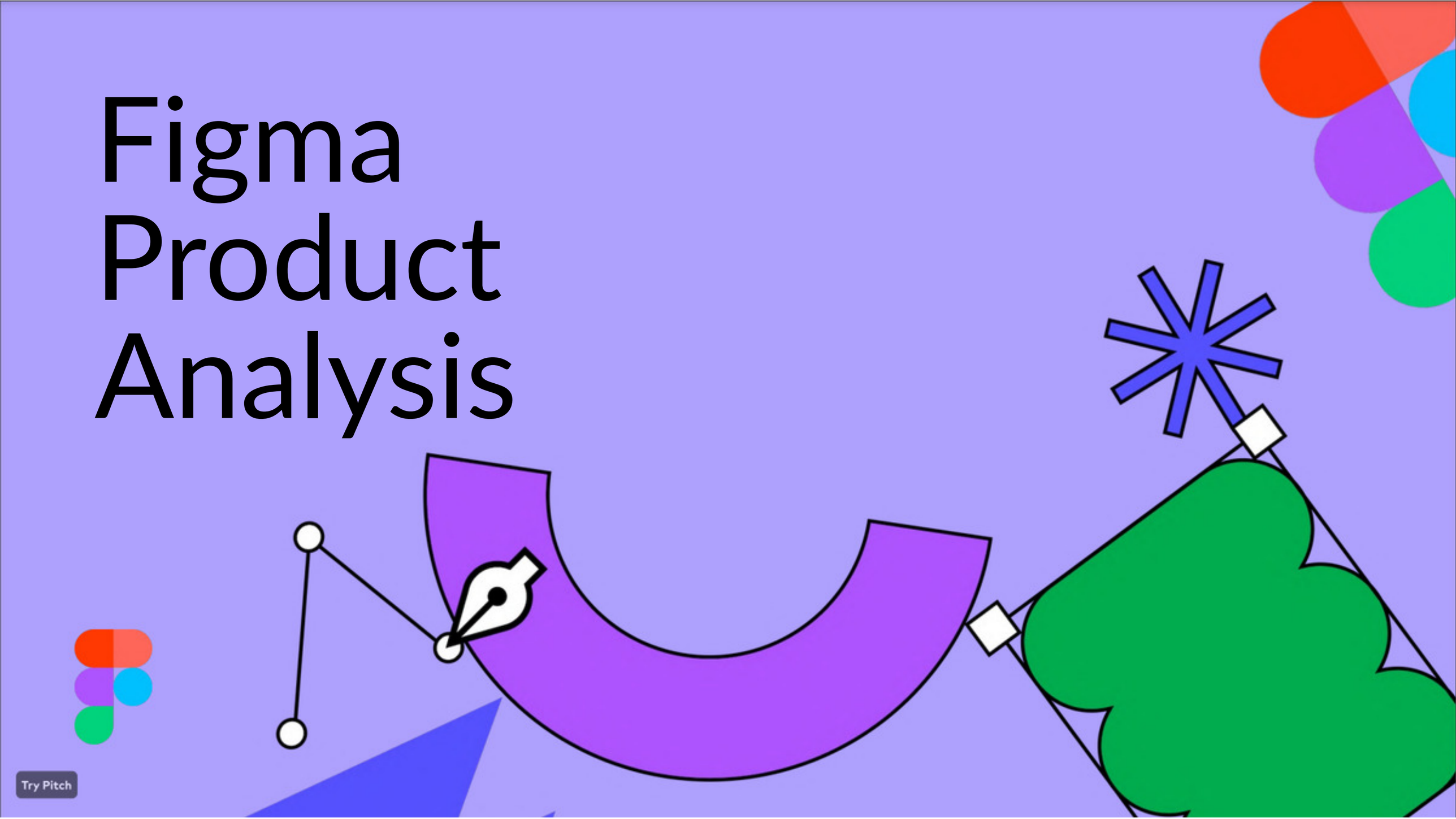
Figma Product Analysis



ABOUT Figma

Figma is a cloud-based collaborative design and prototyping tool, headquartered in San Francisco, California. It was launched in 2 16 by Dylan Field and Evan Wallace.

Monthly Users

3M

Teams on Figma

1M

Time spent using the tool

2.5 hr/session

Market Share

38.6%

TO MAKE DESIGN ACCESSIBLE FOR EVERYONE

Figma's Vision

CORE VALUE PROPOSITION

Real-time Collaboration

Figma enables multiple users to work on the same design file simultaneously. This real-time collaboration streamlines the design process and enhances teamwork.

