

Design: UX/UI

Our exploration into AI-driven design tools, and ways they can help in our day-to-day

Join us on this journey

First things first: AI is here, and still in its infancy. We invite you to join us on our journey, as our team explores and evaluates new tools and applications in fields we represent at Allovus. This "One-pager" is a rollout of things we have learned in our initial review of several design tools, and how AI helps us automate common tasks we perform for clients in the course of our projects.

Consider this a work in progress... a living document that we'll add to in the months ahead, and share our findings with you as we go.

What we did

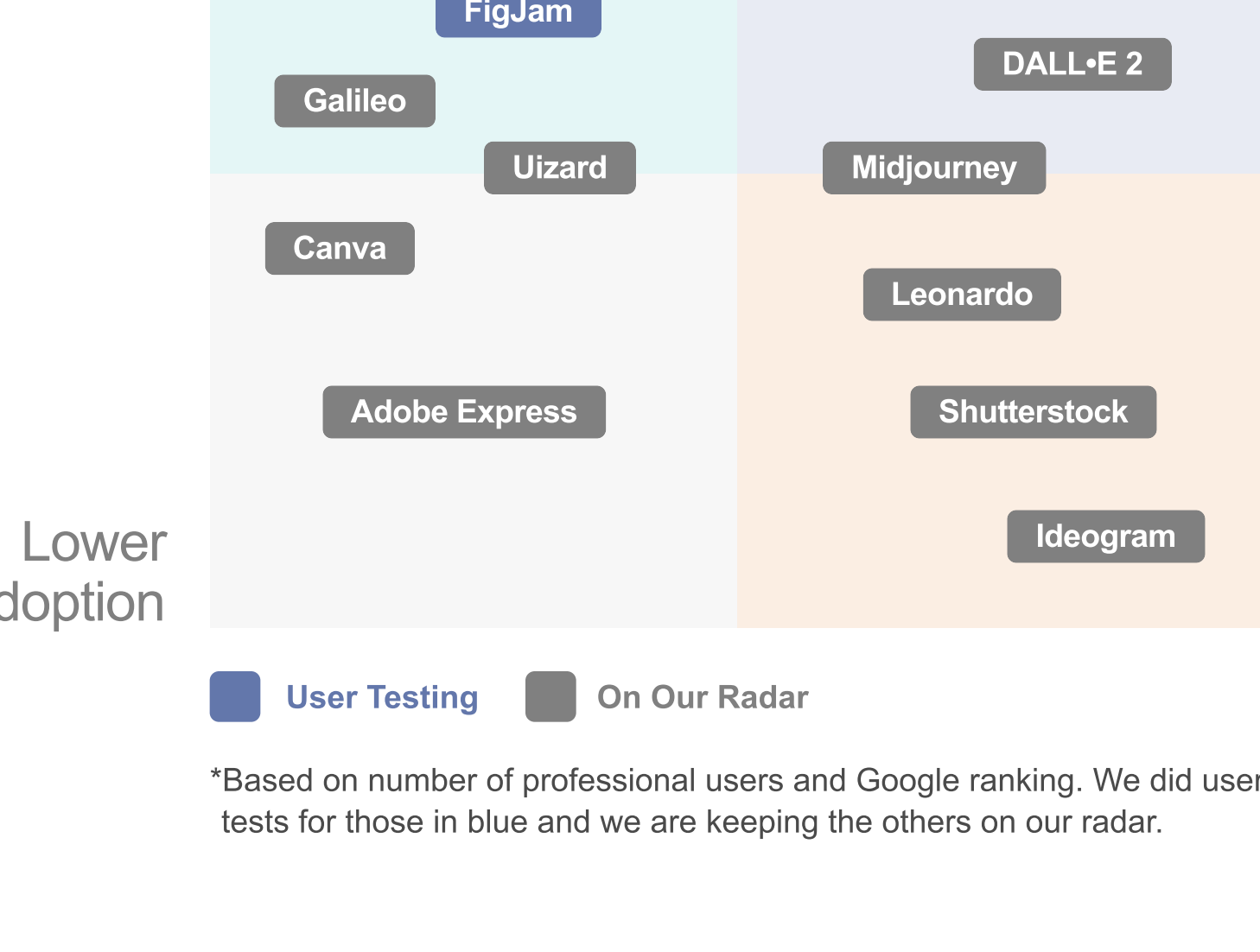
- 1 First, we cast a wide net to see what was out there for Design AI solutions, what problems they solved, and if they worked well.
- 2 We did initial research to figure out our front runners to test in terms of tools and plugins. This was based on usage and reviews.
- 3 We tested different AI tools, features, and plugins to identify the most compelling problem-solving solutions and training materials.

