# WEBSITE DESIGNING USING FIGMA

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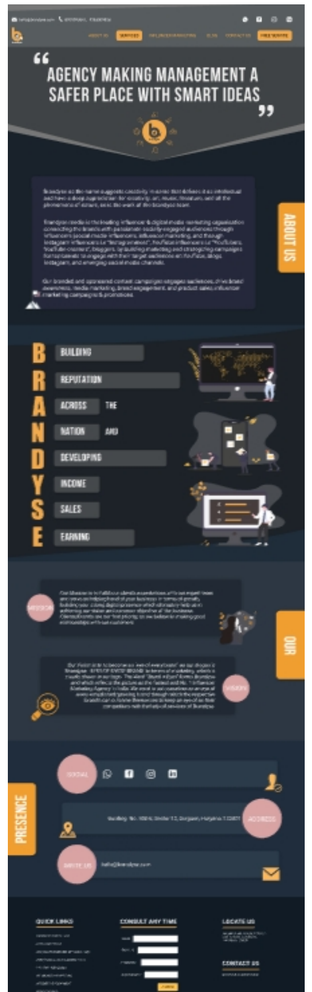


# WHAT IS WEBSITE DEVELOPMENT ?

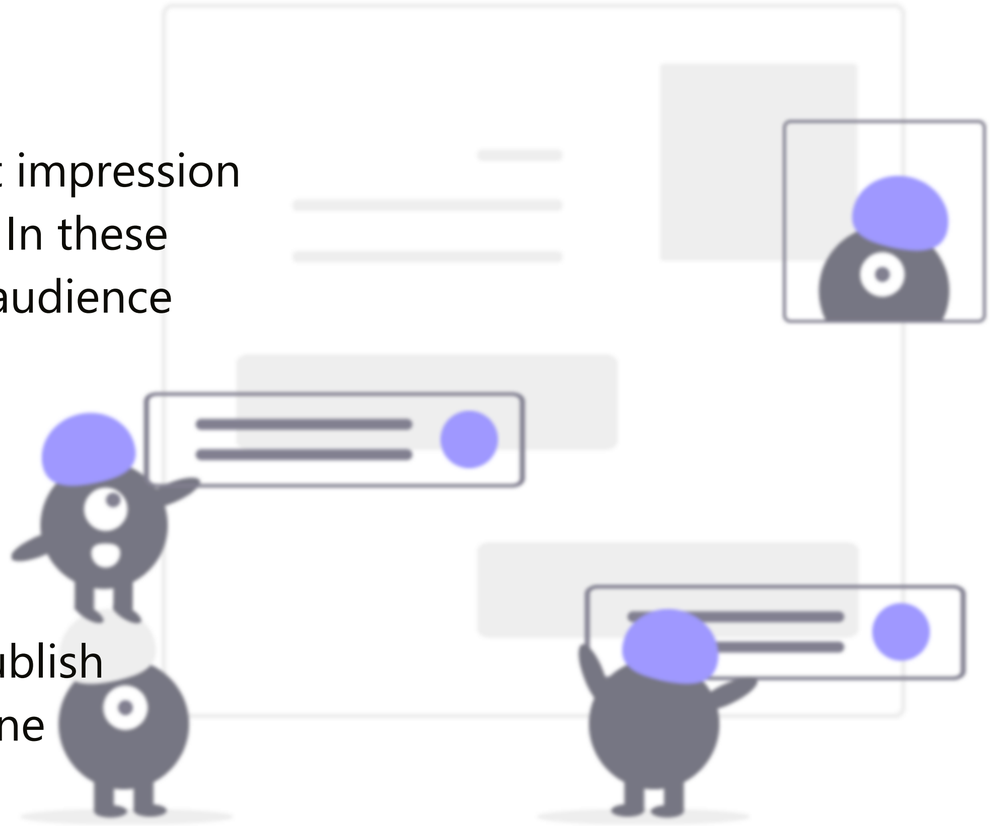
Web design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development rather than software development.

