Working outside the box*

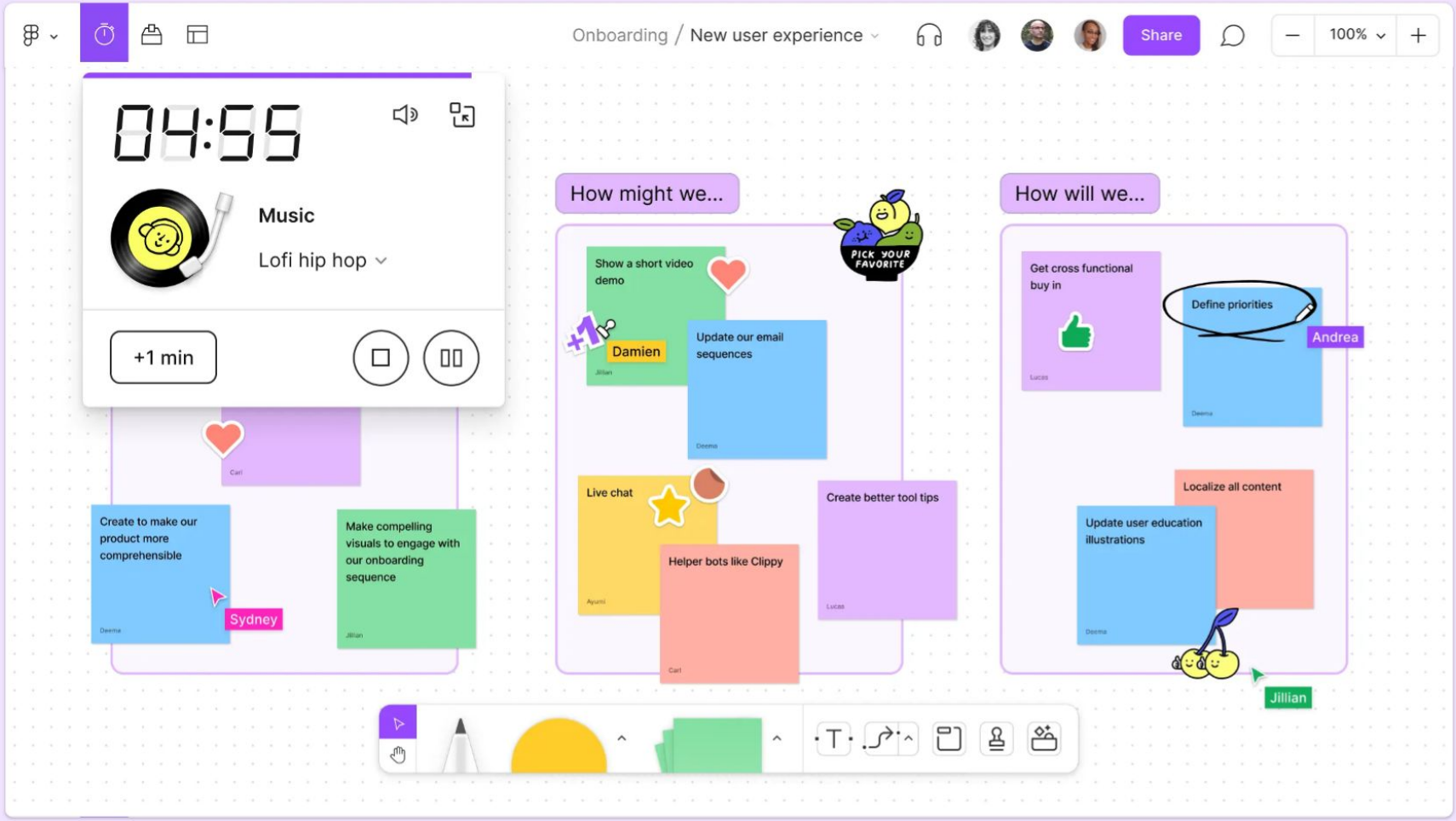
The road to “FigJam AI”