Cloud-Based Design

Figma operates in the cloud, eliminating the need for file transfers or version control issues. Designs are accessible from anywhere, providing flexibility for teams working remotely or in different locations.

Design Versioning

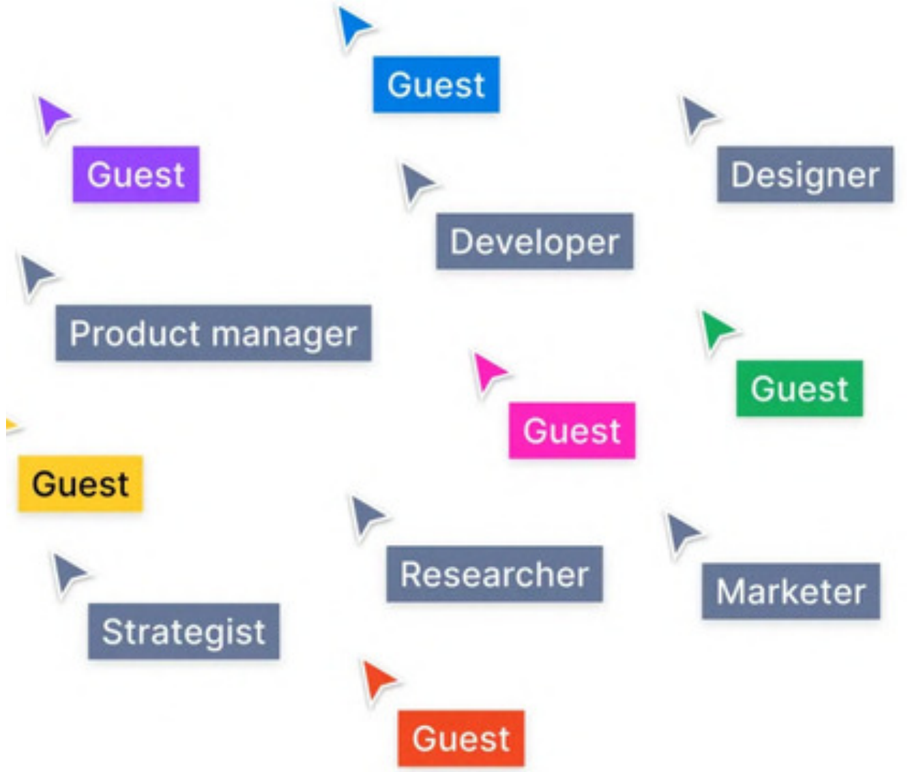
Figma automatically saves design versions, allowing designers to review and revert to previous iterations easily. This feature helps maintain a design history and supports experimentation.

Design System Support

Figma supports the creation and maintenance of design systems, ensuring consistency across different projects. Designers can use shared components and styles, promoting a cohesive brand identity.

Ease of Sharing

Design files in Figma can be easily shared with stakeholders, clients, or team members. This simplifies the feedback and approval process, as collaborators can view and comment directly on the design.



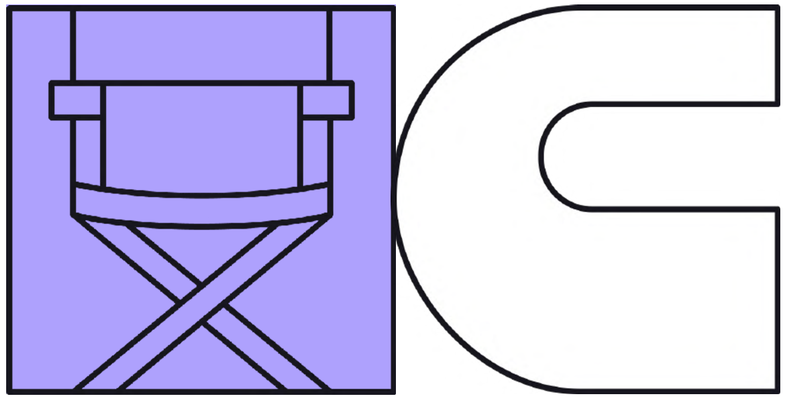
COMPETITORS

Sketch

InVision

miro

Framer



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BEFORE FIGMA

The Pen-and-Paper Playground

Designers often started by drawing ideas on paper, using grid notebooks, sticky notes, or even napkins! This helped them quickly sketch out layouts and see how things might flow.

