

WHY FIGMA IS THE RIGHT TOOL FOR US

Omar Weguid, Chief Digital Officer

UX



Objective

We need a new UX tool to support critical digital offerings.

Customer satisfaction and retention are directly at stake. The chosen user experience (UX) design and prototyping tool must:

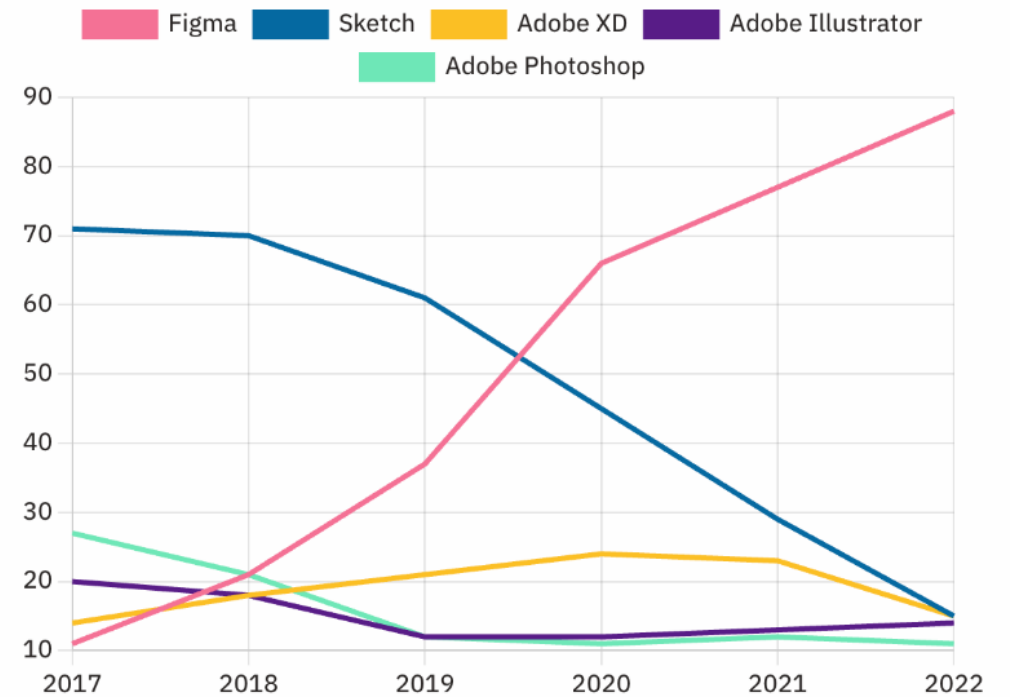
- enable user-centric design efforts, focused on improved usability and accessibility,
- scale and integrate with the existing ecosystem,
- support a collaborative environment between managers, designers, developers and stakeholders, and
- be a cost-effective solution, both initially and over time.

There are *dozens* of collaborative interface design and prototyping tools in the marketplace, such as Framer, InVision, Canva, Whimisical, Origami, Miro, Flinto, Marvel, UXPin, Justinmind, Pencil, Mockplus, Pitch, Balsamiq, Zeplin, etc. After eliminating others for a host of shortcomings, the top three contenders—Figma, Adobe XD and Sketch—were evaluated based on 18 separate objective features, plus subscription pricing, reputation and other factors.

Top 3 Contenders

Figma has emerged as the clear leader. It accounts for 36.4 percent of the market among 72 competitors. The next closest is **Adobe XD** with just over 15 percent market share. **Sketch** is third, but is steadily losing ground. The company has no plans to launch a Windows version, which effectively seals its fate.

Adobe purchased Figma for \$20 billion in September 2022, consolidating the design and prototyping space. Adobe has obviously invested heavily in the future of Figma. The company is well-known as a reliable technology partner with stellar support, frequent updates, and responsiveness to its customer base.