Michael Bullington
Software Engineer, Figma

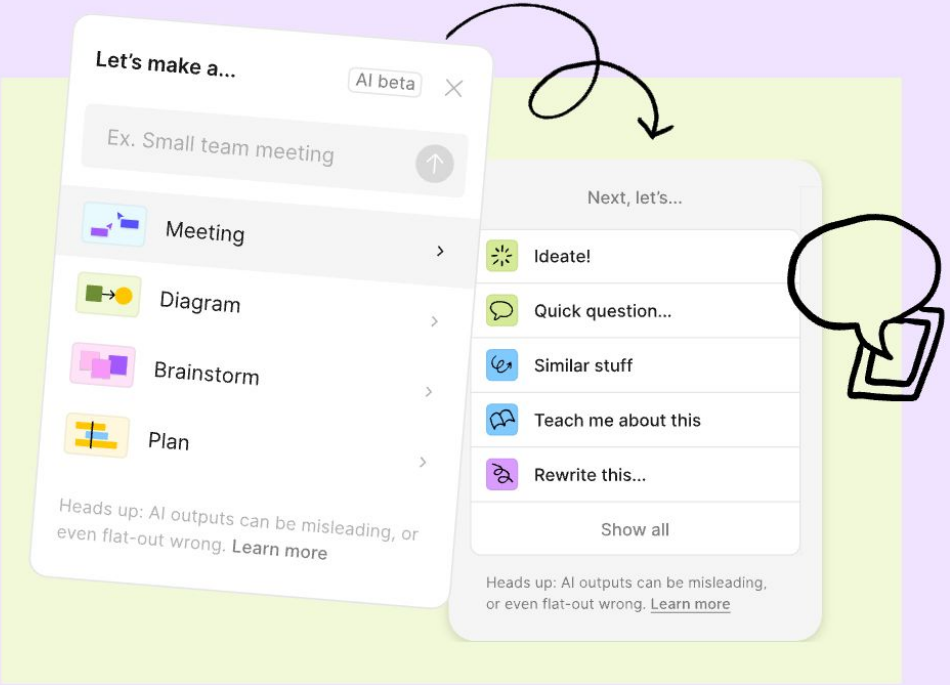
Dan Mejia
Engineering Manager, Figma

Other tools

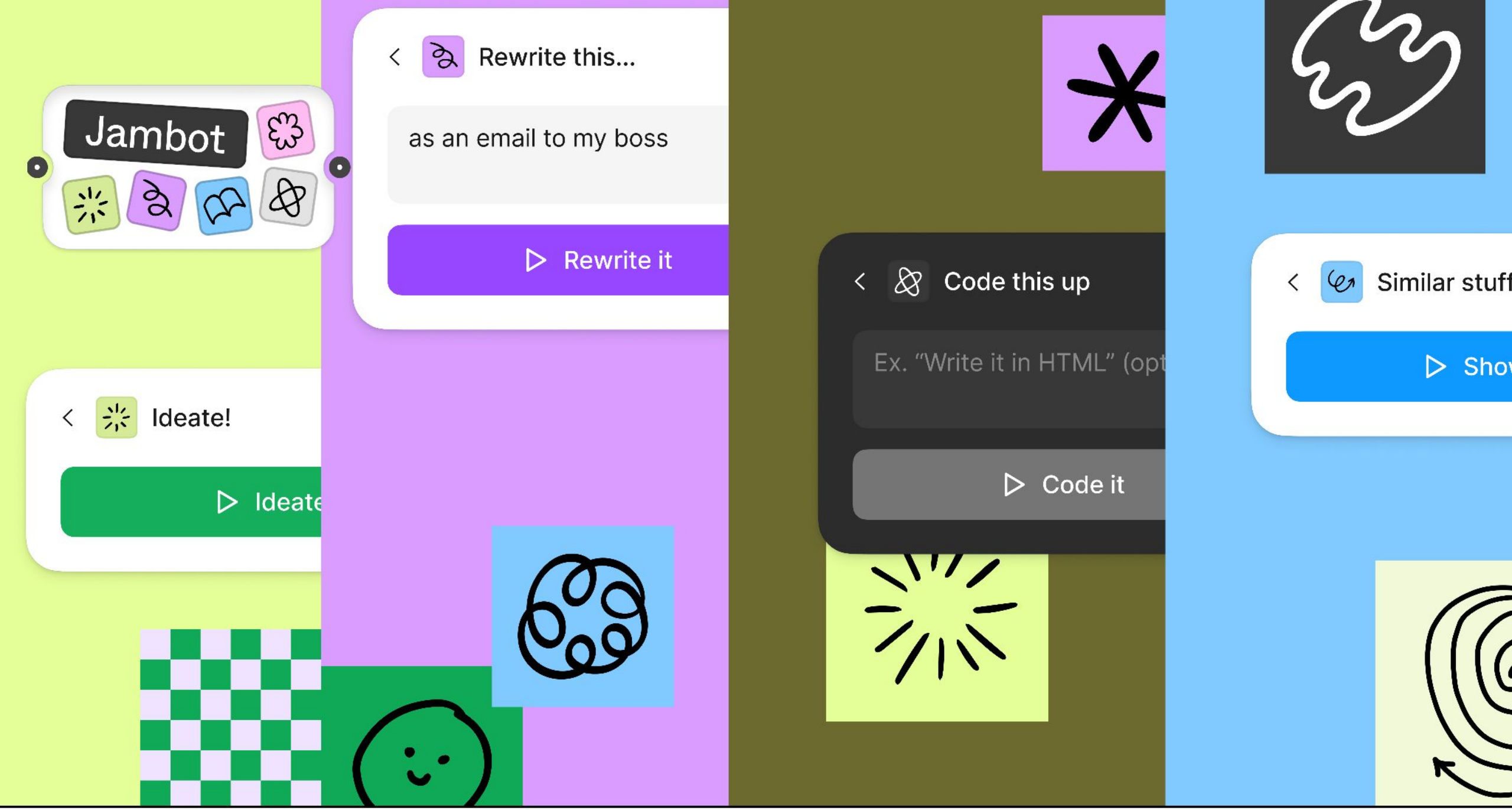
FigJam



Early AI hackathon



Later became AI Generate & Jambot.


Jambot
Rewrite this...
as an email to my boss
Rewrite it
Ideate!
Ideate
Code this up
Ex. “Write it in HTML” (opt
Code it
Similar stuff
Sho

Next, let's...

- Ideate!
- Quick question...
- Similar stuff
- Teach me about this
- Rewrite this...

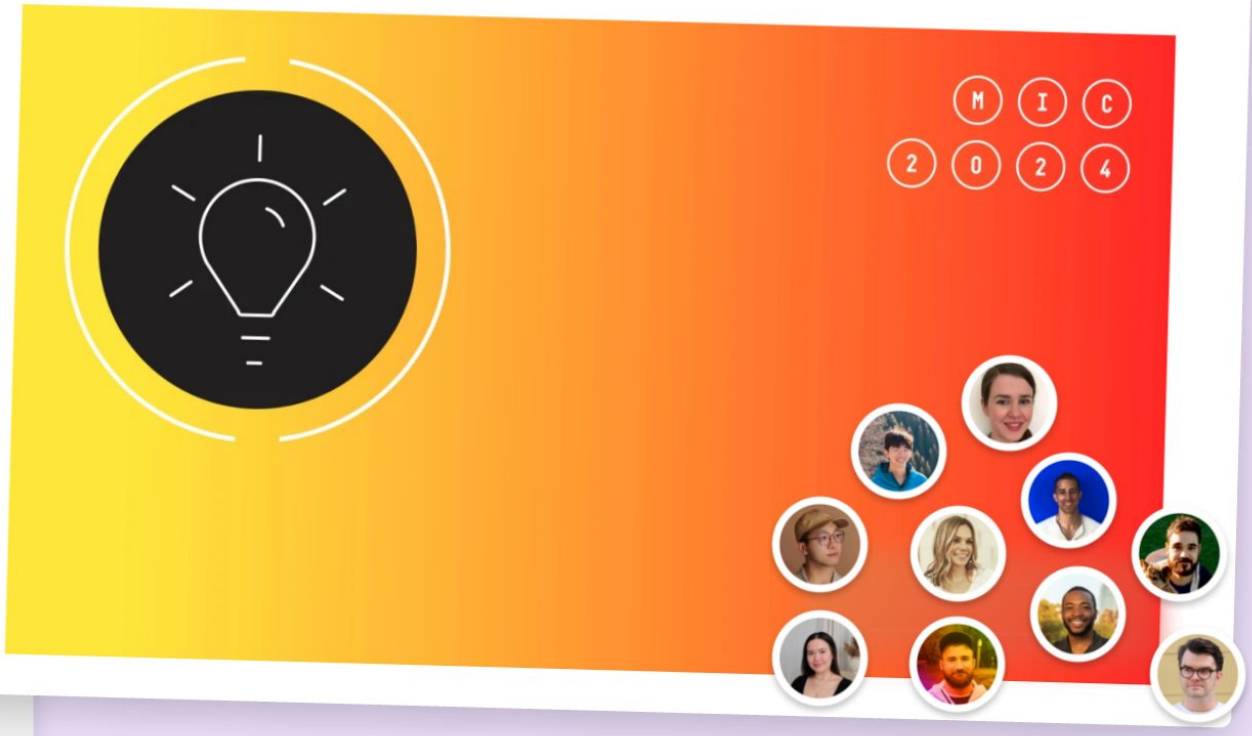
Show all

Heads up: AI outputs can be misleading, or even flat-out wrong. Learn more

03-19-24 | MOST INNOVATIVE COMPANIES 2024

How Figma is making meetings more collaborative and fun

For boosting creativity and digital collaboration, Figma is one of Fast Company's Most Innovative Companies in applied AI.



1 Exploration

2 Challenges

3 Learnings

Pretty empty, right?

(this is the empty canvas problem)

Can we use LLMs to help users get started?

Generating content from a prompt

Providing variations

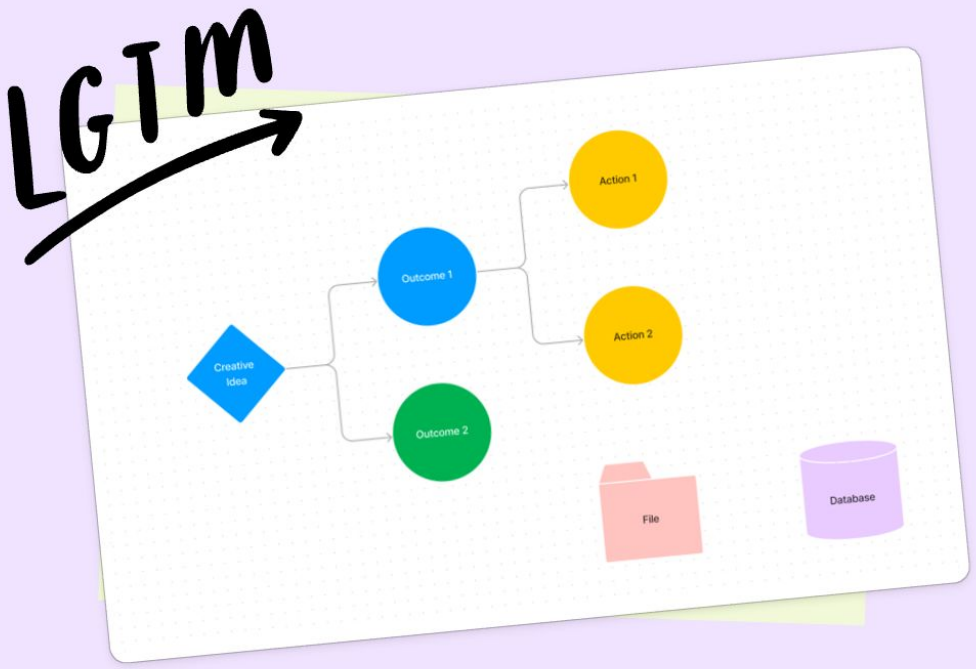
Extrapolating content

We did it... in 2 days.

DEMO TIME

FigJam magic templates

Four weeks later...



