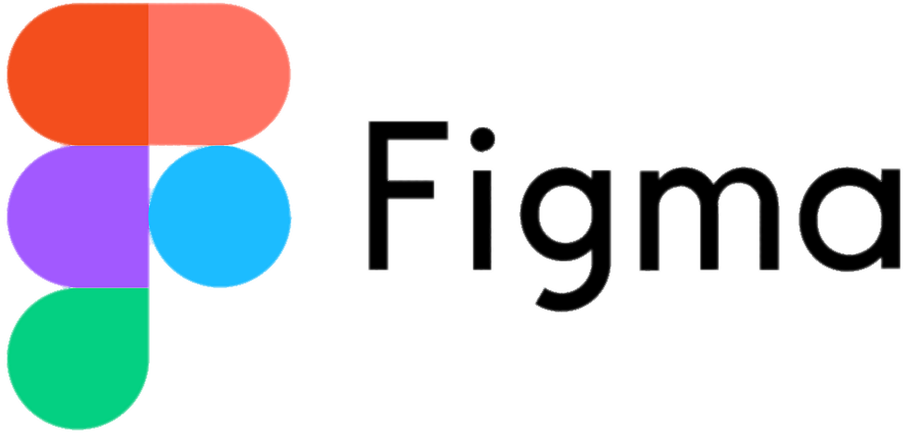


Product Teardown: “New User Onboarding”

Learn In Public Challenge 1

By Pratyush Singh

Figma

Overview

Figma is a **collaborative web application** for **interface design**, with additional offline features enabled by desktop applications for macOS and Windows. The feature set of Figma focuses on **user interface** and **user experience design**, with an emphasis on **real-time collaboration**, utilizing a variety of **vector graphics editor** and **prototyping** tools. The Figma mobile app for Android and iOS allows viewing and interacting with Figma prototypes in real-time on mobile and tablet devices. It was founded in 2012 but first version was released in 2016.

Stats

2016
Released

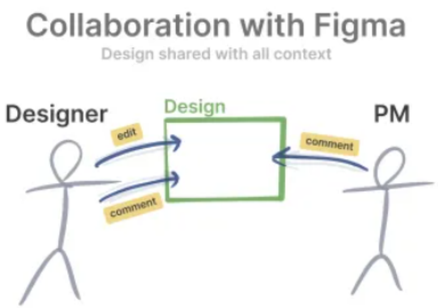
93 M
Total visits last month

11.12%
up from previous month

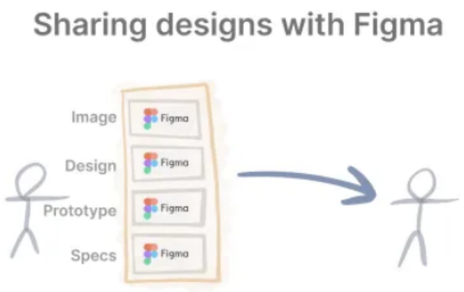
40.46%
Bounce rate

00:10:32
Avg. visit duration

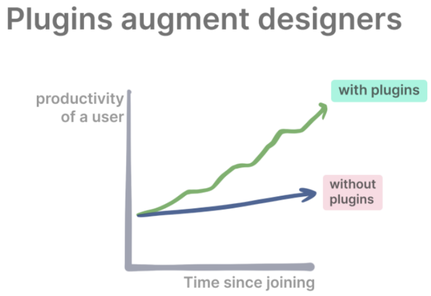
Values



Collaboration



Tightening the feedback loop



Plugins

Figma



Clara

“I design the user experience of products you use almost everyday. ”

Goals:

- Design user interface
- Collaborate with team members
- Access designs from anywhere

Pain Points:

- The mobile app only allows to view, prototype and collaborate.
- It does not allow to design the app.

