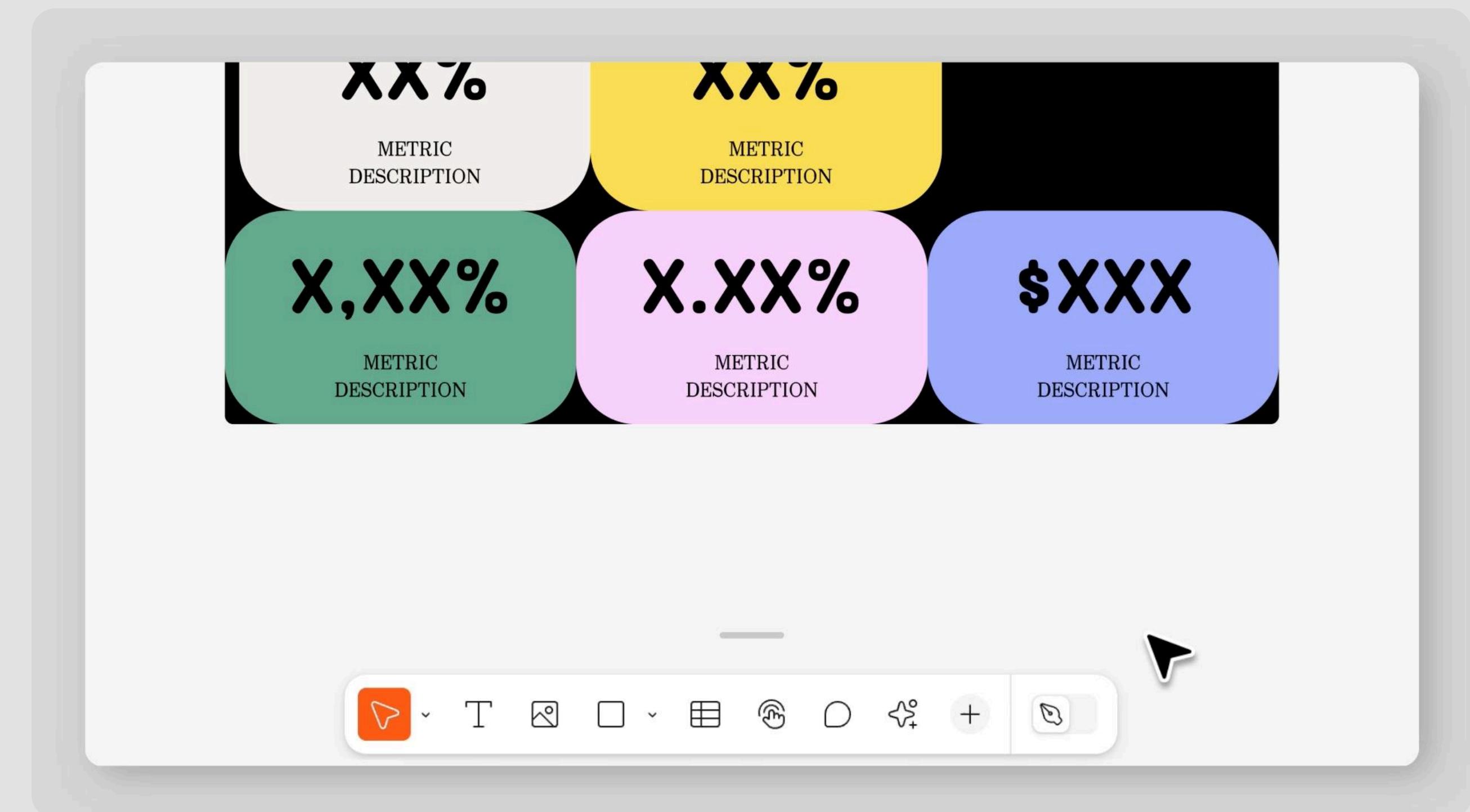


Slides mode & design mode

Slides mode has everything you need to design professional-looking presentations. Slides mode's simplified interface makes it easy to find and use slide deck templates, modify content, and add interactive elements.

Design mode, available for users with a full seat, unlocks Figma Design features such as auto layout, the layers panel, and advanced properties.

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Figma Slides for beginners

Pick a
template



Get started with a purpose-built template

The template picker is the first thing you'll see when you open Figma Slides.

Jump start your deck with a template built for popular product team use cases.





Mobile Strategy Review

Mobile Product Review by @natasha and 1 other

1.5k views 37k likes

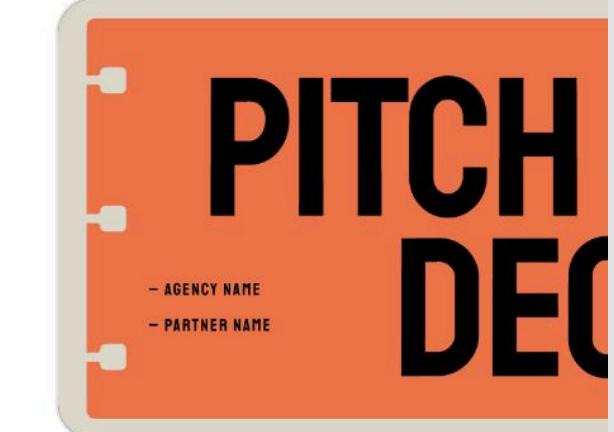


Mid Mod Theme

Just in case you need more space for copy on the cover.

Mid Mod by Figma Community Profile

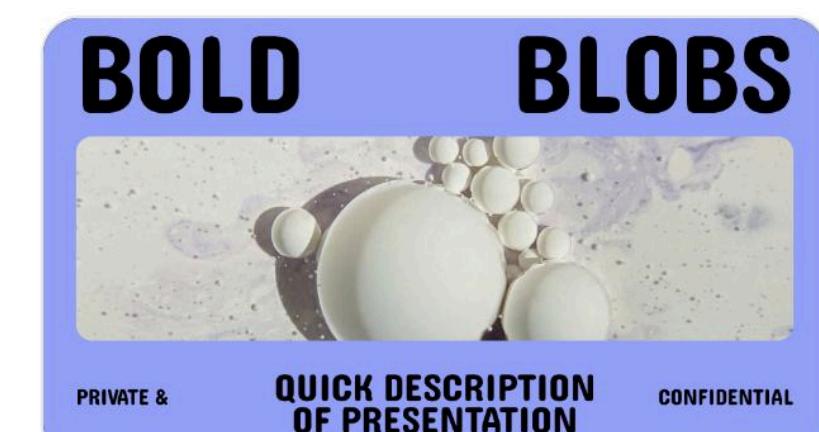
663 views 29.8k likes



PITCH DE

- AGENCY NAME
- PARTNER NAME

Agency Pitch by Figma Community Profile



BOLD BLOBS

PRIVATE & QUICK DESCRIPTION OF PRESENTATION CONFIDENTIAL

Bold Blobs by Figma Community Profile

311 views 25.7k likes



Startup Pitch

MONTH XX YEAR TAGLINE CONFIDENTIAL

Startup Pitch by Figma Community Profile

777 views 25.4k likes



Finessing UI/UX Design Presentations

VERSION 2.0 Bright Chineneze June 2021

Finessing UI/UX Design... by bright



PRODUCT
Voice of Customer Report Template

Produced By Date

Voice of Customer Insight... by Matt Nguyen and 1 other

246 views 17.7k likes



USER RESEARCH SESSION

TEAM NAME TODAY'S DATE

User Research Session by Figma Community Profile

189 views 16.2k likes



DESIGN REV

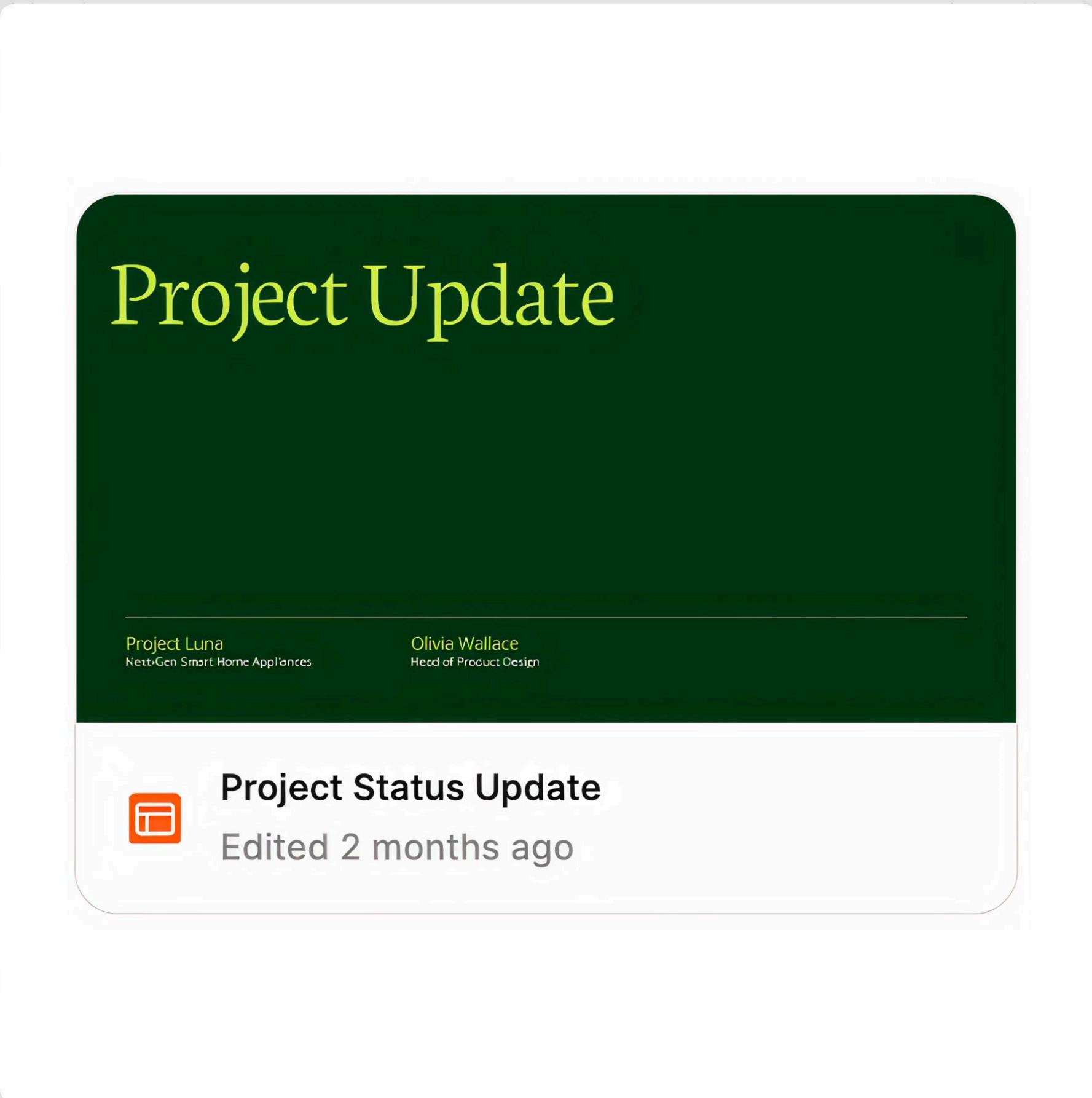
PHASE : XX ROUND : XX DESIGN REVIEW COMPANY / TEAM NAME PERSON ONE, PERSON TWO TODAY'S DATE

Design Review by Figma Community Profile

Design and publish templates

Create custom slide deck templates and publish them to your team or organization.

If your design team already uses Figma, ask for help creating a beautiful, branded template.



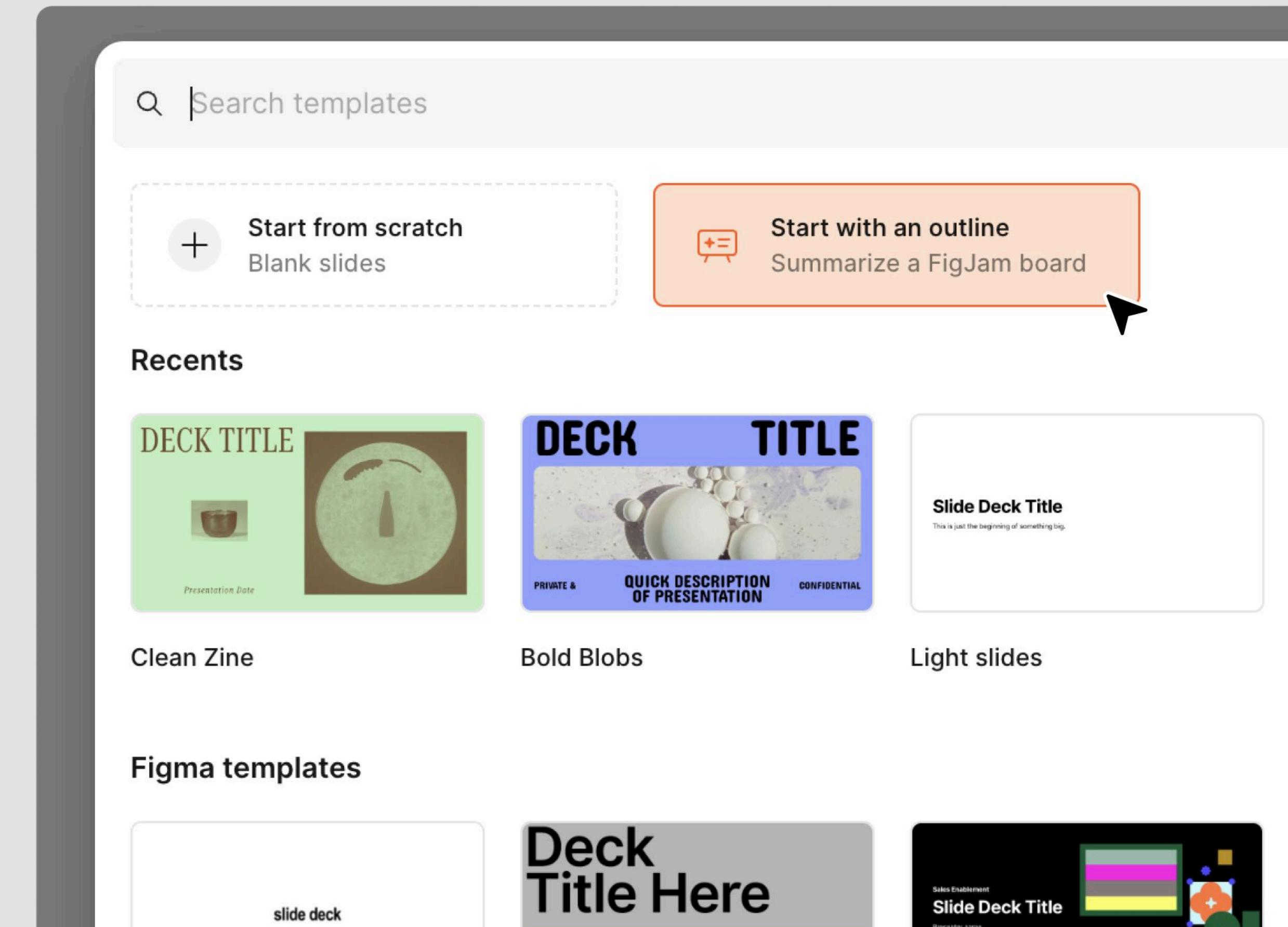
Start with an outline

From the template picker, click **Start with an outline**.

Choose a FigJam board to summarize.

If the FigJam board you selected has multiple pages, use the dropdown menu to select a specific page or choose All pages to summarize the entire board.