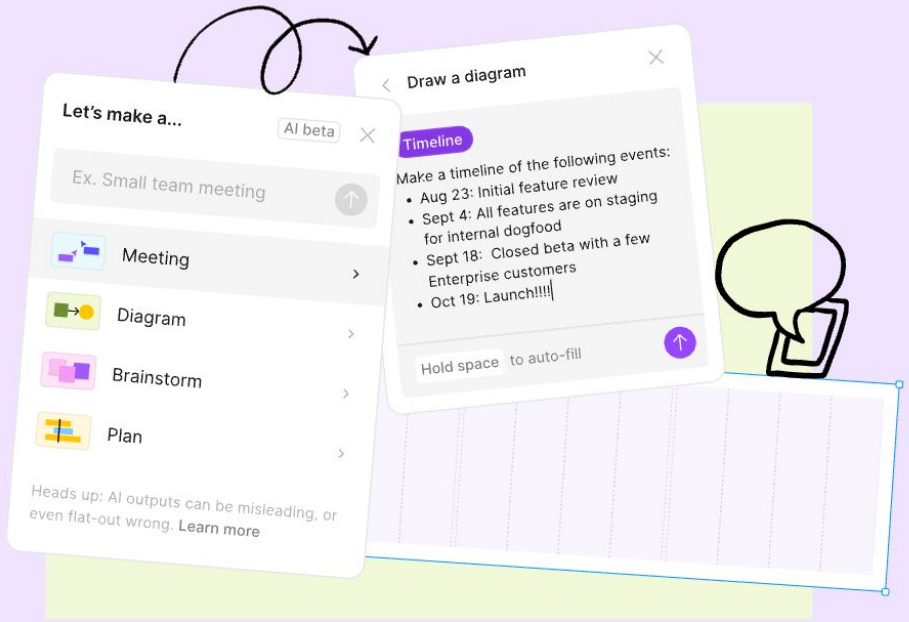
Generate diagrams using Mermaid.js

Do basic transformations

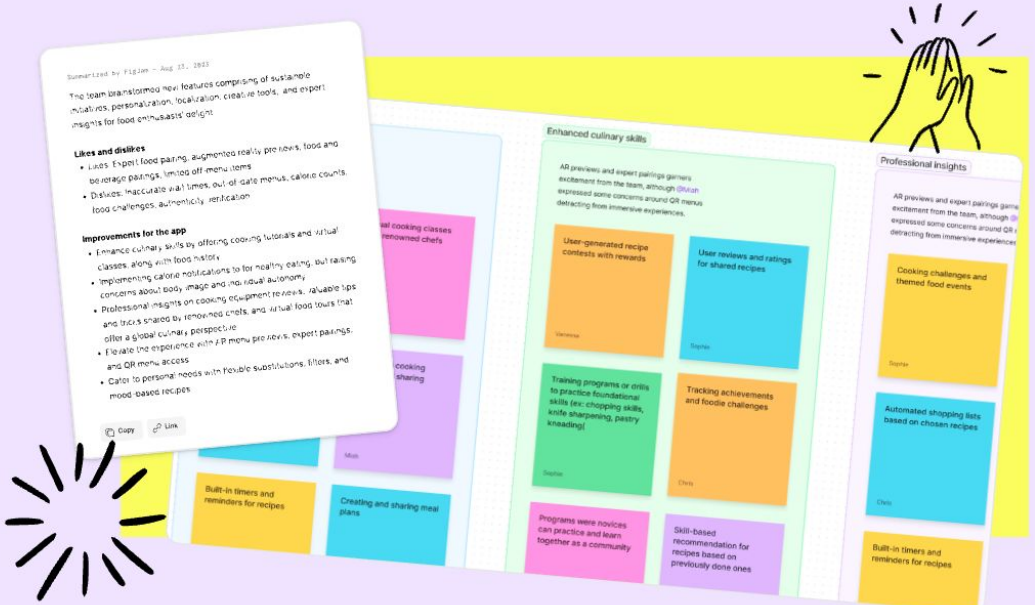
Off to the races!

We greenlit Prompt→Board,
and Prompt→Diagram.

FigJam's "Go big with AI" moment



Generate a template from text to get started in seconds.



Sort and summarize your ideas to figure out next steps faster.

Reality check

About this template

30-minute design critique

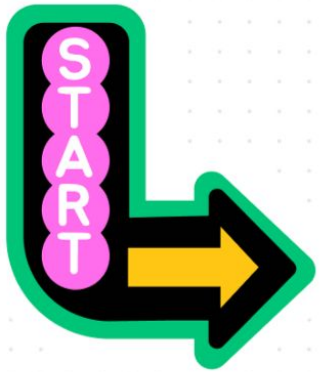
Structured feedback for your design process

GOOD FOR...

- Getting feedback on design decisions
- Discussing and exploring design ideas

PEOPLE...

- Best with a team of 3 & above



Design

Context

Background

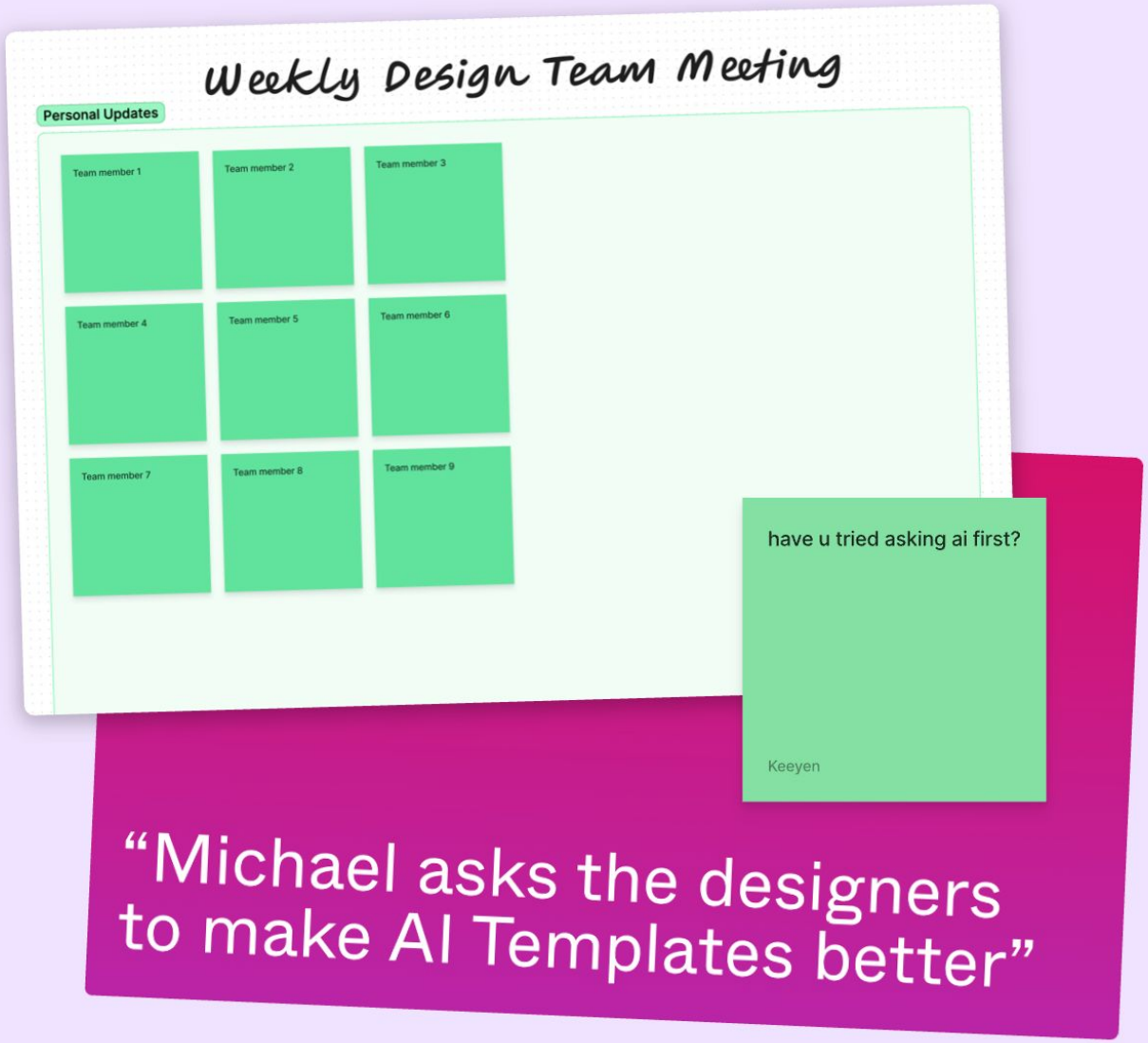
Provide some conte

Progress was non-linear.

1. Templates felt uninspiring.

2. Costs seemed prohibitive.

3. They took 40sec to load!



Fuzzy quality expectations, hallucinations, even—

“sticky monsters.”

We needed to change our strategy.