Profile:

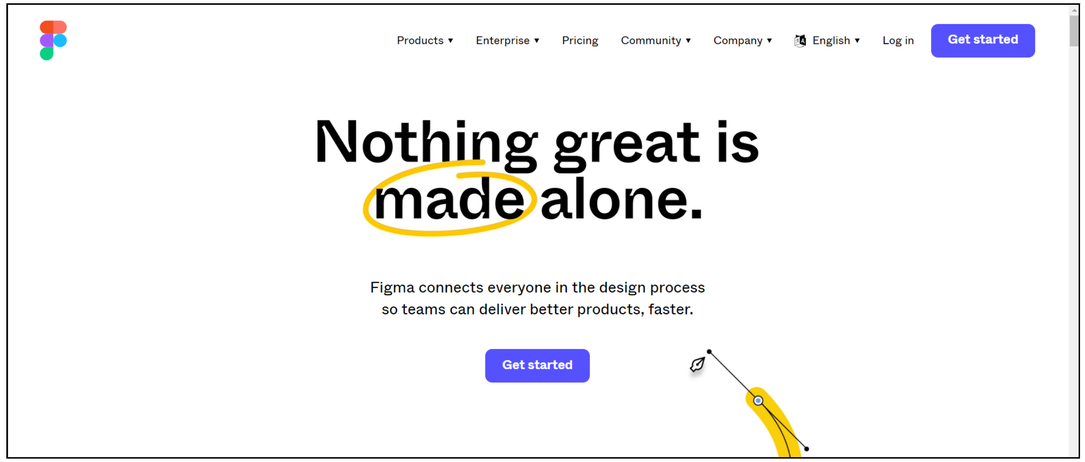
Clara is a 28 year old user experience designer at a big tech firm. She uses Figma to design user interface for products which she works on and also to collaborate with her team.

Story:

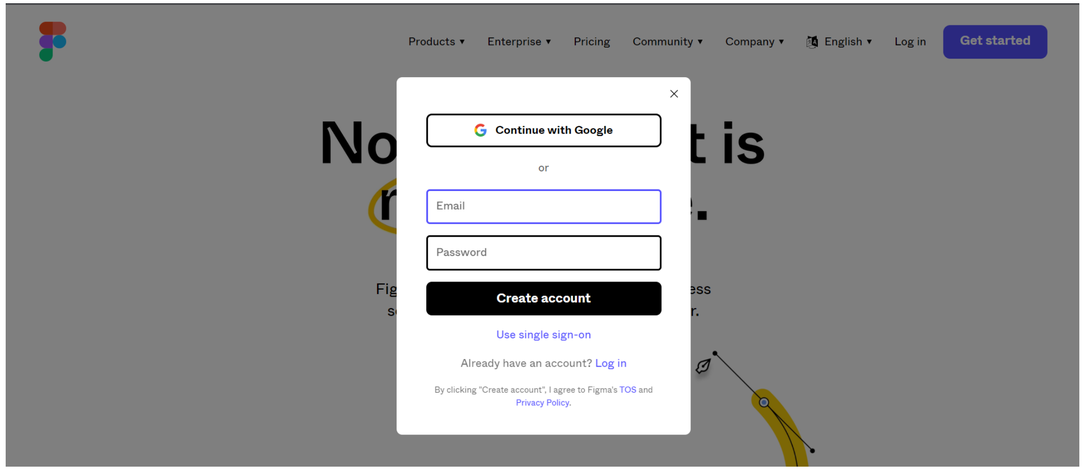
I joined this firm after graduating from my undergraduate degree. I was hired as a user experience designer. That is when I started using Figma. For me, the biggest advantage of using Figma is it’s browser first approach. It is a very light weight application which can run well on almost every device. It has a wide range of features for my use case and covers all phases of design thinking process. Plus, its huge community support, templates, collaboration and plugins are additional bonuses. However, we cannot design using the mobile application. There are situations when I need to design small bits on the go using mobile phone but I cannot.