Self-reported usage statistics

Source
[Why would Adobe buy Figma for \\$20B?](#)
Gergely Orosz

Source
[Figma Vs Adobe XD : In-Depth Comparison](#)
6sense

Key Features and Strengths



Supports advanced drawing tools and reusable components, and real-time collaboration. Cloud-based nature and seamless collaboration.



Supports voice prototyping, auto-animate features, and repeat grid tool. Quick mockups, extensive assets, and Adobe integration.



Reusable components, plugins, and shared libraries for teams. Extensive plugin ecosystem.

Source

[The Top UX and UI Design Tools for 2023: A Comprehensive Guide](#)

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Use Cases



Create graphics, interactive prototypes, web sites, and more with real-time collaboration.



Create digital design and prototyping user interfaces and user experiences.



Create concept pages, icons, and other web elements.

Source

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Prototyping



Live and advanced prototyping
Multi-user live collaboration
Interactivity: 4/5
Ease of Use: 4/5



Basic and rapid prototyping
Limited collaboration
Interactivity: 4/5
Ease of Use: 2/5



Wireframes and static layouts
No real-time collaboration
Interactivity: 3/5
Ease of Use: 4/5

Source

[The Top UX and UI Design Tools for 2023: A Comprehensive Guide](#)

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Collaboration



Real-time collaboration with observation mode and version control. You can invite up to 500 collaborators to your files, 200 of which can edit them.



Team members can co-edit, see feedback, comment, and perform other team activities in real-time.



You can invite anyone with a valid Sketch account and compatible version of the Mac app to collaborate with you.

Source

[The Top UX and UI Design Tools for 2023: A Comprehensive Guide](#)

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“Must-Have” Rankings



Collaboration ●
Smart Symbols ●
Responsive Symbols ●
Dev Design Specs ●
Prototyping ●
Export Capabilities ●

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Source

[Adobe XD vs. Figma: Comparing Top Design Tools](#)

Tomas Urlikas

“Nice-to-Have” Rankings (1/2)



Screen Connections



Animation



Easy of Use / Learnability



Element Alignment



Comments



Mirroring



Screen Connections



Animation



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Source

[Adobe XD vs. Figma: Comparing Top Design Tools](#)

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“Nice-to-Have” Rankings (2/2)



Community & Integrations ●
Performance ●
Design Systems ●
Operating Systems ●
Style Duplication ●
Grid Repetition ●

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Annual Cost Per Editor



\$144

Professional

\$540 Organization
\$900 Enterprise

Source
[Pricing](https://www.figma.com/pricing)
www.figma.com



\$120

Individual

\$408 Business – Single App
\$960 Business – All Apps

Source
[Adobe XD Pricing](https://www.trustradius.com/adobe-xd-pricing)
www.trustradius.com



\$120

Standard

\$120 Mac (One-Time)
\$240 Business




Source
[Our Pricing](https://www.sketch.com/pricing)
www.sketch.com


Recommendation




Figma is the right tool for us.

The only other application that came close in terms of features and reputable support was Adobe XD, which has been discontinued as a standalone product as of June 22, 2023. This move indicates that Adobe is throwing its full attention to Figma, which will continue to improve and benefit from the company's considerable resources. It gets high marks in virtually every category, with admirable integration, collaboration, scalability, cost and support metrics.

Sketch's feature set is increasingly antiquated under the company's myopia and failure to innovate. Its user base continues to shrink. The remaining cadre of apps fall short on too many fronts to take seriously as enterprise-level solutions.

UI UX Design Tools	Features	Strengths	Use Cases
 Figma	Supports advanced drawing tools and reusable components, and real-time collaboration.	Cloud-based nature, seamless collaboration.	Create graphics, interactive prototypes, websites, and more with real-time collaboration.
 Adobe XD	Supports voice prototyping, auto-animate features, and repeat grid tool	Quick mockups, extensive asset, and integration with other Adobe tools.	Create digital design and prototyping user interfaces (UI) and user experiences (UX).
 Sketch	Reusable components, plugins, and shared libraries for teams.	Extensive plugin ecosystem.	Create concept pages, icons, and other web elements.