Cost, Speed, and Output quality

1 Exploration

2 Challenges

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1. Cost
2. Speed
3. Output quality

Too high

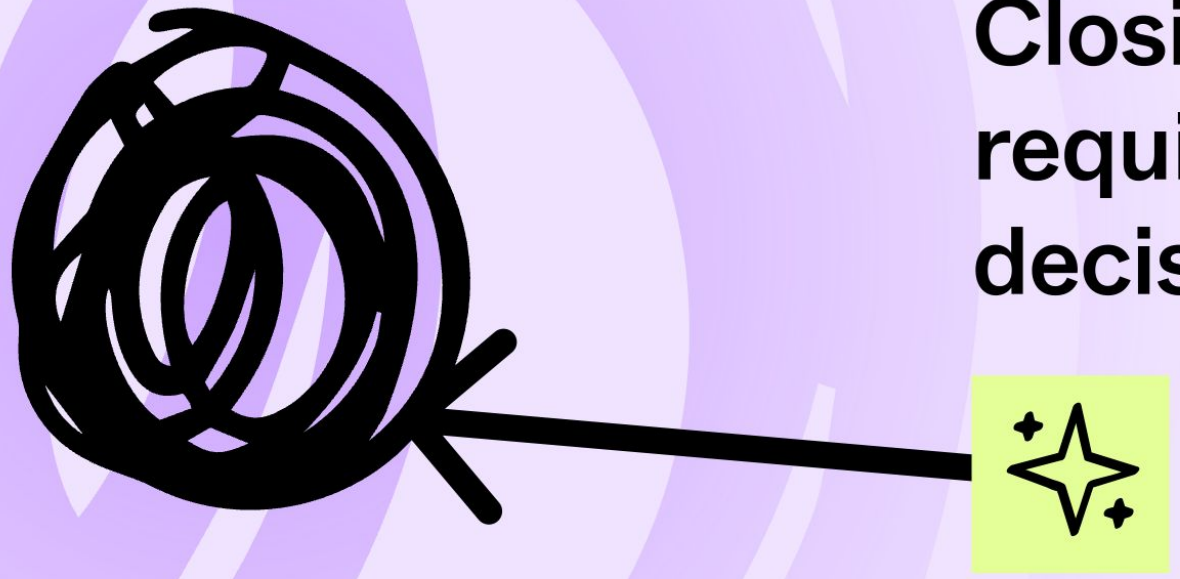
Cost of one template

40s

Response time

Is your problem “in-distribution”?

Templates are way out here—not seen before by GPT.



Closing this gap requires product decisions.

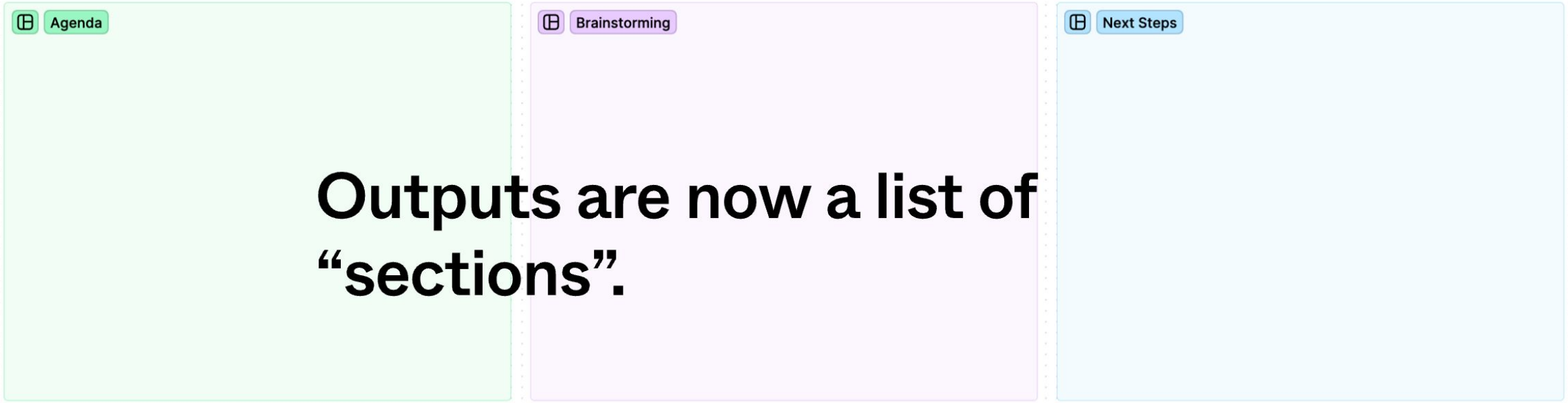
"Trade-off the "generalized" version of our problem. Focus on a few key use-cases."

Wise words from Albert, our PM.

FigJam AI, a template generator for ~~everything~~

For **weekly meetings**, **team retros**, and **brainstorms.**

BRAINSTORMING SESSION



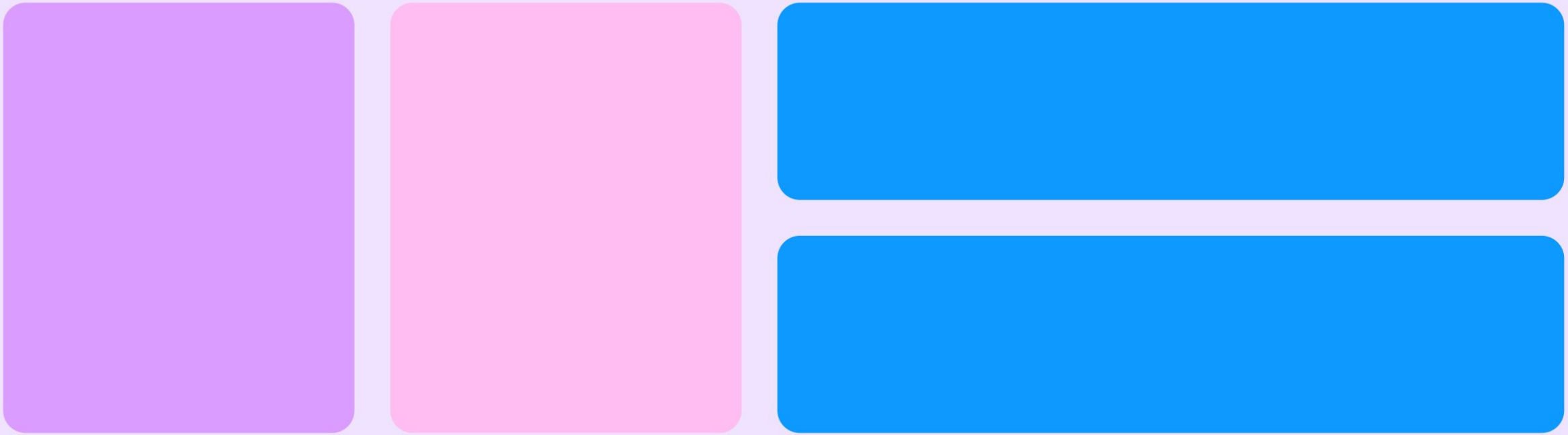
Outputs are now a list of “sections”.

Cost

Before

One long, GPT 4 prompt

After

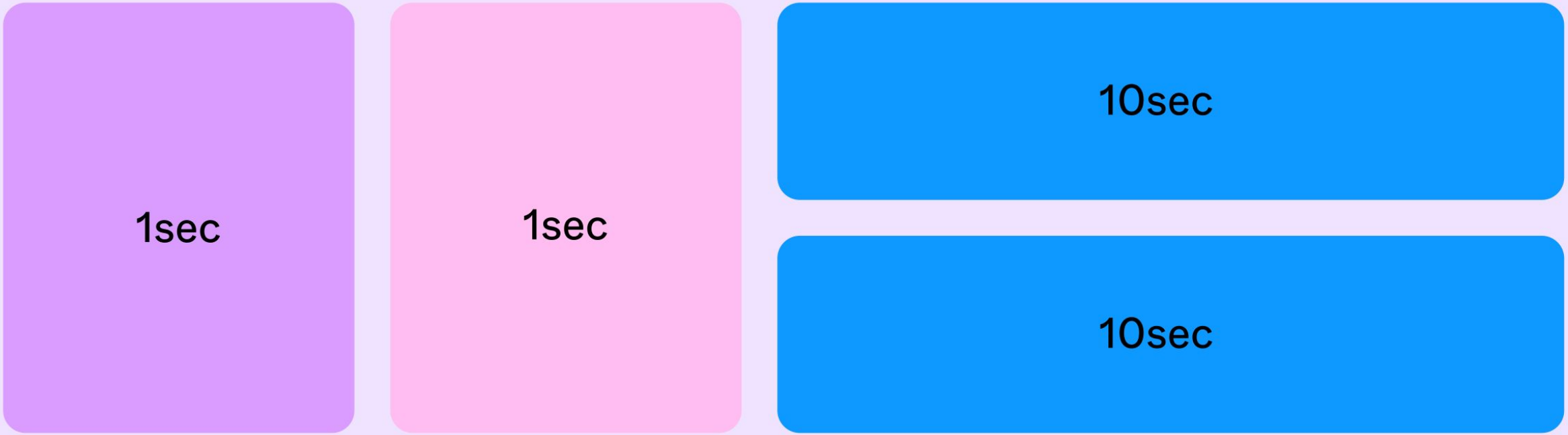


Prompt chain using smaller GPT model

This change used *more tokens*,
but was 5x cheaper!