A web designer works on the appearance, layout, and, in some cases, content of a website. Appearance, for instance, relates to the colors, font, and images used. Layout refers to how

# WHY IS IT IMPORTANT ?

## 1) Sets the first impression

When your audience visits your website, it gives them their first impression of your business. They will judge your business within seconds. In these first few seconds, you want to make a positive impact on your audience

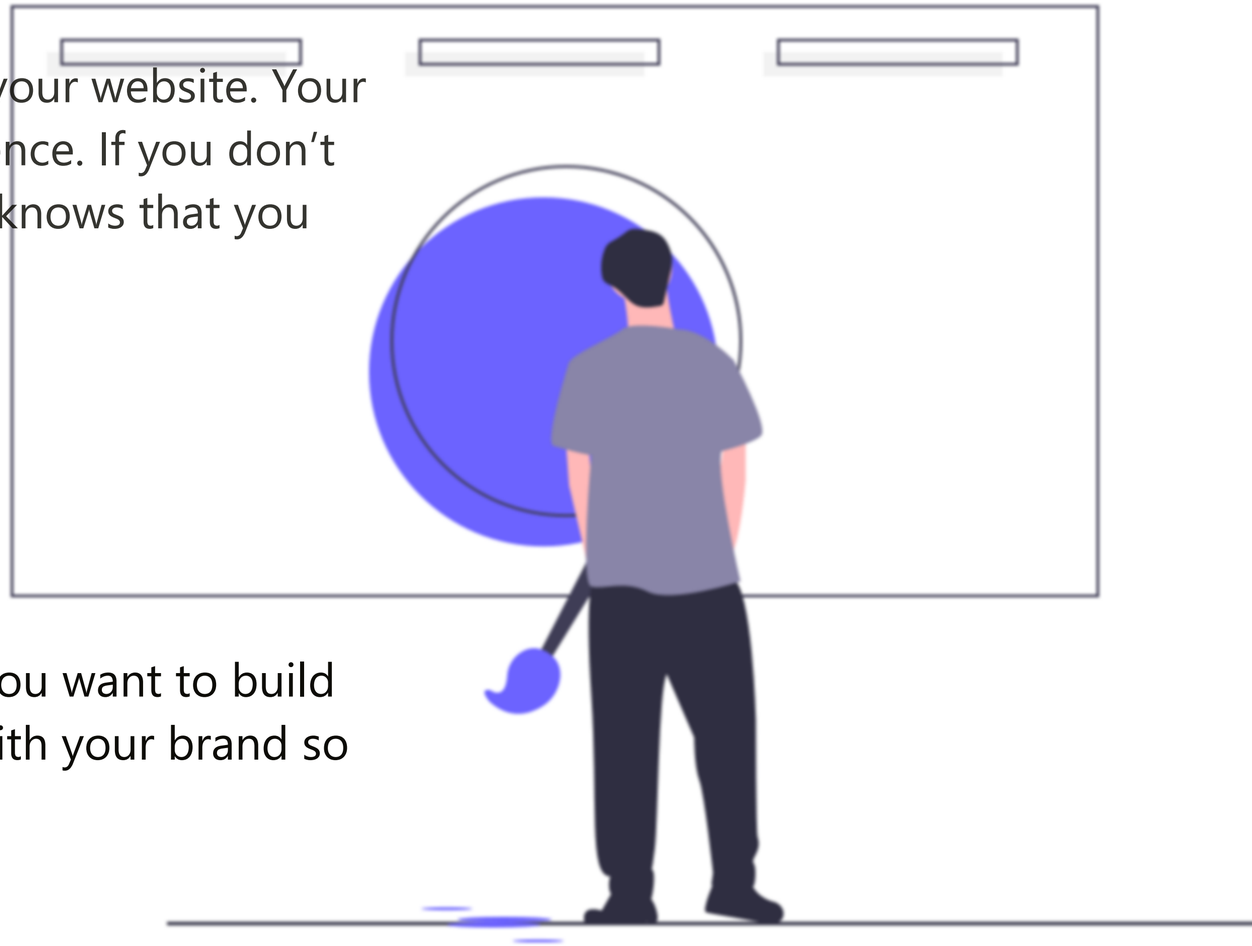


## 2) Aids your SEO strategy

Many web design elements and practices influence how you publish content on your website, which in turn affects your search engine optimization of website.