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Mobile Strategy Review

Mobile Product Review
by @natasha and 1 other • Free

9.3k 167k



PITCH DECK

TODAY'S DATE
AGENCY NAME
PARTNER NAME

Agency Pitch
by Figma • Free

4.6k 108k



MONTH XX YEAR
Startup Pitch

by Figma • Free



PRODUCT
Voice of Customer Report Template

Produced By Date

Voice of Customer Insights Report
by Matt Nguyen and 1 other • Free

1.2k 67.5k



{Company} Sales Pitch

OUR COMPANY x YOUR COMPANY
Month XX, 2024

Sales Pitch
by Figma • Free

542 47.9k

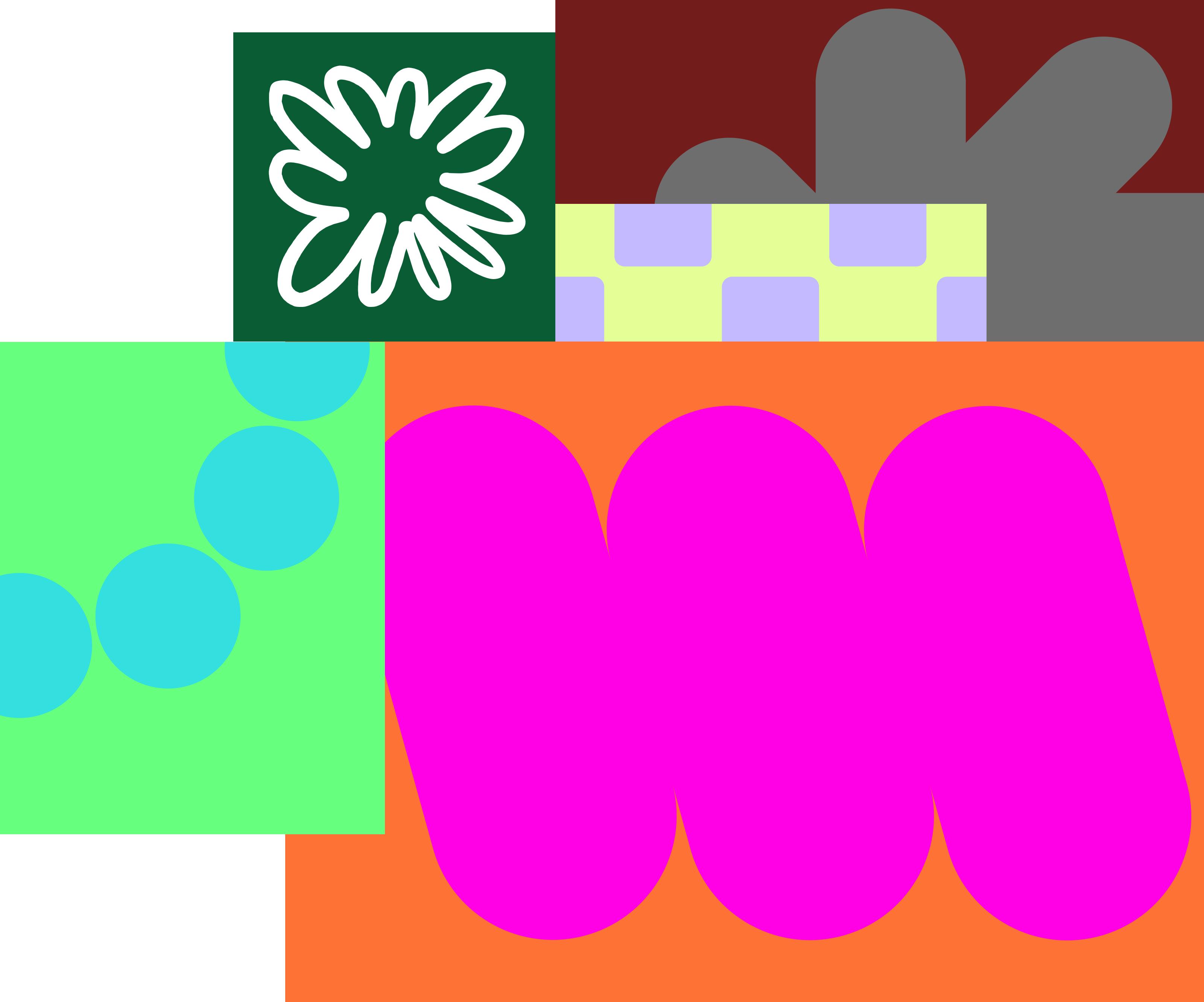


MAI STR
▶ COMPANY NAME TODAY'S DATE

Marketing Strategy

by Figma • Free

Build
your deck



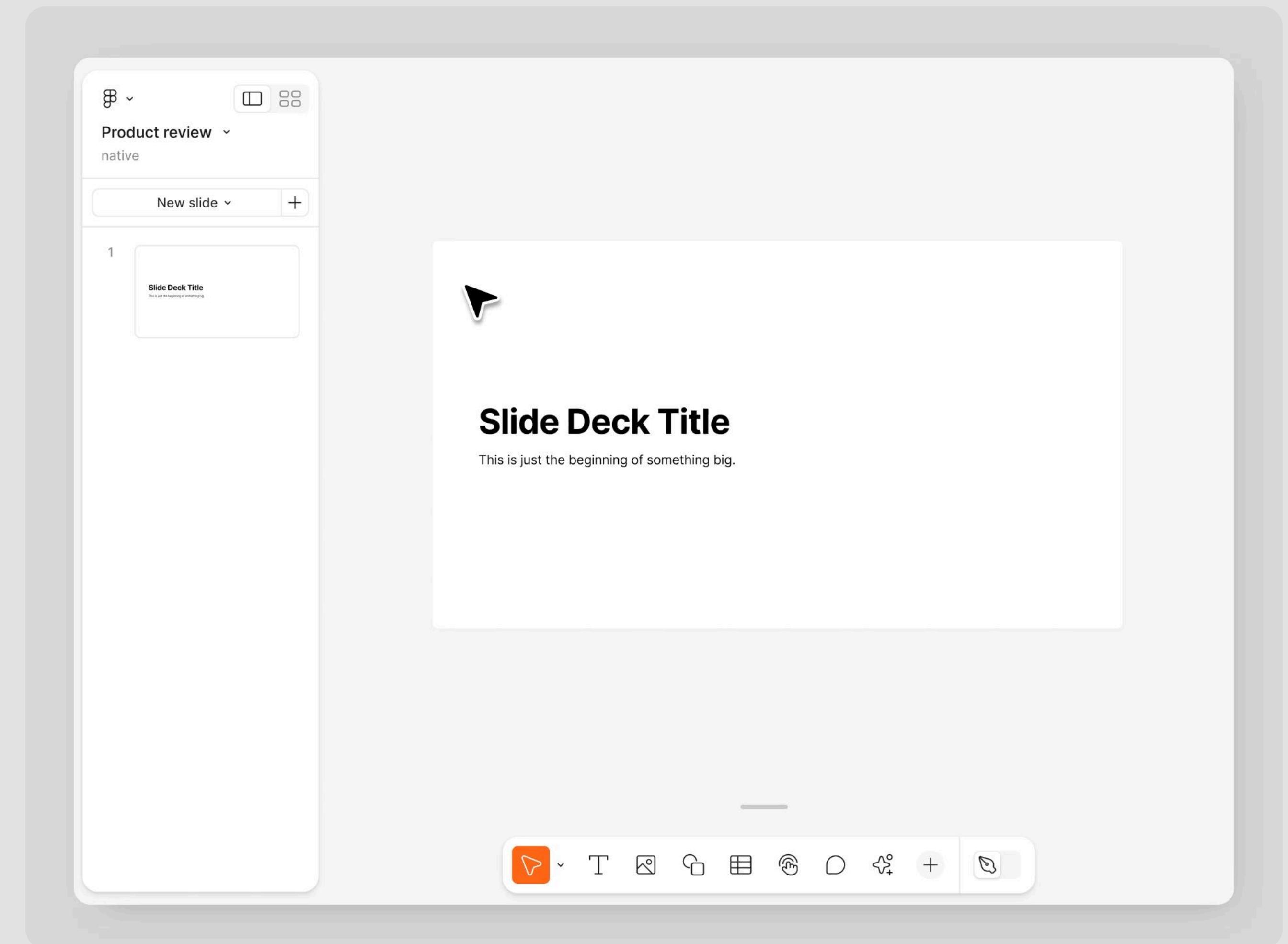
Add slides from templates

Click **New slide** in the left sidebar

Select a slide layout from your current template or click the back arrow to search for a different template.

Click on a slide layout to add a new slide to your deck. It is automatically added after your currently selected slide

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Add shapes with text

Click **Shapes** in the toolbar.

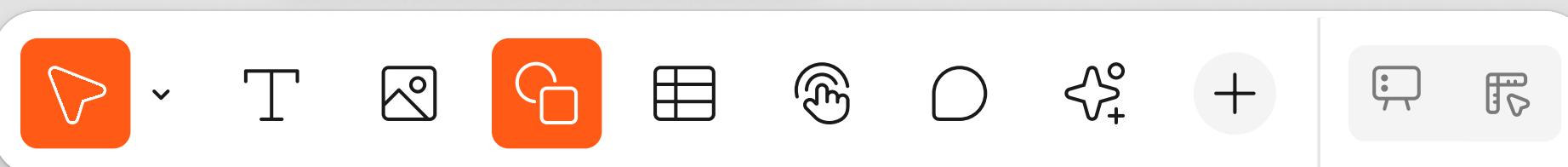
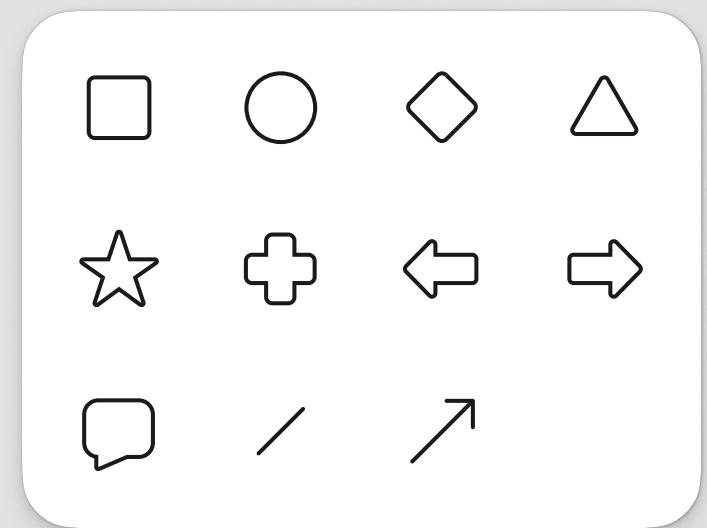
Select the shape you want to add.

Click on a slide to place the shape.

Double-click inside the shape to start typing.

You can use the settings in the right sidebar to change the shape and text properties.

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Add images and videos

Click **Image/video** in the toolbar

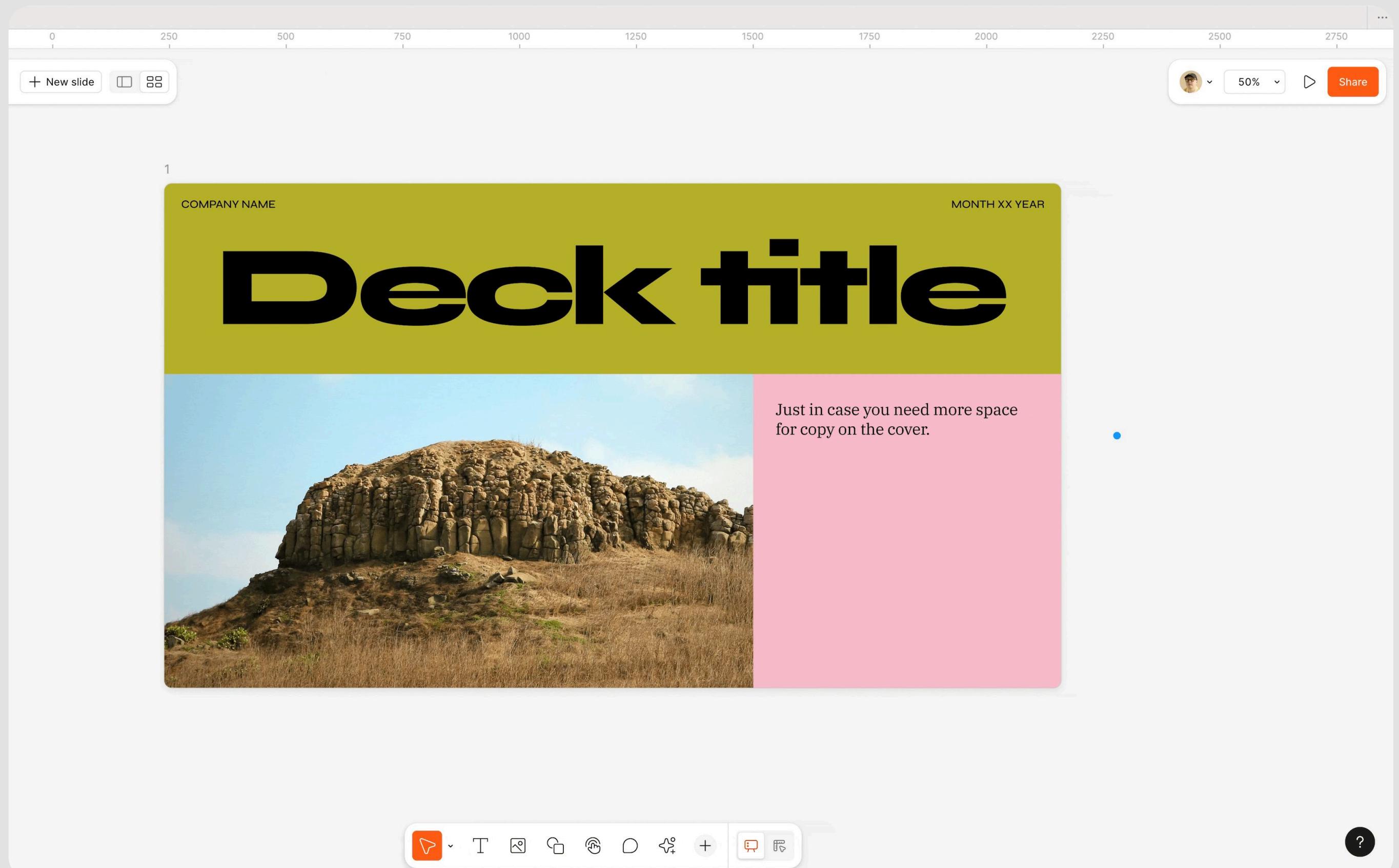
Select the files you'd like to add to your slide deck and click **Open**.

Once added, you can use the **Fill** section in the right sidebar to adjust how your visual looks.

Figma Slides supports the following formats:

- **Image:** JPG, PNG, HEIC, WebP, SVG, GIF, TIFF
(only available on Safari)
- **Video:** MP4, MOV, WebM

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Collaborate



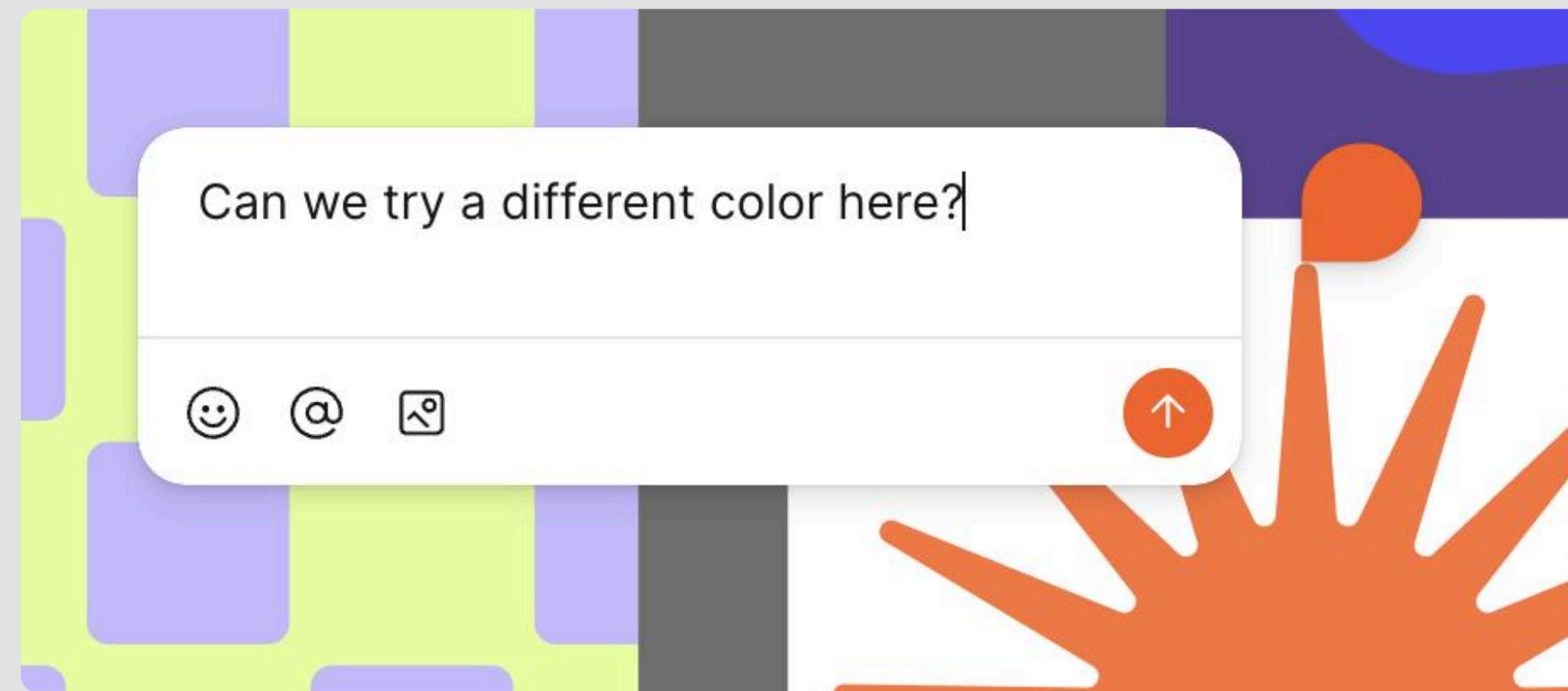
Comment on decks

Comments are an excellent way to communicate with your collaborators.

