

2023 Design Tools Survey - Data readme

Introduction

Thanks for downloading the 2023 Design Tools Survey Results! Before jumping into the data, reading this guide may be helpful for drawing accurate conclusions from the data:

- Keep in mind that the respondents of this survey *do not* represent a random sample. Most of the respondents self-selected into the survey through popular social media and design news channels. Designers who are aren't as social media-active were likely missed in this sample.
- Typos, misspellings, and letter casing can cause slight irregularities in the data. If you find numbers to be slightly off, it's likely that one of us missed the lowercase alternative of a word or excluded responses that use spaces (ex: zeroheight/Zeroheight, UXPin/UX Pin, Dovetail/Dove tail).
- The comments at the very end of the survey may be most insightful to companies who create design tools. Respondents often leave their unfiltered thoughts on the state of the industry. We don't alter these in any way, except to remove any personal information.
- Have ideas about how to improve the survey, or the analysis? Let us know at team@uxtools.co.

New additions

- This year we added a series of questions around AI usage, as well as two new questions for each tool category:
 - Are you using AI within any of the tools you selected for [this category]? (Multiple choice)
 - (If yes) How are you using AI for [this category], and for which tools? (Open text)

How do you work with sponsors?

Sponsors have absolutely no involvement with the planning or creation of the survey. They do not receive any special treatment when gathering responses (all tools are listed alphabetically). All sponsors support the free and open distribution of the raw Design Tools Survey dataset.

Sponsors utilize the Design Tools Survey as a way to support the design tools community, provide funds for UX Tools to continue creating content, and to raise brand awareness.

Interested in being a sponsor? Reach out to team@uxtools.co. We have lots of sponsorship opportunities, and would love to help you accomplish your goals!

How are ratings measured?

Ratings are measured on a scale of 1–5 and only apply the responses for “primary” tools.

We've tried several different approaches to fairly presenting ratings over the years. We do our best to present the data fairly and in a way that empowers designers to understand the industry and find the tools that are best for them.

This year, we have divided ratings into two categories: "Highly rated" and "New and noteworthy". A highly rated tool must be used by at least 3% of respondents, or about 100 people. "New and noteworthy" ratings are for all other tools that don't meet this criteria.

Ratings can be easily manipulated (especially for less popular tools) when, for example, a company asks all their employees to fill out the survey and give their product a high rating. We think our approach allows designers to fairly interpret the data for themselves.

If you have suggestions, we would love to hear them!

Survey outline

The CSV included with this download lists the questions in the same order and language they were presented to respondents. All identifying information (except for country) has been removed.

That's all for this year! We look forward to seeing you again next year.