## 1) Sets the impression for customer service

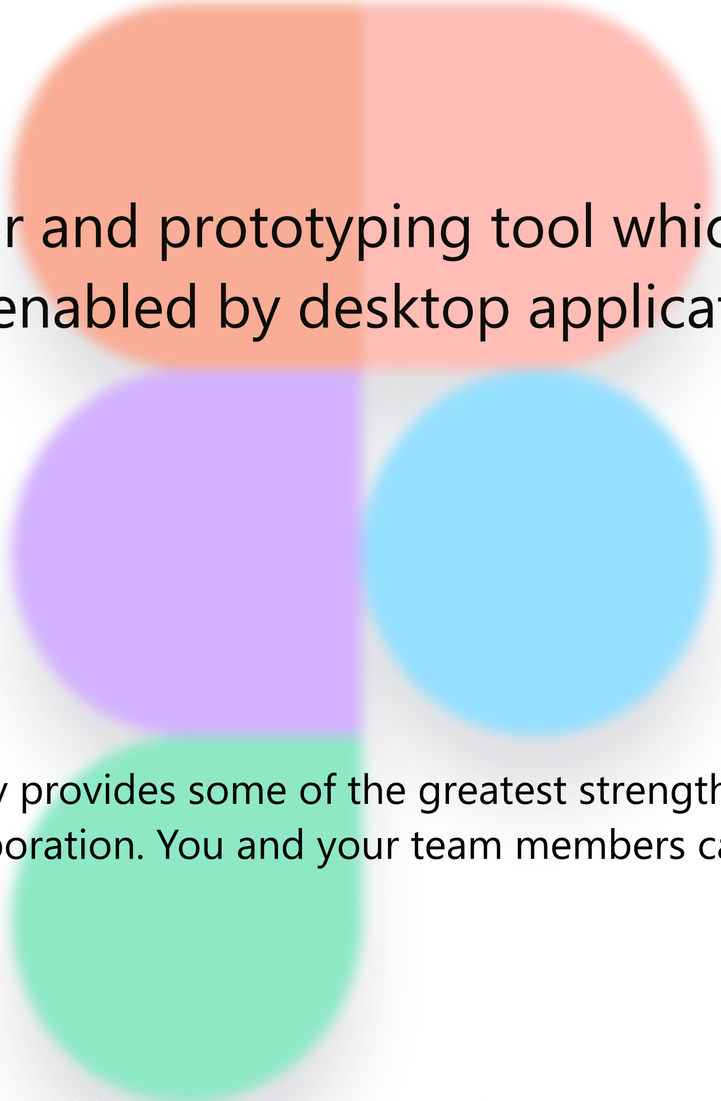
People can judge how you will treat them by looking at your website. Your design gives them insight as to how you view your audience. If you don’t put any effort into your website’s design, your audience knows that you won’t put effort into helping them.



## 2) It creates consistency

When you’re trying to get new leads for your business, you want to build up your brand. You want your audience to get familiar with your brand so they choose you when they’re ready to convert.

# WHAT IS FIGMA ?



Figma is a vector graphics editor and prototyping tool which is primarily web-based, with additional offline features enabled by desktop applications for macOS and Windows.

## FEATURES

### 1) COLLABORATION

The “always online” nature of Figma actually provides some of the greatest strengths of the tool. One of those strengths is that Figma allows for live, real-time collaboration. You and your team members can all log into a design at once, simultaneously making changes to it.

