

# Evaluating designs

Learning how to evaluate designs well will...

- Help you convince others of your design feedback
- Help you learn from the designs of other apps
- Help you present your designs & proposals
- Help you be critical of your own design work!

# Why is this even a topic for an entire presentation?

Providing specific, informed, friendly feedback is *hard*.

Why?

Design is inherently subjective.

Therefore...

Design is *emotional*

post to classifieds

my account

search craigslist

event calendar

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use

privacy policy

system status

about craigslist

craigslist is hiring in sf

craigslist open source

craigslist blog

best-of-craigslist

craigslist TV

"craigslist joe"

craig connects

progressive directory

weather quake tide

### community

activities local news  
 artists lost+found  
 childcare musicians  
 classes pets  
 events politics  
 general rideshare  
 groups volunteers

### personals

strictly platonic  
 women seek women  
 women seeking men  
 men seeking women  
 men seeking men  
 misc romance  
 casual encounters  
 missed connections  
 rants and raves

### discussion forums

apple	help	photo
arts	history	p.o.c.
atheist	housing	politics
autos	jobs	psych
beauty	jokes	queer
bikes	kink	recover
celebs	legal	religion
comp	linux	romance
crafts	m4m	science
diet	manners	spirit
divorce	marriage	sports
dying	media	tax
eco	money	travel
educ	motocy	tv
feedbk	music	vegan
film	nonprofit	w4w
fitness	open	wed
fixit	outdoor	wine
food	over 50	women
frugal	parent	words
gaming	pets	writing
garden	philos	yoga
haiku		

### housing

apts / housing  
 housing swap  
 housing wanted  
 office / commercial  
 parking / storage  
 real estate for sale  
 rooms / shared  
 rooms wanted  
 sublets / temporary  
 vacation rentals

### for sale

antiques farm+garden  
 appliances free  
 arts+crafts furniture  
 atv/utv/sno garage sale  
 auto parts general  
 baby+kid heavy equip  
 barter household  
 beauty+hltz jewelry  
 bikes materials  
 boats motorcycles  
 books music instr  
 business photo+video  
 cars+trucks rvs+camp  
 cds/dvd/vhs sporting  
 cell phones tickets  
 clothes+acc tools  
 collectibles toys+games  
 computers trailers  
 electronics video gaming  
 wanted

### services

automotive legal  
 beauty lessons  
 computer marine  
 creative pet  
 cycle real estate  
 event skill'd trade  
 farm+garden sm biz ads  
 financial therapeutic  
 household travel/vac  
 labor/move write/ed/tr8

### jobs

accounting+finance  
 admin / office  
 arch / engineering  
 art / media / design  
 biotech / science  
 business / mgmt  
 customer service  
 education  
 food / bev / hosp  
 general labor  
 government  
 human resources  
 internet engineers  
 legal / paralegal  
 manufacturing  
 marketing / pr / ad  
 medical / health  
 nonprofit sector  
 real estate  
 retail / wholesale  
 sales / biz dev  
 salon / spa / fitness  
 security  
 skilled trade / craft  
 software / qa / dba  
 systems / network  
 technical support  
 transport  
 tv / film / video  
 web / info design  
 writing / editing  
 [ETC]  
 [ part-time ]

### gigs

computer event  
 creative labor  
 crew talent  
 domestic writing

### resumes

english

### nearby cl

bakersfield  
 chico  
 fresno  
 gold country  
 hanford  
 humboldt  
 inland empire  
 klamath falls  
 las vegas  
 los angeles  
 medford  
 mendocino co  
 merced  
 modesto  
 monterey  
 orange co  
 palm springs  
 redding  
 reno  
 roseburg  
 sacramento  
 san luis obispo  
 santa barbara  
 santa maria  
 siskiyou co  
 stockton  
 susanville  
 ventura  
 visalia-tulare  
 yuba-sutter

### us cities

### us states

### canada

### cl worldwide

# Considerations when giving feedback...

- 1) Understand the background
- 2) Be specific
- 3) Respect the decision maker
- 4) Respect the human

# Understand the background

- What are the goals behind a design?
- How do competitors solve those goals?
- What does success look like for this design?
- What limitations/constraints does the designer have?
  - Business objectives
  - Company-wide design systems
  - Other priorities getting in the way

Now...do the designs make sense given that background?

# Be specific

- Speak the language of the designer
- Use precise terms to avoid confusion
  - Terminology dictionary!
- Walk through a scenario to make the impact of the problem clear

# Respect the decision maker

The designer has the best view of all of the constraints - it's up to them to decide what to do with your feedback.

If your designer took everyone's suggestions...