User Journey Map (1/2)

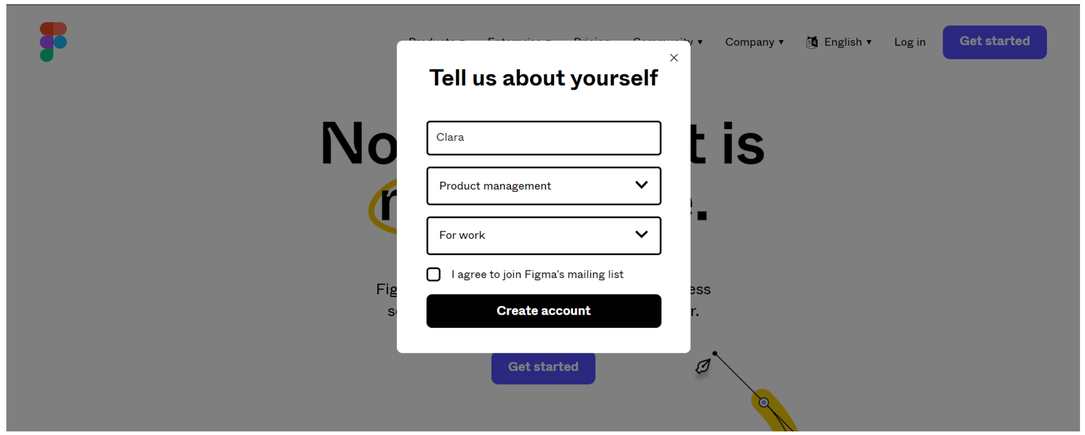
Figma



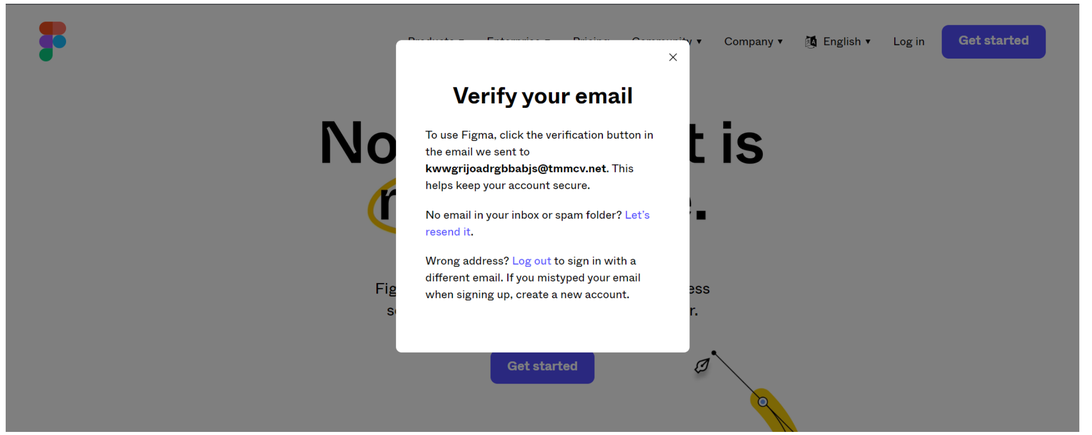
Step 1: Visit figma.com
“Let’s get started!”



Step 2: Get started
“Let me quickly create an account”



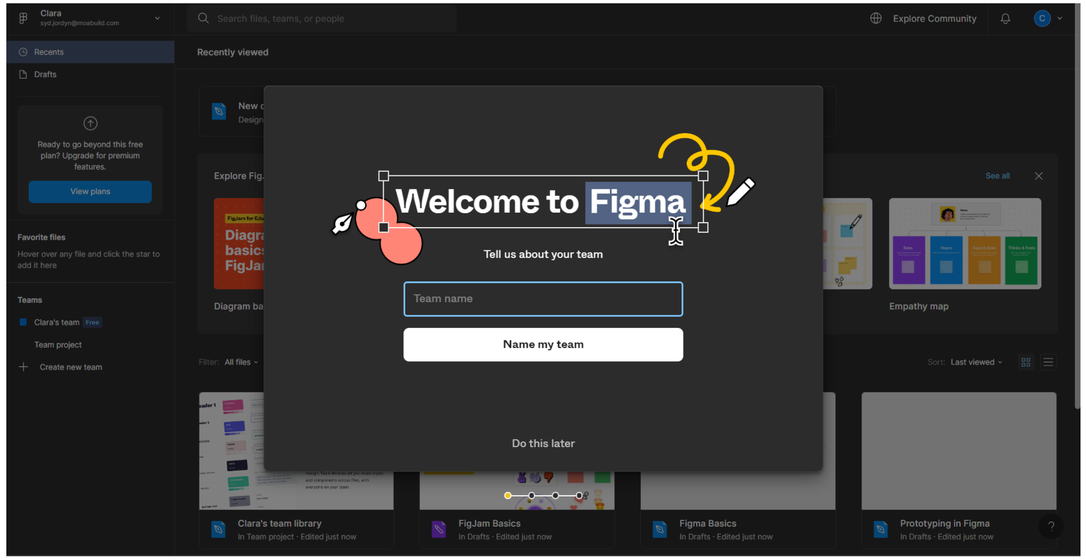
Step 3: Create account & Basic details
“Okay, basic details”