Use comments to give feedback, ask questions, or leave notes throughout your slide deck.

Comments cannot be added to the presenter notes field in Figma Slides.

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Use cursor chat

Cursor chat allows you to type live, temporary messages to others in your Figma file. This is great for quick communication, such as:

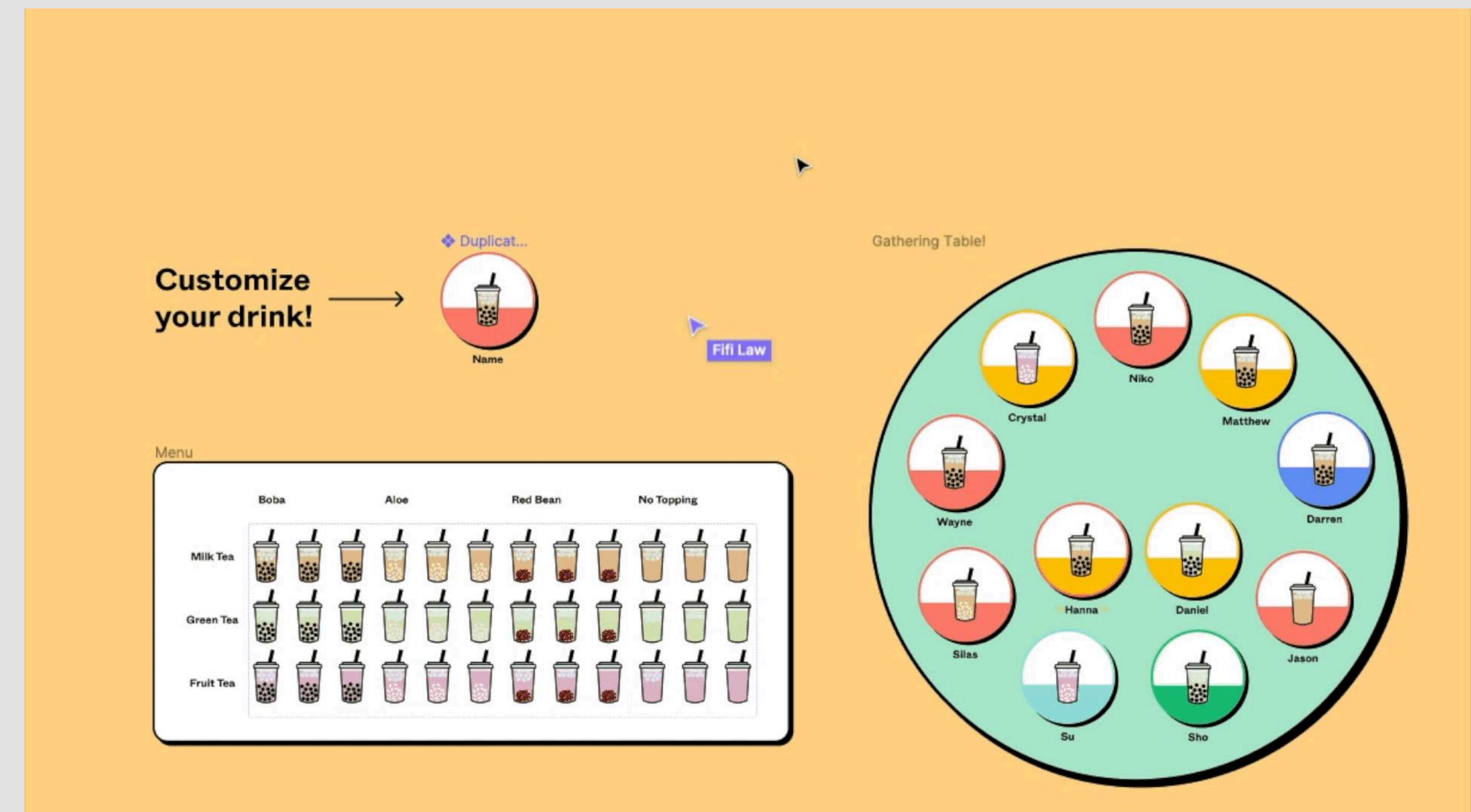
- Getting a collaborator's attention ("Love this!")
- Spontaneous file encounters ("I'm in here too! Wanna voice chat?")

Enter cursor chat mode by:

- Using the keyboard shortcut /
- Right-click the canvas and select Cursor chat

An empty speech bubble will appear next to your cursor.

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Organize content in tables

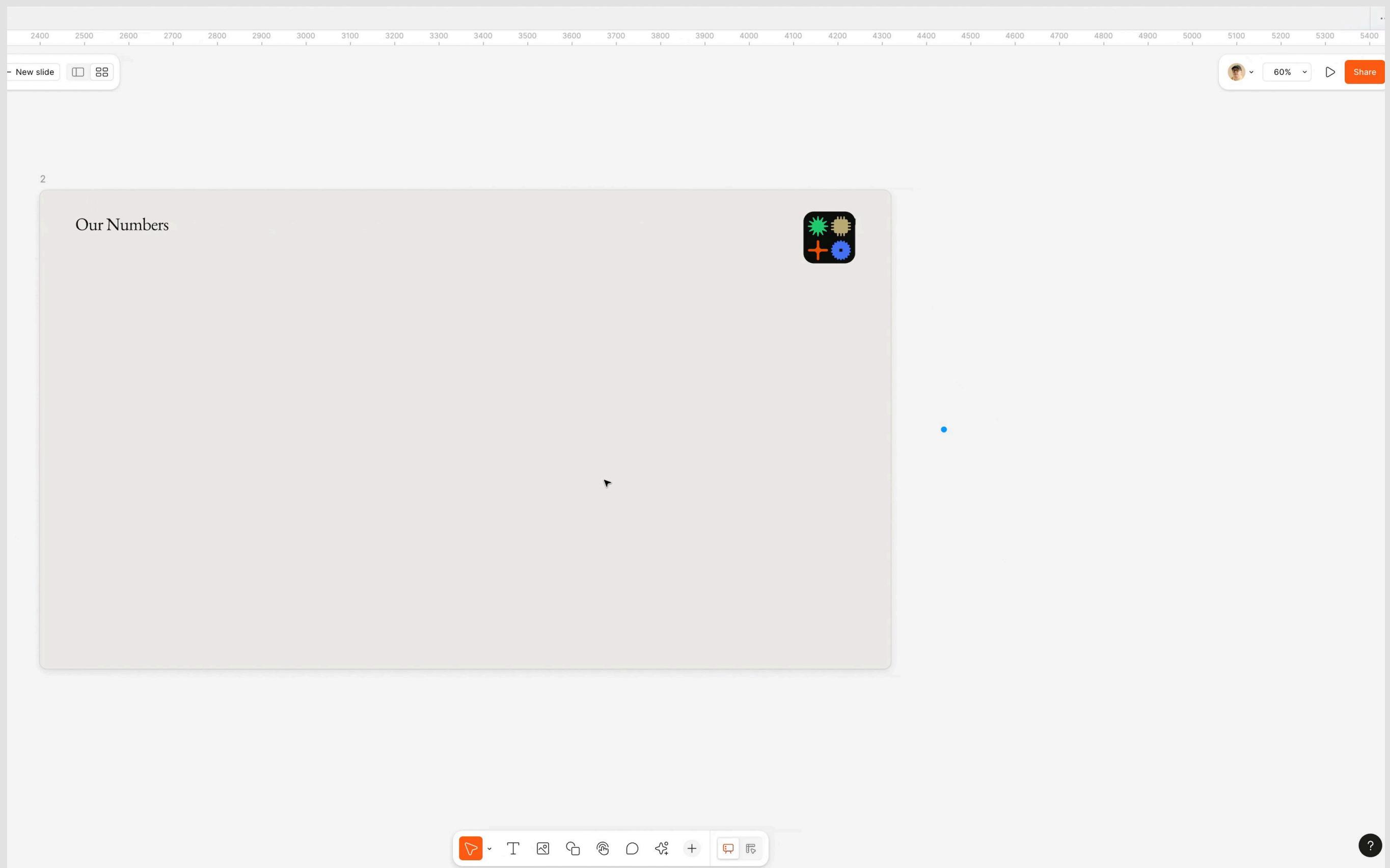
Click **Assets** in the toolbar.

Select **Table**.

Click and drag your cursor to create a table with the number of rows and columns you need.

To adjust the styling and format, use the settings in the right sidebar to do the following:

- Change the background fill
 - Adjust the font size or typeface
 - Add font styling
 - Change the text alignment
 - Create links
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Import & Export

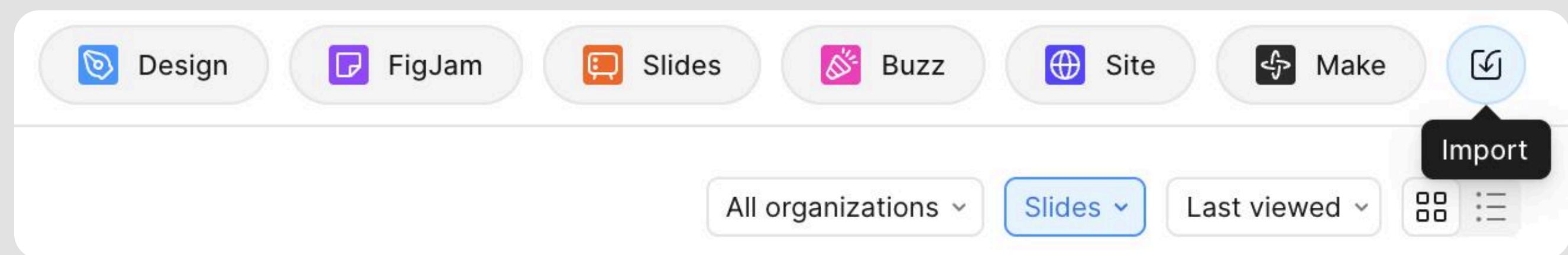


Import PPTX files

From the file browser, open the Create dropdown menu and select Import. Select the .pptx file you want to import and click Open. Note this will import your speaker notes, too.

Once imported, all text layers will be updated to use the default Figma Slides font, Inter. You can use the text settings in the right sidebar to select a new font and change the font properties.

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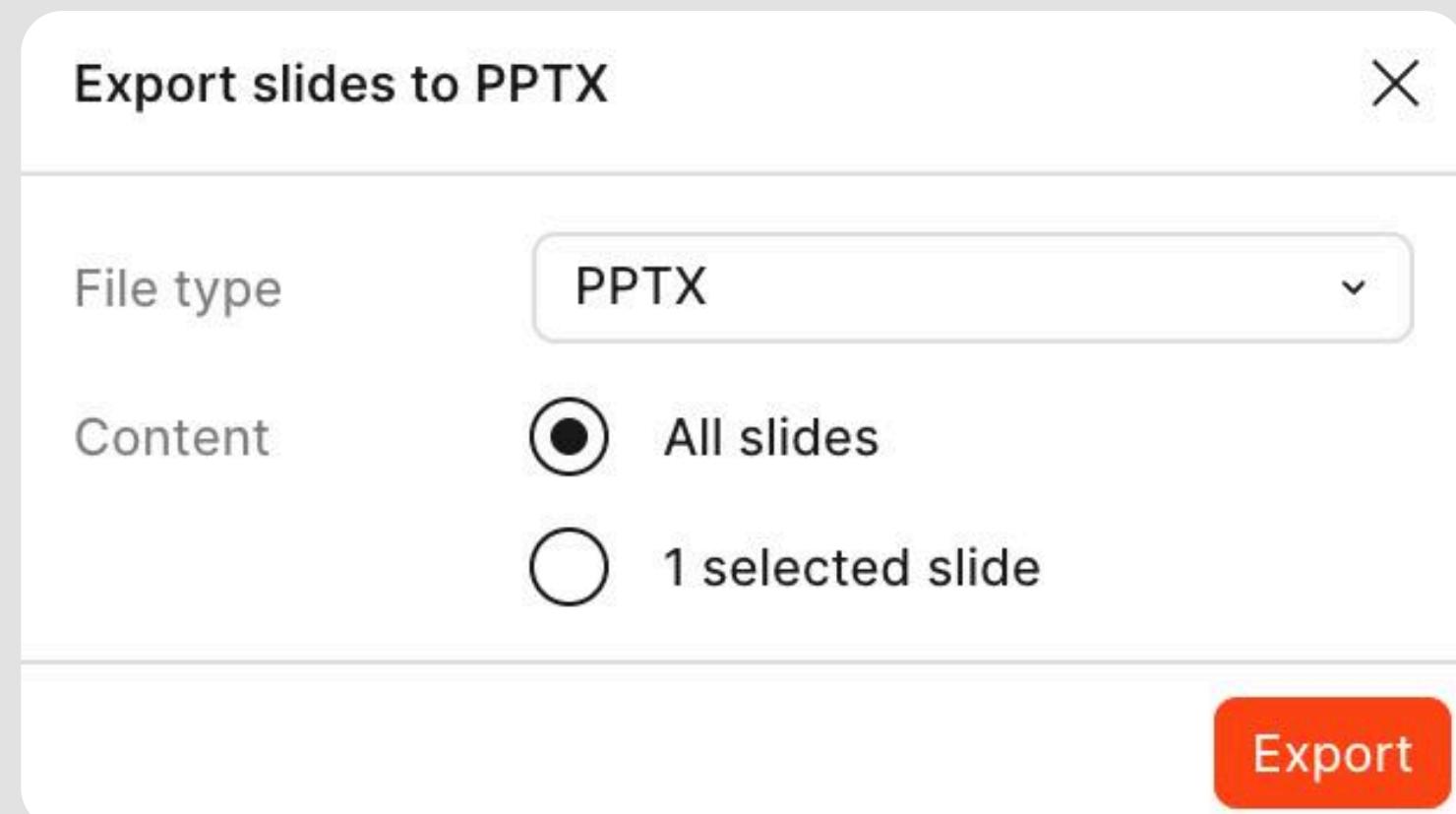
Export Figma Slide decks

If you're using Slide mode, you can export decks to PPTX or PDF formats, with a few limitations.

