

UX RESEARCH PLAN

Figma Feature Add-On

Authors and Stakeholders

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Stakeholders: Self. This is an independent project.

Background

One very powerful feature of Figma is components, which are reusable design elements with a master version that affects any instances. This focus for the project is to improve upon component ease-of-use. This idea came about from my own personal pains and frustrations with needing to update a master component without having to cut and paste it onto the final canvas location to see the final visual result, or having to flip between multiple files.

Research Goals

- Is there a real need for this feature?
- Do Figma's competitors have a component feature, and how do they work?
- How do designers use and organize components in their workflow?
- What pains and gains do designers face when using components?
- What are the workarounds for these challenges?
- Are there plugins within the Figma community for this, and how do they work?

Methodologies

- Survey - what are designers' needs?
- Secondary Research - what solutions exist in the design community?
- Competitor Analysis - find out if competitors have a similar feature and how it works
- User Interviews - gaining insights from personal experiences and knowledge

Participants

- All ages
- All levels of experience
- Figma users only

Timeline

- Survey: 3-5 days (design forums, LinkedIn, Designlab Slack, Twitter)
- Secondary Research: 1 day (articles, tutorials, forums, documentation)
- Competitor Analysis: 1 day (scan some of the major organizations' websites)
- User Interviews: 3-4week (recruit, schedule, conducting)
- Synthesize: 1-2 days (affinity map, persona)
- Presentation - 1 day (research slide deck)