Speed

Parallelizing sections

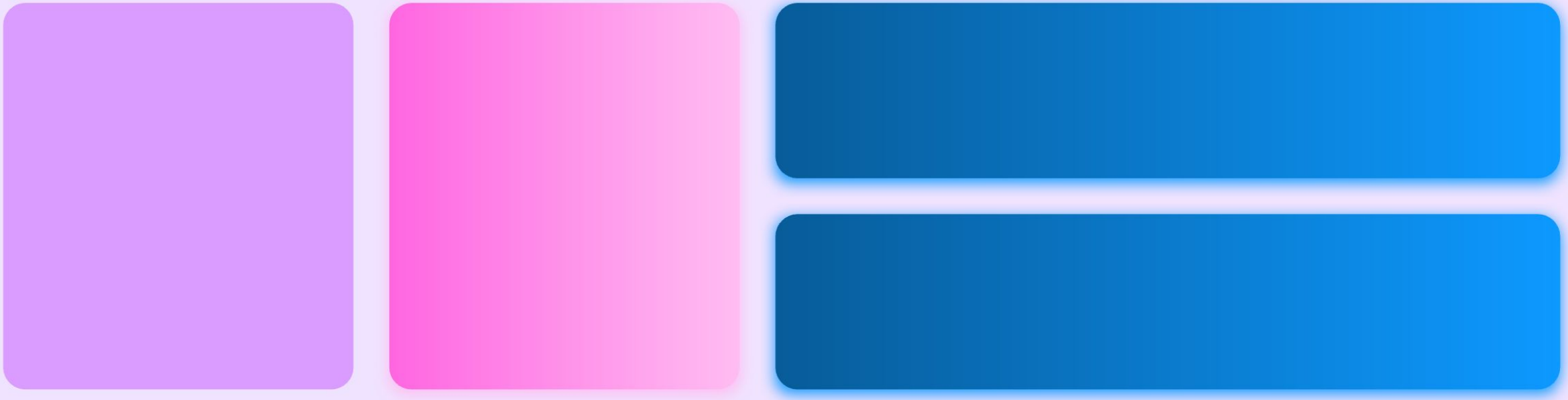


40sec

15sec

Streaming

User starts seeing content as soon as first pass finishes.

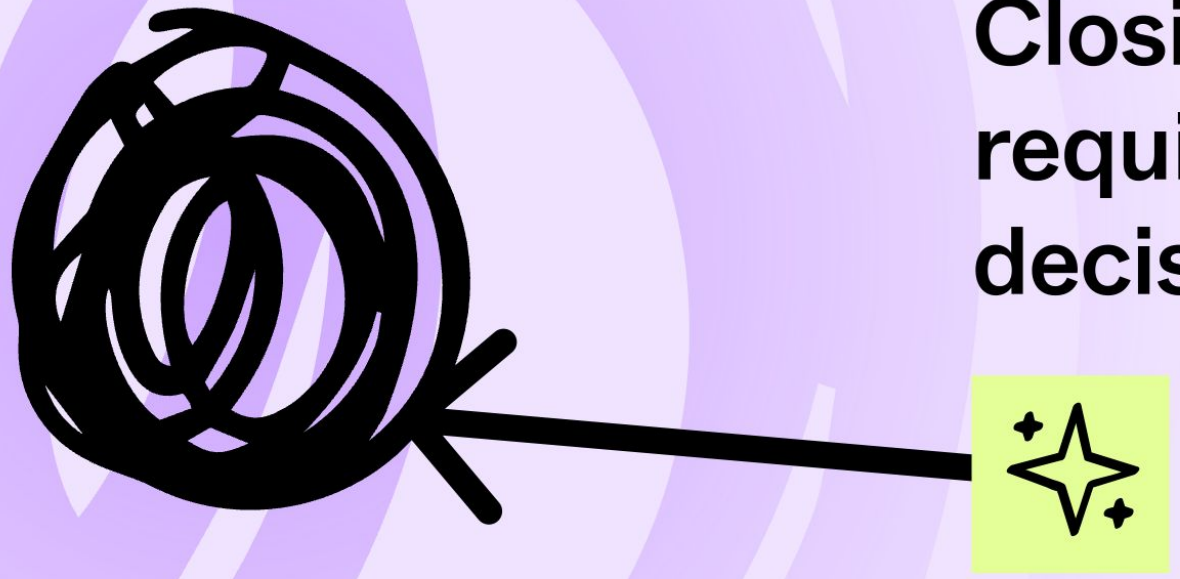


15sec

1sec

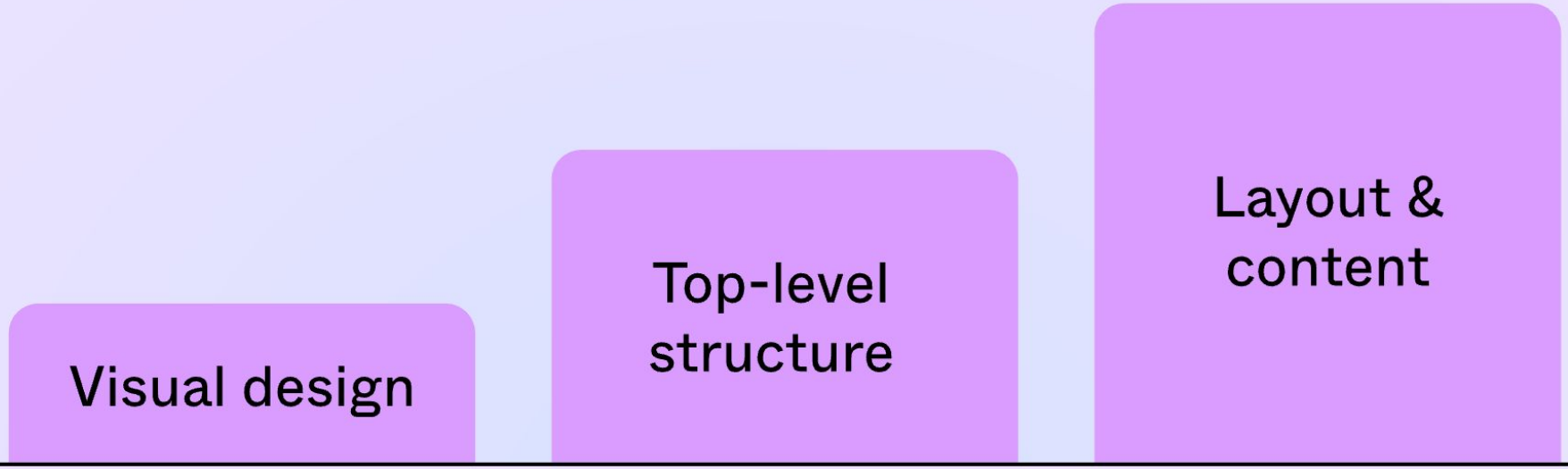
To start seeing content

Output quality



Closing this gap requires product decisions.

Define what quality ♡ means for your team...



Evaluation criteria

Specific prompts

	Structural Relevance	Layout	Visual Quality	*Content* Relevance
Meetings				
Weekly sync on project progress	C	B	B	D
Weekly sync for a large product team	B	B	B	C
Team retrospective for the last quarter	B	B	B	C
1:1 that happens weekly	C	B	B	C
1:1 with a design partner	C	B	B	C
Brainstorm				
Brainstorm for new project ideas	B	B	B	C
Brainstorm for launch messaging	B	B	B	B
Plan				
Plan for a quarterly roadmap	B	B	B	C
Plan for team goals and projects	C	B	B	B
Plan for a product review	D	B	B	C

Example evaluation for AI generate

Fake things when you know best.