Apps featured in this review

Our first pass: We primarily focused on Figma and FigJam, as they are industry-leading design tools with wide adoption. In the months ahead, we plan to investigate many others on the graph.

This document focuses on our impressions of AI capabilities that designers are interested in using based off of our LinkedIn survey in Dec 2023:

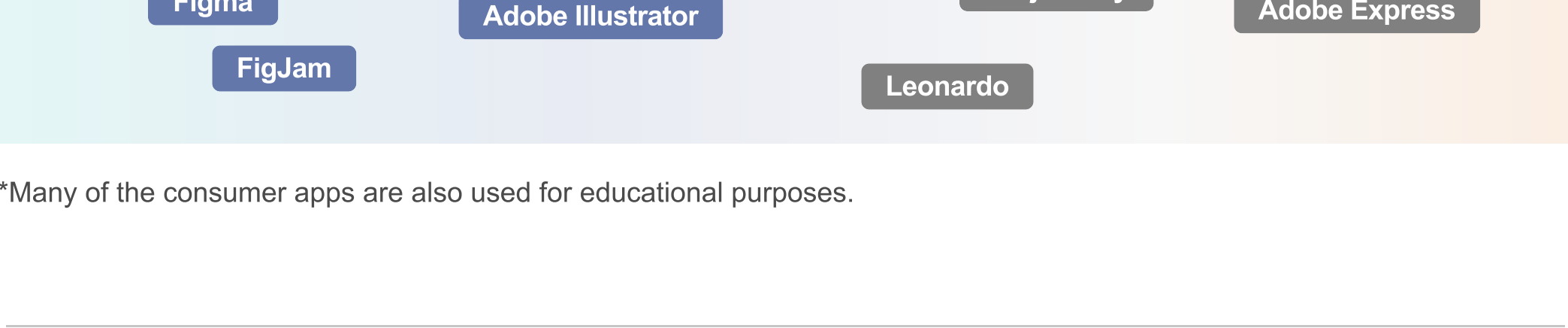
- 50% said they want to use AI for automation.
- 27% said they don't plan to use AI at all.
- 14% said they would use AI for ideation.



Another way of thinking about these tools

For those that we did deeper dives on, we evaluated them based on professional vs. consumer usage.

Professional



*Many of the consumer apps are also used for educational purposes.

What and who is this research for?

We focused on areas for ideation or production tasks for the design process. We looked for ways where we could infuse AI help and where we will still need a heavy human hand in the work as well.

Senior designers

Designers with 3+ years of experience using industry-standard apps and who are creating solutions for clients.

Industry specialists

Account Managers, PMs, and other company leaders who need to know what is out there in terms of AI solutions.

