Figma’s AI app building tool is now available for everyone

While Figma initially launched it in beta for “Full Seat” users — the subscription tier required to unlock all of Figma’s design products — Figma Make can now be accessed by all Figma users, with limitations in place depending on the user’s subscription plan. The ability to publish designs created by Figma Make, which is currently still in beta, will be restricted to users with Full Seat access. Users on View, Collab, Dev, and free Starter Seat plans will be limited to experimenting with Figma Make in their personal drafts. That means that all users can at least try a demo of Figma Make, but actually doing anything with those creations will require moving to the full access subscription tier.

One advantage that Figma Make notably has over similar app builder coding tools is the ability to include design references. Users can upload an image or Figma design into the tool alongside the description of what they want it to create — an animated music player, for example — to guide how the final results should look. Individual elements like text formatting and font style can then also be adjusted using additional AI prompts or edited manually.

Figma Make is leaving beta alongside other Figma features like the Make and Edit image tool that uses generative AI to create or manipulate images based on text descriptions, and the resolution boosting feature that can be used to improve low-quality images.

Figma is also introducing a new AI credit system that gives users a set number of credits that can be exchanged for using the platform’s AI tools, with allocations based on paid

membership tiers. Figma says that View, Collab, and Dev Seat users can use AI features with lower credit limits, “that are subject to change,” while Full Seat users will have unlimited access…for now.

“AI credits are intended to easily cover day-to-day needs for Full seats, but for power users who may need more, team admins will be able to buy additional credits later this year,” Figma said in its announcement. “Until then, we won’t be strictly enforcing credit limits for Full seats.”

https://www.theverge.com/news/712995/figma-make-ai-general-availability-announcement