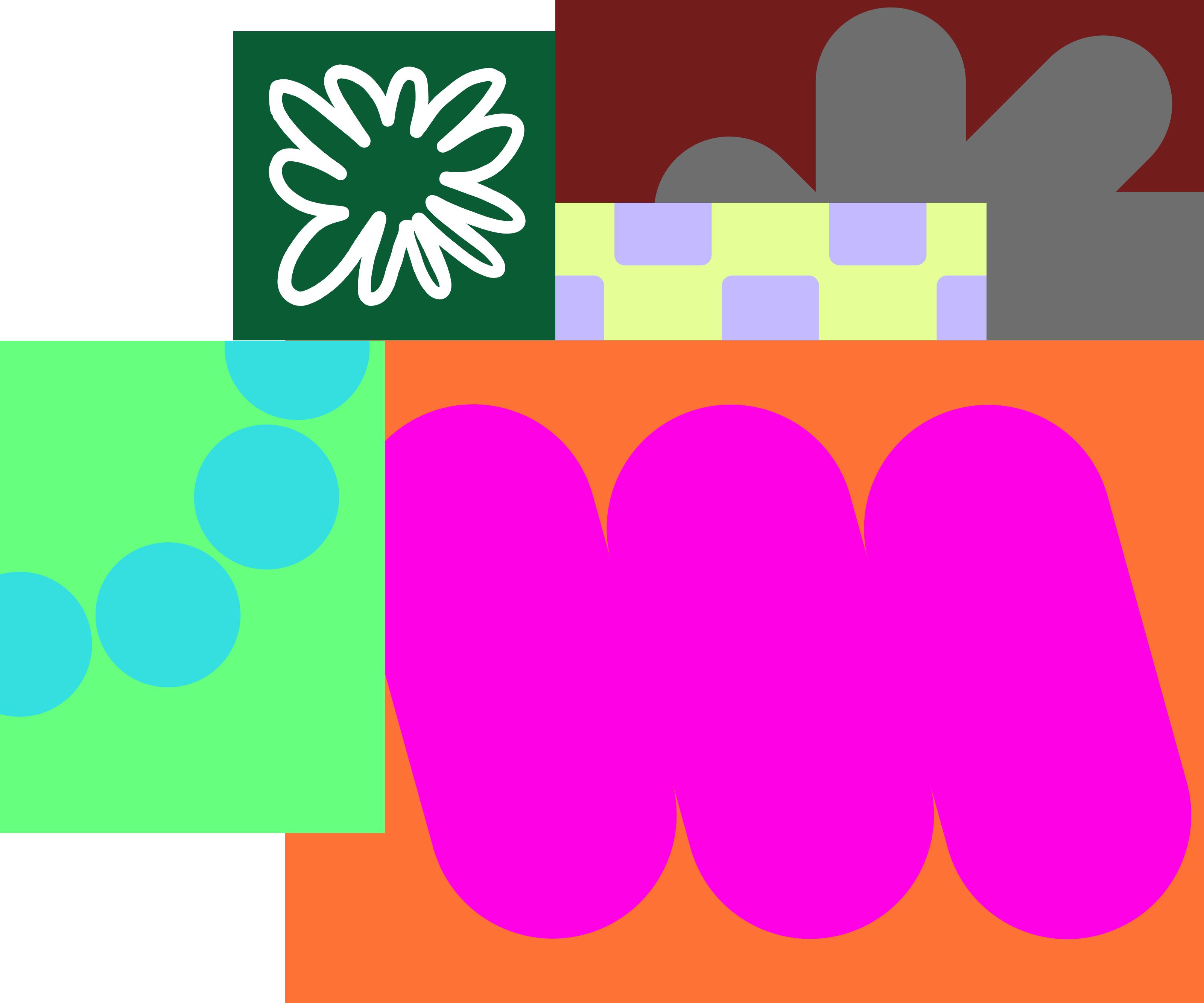
To export from Slide mode, click **Main menu**, then navigate to **File > Export slides to**, where you can choose file type, color profile, and quality.

If you're using Design mode, you can export content to PNG, JPG, SVG, and PDF.

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Add live interactions



Add live interactions

Click **Live interactions** in the toolbar.

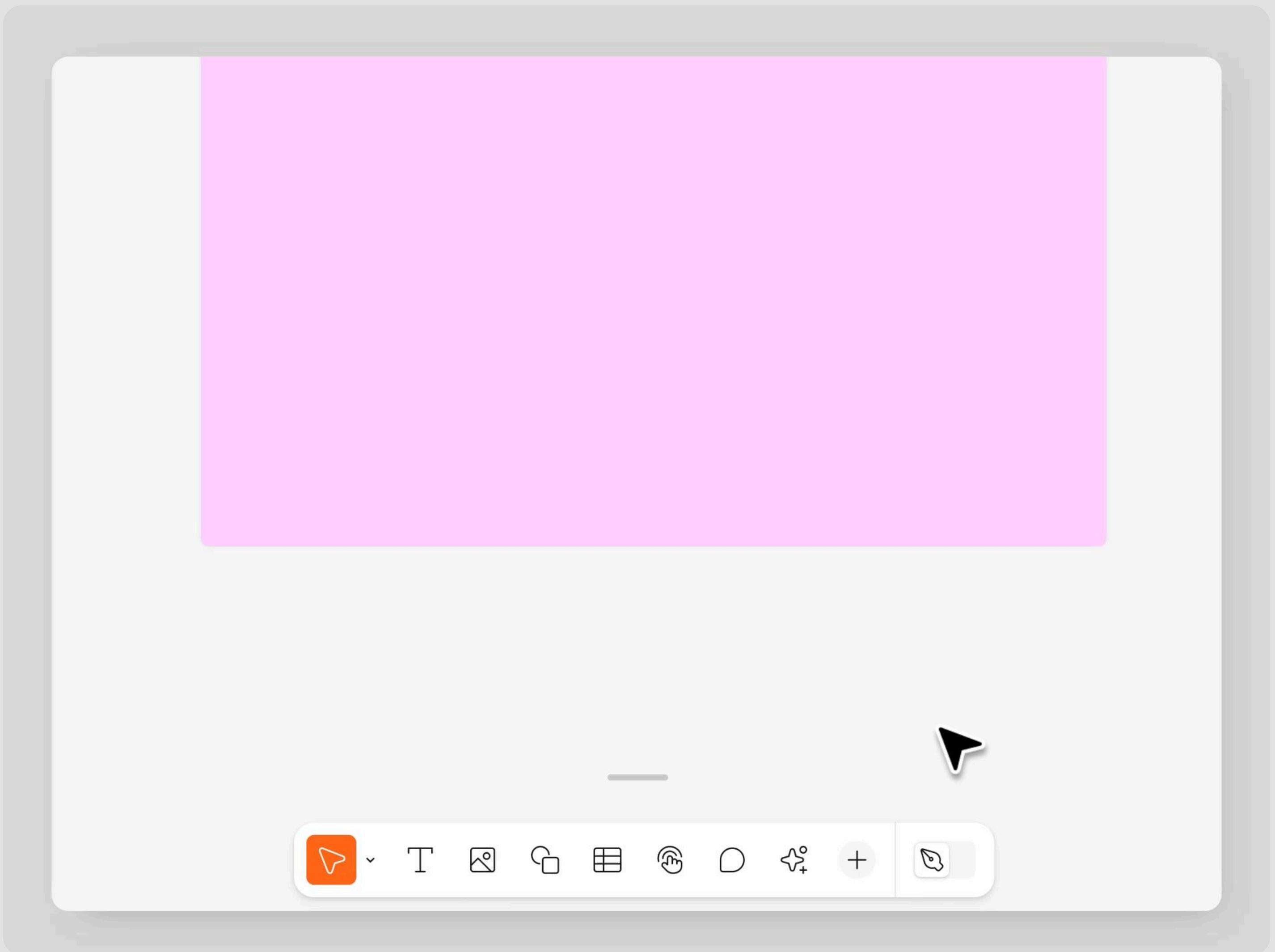
Select the interaction you'd like to add.

Click on the slide to add the interaction.

Add your content to the interaction's text fields.

Style the interaction using the options in the right sidebar.

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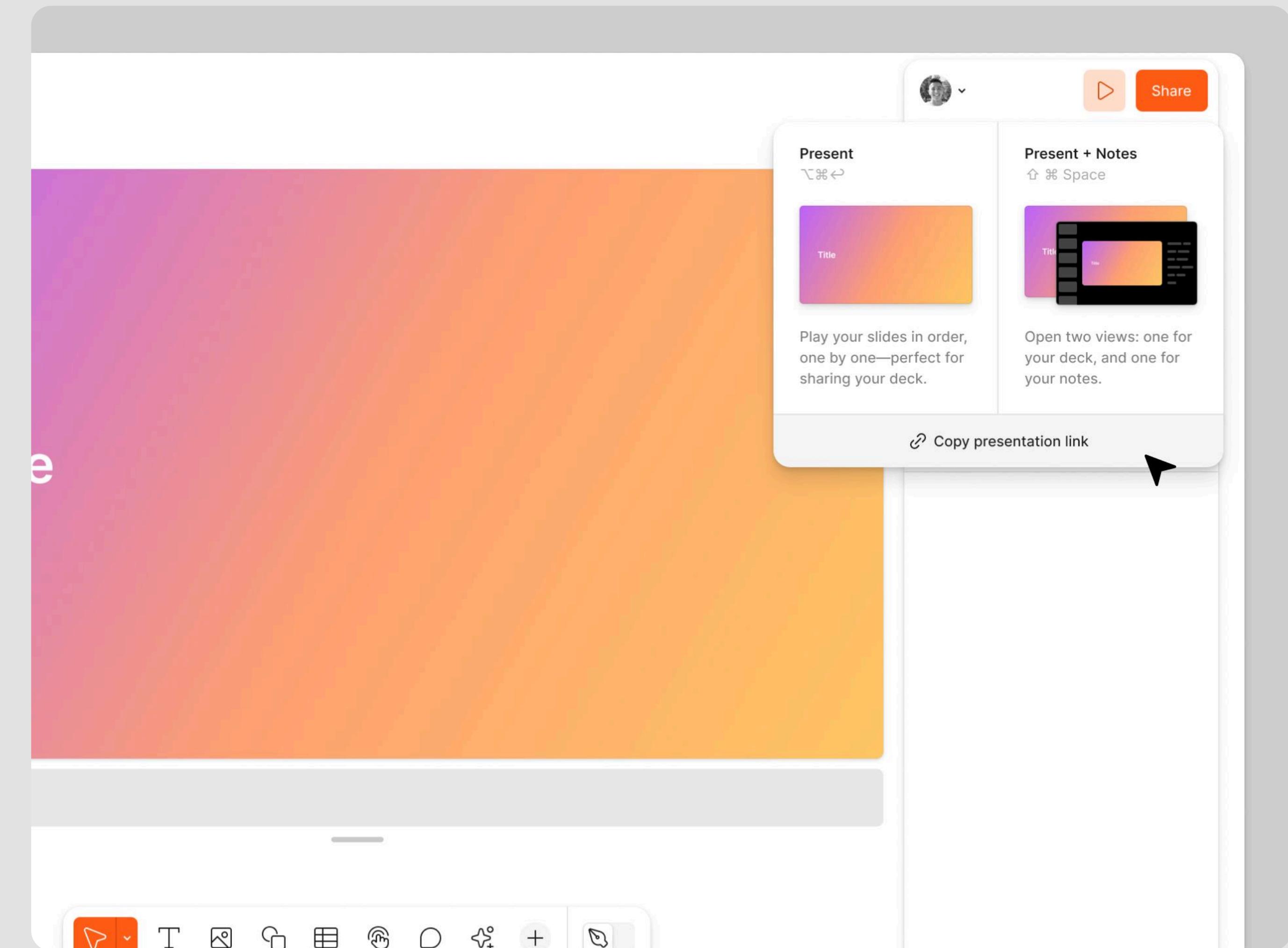


Use live interactions

To use live interactions, audience members must be logged in to their Figma account and have view access to the slide deck.

Live interactions cannot be used when viewing the slide deck in the Figma Slides editor. Copy the presentation link and share it with your audience.

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Polls

Use the poll interaction to ask your audience a question, hold a vote, or gather feedback. You can choose to hide results until all votes are in and reveal them once voting is done.

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Would you rather...

Muffins for hands

0%

Raccoon for feet?

0%

Ainda não há votos

 Resultados revelados



Stamps

Use the stamps interaction to quickly gauge how your audience is feeling. When an audience member adds their stamp, their avatar is added to the face pile

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Carimbar-me se você concordar



Ainda não há carimbos



Alignment

Use the alignment interaction to get your team's unbiased opinions through anonymous voting.
Results are hidden until voting is done.

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Refine with AI

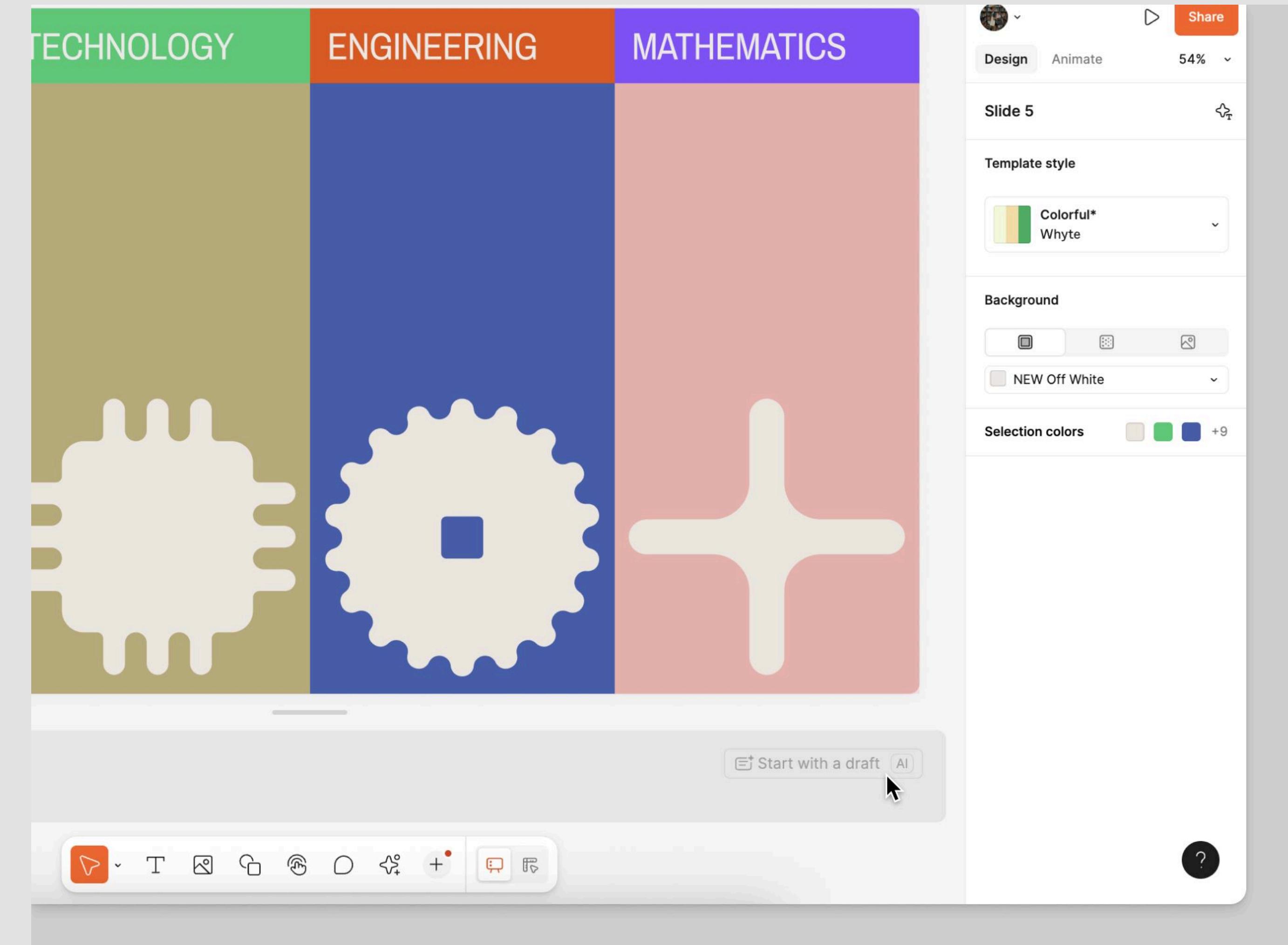


Draft presenter notes

In slide view, select a slide with at least one text layer that does not have any presenter notes.

In the Presenter notes field, click **Start with a draft**.