Softwares

They used powerful computer programs like Photoshop and Illustrator to create detailed designs. These tools were great for making things look good, but it was hard for multiple people to work on them together.

Design Tools for Specific Jobs

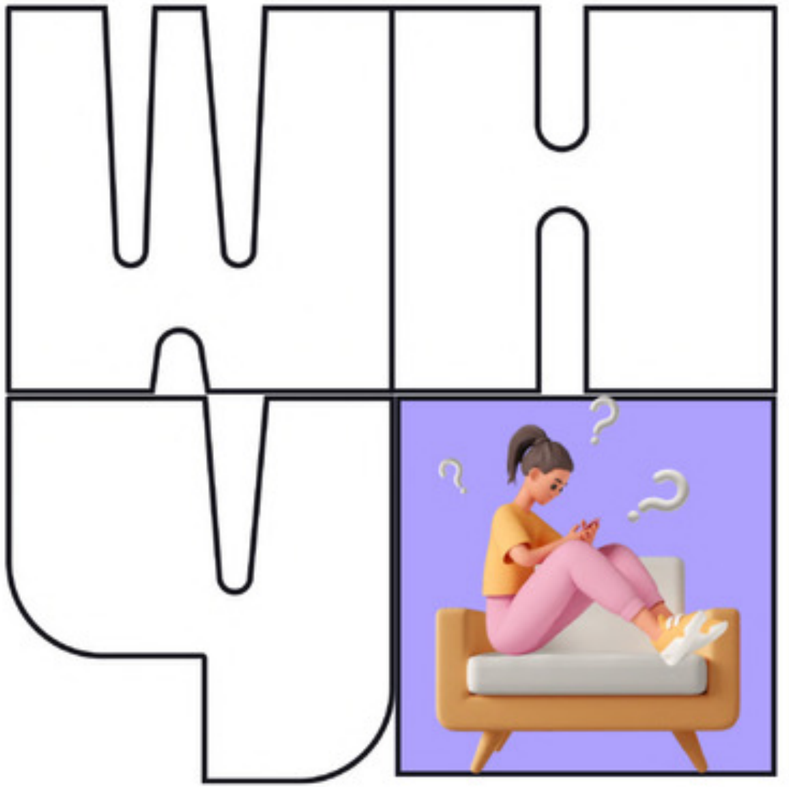
Some designers used special programs made just for designing websites and apps, like Fireworks and CorelDRAW. These tools had helpful features, but they weren't always as easy to use as today's tools.

File-Sharing Struggles

Sharing designs with others was a pain! Designers had to email big files, use complicated online storage systems, or track changes with special software. This often led to mix-ups and lost files.

Bringing Designs to Life

Making designs interactive (like showing how a button would work) took a lot of extra steps. Designers had to either write basic code or use separate prototyping software. This made it harder to test ideas and share them with others.



HOW WILL I IMPROVE FIGMA?

Clarifying Questions

1. What do you mean by Improvement here ?

By "improvement", we refer to enhancing the platform's functionality, usability, or performance. This could involve refining existing features, introducing new capabilities, or optimizing the overall user experience.

2. What is the Objective? Why are trying to improve?

The primary objective of enhancing Figma is to foster a more collaborative and efficient design process. This involves refining features and introducing new functionalities tailored to the needs of design teams. The strategic improvement is focused on significantly boosting user engagement, positioning Figma as the preferred design platform for both individual designers and collaborative teams.

Efforts are concentrated on maximizing user engagement. This emphasis on collaboration aligns with Figma's core value proposition, securing its position at the forefront of design tools for teams in diverse industries and regions.

3. Are we improving any feature or entire product?

The scope of improvement extends to both features and the overall product. This includes refining existing tools, introducing new design elements, and optimizing collaborative features. The goal is to create a holistic improvement that benefits the entire Figma experience.

HOW WILL I IMPROVE FIGMA?

Clarifying Questions

4. Are we improving it for all users or any particular segment or any geographical region?

The enhancements are crafted to benefit Figma users worldwide, aiming to offer a universally improved design platform. Nevertheless, specific considerations will be taken into account to ensure that the improvements cater to particular user bases. I will prioritizse a specific segment and then concentrate on enhancing the product to better serve the needs of that particular user segment.