### 2) PROTOTYPING

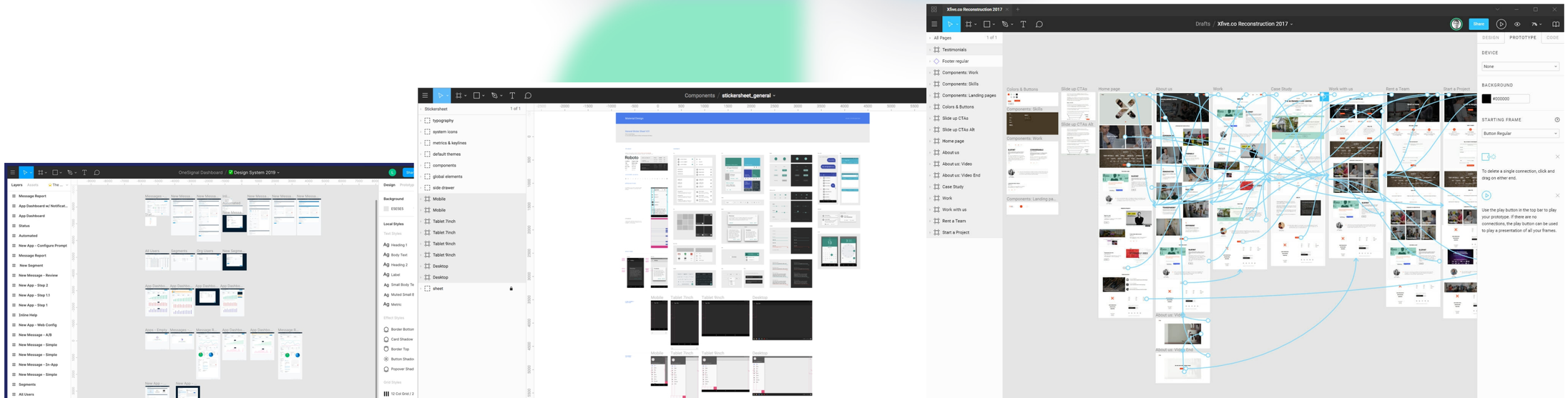
For prototyping you can create connections and hotspots on your design so you can simulate how a user would flow through that interface. For the coding phase Figma can generate SVG code, CSS, and iOS and Android code.

## 3) ONLINE TOOL

Even though Figma is browser-based there are desktop version for both Windows and Mac OS. Presumably these are wrap applications which are running a browser inside them, but whether that's the case or not, Figma is always running online within those apps.
If you do lose connectivity you can still keep working on any document you already had open