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Rewrite, translate, or shorten text

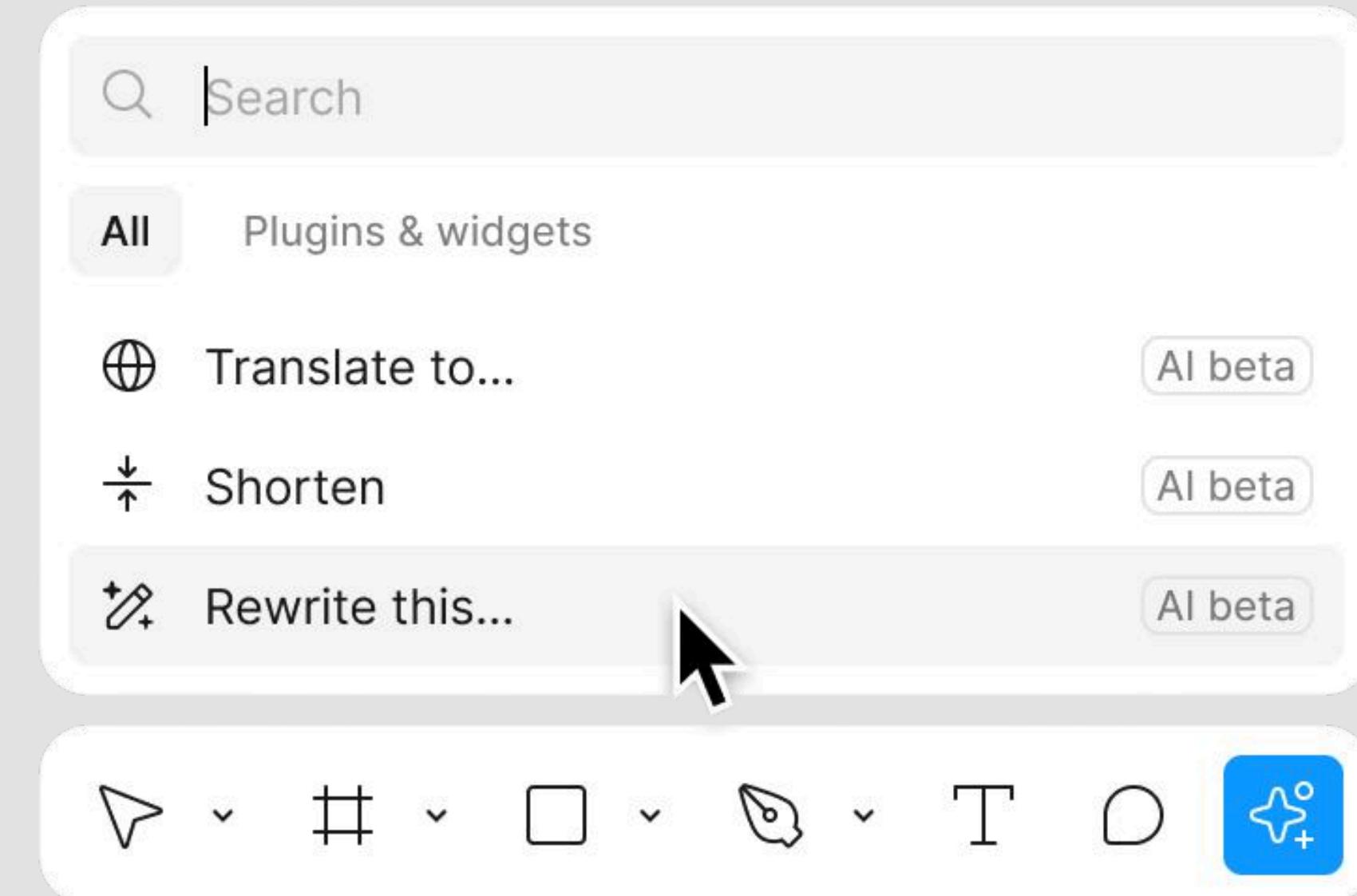
Use Figma AI to rewrite, shorten, and translate text in your design.

Select a text layer. From the toolbar, click **Actions > Rewrite this.**

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Try it out on the copy here.



Color plays a pivotal role in design by shaping perception, evoking emotion, and guiding user attention. Thoughtful color choices can strengthen brand identity, enhance readability, and create visual harmony across a product or experience. In professional design practice, mastering color theory ensures that aesthetics align with purpose, resulting in designs that are both engaging and effective.



Adjust tone

Select a text layer.

From the bottom toolbar, click Actions > Rewrite this. On the prompt box, click Adjust tone.

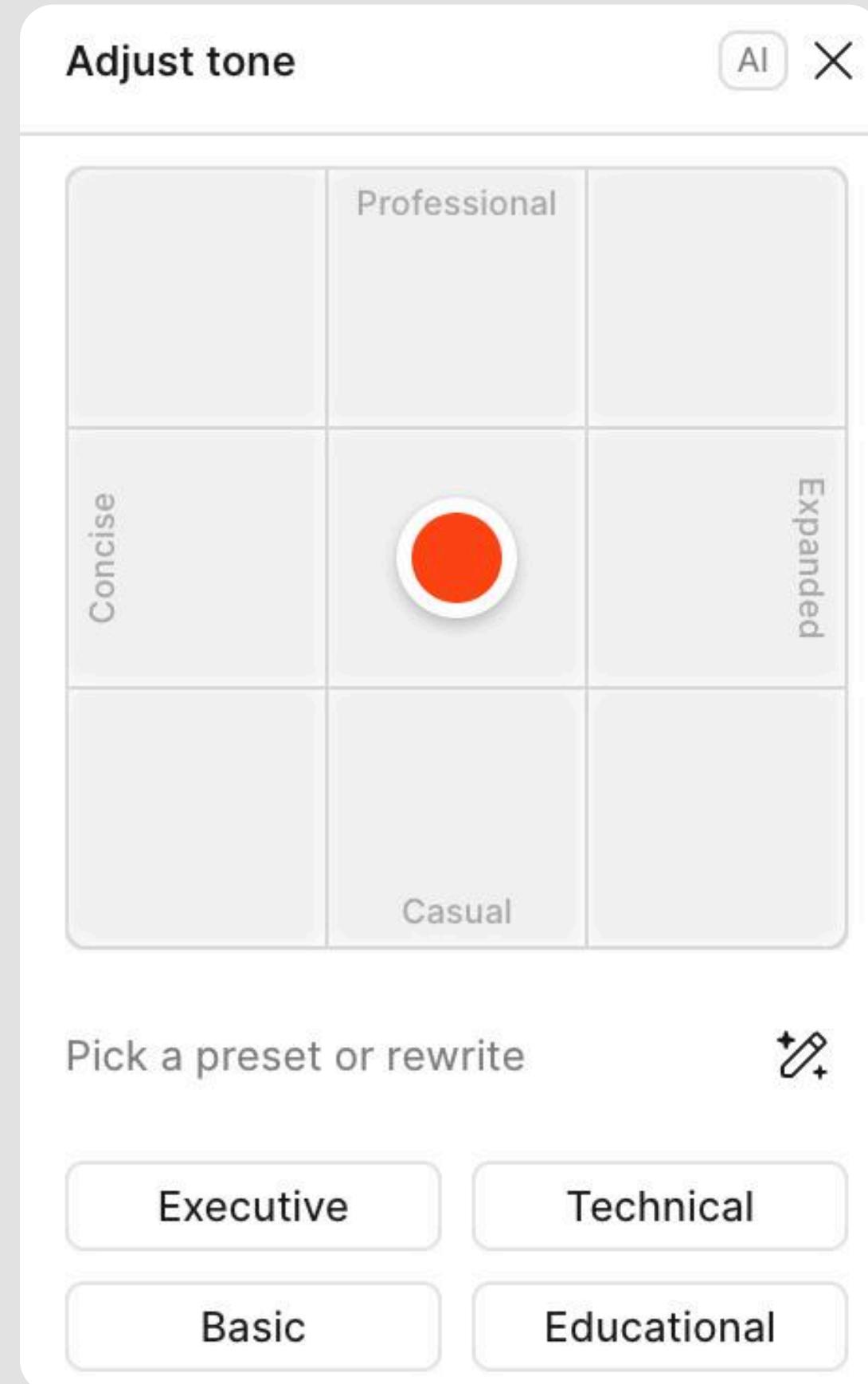
Drag the tone dial inside the axis or choose a tone preset: Executive, Technical, Basic, or Educational.

If you aren't happy with the adjusted text, click Try again to rewrite the text again.

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Try it out on the copy here.



Blue is often associated with trust, stability, and professionalism, making it a popular choice in corporate and technology design. Its calming qualities evoke feelings of reliability and tranquility, helping users feel at ease when engaging with a product or brand. Designers use blue to convey clarity and confidence, reinforcing a sense of integrity and dependability in visual communication.

Make and edit images

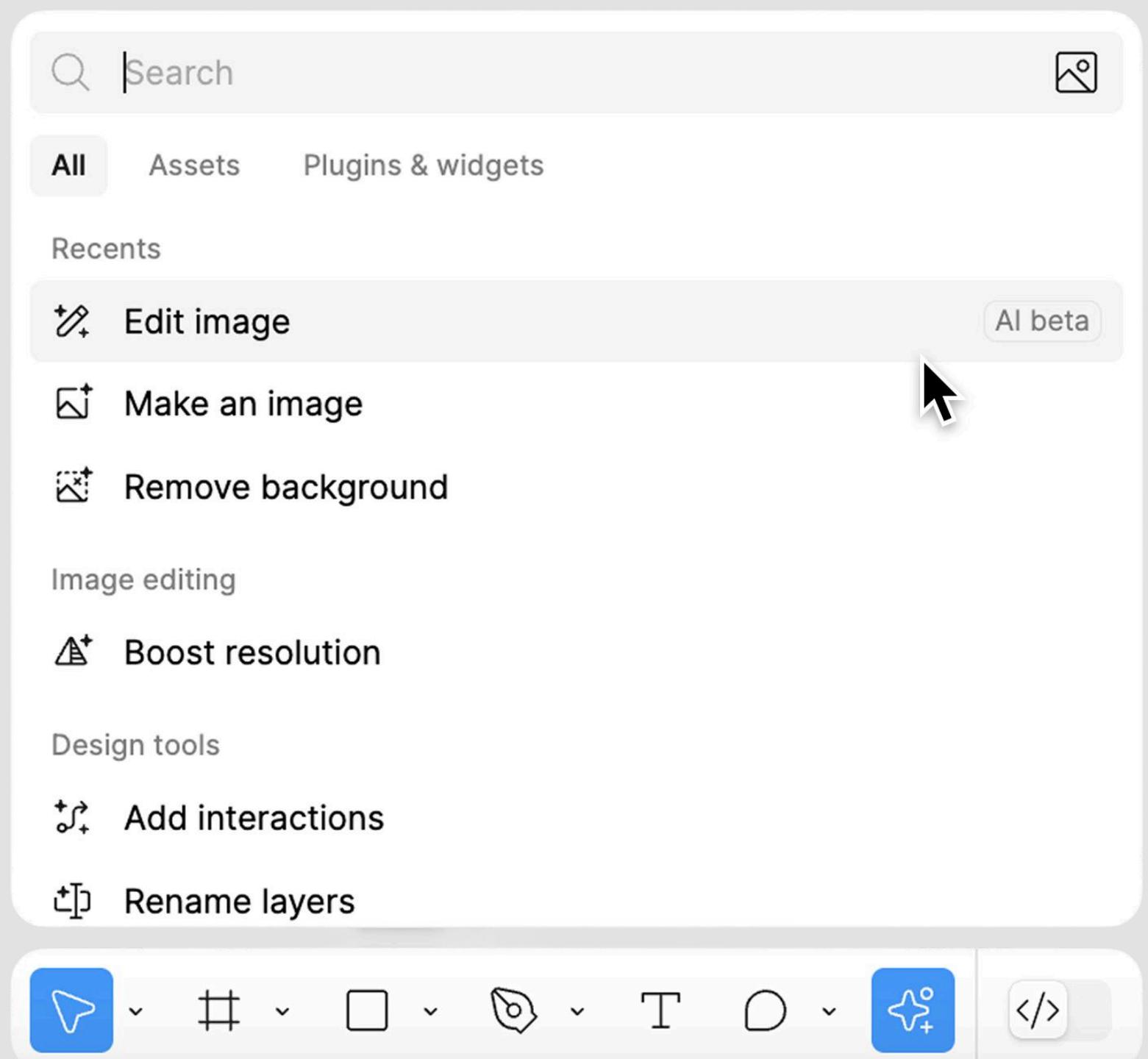
You can leverage several AI models to make and edit images.

From the bottom toolbar, click Actions > Make an image. Describe the image you would like to create, select your preferred model, and add in any reference images.

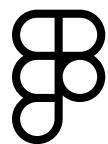
Then, click **Make it**.



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Figma Slides for designers



The screenshot shows the Figma Slides interface. On the left, a sidebar lists ten slides in a sequence, each with a preview image and a number. The first slide is titled "Product review" and features a black background with orange and yellow abstract shapes. The second slide shows a grid of colored squares. The third slide displays a bar chart. The fourth slide is titled "RESEARCH". The fifth slide contains text about learners preferring science questions in a real-world context. The sixth slide shows a smartphone icon. The seventh slide is partially visible. The eighth slide shows two smartphone screens with text. The ninth slide is titled "Add a statement about this prototype.". The tenth slide is also partially visible. At the bottom of the sidebar, there is a placeholder for "Add presenter notes...". On the right side of the interface, the main slide area displays the content of the first slide, which includes the word "Radicle" and two user names, "Mihika" and "Keeyen", each accompanied by a small profile icon.

Figma Slides for designers

**Copy decks
from Figma
Design**



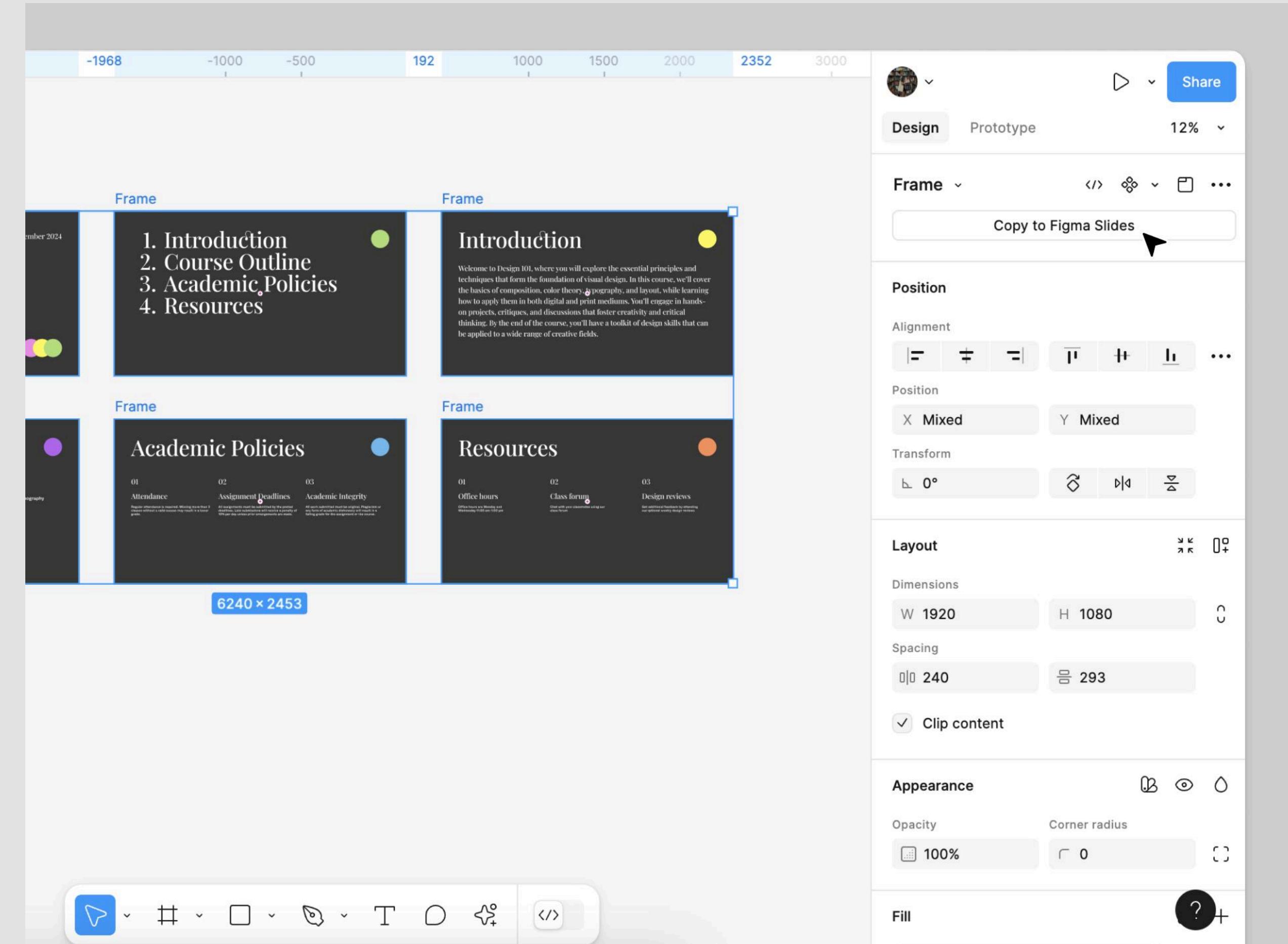
Copy a slide deck to Figma Slides

To copy a slide deck, open the Figma Design file that contains your existing slide deck.

Select the top-level frames you want to copy to Figma Slides.

Click **Copy to Figma Slides** in the Design tab of the right sidebar.

