

Figma Redesign

For KPCB

Challenge: Make Figma better than it already is.

Research Objectives:

1. Identify pain and pleasure points of multiple users
2. Observe different user's fluency of the program and the factors that affect fluency
3. Explore opportunities to make Figma even more user-friendly

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|---------------------|-------------------|
| Introduction | 2 minutes |
| Individual Use Case | 8 min (10:40) |
| User Flow | 10 min (10:50) |
| App Features | 7 min (10:57) |
| Closing | 3 minutes (11:00) |
| Total | 30 minutes |

Introduction

Good morning and thank you so much for participating in this research. This interview will take about 30 minutes and we'll be covering how and why you use Figma. I will be taking notes while we discuss and may take screen shots or photos if that's okay with you. Please feel free to ask any questions yourself, take a break, or let me know if you need clarification.

Please be as honest as possible, there are no wrong answers.

Let's begin!

Personal Use Case

- How would you describe what Figma is to someone who has never heard of it?
 - How were you introduced to it? How was it described to you?
- Why did you start using Figma?
- Why do you use it now?
 - Has your use of it evolved? Do you use it for a different purpose, are you better at using it now, etc.
- How did you learn how to use Figma?
 - How would you describe your proficiency with Figma?
 - How often do you use it?
 - What do you do if you don't know how to do something?
 - What would be your biggest piece of advice to someone just learning how to use Figma?

User Journey

- What do you typically use Figma for?
 - Is Figma the only application you would use to complete those objectives?
 - What would you never turn to Figma for? Do you wish you could?
 - If Figma wasn't working one day, what application would you use instead?

[Ask if they are comfortable with sharing their screen and proceed to see their user flow or ask them to describe it if they are not comfortable.]

- Can you show me a recent project you've completed or have been working on in Figma? Can you take me through your process of creating it?
 - Did you have a clear understanding of how you were going to complete it?
 - Did you know how long it was going to take you?
 - Was anything unexpected along the way? How did you handle the unexpected?
 - Would you describe your process as messy or clean?
- Do you think you do anything differently (better or worse) than average users?
- What is your favorite project you've made to date? Why?

App Features

- Do you typically use the desktop or the web version of Figma for your projects? Why?
- Are there any parts of Figma you haven't touched? Why?
 - Have you animated in Figma? Do you use the prototype or inspect tabs?
- Do you use any plugins in conjunction with Figma to complete projects?
 - Do you have a favorite?
- Are there any features you just found out about Figma? Are there any new capabilities you've uncovered recently?
- What do you find to be the most helpful feature?
 - Did you always know this feature existed?
- What do you wish was different? Would you change anything?

Closing

In closing, are there any other comments you have about Figma? Is there anything you felt I should've asked you but didn't?

Thank you so much for your time and for being a part of this research!