## 4) COMPONENTS

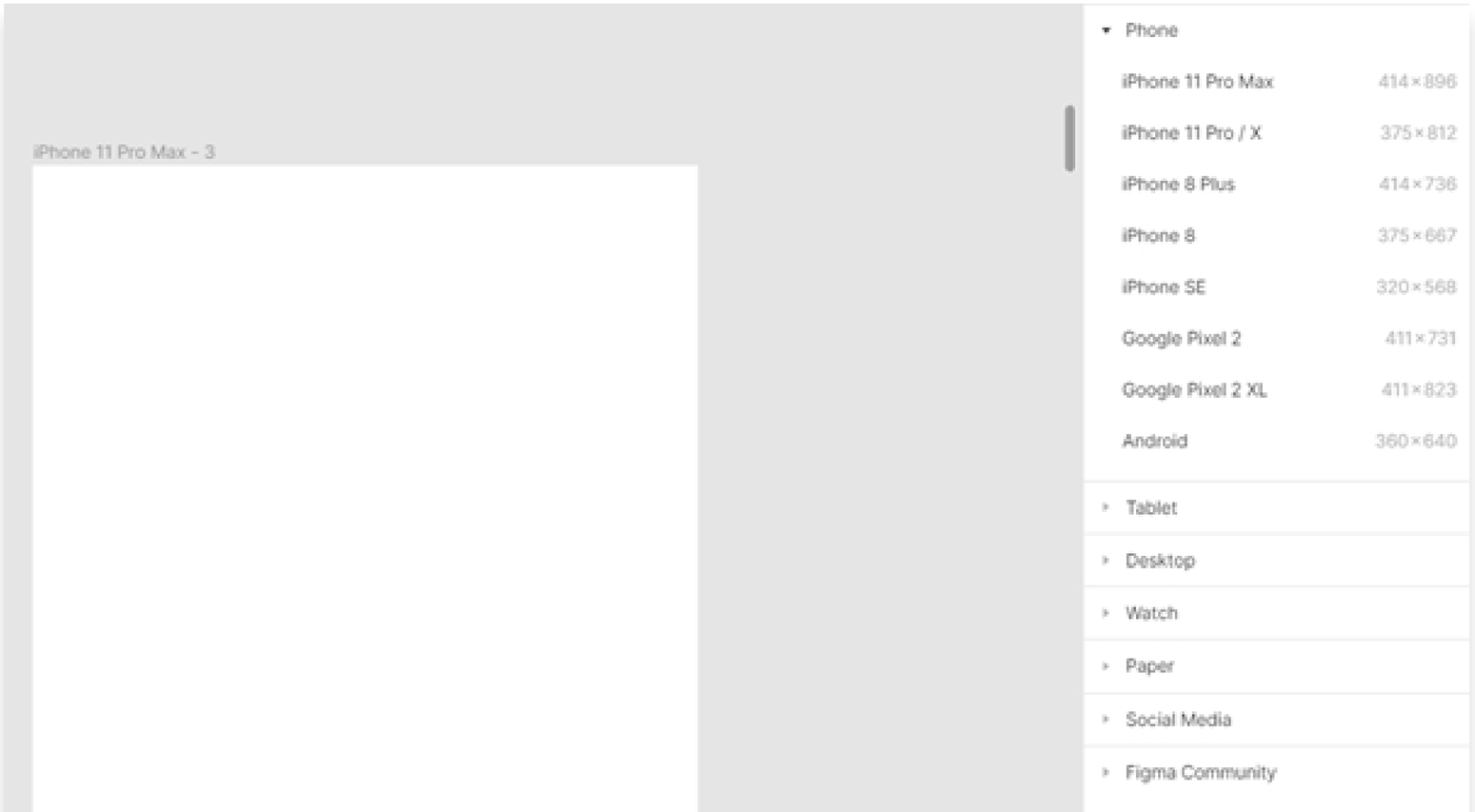
Components are reusable objects in your design. It is one of the most powerful features of Figma.