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Find your
way around
design
mode

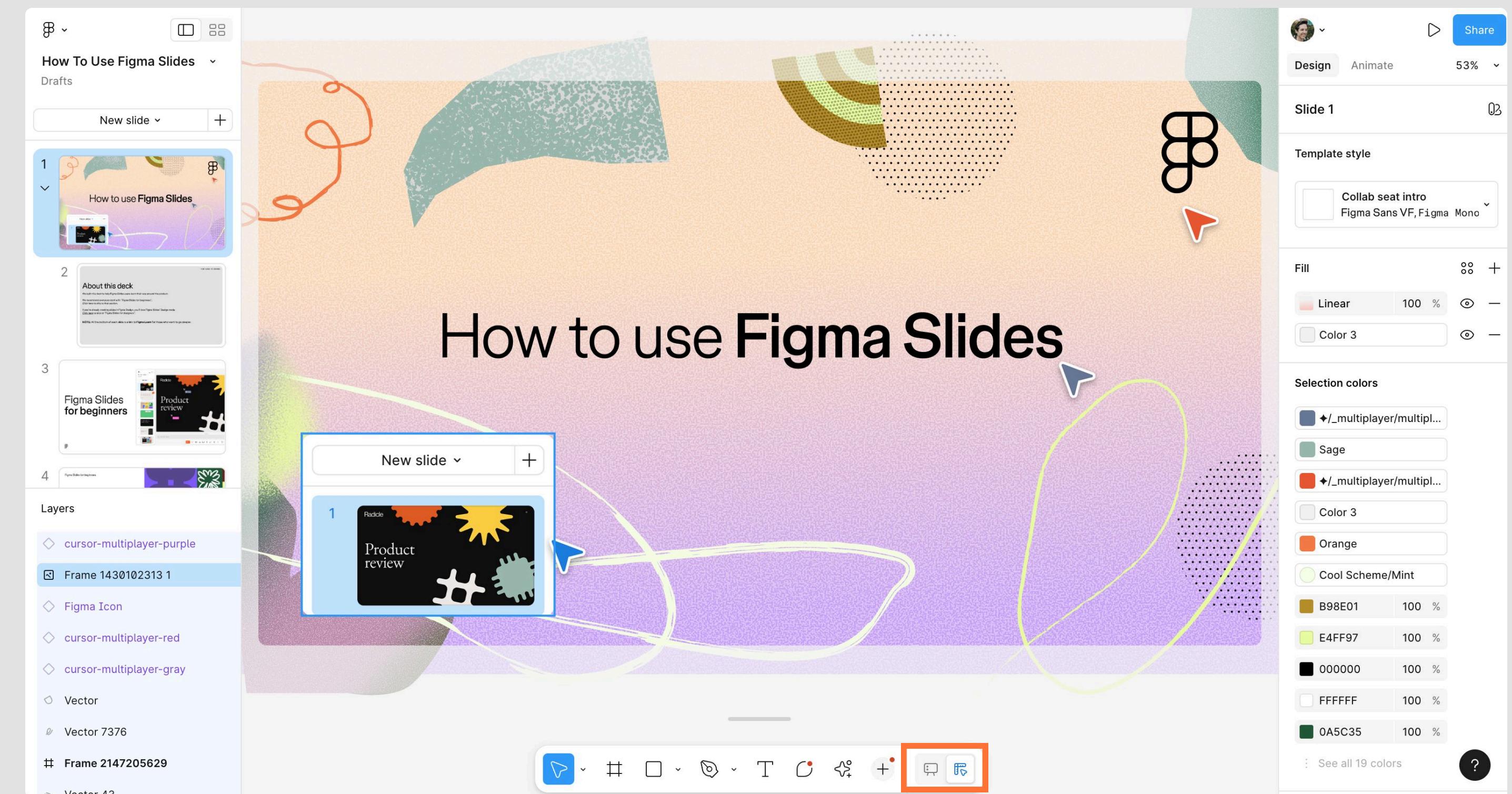


Enable design mode

Enable design mode using the toggle in the toolbar or with the keyboard shortcut Shift D.

If you've used Figma Design before, working in design mode should feel familiar. With design mode enabled, you'll have access to most of the same features found in Figma Design.

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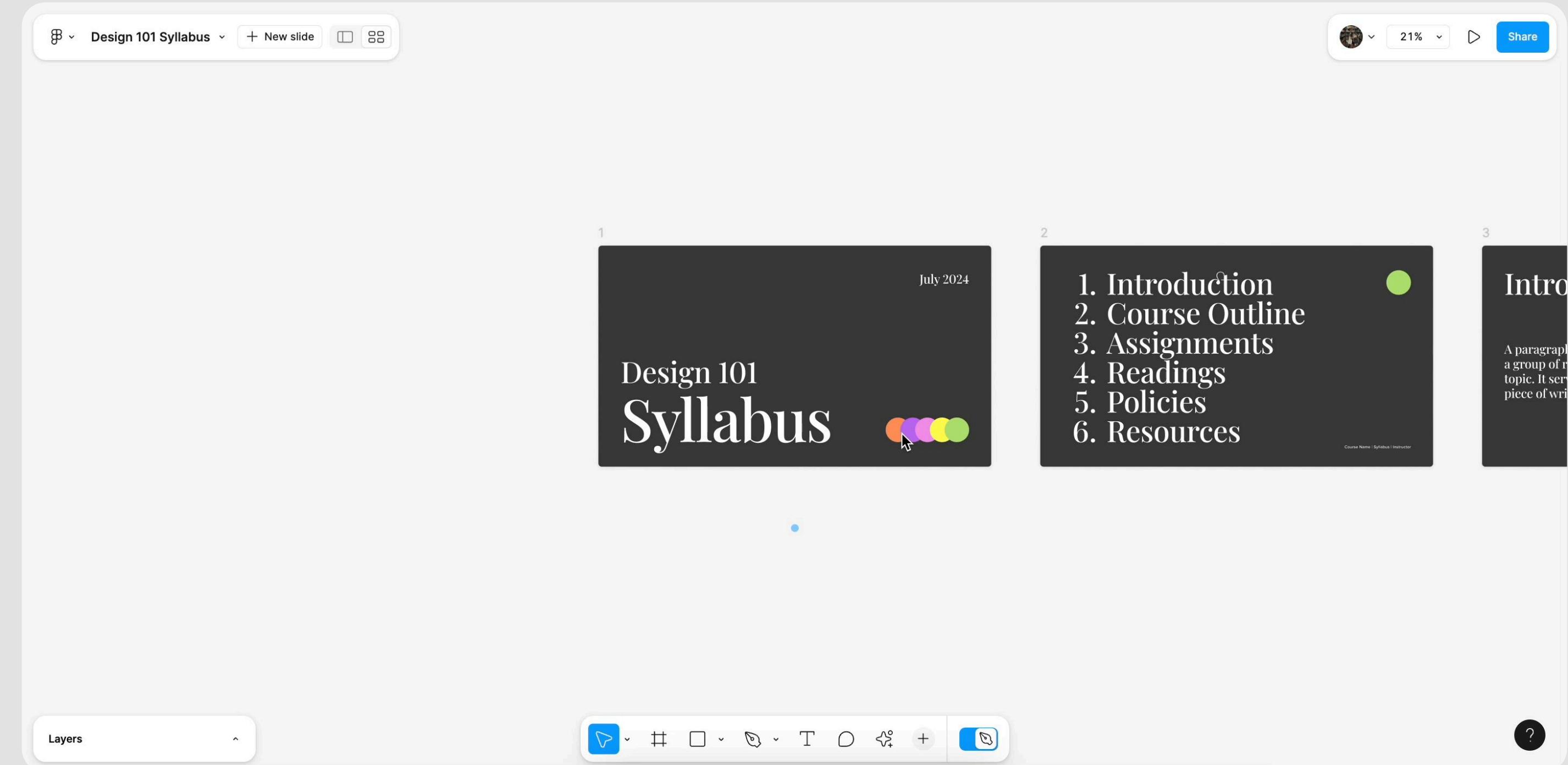
Left sidebar

The Layers section on the left sidebar gives you access to the layers of your currently selected object.

Any objects you add to the slide, such as frames, text, or images, will be visible here.

While in slide view, the left sidebar is always visible. If you're using grid view, the left sidebar only displays when you have an object selected.

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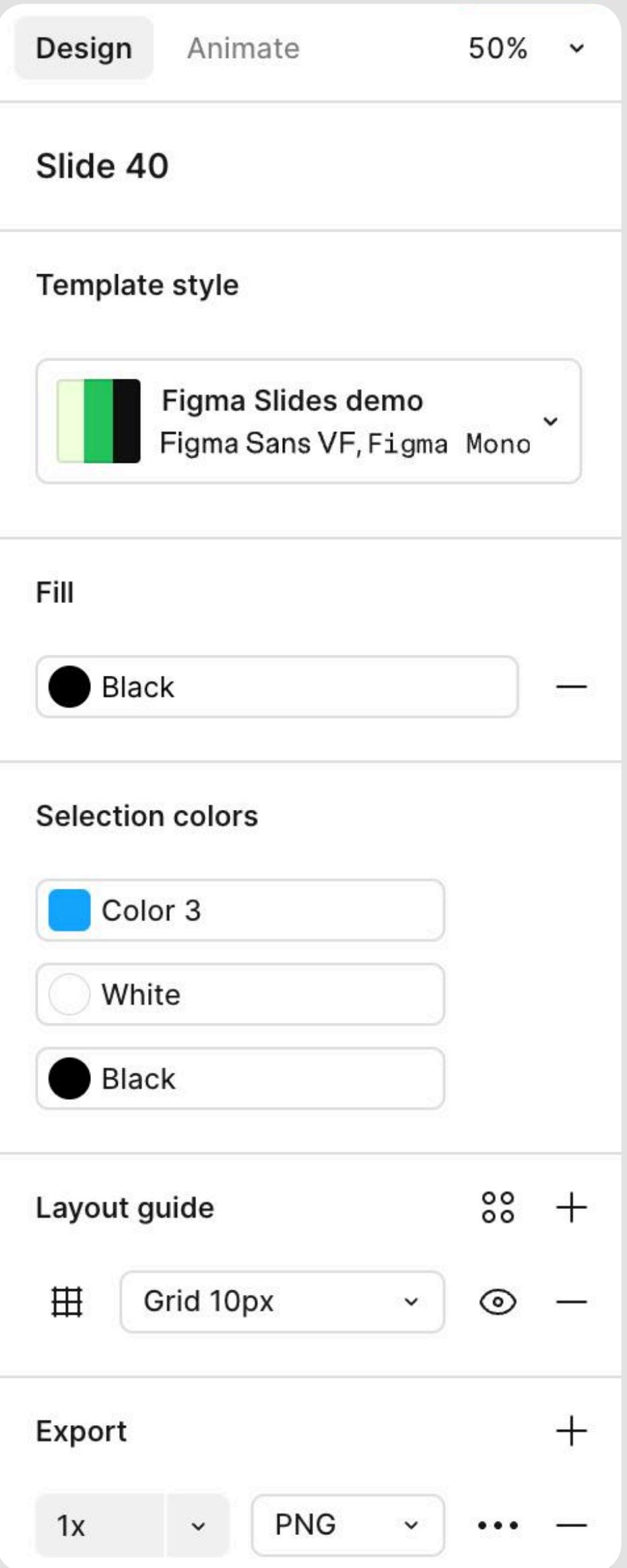
Right sidebar

The right sidebar gives you access to the Design and Animate tabs.

The Design tab lets you view, add, remove, and change the properties of objects on your slide. If you're in slide view with nothing selected, or if you select a slide while in grid view, you can:

- Change the background of the slide
- Export the entire slide
- Add layout guides to the slide

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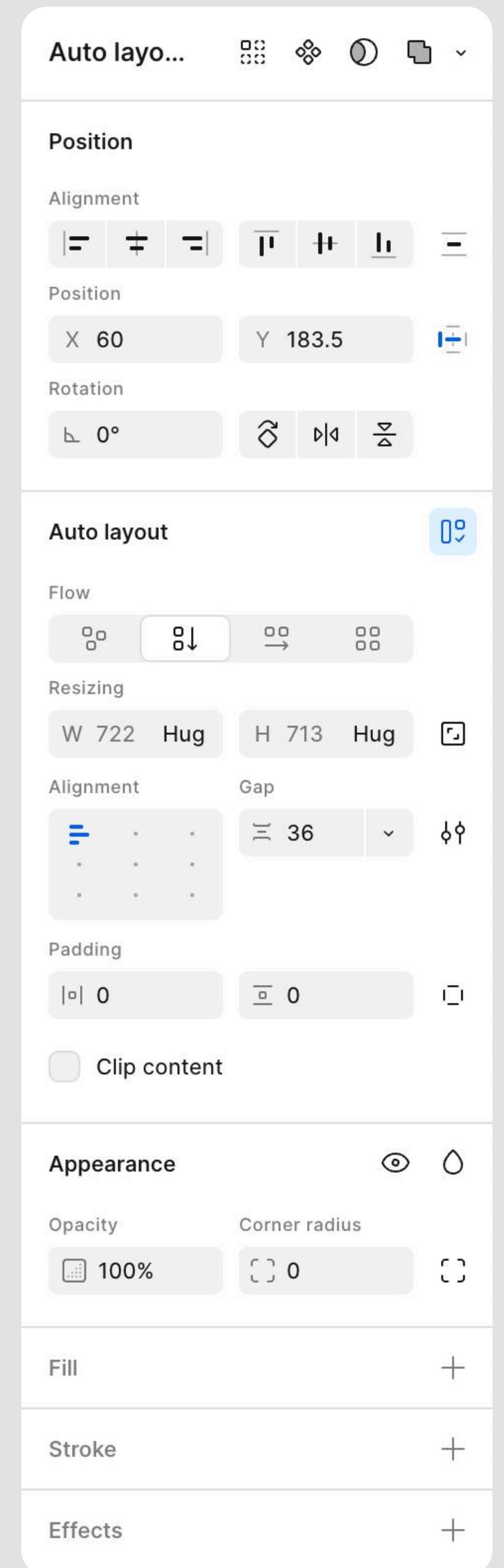


Design tab

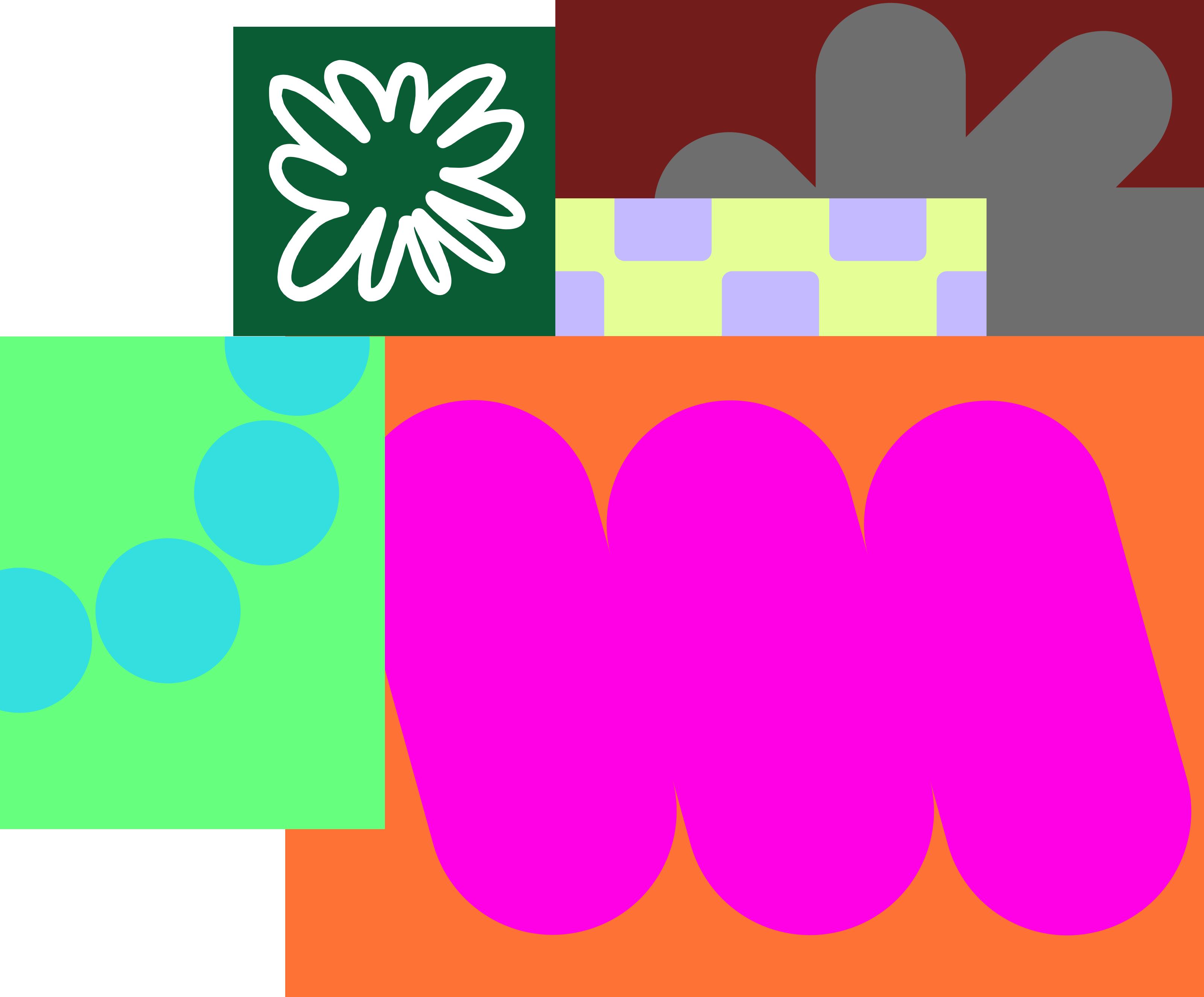
When you select a layer, you can access advanced properties for that layer type, including:

- Alignment, rotation, and position
- Frame size and orientation
- Layout guides
- Component properties
- Component and instance swap
- Auto layout
- Blend modes
- Text properties (including OpenType features)
- Fill
- Stroke
- Layer effects
- Export settings

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Add Figma Design Libraries



Add a library to your deck

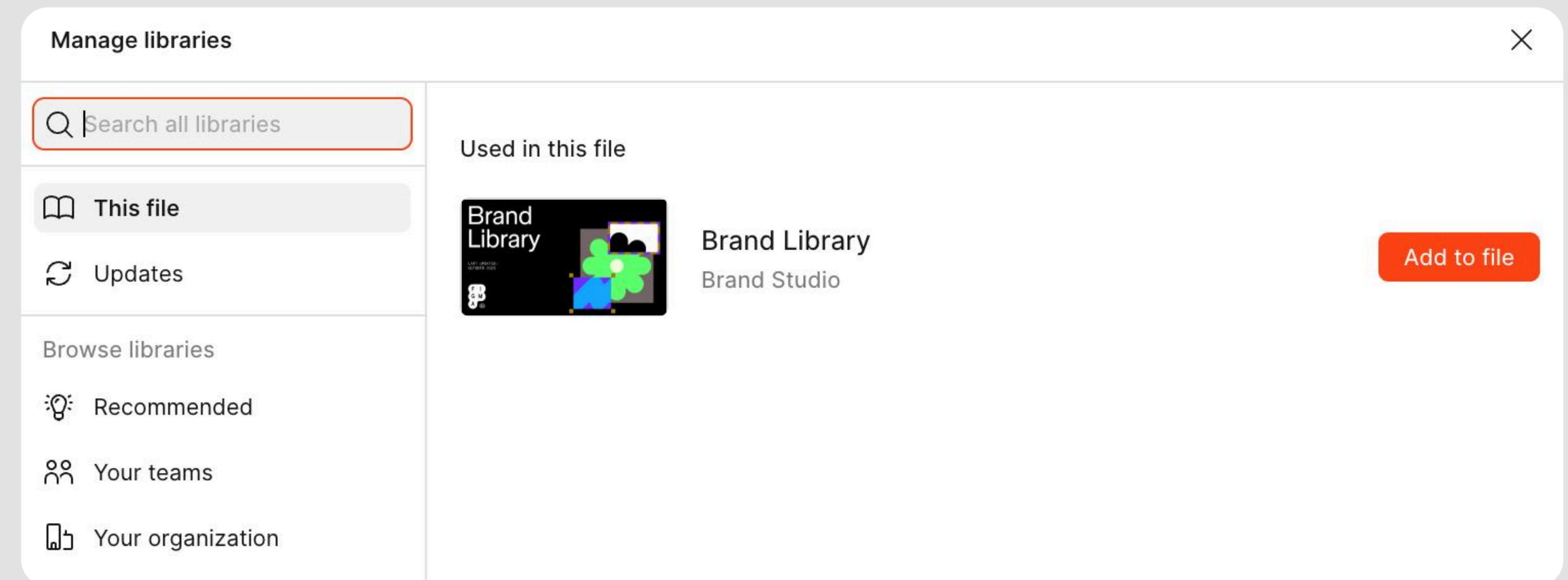
Click **Assets** in the toolbar at the bottom of the screen.

Click **Add your own**.

Enter the library name in the search field or browse through libraries available to you.

Click **Add to file**.

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Access components

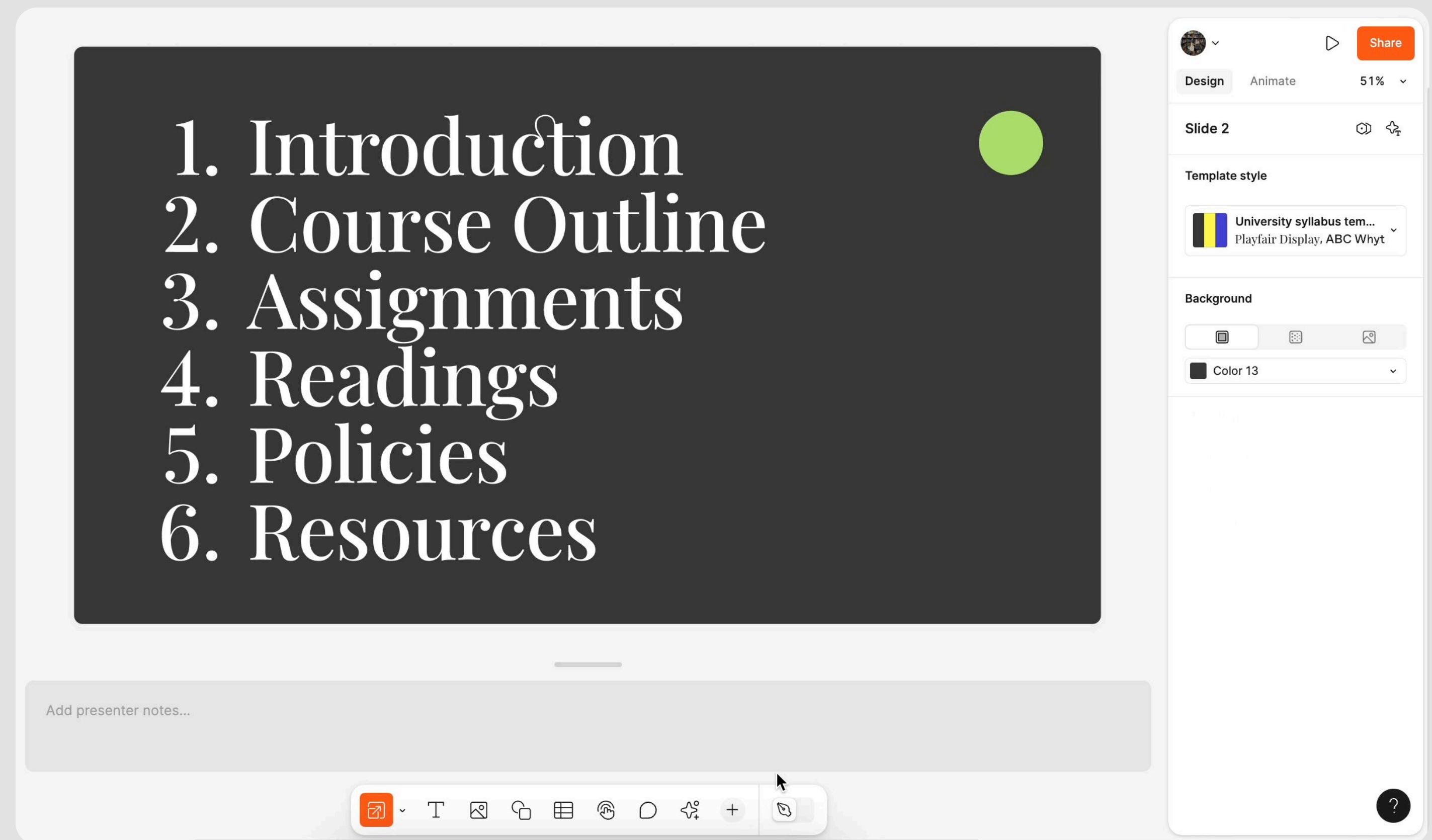
Component and component properties can be accessed in both slides and design mode.

To add a component, click **Assets** in the toolbar or use the keyboard shortcut Shift I.

Choose from recently used components or select a library.

Drag a component onto the canvas to add an instance of it to your slide deck.

If the component you added has component properties, you can access them in the right sidebar. Select the component on the canvas to view the available component properties.



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Apply variables and variable modes

You can only apply variables to objects while in design mode. Applying variables in Figma Slides works the same as it does in Figma Design.

You can switch the variable mode on an object or slide to display the variable values you want. Variable modes are available in slides and design mode.

For individual layers: Switch the mode of a layer if there is at least one variable applied to the layer and the variable has multiple modes.

For frames, groups, components, and entire slides: You can switch the mode if a nested layer has at least one variable applied and the variable has multiple modes.

To switch modes on an object, select the object, click `Apply variable mode` in the right sidebar, and choose which mode you want to apply.

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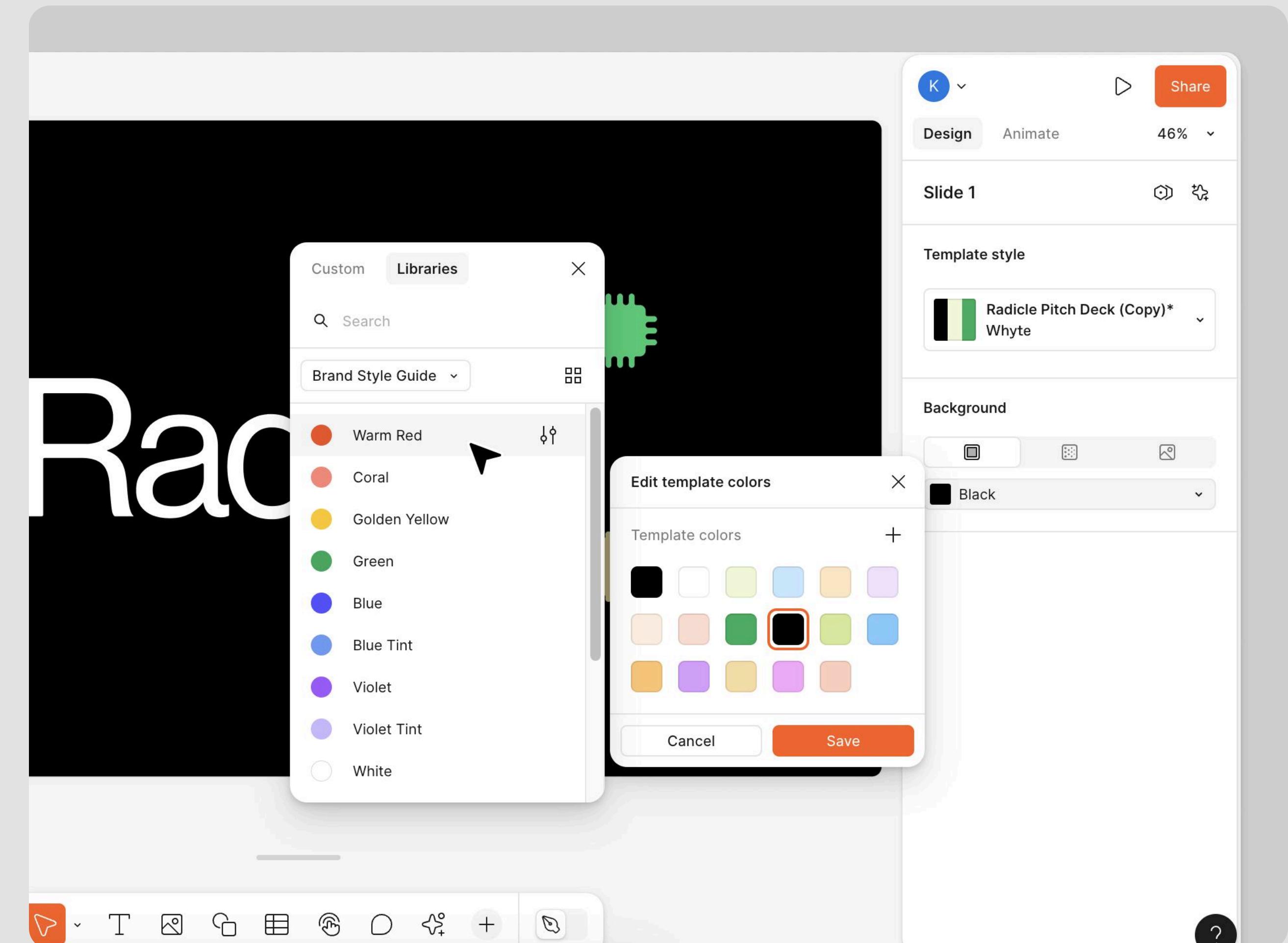


Apply styles

If a library you added includes styles, you can apply styles to objects in your slides. Accessing styles differs depending on which Figma Slides mode you're using.

If you're using design mode, accessing styles works the same way it does in Figma Design. Learn more about applying styles to layers and objects.

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Create components



Adding components to your deck

Components are reusable design elements. They save you from having to recreate the same element multiple times, and make it easy to manage changes across your slide deck.

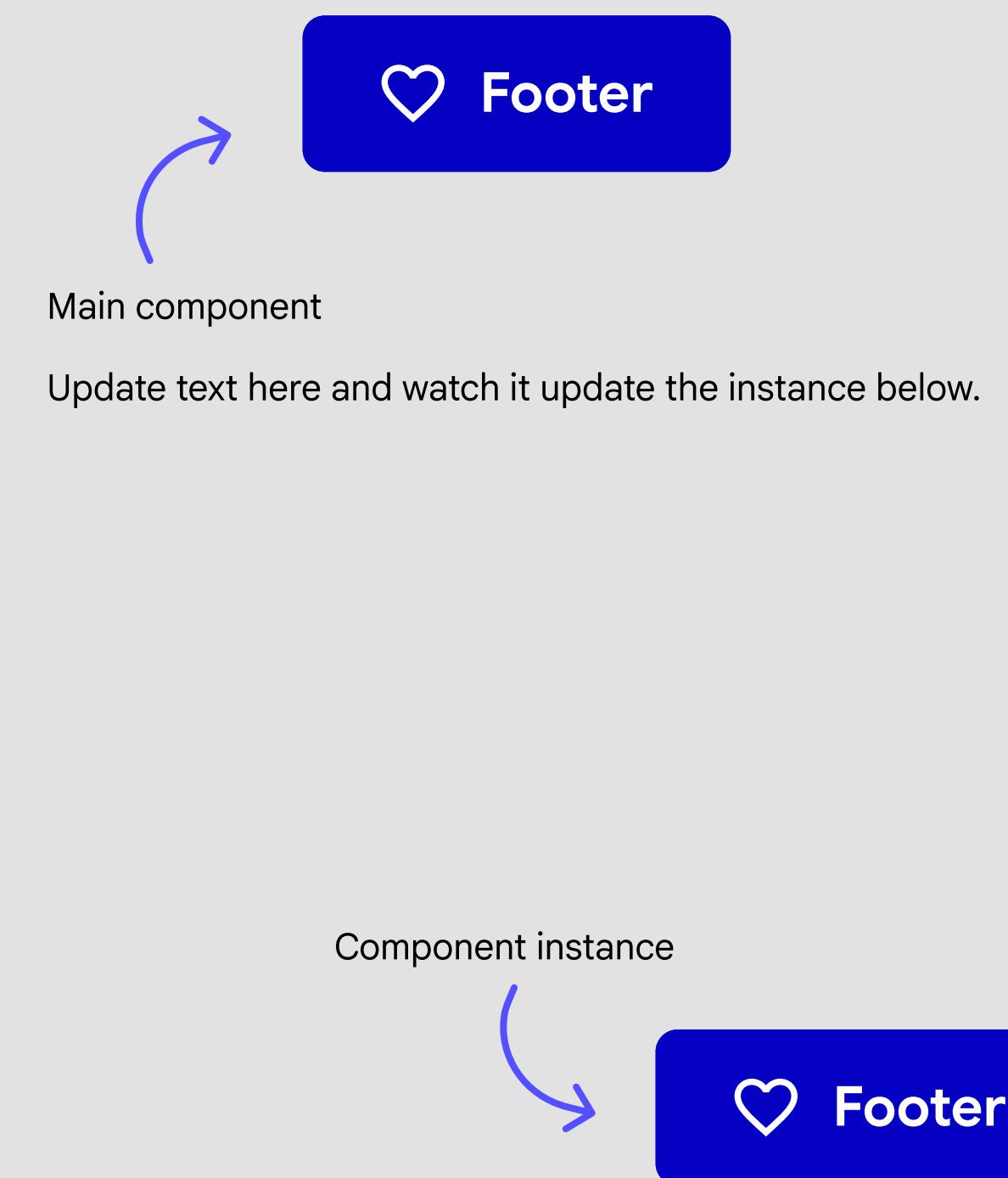
There are two aspects to a component:

- The main component that defines the properties of the design element
- And an instance that's a copy of the component, which you can add to your designs.

Creating and using components in Figma Slides works similarly to how it does in Figma Design.