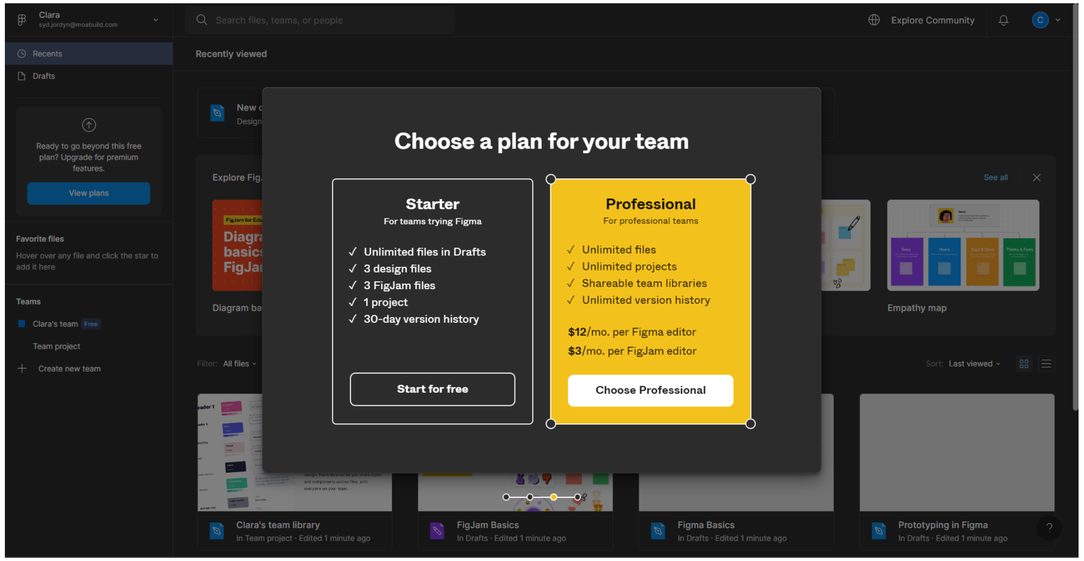
Step 4: Email Verification
“Let me check my inbox”

User Journey Map (2/2)