# PROCESS

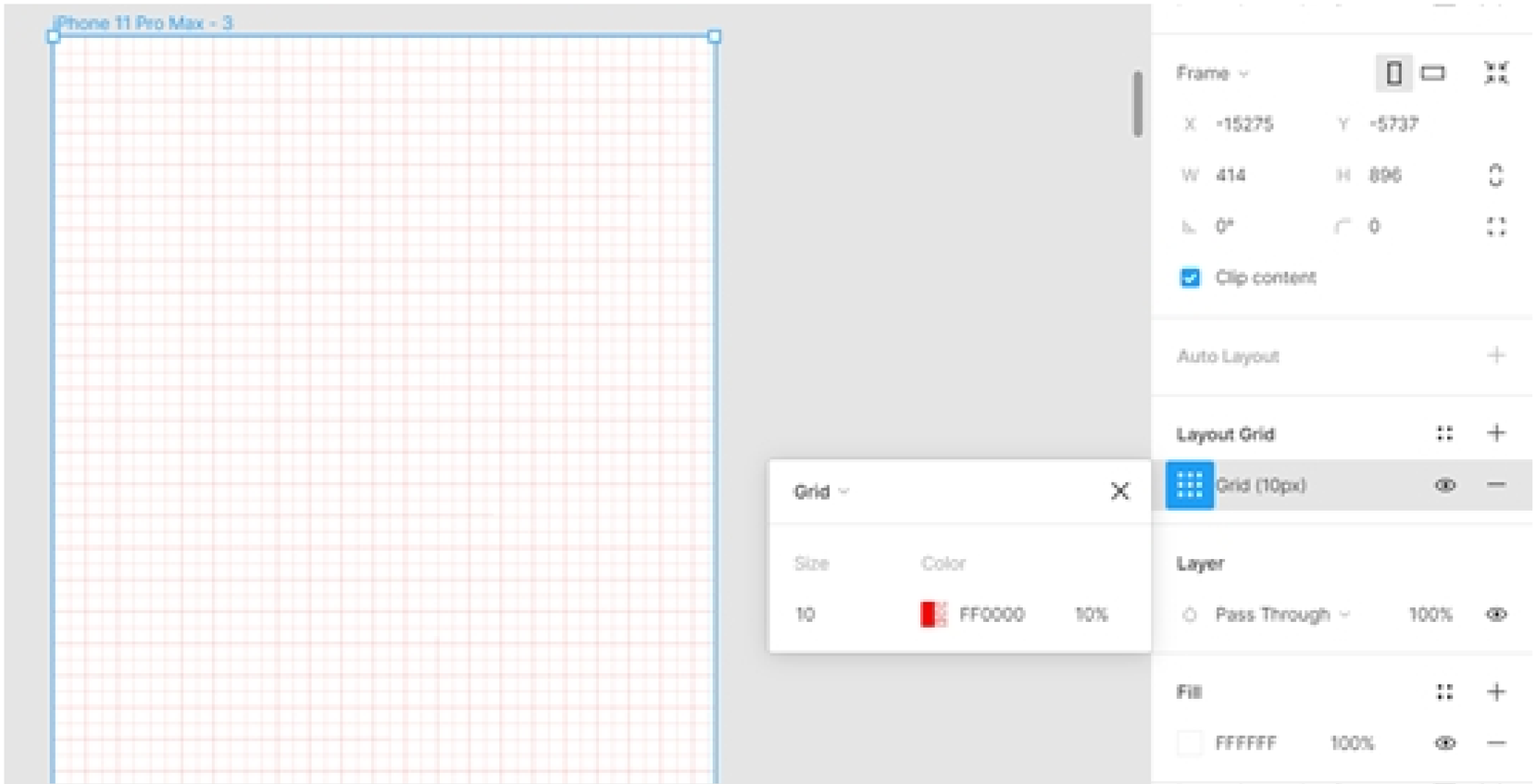
# CHOOSING FRAME

When creating the user interface, it is really important to choose the right frame with right dimensions. Because if it is tried to change later than it can cause many problems



