



HOW TO GIVE QUALITATIVE FEEDBACK TO DESIGNERS

AN EASY HOW-TO



As a UX or UI Designer giving feedback can not only be valuable to fellow designers, but can also help those designers become better at what they do. Feedback can increase collaboration among design teams and is also a way for designers to learn to distance themselves from their designs.

It's important to remember that feedback should be direct, constructive and honest, but not too harsh, and never personal.

The following are a few tips on how to give feedback to fellow designers.

FOUNDATION OF TRUST

Establishing trust, as well as respect, will allow a designer to better receive your feedback. Show that the goal is the best design possible for the project and don't get side-tracked with personal preferences or competing agendas.

PROVIDE CONTEXT

Design feedback should always be framed by the project goals. When giving the feedback, make sure that the underlying motivation is aligned with those goals. If it's not relevant to those goals, then the feedback may not be useful.

BE SPECIFIC AND CLEAR

Statements like, "I don't like it" or "It doesn't pop" are vague. Your feedback should precisely describe what it applies to (content design, usability, color, etc.) Tools like Figma allow you to leave feedback on the design prototype.

Be clear, stay concise and use concrete terms that connect back to the context. For example, saying *"Something about this layout doesn't feel right. Users may not be able to find what they're looking for."* is better than just saying you *"don't like it."*

DON'T OFFER SOLUTIONS

Provide the **why** instead of the **how**. Your job is to frame the problem as a question, not to offer a solution. Allow the designer to be the designer. Frame any suggestions as one possible solution to explore and compare. Instead of saying *“change the hero image,”* say *“we need our core audience to have an emotional connection to the hero image. What image can better convey that connection?”*

GIVE NOTES

Feedback can be difficult to remember, especially if it's specific, so notes can help the designer to execute the changes they need to make. Let the designer know you'll be giving them notes so they can focus on what you say without having to worry about remembering what's being said.

MAKE THE TIME

Make sure you have the time to give your full attention to the designer you're providing feedback for. Feedback should be like a discussion. Be prepared to answer any “whys” and make sure the answer ties back to the project goals and customer needs.

POSITIVITY BOOKENDS

Start and end the feedback explaining something positive about the design. If you don't have much to say that's positive, remember to be kind and respectful at all times.

REMAIN OBJECTIVE

When giving feedback, remove your own aesthetic preference as much as possible. Focus on what the customer would like and make sure your feedback remains objective and aligned with the project goals. Also, this cannot be stressed enough, keep the feedback about the work, not

the designer. Avoid using personal pronouns to describe the design. *“The screen looks unbalanced...”* versus *“I don’t like how you’ve...”*

By following these tips, you’ll be giving meaningful feedback that will bring out the best in your fellow designer.

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This guide was created and contributed to by: Elizabeth Pose and the HfLA UX/UI Community of Practice