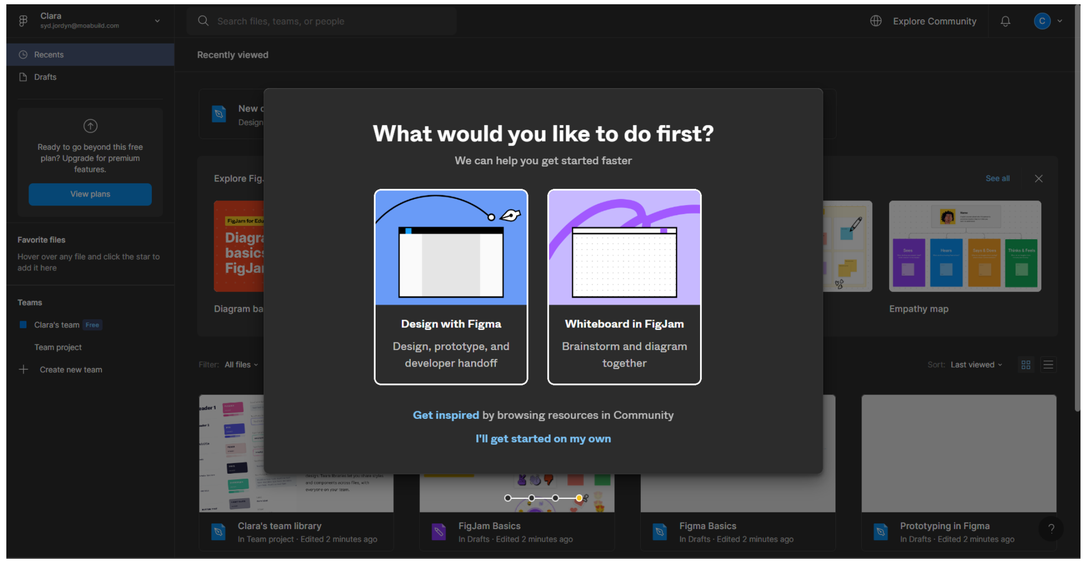
Figma



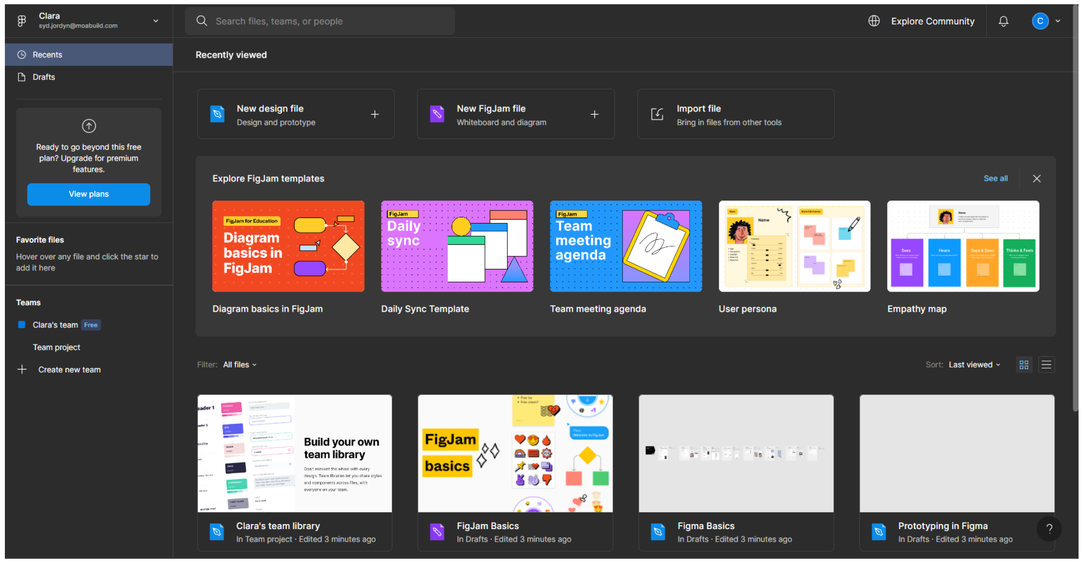
Step 5: Team Naming “Um, I’ll do this later!”



Step 6: Choose a plan “I’ll go with starter for now”



Step 7: Preferences “Ah, this is a long onboarding process!”



Step 8: Done “Finally, onboarding process completed.”

User Experience



The Good

saurabh chunekar

★★★★★ June 2, 2022

Being a designer, this app is so convenient and time saving for me. Love everything about it. Amazing work by the excellent people behind this art. Just a small concern, the mirror doesn't work sometimes, I don't why this happens but it just keeps loading forever and doesn't mirror the frame i selected. Tried everything but still doesn't mirror.

62 people found this review helpful

Did you find this helpful? Yes No

Brad Hickling

★★★★★ January 13, 2023

This app is amazing if you're doing visual design at all. It took no time to learn and get proficient on it. The content is cross platform accessible, so I built my prototype on the computer and then tested some people using my phone as the prototype. It's frigging awesome and I fully intent to buy the full version of this program to use in the future, after my student license expires.