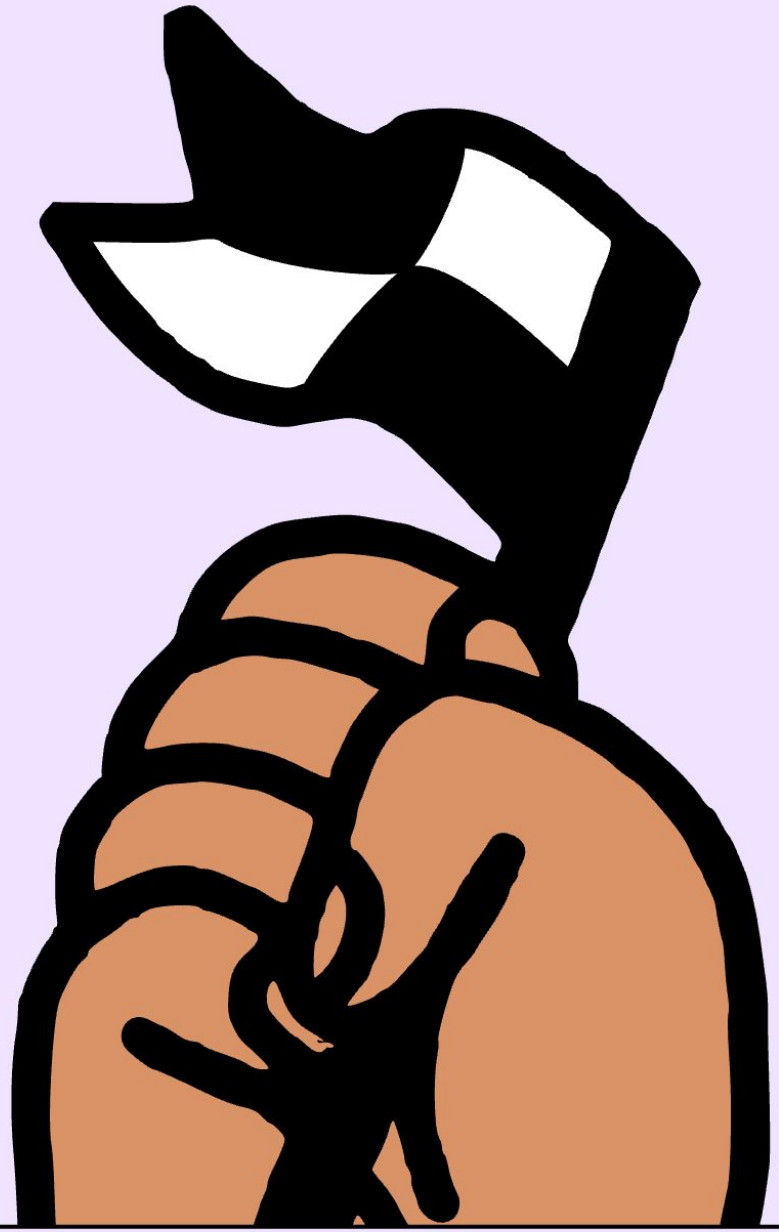
~~Colors~~

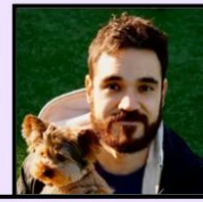
Canned color options

~~Spacing~~

Based on size of children

Now, make it real! *

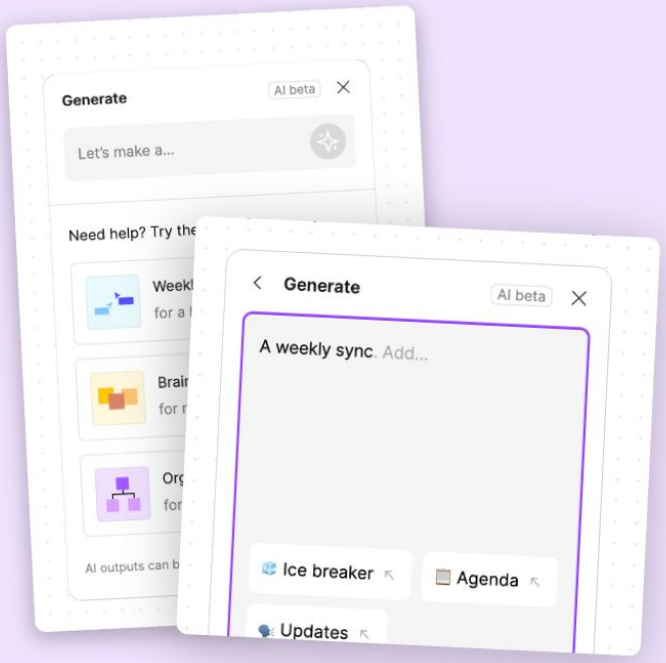


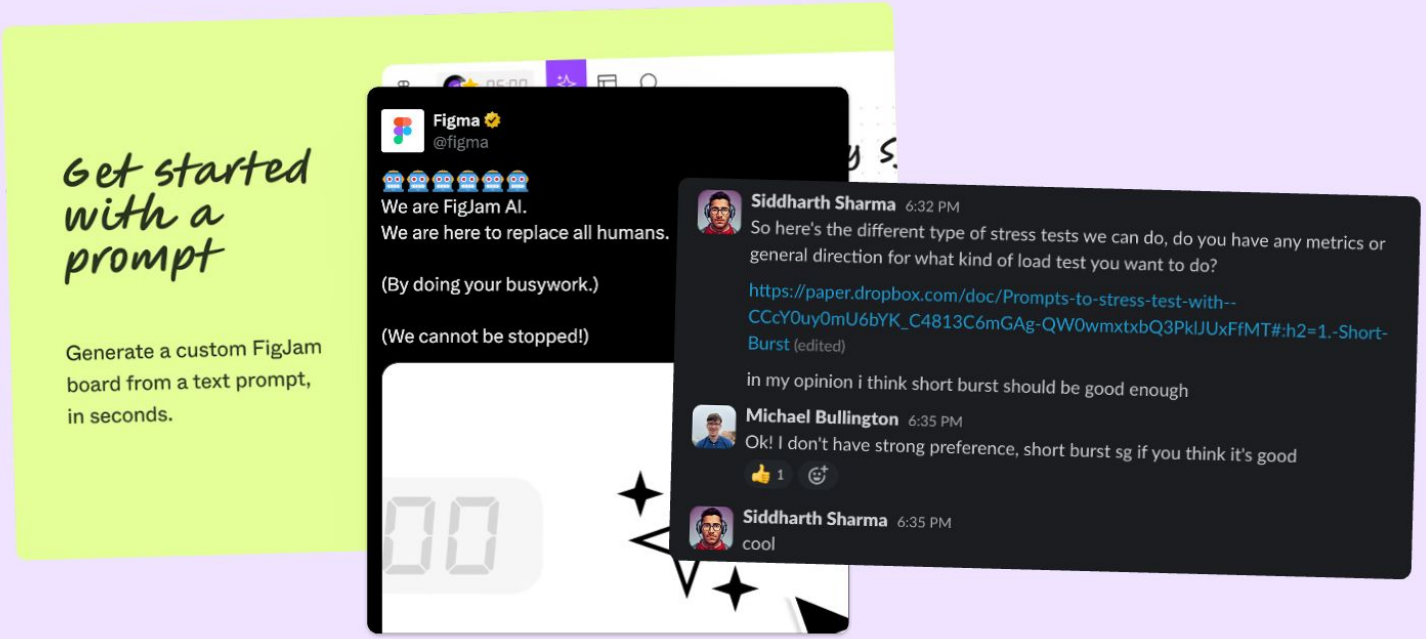


Get the fundamentals right.

This will up-level any AI features you add to your product.

On top of our usual quality & polish.





Fundamental UI work, delightful interactions

Crafting a narrative with our GTM team, updating Help Center articles

Stress testing, setting up backend services

PRODUCT TRACK

Yuhki Yamashita (CPO Figma): Inside How Figma Built FigJam AI

Plus how PMs can work with designers and how to balance new and power user needs

PETER YANG
NOV 08, 2023 · PAID

AI

Figma sweetens FigJam whiteboard tool with new AI features

Ron Miller @ron_miller / 12:00 PM EST • November 7, 2023

Comment

The Verge / Tech / Reviews / Science / Enter

CREATORS TECH

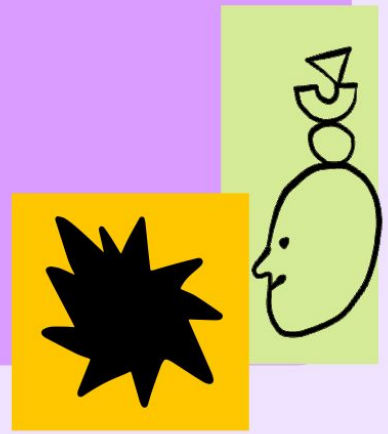
Figma introduces FigJam AI to s
designers from boring planning
FigJam AI is available now in open be
currently free' for all customer tiers.