UI UX Tools	Prototyping Capabilities	Interactivity	Collaboration	Ease of Use
 Figma	Live and advanced prototyping	★★★★☆	Supports live edits and multiple users simultaneously.	★★★★☆
 Adobe XD	Basic and rapid prototyping	★★★★☆	Limited Collaboration	★★★☆☆
 Sketch	Good for creating wireframes and static design layouts.	★★★★☆	No real-time collaboration.	★★★★☆

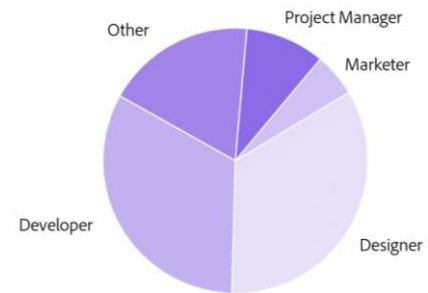
UI UX Design Tools	How Tools Facilitate Collaboration
 Figma	Figma provides real-time collaboration with observation mode and version control. You can invite up to 500 collaborators to your files (of which 200 can be editors).
 Adobe XD	Adobe XD allows team members to co-edit, see feedback and comment, and do other team activities in real-time.
 Sketch	Sketch allows you to invite anyone with a valid Sketch Account and a compatible version of the Mac app to collaborate with you.

Must have	Figma	Sketch	Adobe XD
Collaboration	4.5	2.25	4.5
Smart symbols	6	6	6
Responsive symbols	6	6	6
Design specs for developers	6	2	6
Prototyping	3.5	1.75	3.5
Export capabilities	3	3	3
Nice to have	Figma	Sketch	Adobe XD
Screen connections	3	0	1.5
Animation	2.5	0	2.5
Easy to use and learn	3	1	3
Align elements	3.75	3.75	3.75
Comments	4.5	2.25	4.5
Mirroring	3	1	3
Community and integrations	3	3	3
Pricing	0.5	1	1.5
Performance	2	2	3
Design Systems	4.5	0	2.25
Operating system support	4.5	2.25	4.5
Duplicate styles	1	1	1
Repeat grid	2.25	4.5	4.5
Sum:	66.5	42.75	67

Figma, Sketch, Adobe XD, and Framer X comparison

Point rules
0 - None, 1.5 - versioning, 3 - Real time collaboration
0 - None, 1 - Basic symbols, 2 - Overrides, 3 - full control of styles
0 - None, 1 - Basic directional pin point, 3 - Can control which part will expand and direction, auto resize depending on content.
0 - None, 1 - Basics specs, 3 - Able to download assets, devs can add tags
0 - None, 1 - Click through dummy, 2 - Screen management, session recording, voice control, gesture support, 3 - Interactive elements (video players, map, etc)
0 - None, 1.5 - Save to pdf, 3 - Import/export from other tools
0 - None, 1.5 - Ability to connect screens to show user flows, 3 - Different types of lines, ability to write on them
0 - None, 1 - Basic animation, 2 - Auto animate, 3 - If else type of scenarios building
0 - It doesn't make sense, 1 - Month and more, 2 - Couple of weeks, 3 - Can work instantly
0 - None, 1.5 - Smart snap, align to pixels, 3 - Smart layout, can rearrange elements and they automatically snaps to place then moved
0 - No comments, 1.5 - You can leave and reply a comment, 3 - Can solve, assign comments, tags
0 - No mirror, 1 - Can mirror on iPhones, 2 - Can mirror on any phone or tablet, 3 - Can be used for usability testing, no header or other elements on top
0 - No plugins availability, 1 - Small set of integrations, 2 - Growing community, 3 - huge community, plenty of plugins and integrations

Point system for The Design Tool Feature Comparison



Pie Chart Source
[Figma userbase extends across the product design process](#)
 Tanay Jaipuria