5. Do we have any budget/resource constraints?

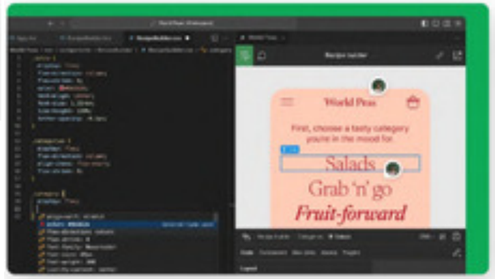
I will proceed under the assumption that there are no budget or resource constraints.

USER SEGMENTS

We are Prioritising Designers' Segment

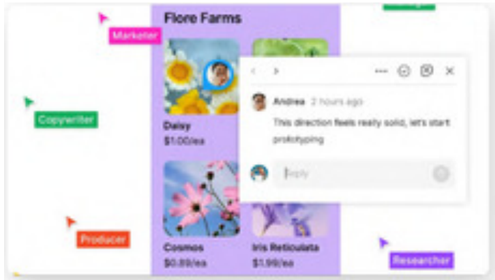
Designers

Designers use the platform to create and collaborate on design projects.



Developers

Developers use the platform to inspect design files, extract assets, and collaborate with designers during the development process. They use figma to generate code snippets and export assets in developer-friendly formats.



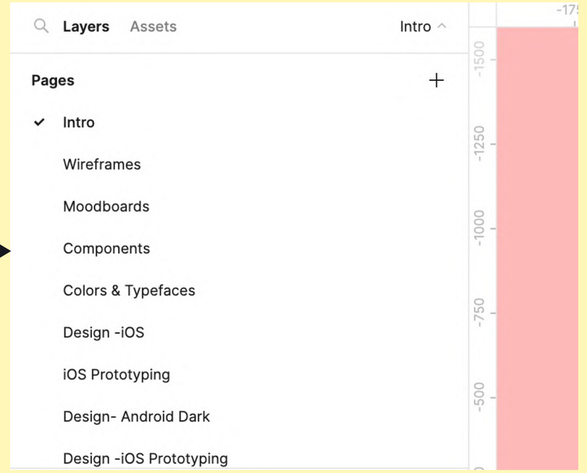
Product Managers

Product managers utilise Figma to collaborate with designers and developers. They use the platform to review and provide feedback on designs, create design specifications, and track design progress.

PAIN POINTS IDENTIFIED

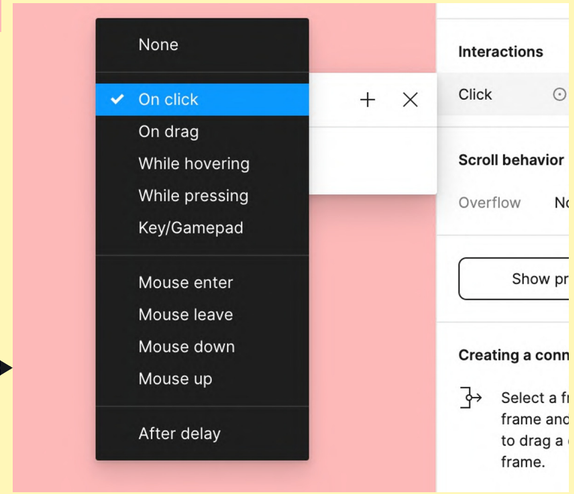
1. Group Pages

The inability to group pages within a Figma file makes the page section unwieldy and hinders the easy location of a specific page.



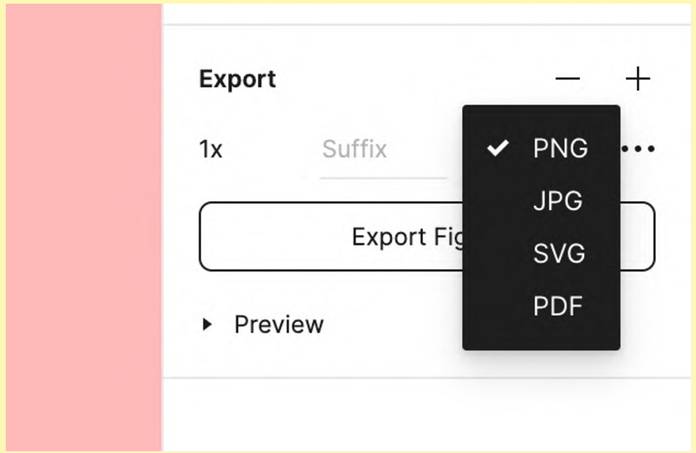
2. Scroll effects in Prototype

The absence of a scroll-triggered effects feature poses a challenge when prototyping websites.



