FEEDBACK

FEEDBACK REQUIREMENTS

Clear & Specific
Everyone knows exactly what you are providing feedback about

Concise
Get to your point, no feedback sandwiches

Constructive
Promotes improvement and development

Actionable
Provides clear next steps

Timely
Feedback is provided when it is relevant and useful to the project

"I like it."

CLEAR ❌

CONCISE ✓

CONSTRUCTIVE ❌

ACTIONABLE ❌

"I like the big image you used in the header area of the home page. It's a really good image for that area. I would change the background color of the navigation though. The video on the product page is really cool!"

CLEAR **CONCISE** **CONSTRUCTIVE** **ACTIONABLE**
✓ ✗ ✗ ?

"The color used for the navigation links is too faint. The low contrast will make it difficult for users with visual impairments to see them."

CLEAR ✓   **CONCISE** ✓   **CONSTRUCTIVE** ✓   **ACTIONABLE** ✓

SET THE STAGE

Clearly state the project goals

State your assumptions

Explain any unknowns

Present relevant research or other feedback already gathered

Ask for what you want

GIVING FEEDBACK

Remember you are critiquing the work, not the person

Focus on what is **working** and what is **not working**

Be specific, be helpful

Start with the basics:
Information architecture, hierarchy, contrast, harmony, color, texture

Leave no stone unturned

Ask a *lot* of questions
Questions will help provide context and rationale for design decisions

GIVING FEEDBACK

Avoid personal preferences
Always refer back to the project goals and target audience

Sketch on the whiteboard (or paper) to clarify

Offer suggestions
Within reason, remember you're not the designer

RECEIVING FEEDBACK

Remember they are critiquing your work, not you

Take feedback in stride
Everyone is here to help make the work better

Come prepared with project goals, assumptions, research and what you want feedback on

Be prepared to defend your design decisions

Take notes on everything
There are no right or wrong answers

QUESTIONS?