

How to give effective feedback on design projects

The ability to give and receive effective feedback while collaborating on projects is a key ingredient for successful teams. Just as designers are expected to bring strong rationale to back up their recommendations, the best reviewers are able to effectively communicate the thinking behind their feedback and suggestions.

Best practices

Before you review a designer's latest work, make sure that you have a good understanding of the project goals, constraints, budget, and timelines. Take the time to get acquainted with the designer's high-level approach before providing critique/suggestions on the details of their work. If you invest the time to understand these fundamentals, you'll have much more productive partnerships with your designers.

What to do:

- Your feedback should be actionable and specific.
- Provide links / screenshots when referring to examples.
- Explain the reasoning behind your feedback and be open to a dialogue.
- Use data to back up your claims where possible.
- Ask open-ended questions to encourage collaboration.

- If offering solutions, try to suggest more than one and be open to the designer building on your ideas.
- Be constructive; don't forget to highlight the positive aspects of the design that are working.
- Identify areas of improvement without pointing fingers.
- Respect the designer's expertise and process.
- Provide feedback in a timely manner and ensure the designer is set up for success.

Examples

Poor feedback	Good feedback
"The design of this website looks terrible."	"I think the overall design of this website could use some improvements. For example, the font size could be increased to make it easier to read, and the colors could be adjusted to create more contrast between text and background images."
"The font is too small."	"I think the font size could be increased to improve readability. I recommend enlarging it by 2 points."
"The checkout process on the mobile app is too long."	"Our checkout process currently has 25 steps. [Competitor 1] and [Competitor 2] have similar functionality to us (see screenshots attached) but have condensed the checkout into 3 steps. Could we improve our efficiency of the layout, consolidate [xyz], and speed up the checkout process?"

Good Reads

- <https://webflow.com/blog/how-to-give-better-design-feedback>
- <https://99designs.ca/blog/tips/design-feedback/>
- <https://www.invisionapp.com/defined/design-feedback>