3. Export Prototypes/Videos/GIFs

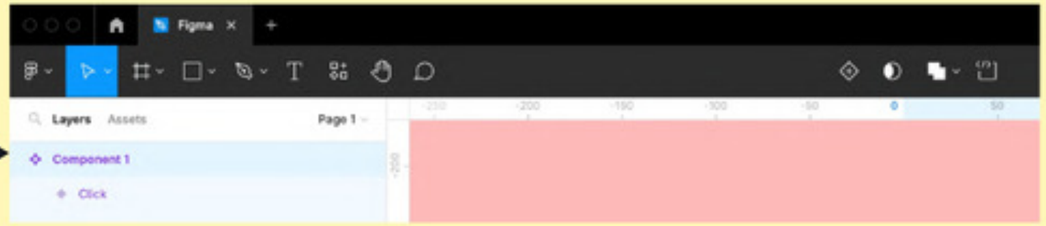
The unavailability of a straightforward export option for prototypes, videos, and GIFs creates obstacles in downloading and utilising the work during dev handoff.



PAIN POINTS IDENTIFIED

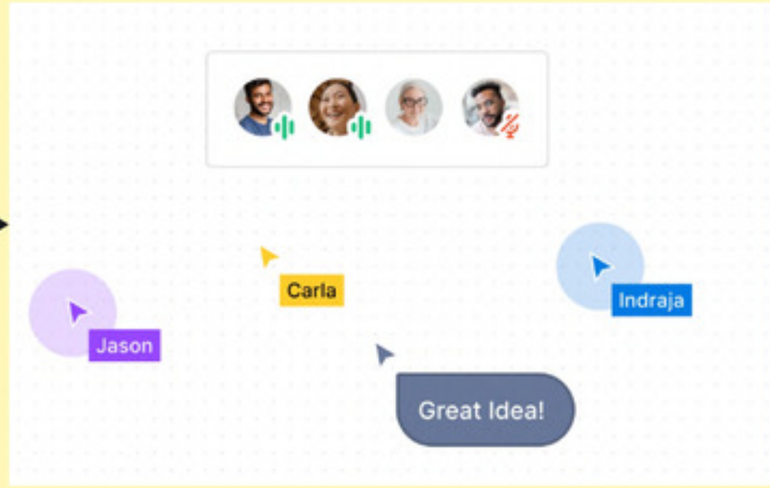
4. Limited File Multitasking

Figma users face constraints as there is no option to open a file on multiple tabs, restricting efficient navigation between different pages within the same file.



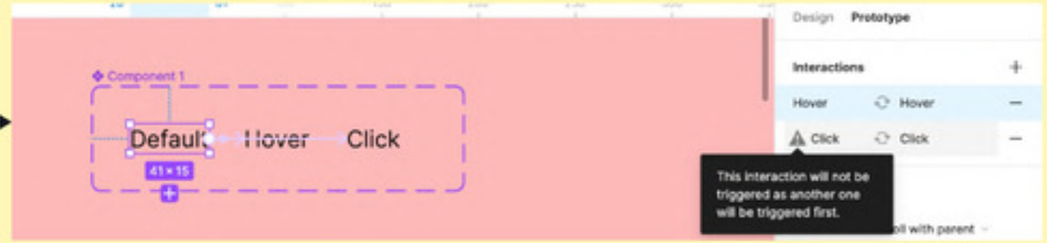
5. Audio Connectivity Challenges

Figma encounters difficulties in audio connectivity, lacking noise cancellation features. This absence may result in challenges for users striving to maintain clear and uninterrupted communication during audio interactions within the platform.



6. Hover and Click trigger Compatibility Challenges

Encountering difficulty when combining hover and click triggers in Figma, where the click trigger fails to activate in the presence of a hover trigger.