By Jess Weatherbed, a news writer focused on creative industries, computing, and intern
writer at TechRadar, covering news and hardware reviews.

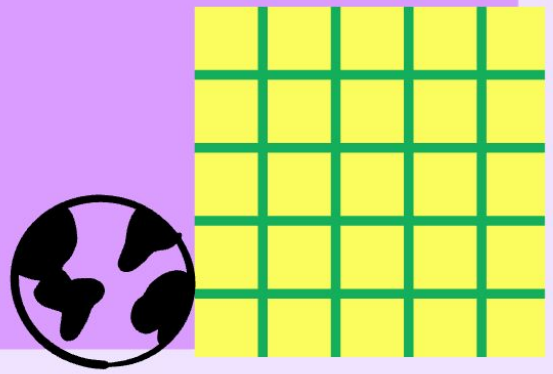
Bloomberg

We launched in beta!

AI Generate users use their outputs for **much longer** than templates.



AI Generate users **share their artifacts** with more people.



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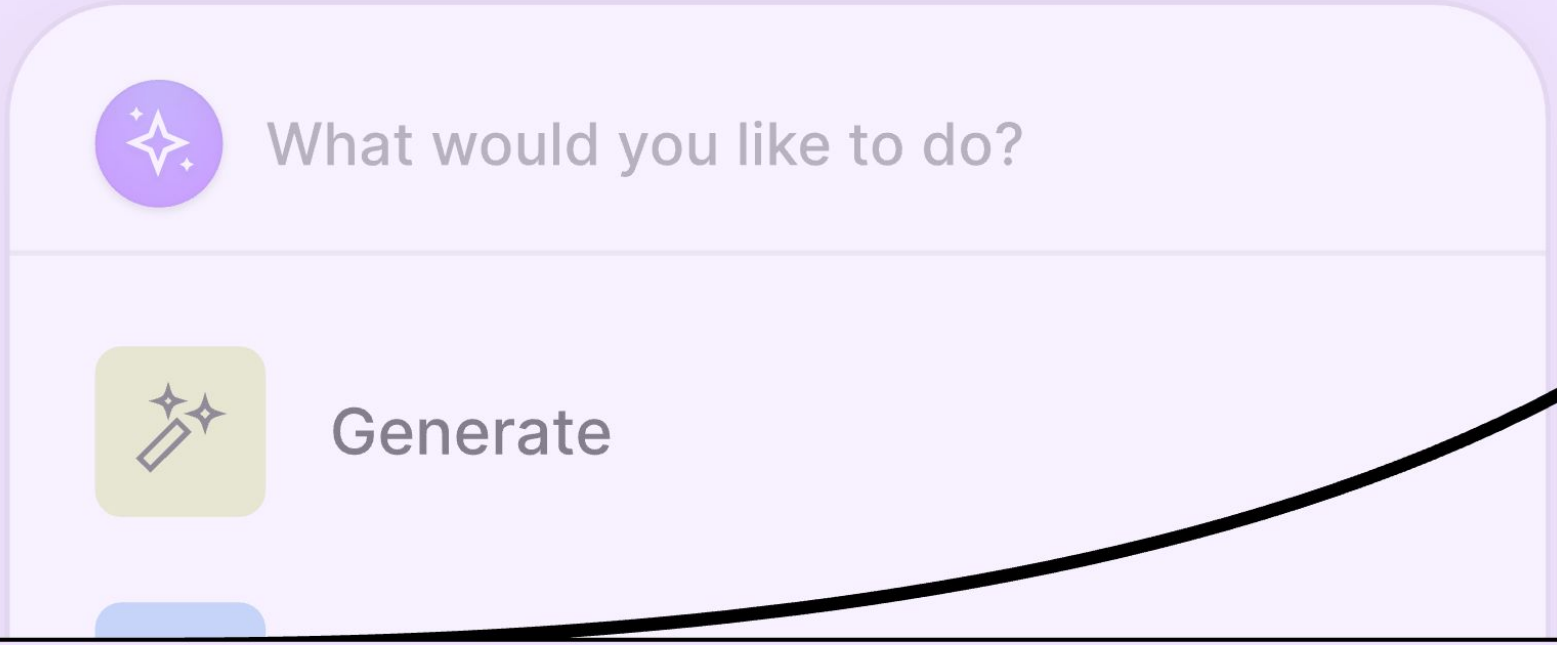
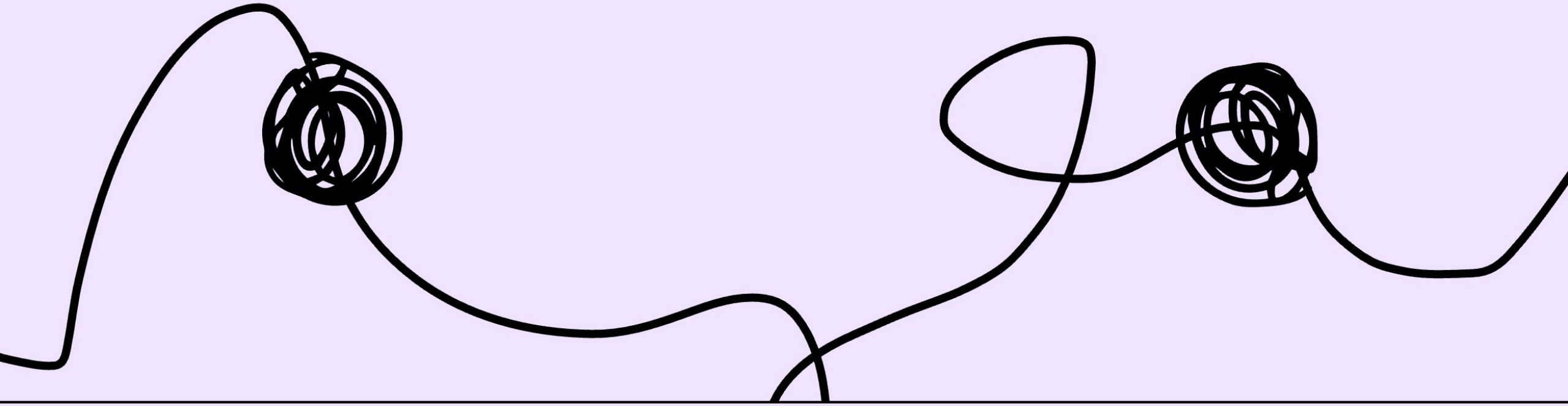
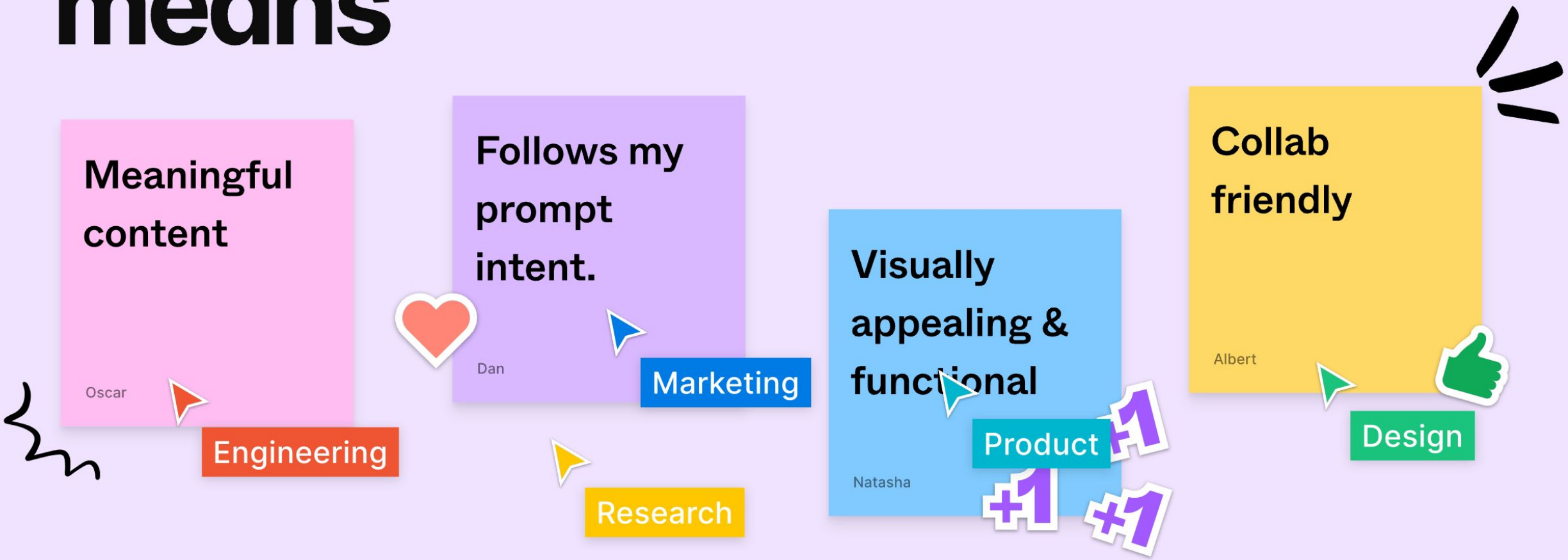
Tech explorations—meet user value



