CASE STUDY

DESIGNPRO – AI DESIGN REVIEW

Overview

DesignPro, serves as a Copilot for design tasks, streamlining work in Figma and FigJam through AI. It transforms comments, notes, documents, messages, and video calls into actionable tasks and provides valuable feedback on UI designs using AI models trained on best practices frameworks like NNG, IDEO, and Refactoring UI. This revolutionary tool enhances the design audit and review process by converting unstructured feedback into streamlined tasks and offering unbiased, AI-generated feedback instantly.

Customer

DesignPro, USA

Country: USA

Industry: B2B & B2C

Customer Size: 500-1000

Publish Date: 09/06/2024

Problem Statement

Design audit and review processes often suffer from inefficiencies due to unstructured feedback spread across multiple channels such as Slack, Google Notes, Figma comments, and Zoom/Loom transcripts. The challenge was to consolidate this scattered feedback into actionable tasks and provide immediate, constructive UI design feedback based on established best practices, ensuring consistency and efficiency in the design process.

Technical Solution

Our primary focus during the development of DesignPro was on the AI aspects of the product. We began by automating the collection of unstructured data from diverse sources containing user and stakeholder feedback, including Slack comment threads, Google Notes, Figma file comments, Zoom/Loom meeting transcripts, and more. Once all the data sources were consolidated, we performed prompt enrichments for each source in the given context, creating relevant design feedback tasks within the Linear App.

After enriching the prompts and organizing the data sources, we handed over the pipeline to the production team to integrate it seamlessly into the DesignPro platform. The second area of focus involved building AI agents trained on UI frameworks such as NNG, IDEO, and Refactoring UI. These agents generate insightful feedback on designs present in Figma, enhancing the overall efficiency and effectiveness of the design process.

Results

DesignPro revolutionized the design audit and review process by transforming it from unstructured to streamlined, converting feedback into linear tasks. The implementation of AI-generated, unbiased feedback for UI designs ensured instantaneous task generation and feedback without delays. This significant improvement not only enhanced the efficiency of the design process but also ensured adherence to best practices in UI design. DesignPro has been successfully utilized in both Business to Business (B2B) and Business to Customer (B2C) contexts, demonstrating its versatility and effectiveness in various scenarios.

Technologies

- OpenAI GPT-3.5
- OpenAI GPT-4
- Figma
- Python
- Bitbucket

Domains

- Generative AI
- Natural Language Processing (NLP)
- Natural Language Generation (NLG)
- Website Design Feedback
- Automated Task Generation