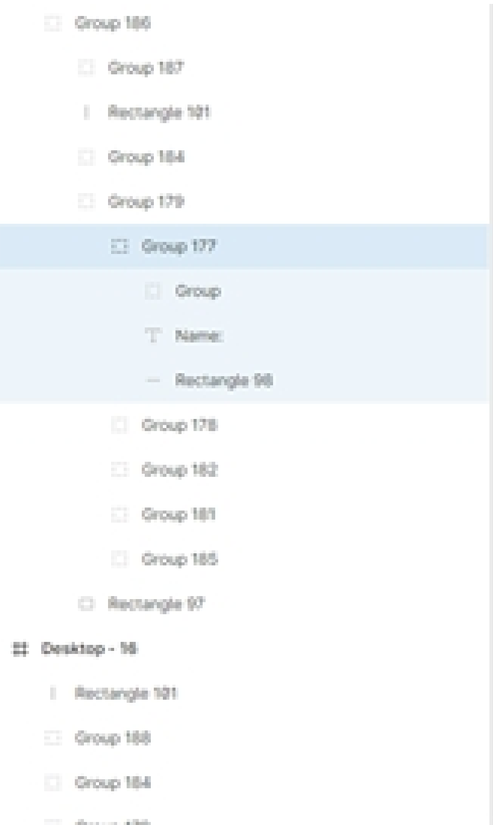
# CHOOSING LAYOUT

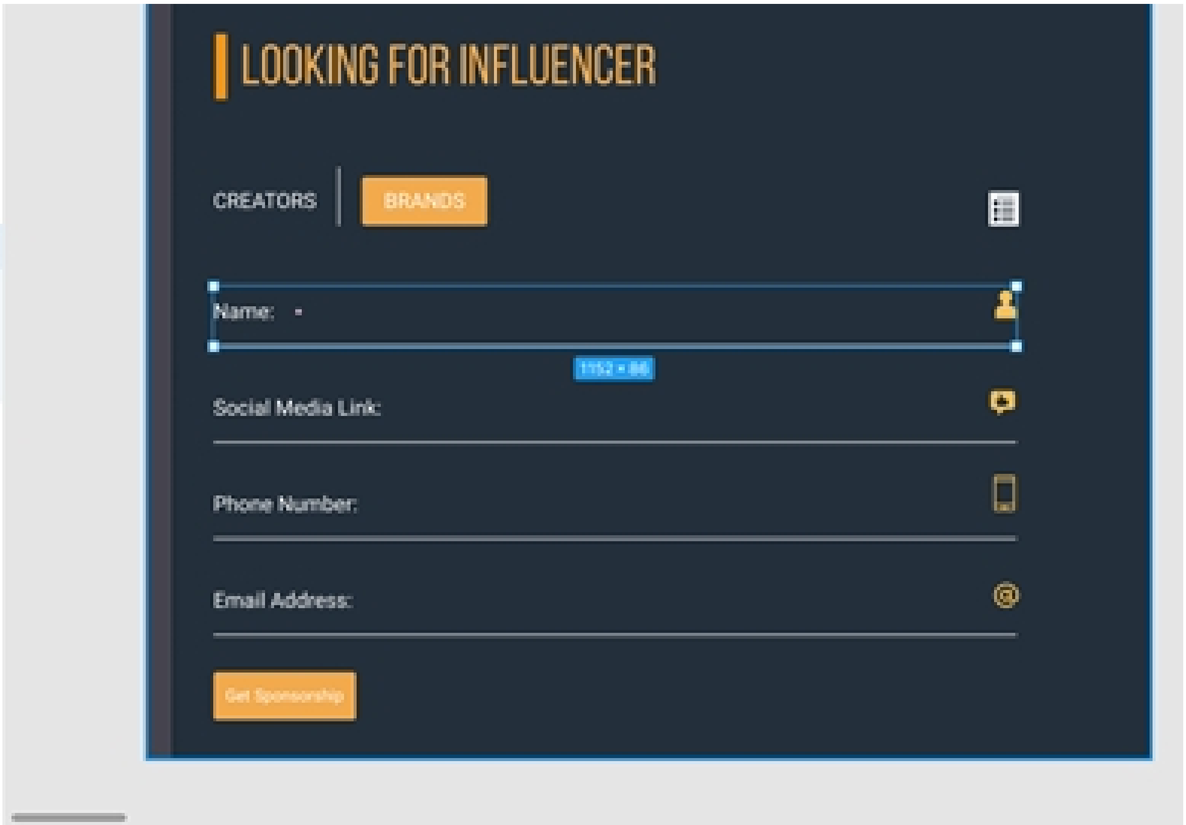
In this step we choose number of rows and columns for the frame, this helps us to create interfaces with items aligned properly and with proper spacing between them