Design process with task breakdown

Empathize + Define

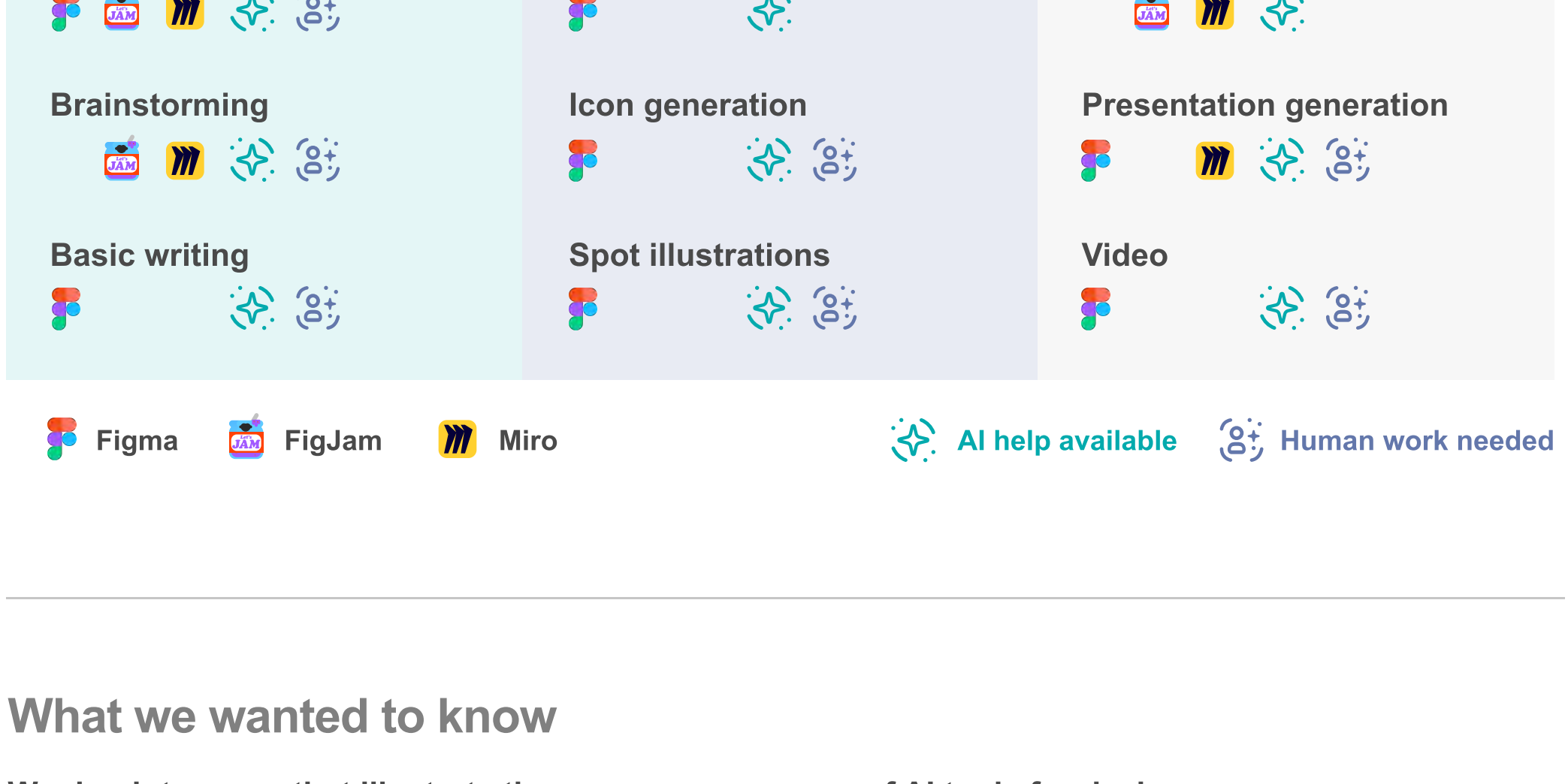
Research and state users' needs and problems.

Ideate + Design

Challenge assumptions and create solutions.

Prototype + Test

Create and test solutions with users.

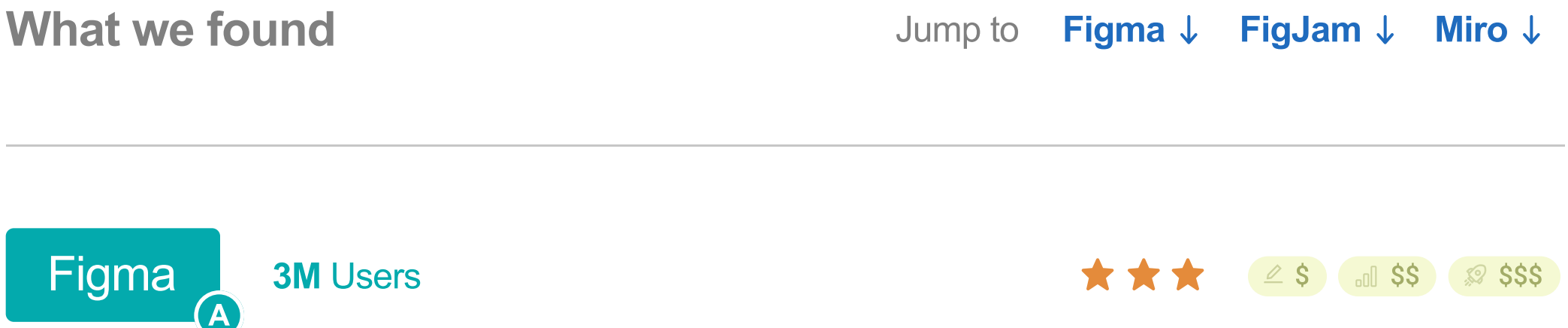


What we wanted to know

We dug into areas that illustrate the common use cases of AI tools for designers:

- **Automation:** Doing some of the grunt work for you, such as ensuring style consistency.
- **Content generation:** Coming up with new ideas, such as unique social media posts and marketing content for websites.
- **Market research:** Gathering user data across platforms to understand their aesthetic preferences.
- **Optimization:** Suggesting improvements for elements like layout and typography.
- **A/B testing:** Analyzing user response to different design variations.
- **Productivity:** Streamlining the design planning and execution process.

