UI / UX

Case Study Toolkit.

Research & Discovery

- **Perplexity AI**
  AI-powered search for market and desk research.
- **Gummy Search**
  Helps analyze Reddit for insights and categorized findings.
- **Semrush**
  Competitive benchmarking, sentiment analysis, and SEO research.
- **Statista**
  Industry reports and data-driven insights.
- **Google Trends Predictions**
  AI-powered trend forecasting.
- **Otter.ai**
  Real-time AI-powered transcription tool for interviews.
- **Lookback**
  User interviews with remote collaboration features.
- **Genway**
  AI-powered tool for analyzing interview data.

Research Synthesis & Ideation

- **Notably**
  AI-assisted research synthesis and insight generation.
- **Miro & Miro AI**
  Online whiteboard with AI-powered brainstorming, flowcharts, and pattern recognition.
- **Claude AI**
  AI tool for generating user journey maps, personas, and flows.
- **NotebookLM (Google)**
  AI-powered research tool for analyzing personal datasets.

User Personas & Storyboarding

- **Vision Storyboard Toolkit (Figma)**
  Helps create user storyboards.
- **Notion Avatar Creator (Figma)**
  Tool for generating user avatars.
- **Playful Avatar Creator (Figma)**
  Custom character avatars for personas.
- **Free Vector Avatars Library (Figma)**
  Library of vector avatars.
- **EmojiDB**
  Comprehensive emoji database for adding emotions to UI/UX elements.

Wireframing & UI Design

- **Balsamiq Wireframe**
  Simple wireframing tool (not AI-powered).
- **UX Pilot AI**
  AI-powered wireframing, high-fidelity UI design, and design system assistance.
- **Creatie**
  AI-generated UI ideas and inspiration.
- **Visily.ai**
  AI-powered wireframing and UI prototyping.
- **Uizard**
  AI-powered UI and prototype generator.

Prototyping & Interactions

- **Framer**
  High-end prototyping with many integrations.
- **Play**
  Advanced prototyping with native iOS interactions.
- **ProtoPie**
  High-fidelity prototyping tool with interaction design capabilities.
- **Napkin AI**
  AI-powered concept sketching and prototyping.
- **Google AI Studio**
  AI tool for streaming your screen and getting real-time feedback.

Animation & Micro-Interactions

- **Jitter**
  Motion design and animation tool for UI elements.
- **Rive**
  Advanced interactive animations, especially for state-based UI.
- **LottieFiles**
  Library of pre-made animations for UI/UX projects.

Usability Testing & Validation

- **Maze**
  Unmoderated usability testing for product validation.
- **Attention Insight**
  AI-powered heatmap prediction tool.

UI Assets & Mockups

- **Visual Electric**
  AI-powered visual asset generator.
- **Adobe Illustrator AI**
  AI-powered vector illustration tool.
- **Photoshop AI**
  AI-powered image editing and mockup creation.
- **Rotato**
  3D mockup creation for UI projects.
- **Mockup Studio**
  UI mockup generator for realistic previews.

Content & Microcopy

- **Notion**
  Content organization and documentation.
- **Jasper.ai**
  AI-generated microcopy and UX writing.

Development & Handoff

- **Bolt.new**
  No-code and low-code app prototyping.
- **Templelab**
  AI-powered development tool.
- **Lovable**
  AI-based app-building platform.
- **Replit**
  Cloud-based coding and development platform.
- **Windsurf**
  AI-powered development workflow tool.
- **Cursor**
  AI-powered coding assistant.
- **Lexica.art**
  AI-generated visuals for UI assets.