# USE OF GROUPS

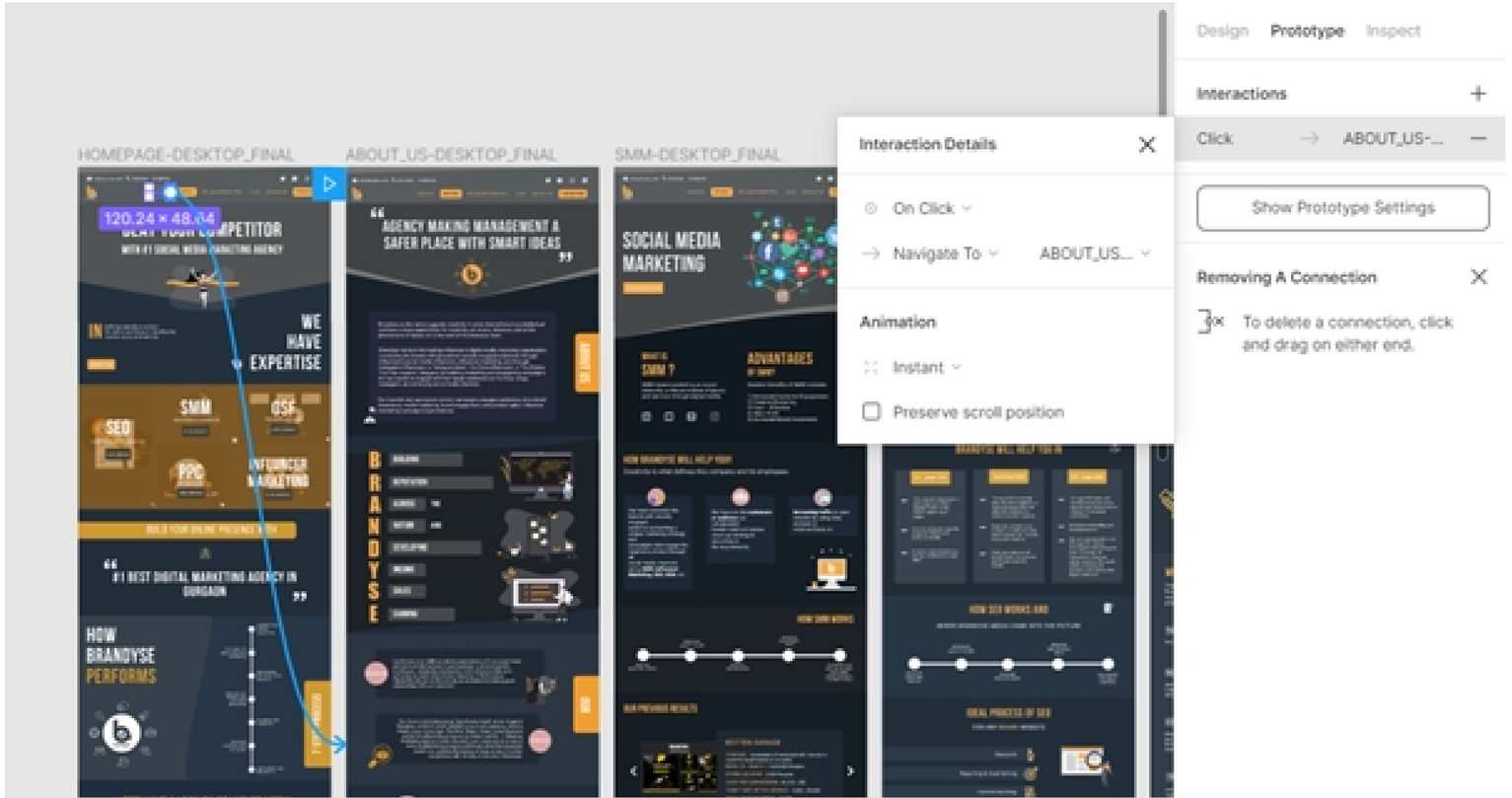
This is the step where we design the user interface with the creation of groups.
Groups helps us to manage our design elements very easily and it lets us to move several elements together.



# PROTOTYPING

In this step we create connections and hotspots on designs so to simulate how a user would flow through that interface. In this example I have connected “About Us” button in page “Homepage” with “About Us page” using an onclick event.
Now when I click on the “Play” button then it will behave like a normal site where user can interact with it.



# THANK YOU