What we evaluated



What we found

Jump to [Figma](#) ↓ [FigJam](#) ↓ [Miro](#) ↓

Figma

3M Users

★★★

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Figma is still the leading collaborative design tool for building products. You can seamlessly design, prototype, develop, and collect real-time feedback in a single web application.

Figma's user base has grown by over 200% since 2018.

In our explorations, we reviewed dozens of AI plugins for Figma, as well as reading reviews for many. Here are the top six that we consider good places to start. These cover a wide range of core capabilities and are used by many in the community. Allovus has been using QoQo.ai and Muse.ai for the last several months.

Ai Design Templates

Speed up your design process

Journey maps

Personas, journey maps, IA, chat assistants, affinity mapping, UX copywriting, and user research.

Basic writing

Muse will take your content and make suggestions that are more clear, concise, and useful.

Icon and image generation

Generate AI text to images and icons. You can also generate AI suggestions for your copy.

Templates

Describe your design to generate mobile or desktop wireframes with flexible layouts.

Testing

Instantly predict where users will look in your design so you can justify your design and vision.

Summary

- Figma is still the #1 UX/UI tool being used industry wide and within the Allovus and Microsoft world.
 - There are more than 1 million teams currently using Figma for their design processes around the world.
 - Figma has streamlined our workflow processes for UX/UI over the past several years.
 - Figma has a very robust [YouTube channel](#) with a lot of great resources and product updates throughout the year.
 - [Config videos](#) help you stay up-to-date with the latest product releases and feature updates.
- Figma has over 100 AI plugins for almost ALL of these designer production tasks:**

 - Workflows
 - Journey maps
 - Basic writing
 - Templates
 - Image editing
 - Icon generation
 - Spot illustrations
 - Prototyping
 - Presentation generation
 - Video

"Figma has roots in software. Figma is still the best tool on the market for UI design."
~ Real Reddit User

FigJam

3M Users

★★★

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FigJam is a great tool to use for brainstorming and outlining strategies and workflows. FigJam is easier to use and collaborate in real time with coworkers and clients than Figma. It's also great for idea workshops.

You can invite up to 50 people for free for 24 hours for a public Jam.

FigJam doesn't have as many plug-ins for AI as Figma. But that's because it is mostly built right into FigJam. Below are just a few of the things you can generate with FigJam AI playground. This helps you generate templates and visuals, sort ideas into categories, and summarize collective thoughts instantly.

Brainstorming

Quickly generate brainstorming templates, diagrams, Gantt charts, and more from a text prompt.

Workflows

Instantly sort stickies so you can spend less time organizing and more time moving ideas forward.

Insight summaries

Automatically summarize stickies to get clarity on key takeaways and next steps.

Summary

- FigJam is a powerful collaboration tool that helps teams align on decisions and move work forward.
 - We've used FigJam a lot with clients to make branding decisions as well as ideation workshops where we brainstorm new ideas.
 - FigJam has added some delightful features like being able to play music and add timeboxing.
 - FigJam also has many ready-made [templates](#).
 - FigJam is easier to learn than Figma and also has specific [AI overviews and training](#).
 - You can also find other trainings for FigJam in the Figma [YouTube channel](#).
- FigJam has resources and features for these designer production tasks:**

 - Workflows
 - Journey maps
 - Brainstorming
 - Insight summaries

"FigJam isn't for wire framing or designing it's for planning and collaborating. We use it a lot to map out user flows and brainstorm and whatnot."
~ Real Reddit User

Miro

60M Users

★★★

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Miro has been used by many different companies over the years. They have product workflows, workshop templates, diagramming, and data visualization.

Most recently they launched the Miro Assist beta to help users expand their thinking with AI.

Miro has been used by many different companies over the years. They have product workflows, workshop templates, diagramming, and data visualization.

Brainstorming

Quickly explore new topics and align teams with AI-powered mind mapping and diagramming.

Insight summaries

Uncover the most valuable insights from customer research, retrospectives, or workshops.

Presentation generation

Automatically generate presentations, action lists, and more for stakeholders.

Summary

- Miro has a lot of templates and the free version is quite robust.
 - We have had clients within Allovus use Miro for planning and dev collaborations.
 - Condensing and clustering sticky notes is a very helpful AI tool that can save a ton of time parsing through user research or brainstorming notes.
 - Miro has its own built in [Miro Academy](#) with badges as you learn. They also have live events with real Miro experts and users.
 - There is also a [Miro Assist help center](#) specific to the AI tools.
- Miro has resources and features for these designer production tasks:**

 - Workflows
 - Journey maps
 - Brainstorming
 - Prototyping
 - Insight summaries
 - Presentation generation

"I've used Miro for everything from planning cross functional interdependencies to lessons learned."
~ Real Reddit User