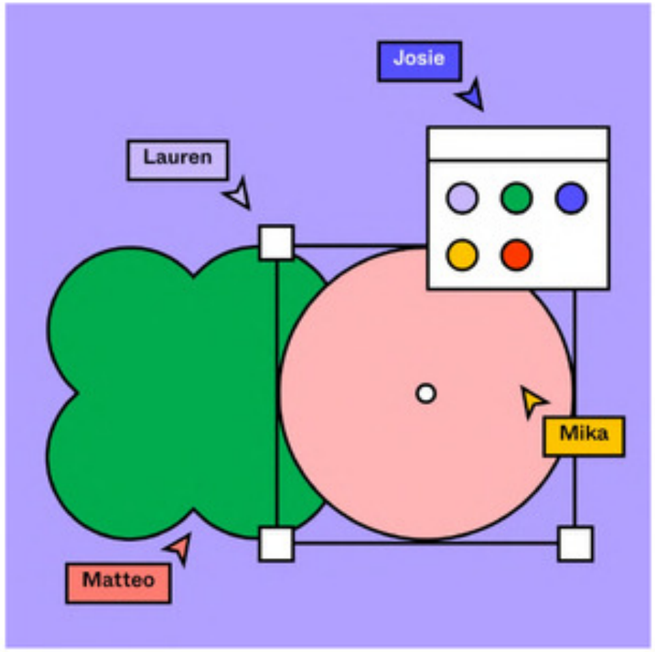


PRIORITISATIONOF PAIN POINTS

Pain Points	Impact	Urgency	Rank
Group Pages	High	Low	3
Scroll effects in Prototype	High	High	1
Export Prototypes/Videos/GIFs	High	High	2
Limited File Multitasking	Medium	High	4
Audio Connectivity Challenges	Low-Medium	High	5
Hover and Click trigger Compatibility Challenges	Low	Low	6

SOLUTIONS 🤝

Scroll effects in Prototype



1. Native Scroll Effects

- Improved Figma's "Scroll Trigger" feature: Advocate for expanding its capabilities to include more advanced animations and interactions, like parallax scrolling or element transitions based on scroll position.
- Integrate dedicated scroll engine: Propose development of a dedicated scroll engine within Figma offering enhanced control over scroll behaviours and effects, similar to existing tools like Framer Motion or React Spring.

2. "Fake" scroll interactions

Using design tricks like static mockups with visual cues and descriptive text to represent intended scroll behaviours.

3. Hybrid prototyping

Combining Figma prototypes with video editing tools to create simulated scrolling interactions within video demonstrations.

4. Third Party Plugins

Embrace the power of third-party plugins to inject captivating scroll interactions into prototypes. These plugins act like superpowers, transforming your designs into dynamic experiences that captivate users and truly showcase your vision.

PRIORITISATION OF SOLUTIONS & TRADEOFF'S

Solutions	Impact	Effort	Tradeoff's
Native Scroll Effects	High	High	Most impactful: Seamless integration, future scalability, user familiarity. High development effort: Requires significant resources and time. Potential learning curve: New features might require user adaptation. Performance considerations: Complex prototypes might have performance limitations.
Fake Scroll Interactions	Low-Medium	Low	Quick and easy to implement: Requires minimal technical skills or additional tools. Clear communication of intent: Can effectively convey basic scroll interactions visually or textually. Accessible to all users: No dependence on specific features or plugins. Limited interactivity: Lacks actual scrolling, reducing user engagement and understanding. Time-consuming for complex interactions: Creating detailed mockups can be laborious. May not accurately represent final product: Static visuals might not translate precisely to actual scrolling behavior.
Hybrid Prototyping	Low-Medium	Low	Time-consuming for complex interactions: Creating detailed mockups can be laborious. Limited interactivity: Lacks actual scrolling, reducing user engagement and understanding.
Third party Plugins	Medium-High	Medium	Quick access to advanced features: Variety of plugins offer diverse functionalities. Faster implementation: Less development time compared to native scroll. Community-driven updates: Ongoing feature improvements through active communities. External dependency: Relies on third-party tools, potential integration issues or plugin discontinuation. Learning curve: Each plugin has its own interface and workflow. Limited control: Users are restricted to plugin features and settings.

METRICS

Solutions	Metrics
Native Scroll Effects	User Engagement Rate User Satisfaction Rate Feature Adoption Rate Design & Development Time
Fake Scroll Interactions	User Satisfaction Time taken to create prototypes
Hybrid Prototyping	User Feedbacks User Adoption Rate
Third party Plugins	User reviews & ratings User Adoption Rate & Usage Community forum activity