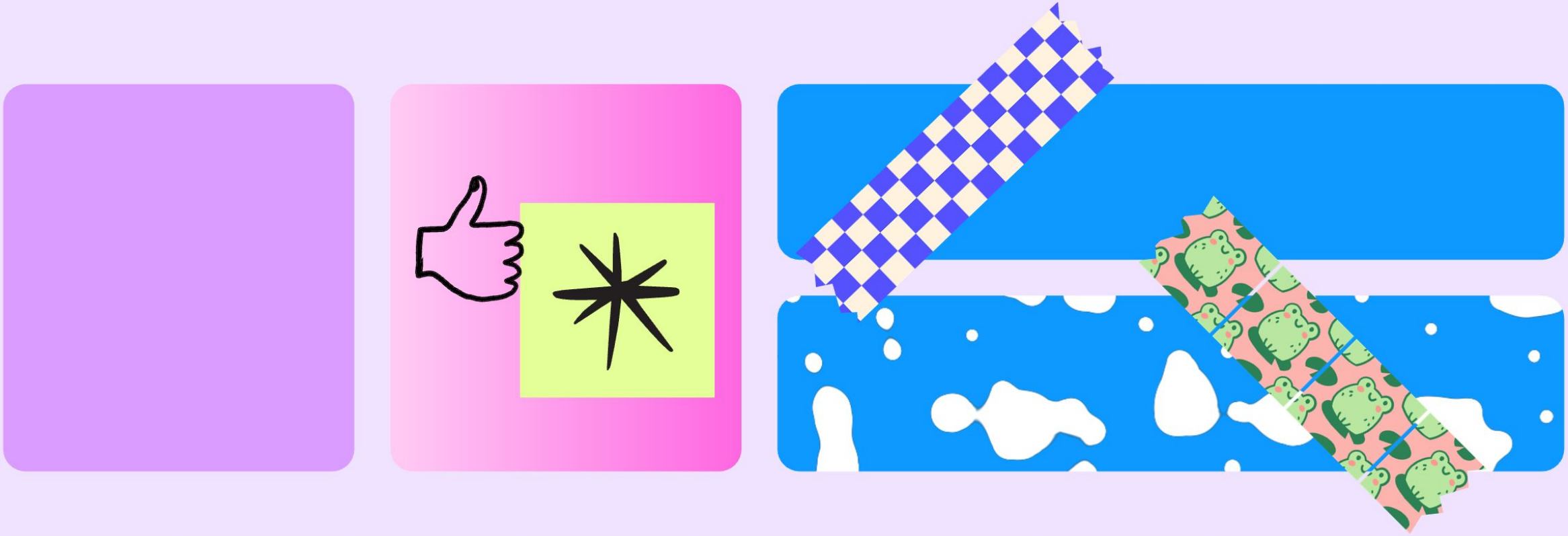
Be careful extrapolating early progress



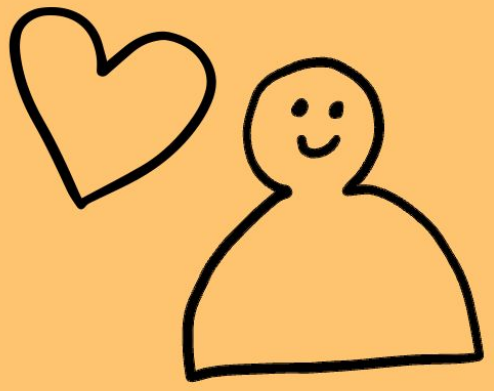
Dig into what “better” really means



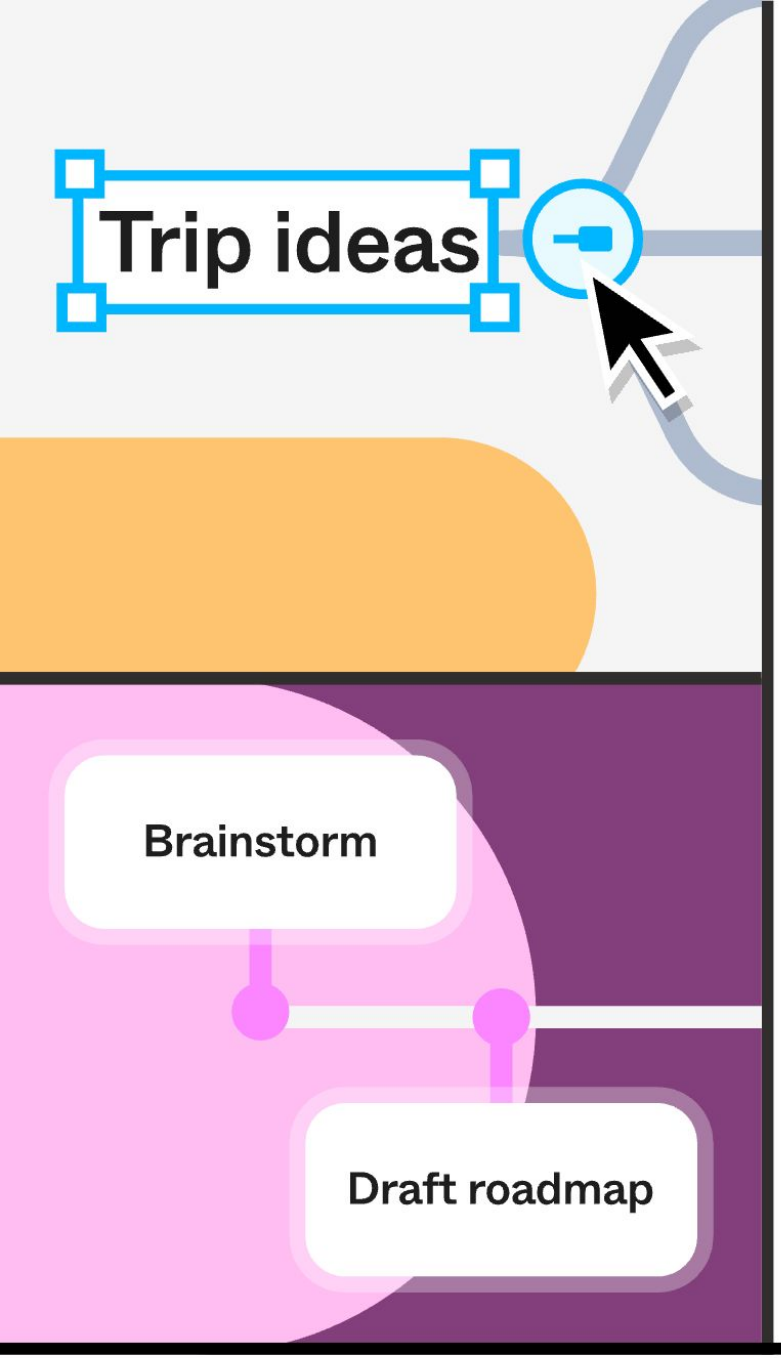
Break problem up and “cheat”



Play, learn, and stay optimistic!



NOTHING GREAT IS MADE ALONE™



Mind maps and timelines—

now powered by FigJam AI

June 26–27
2024

figma.com/figjam