Note: you can also access components by adding Figma Design libraries to your slide deck.

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Create a main component

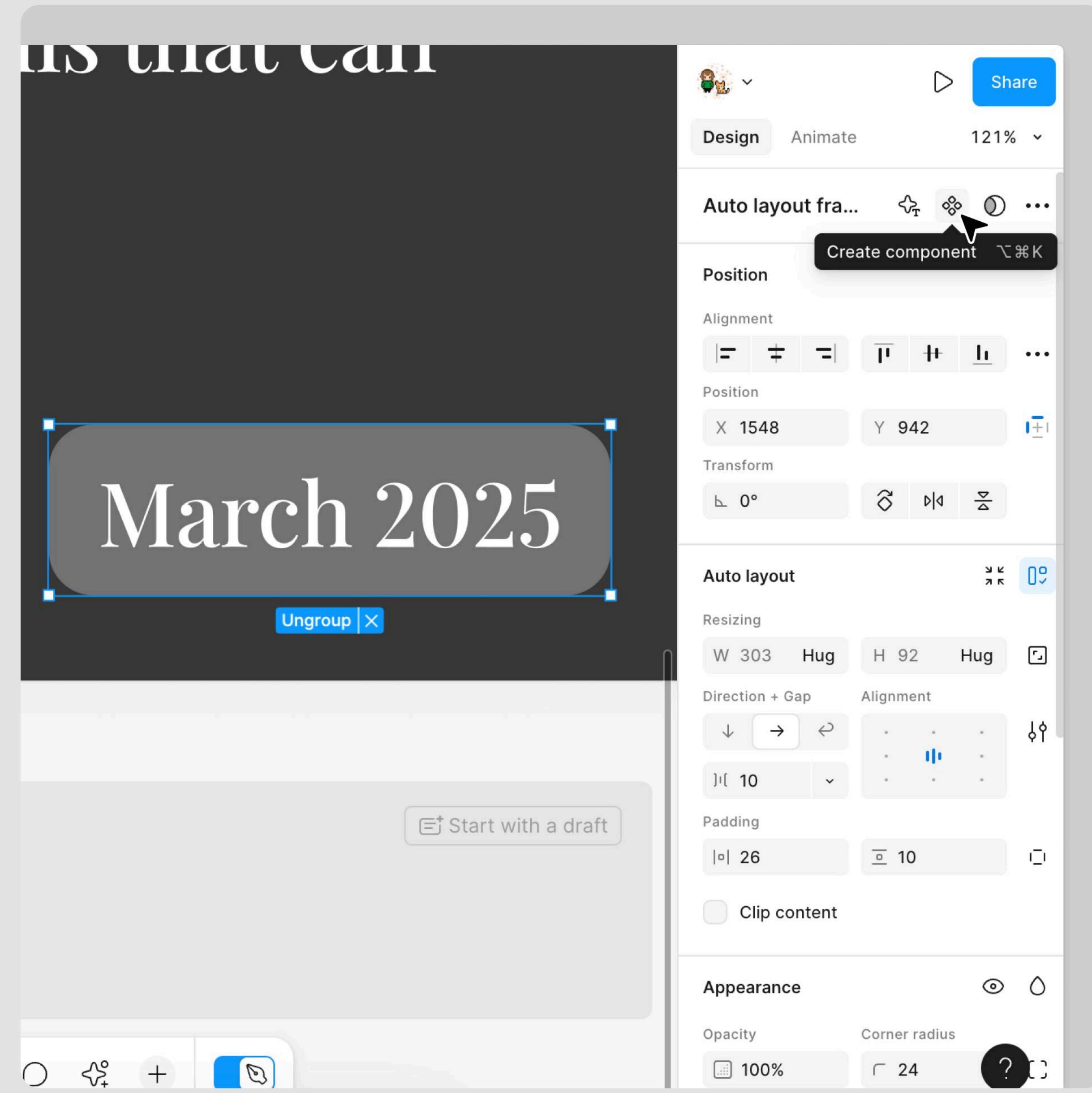
Similar to publishing a library in Figma Design, you can publish components within a slide deck template for your team or organization to use.

To create a main component, select the objects you want to be included in the component.

Click **Create component** in the right sidebar

Once a component is created, you can click **Component Configuration** next to the component name to add a description and documentation link for collaborators. You can also apply component properties to the component.

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Embed prototypes



Add interactive prototypes to slides

You can add clickable prototypes from Figma Design to your slide deck. Use prototypes to give your audience a realistic demos, facilitate user research sessions, or get alignment on product decisions.

Audience members must be logged in to their Figma account, have view access to the slide deck, and have view access to the prototype file to be able to interact with the prototype.

To add a prototype to a slide. click **Live interactions** in the toolbar and select Prototype.

Choose from your recent prototypes or insert a prototype link from Figma Design.

- If you linked to a page with more than one prototype flow, use the Flow setting in the right sidebar to select which flow should be added to the slide
- If you link to a prototype with a device frame, you can disable the frame by toggling the Device frame setting in the right sidebar.

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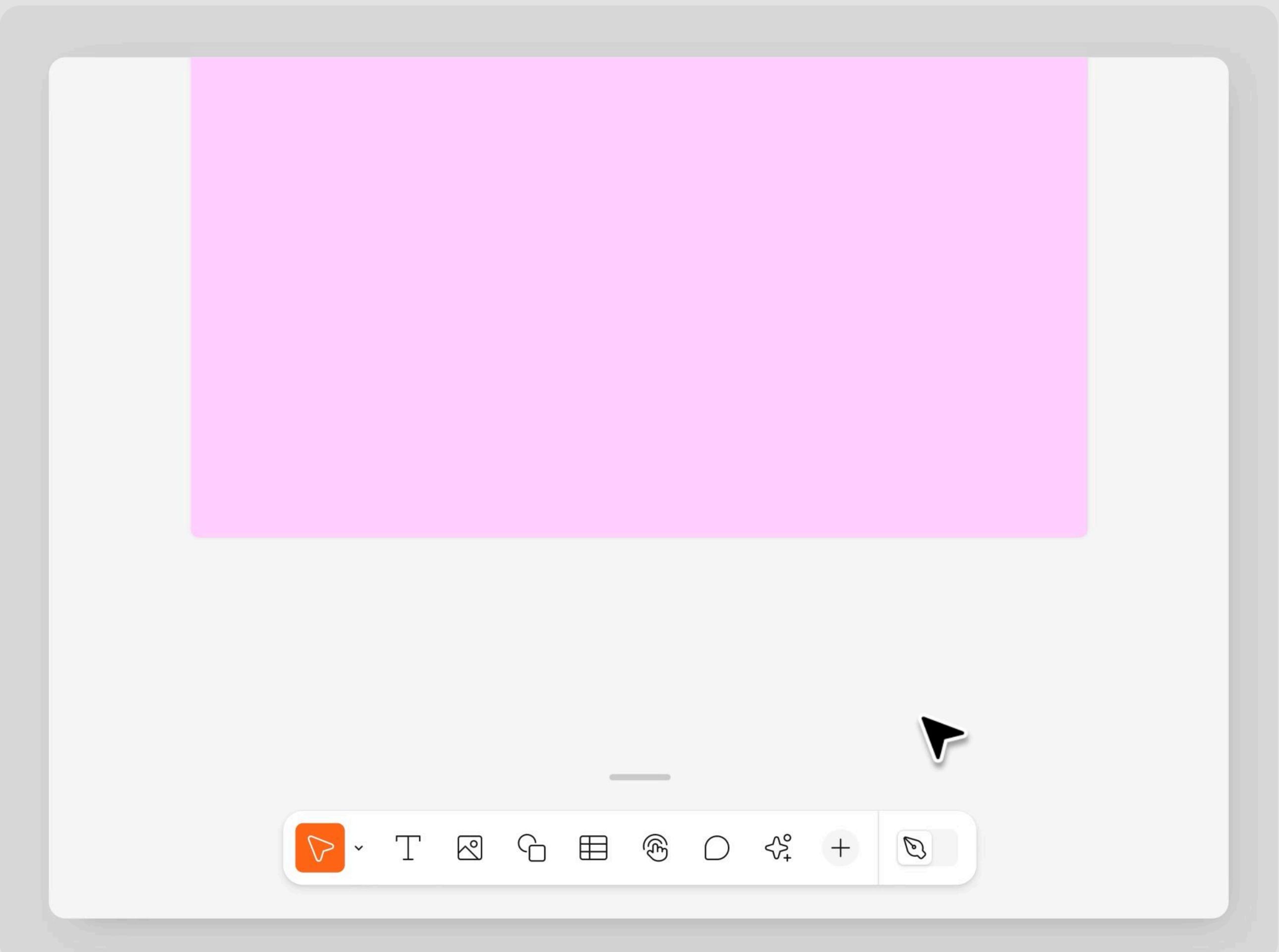
Interact with prototypes

When presenting a slide deck that includes clickable prototypes, presenters can click through the prototype themselves, or allow audience members to click through the prototype themselves.

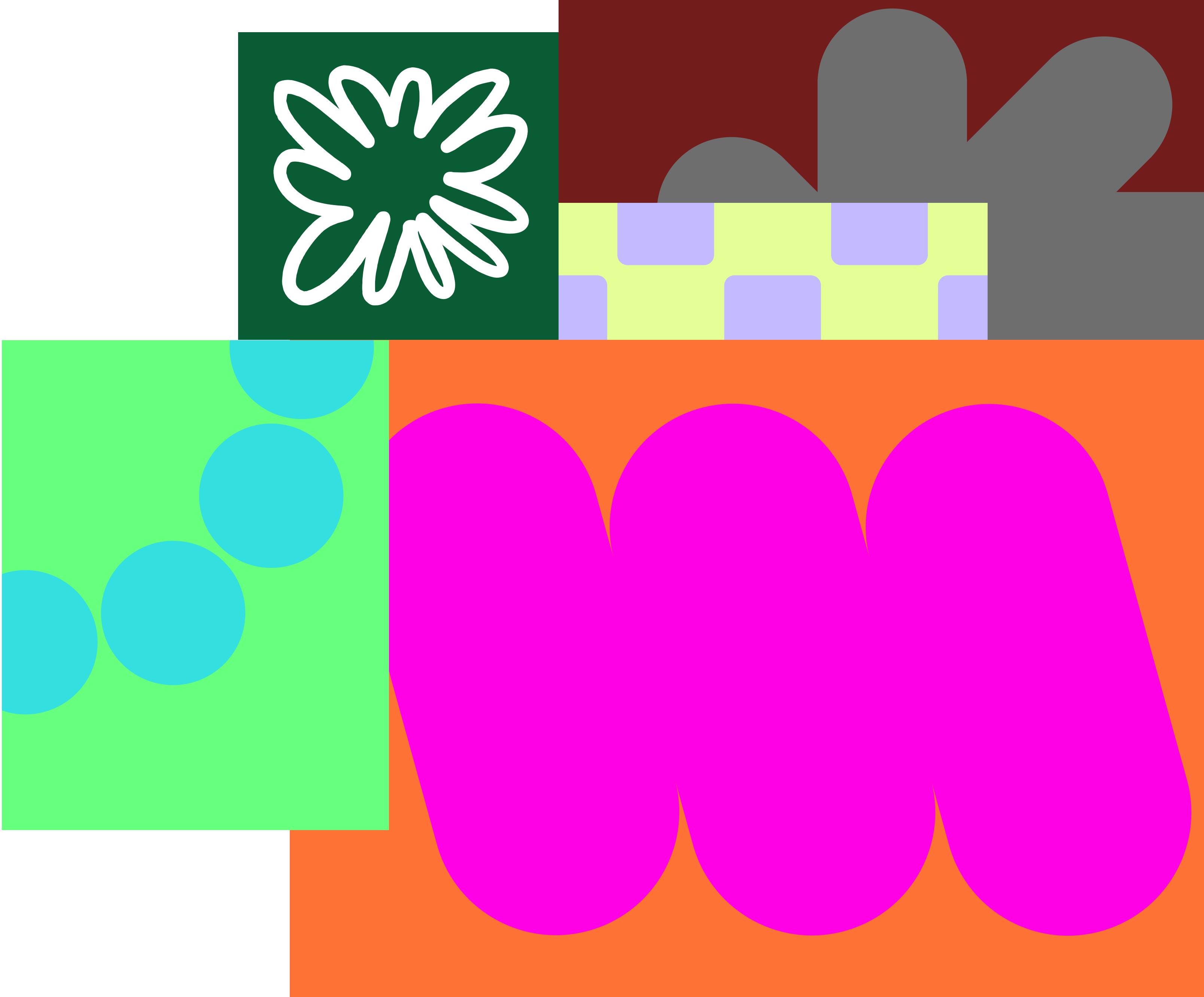
You can click through prototypes in the presenter view window. If you're sharing your screen using a video conferencing tool, audience members will be able to see your progress as you interact with prototype hotspots.

Audience members without access to the prototype will be prompted to request access or switch to a different account.

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Additional Resources



Take the next step

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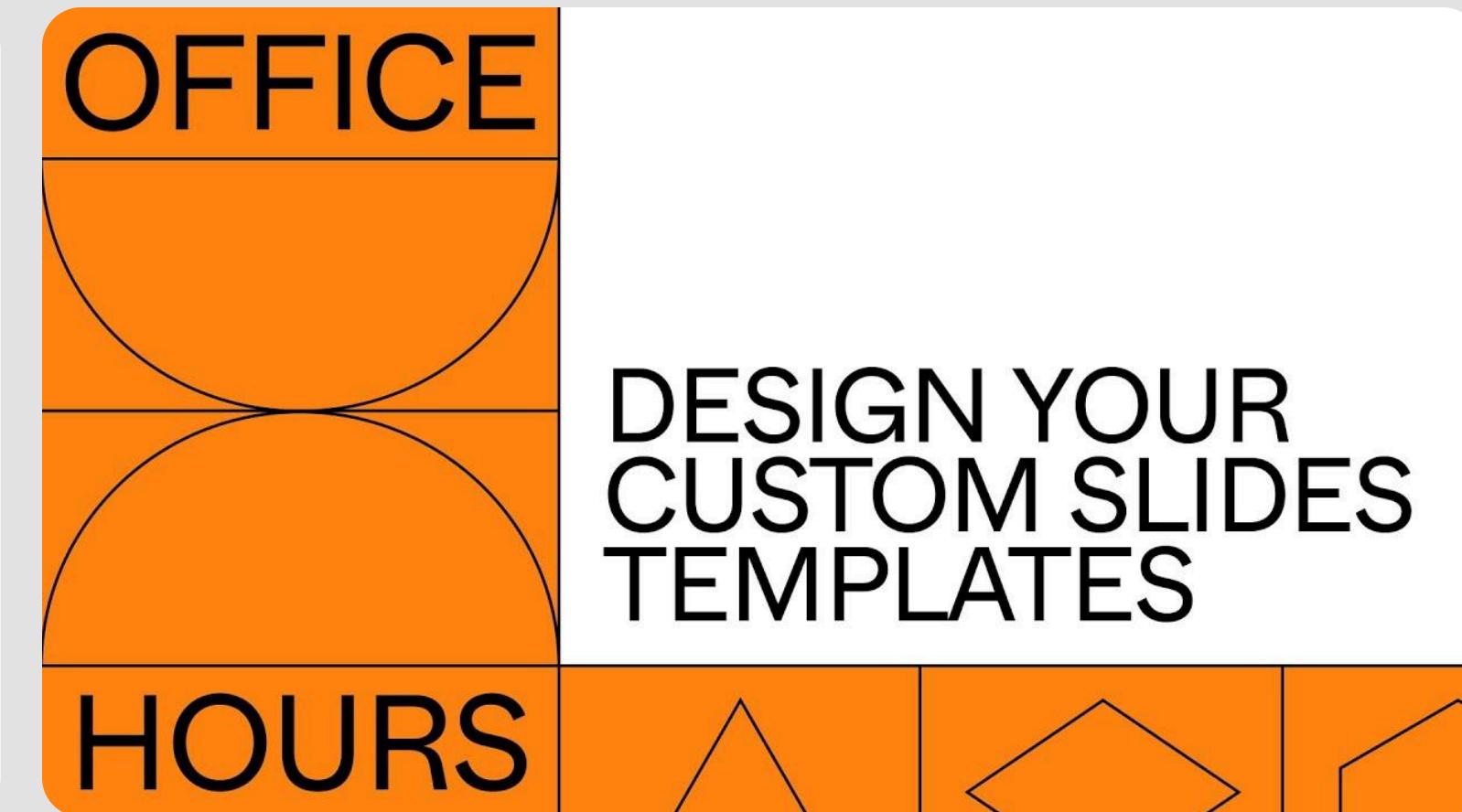
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