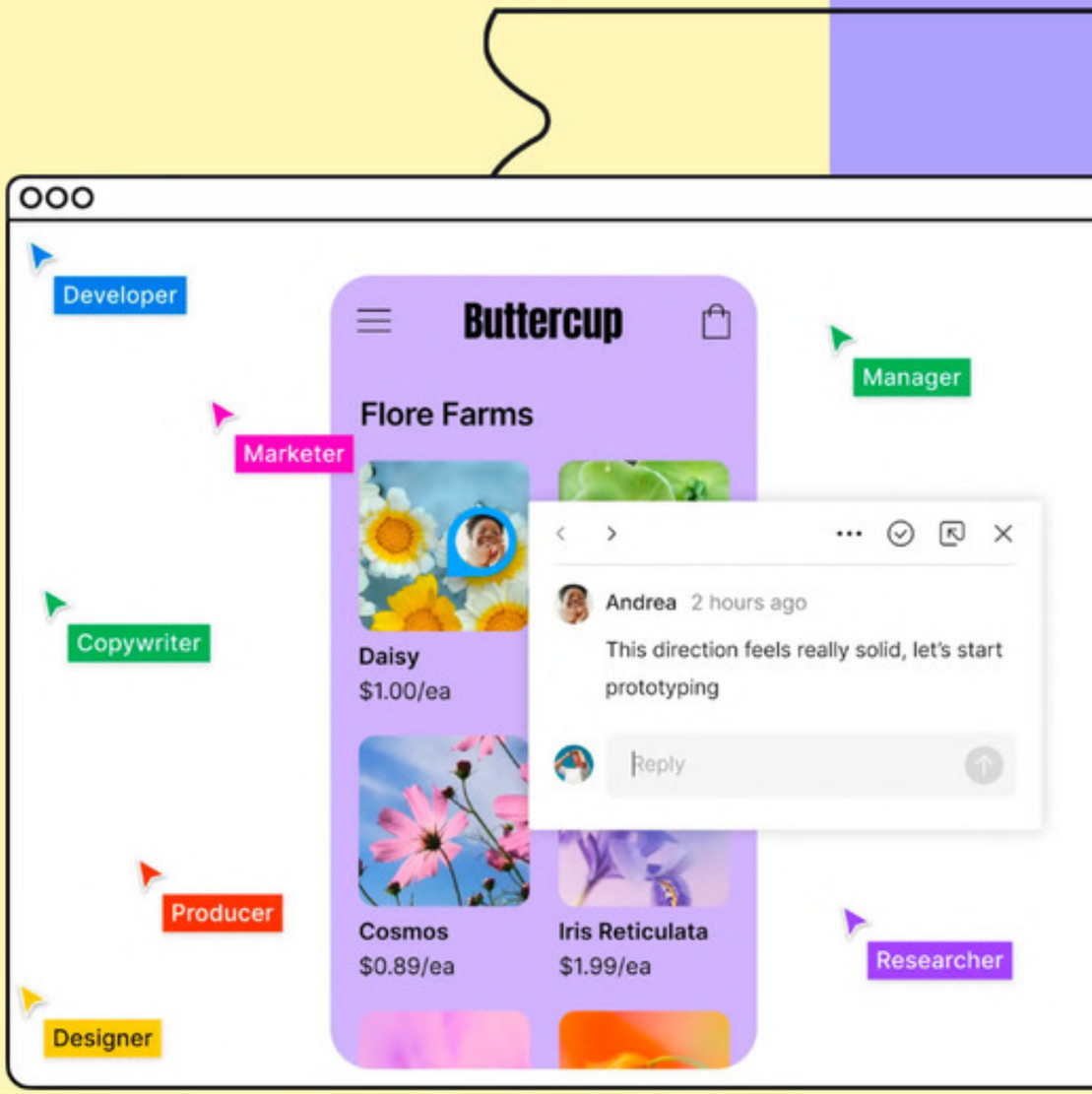
CONCLUSION

Figma has carved its place as a go-to tool for designers, empowering them to create, learn, collaborate, and solve problems seamlessly. Yet, even the brightest stars have room to shine even brighter. That's where the proposed solutions come in, laser-focused on tackling Scroll effects in prototyping pain point:

- Native Scroll Effects: Advocate for expanding its capabilities to include more advanced animations and interactions, like parallax scrolling or element transitions based on scroll position.
- Fake Scroll Interactions: Use design tricks like static mockups with visual cues and descriptive text to represent intended scroll behaviours.
- Hybrid prototyping: Combine Figma prototypes with video editing tools to create simulated scrolling interactions within video demonstrations.
- Third Party Plugins: Embrace the power of third-party plugins to bring in captivating scroll interactions into prototypes.