2 people found this review helpful

Did you find this helpful? Yes No

The Bad

Shobha Mane

★ December 13, 2022

Adobe XD mirror app so superior, please give us connect option as it was super fast in XD, as soon as I change anything in design it used to reflect in a blink on mirror app, but in figma app I have to exit mirror and then again click on frame and then click start mirroring. Already getting frustrated by switching to figma from XD. Please solve it asap.

1 person found this review helpful

Did you find this helpful? Yes No

Dustin Smiddie

★ December 20, 2022

this is a great software, but when I try to use it on mobile devices the images get messed up and the functionality is very hard to navigate and execute. mobile needs a lot of work to be useful.

Did you find this helpful? Yes No

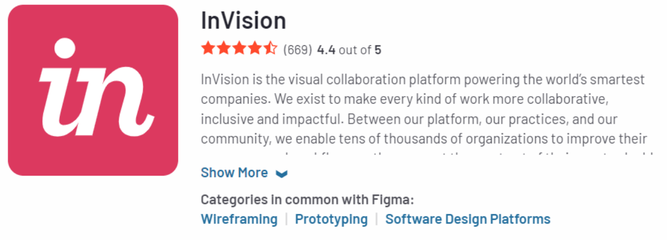
Recommendations

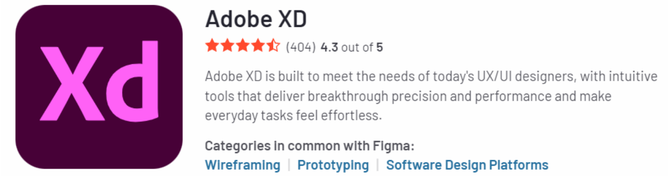
- Frame mirroring related problems have been a common theme amongst the reviews. The frame mirroring feature on the mobile app needs to be improved.

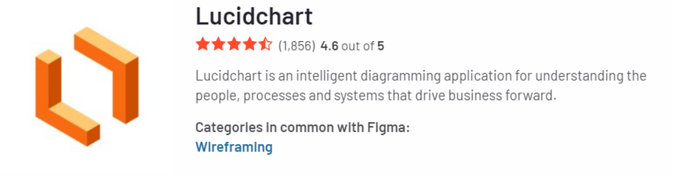
- Connection option on Adobe XD(competitor) was rated highly. However, users are not satisfied this feature on Figma.

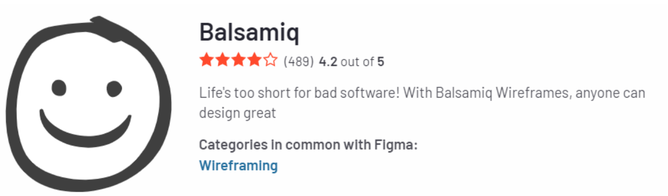
- Users found navigation functionality difficult. Navigating on the app is one of the most basic functionality on any application. It needs to be improved.

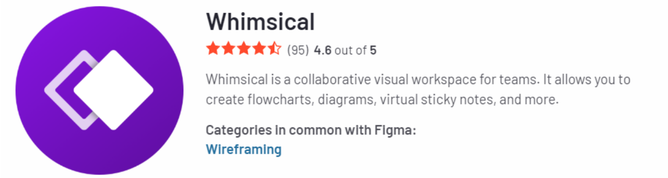
Competitors

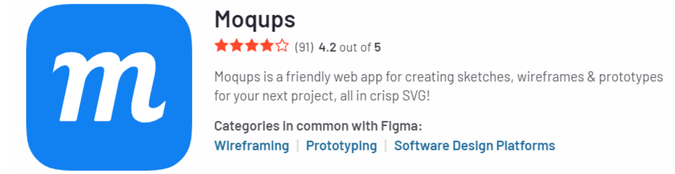












Key Metrics

L1 metrics:

- Monthly Active Users (MAU)
- % Professional account users

L2 metrics:

- Bounce Rate
- % Change from last month
- Avg. visit duration

Thank You for your time :)