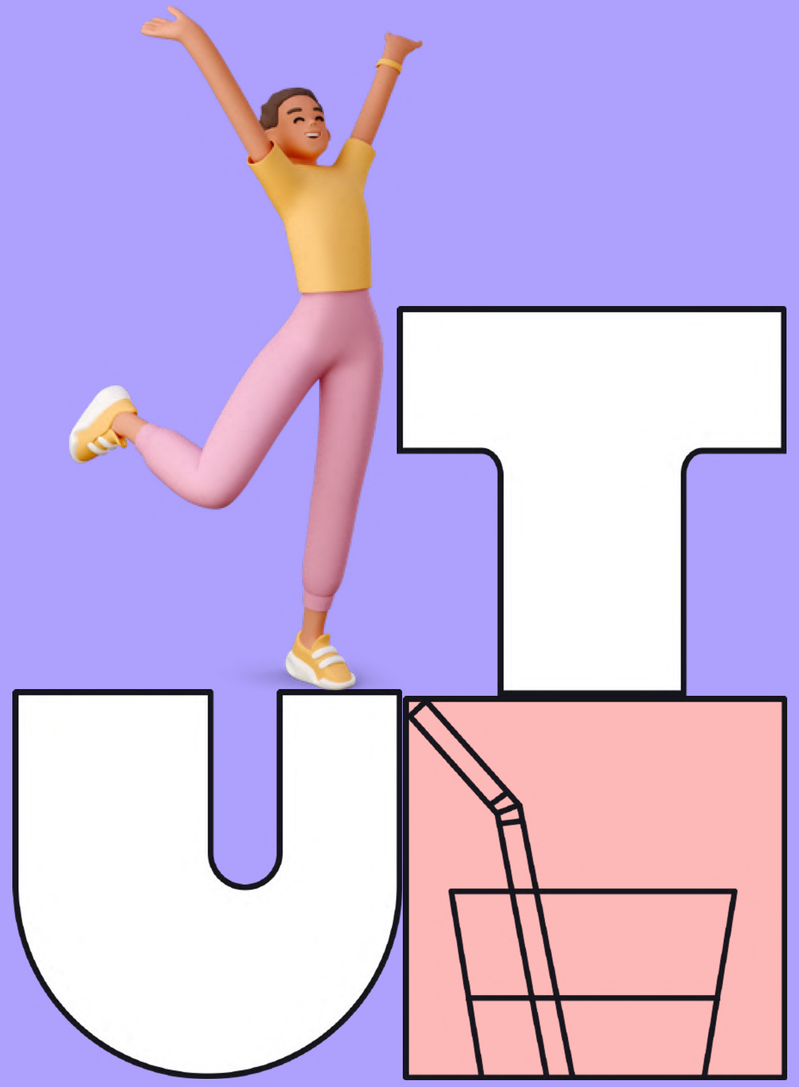
These enhancements prioritise one overarching goal: maximizing user satisfaction, adoption, and engagement.

In the ever-shifting digital landscape, constant evolution is paramount. Figma's dedication to listening to its users and implementing their feedback ensures its continued success and relevance to its diverse global community. Ultimately, the aim is to make Figma not just a powerful design tool, but an enjoyable and enriching experience for every user, everywhere.



THANK YOU FOR READING!

By Vaibhav



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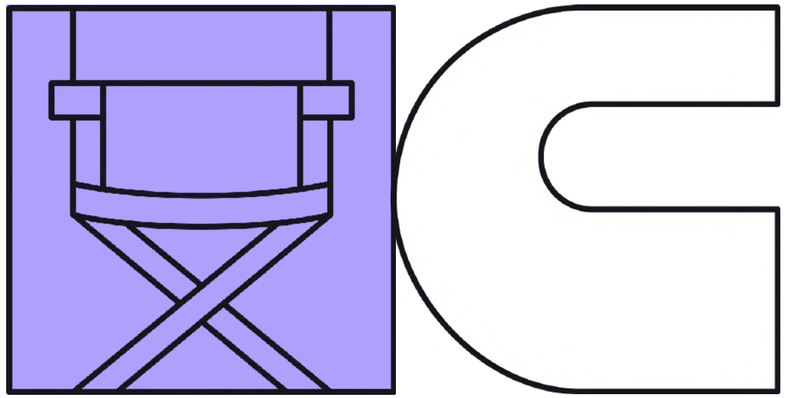

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