# Respect the decision maker

The designer has the best view of all of the constraints - it's up to them to decide what to do with your feedback.

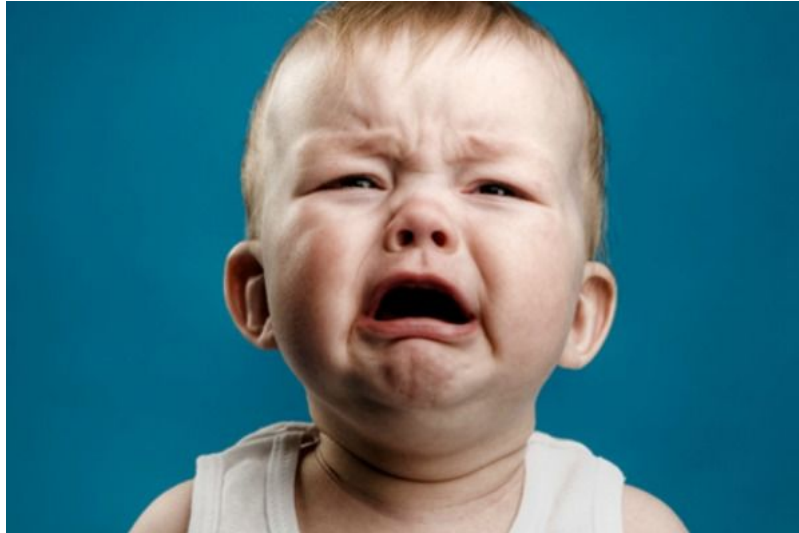
If your designer took everyone's suggestions...



# Respect the human

The designer is a human with emotions.

They will have some emotional attachment to the design



# What to say...

- 1) Prove that you have an understanding of the goals/constraints
- 2) Describe what the problem is
- 3) Describe why it's a problem
  - a) Qualitative data?
  - b) Quantitative data?
  - c) Industry trends?
- 4) Optional: Present an idea
- 5) Optional: Present an example of how other products solve the problem

post to classifieds

my account

search craigslist

event calendar

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use

privacy policy

system status

about craigslist

craigslist is hiring in sf

craigslist open source

craigslist blog

best-of-craigslist

craigslist TV

"craigslist joe"

craig connects

progressive directory

weather quake tide

### community

activities local news  
 artists lost+found  
 childcare musicians  
 classes pets  
 events politics  
 general rideshare  
 groups volunteers

### personals

strictly platonic  
 women seek women  
 women seeking men  
 men seeking women  
 men seeking men  
 misc romance  
 casual encounters  
 missed connections  
 rants and raves

### discussion forums

apple	help	photo
arts	history	p.o.c.
atheist	housing	politics
autos	jobs	psych
beauty	jokes	queer
bikes	kink	recover
celebs	legal	religion
comp	linux	romance
crafts	m4m	science
diet	manners	spirit
divorce	marriage	sports
dying	media	tax
eco	money	travel
educ	motocy	tv
feedbk	music	vegan
film	nonprofit	w4w
fitness	open	wed
fixit	outdoor	wine
food	over 50	women
frugal	parent	words
gaming	pets	writing
garden	philos	yoga
haiku		

### housing

apts / housing  
 housing swap  
 housing wanted  
 office / commercial  
 parking / storage  
 real estate for sale  
 rooms / shared  
 rooms wanted  
 sublets / temporary  
 vacation rentals

### for sale

antiques farm+garden  
 appliances free  
 arts+crafts furniture  
 atv/utv/sno garage sale  
 auto parts general  
 baby+kid heavy equip  
 barter household  
 beauty+hlt health jewelry  
 bikes materials  
 boats motorcycles  
 books music instr  
 business photo+video  
 cars+trucks rvs+camp  
 cds/dvd/vhs sporting  
 cell phones tickets  
 clothes+acc tools  
 collectibles toys+games  
 computers trailers  
 electronics video gaming  
 wanted

### services

automotive legal  
 beauty lessons  
 computer marine  
 creative pet  
 cycle real estate  
 event skill'd trade  
 farm+garden sm biz ads  
 financial therapeutic  
 household travel/vac  
 labor/move write/ed/tr8

### jobs

accounting+finance  
 admin / office  
 arch / engineering  
 art / media / design  
 biotech / science  
 business / mgmt  
 customer service  
 education  
 food / bev / hosp  
 general labor  
 government  
 human resources  
 internet engineers  
 legal / paralegal  
 manufacturing  
 marketing / pr / ad  
 medical / health  
 nonprofit sector  
 real estate  
 retail / wholesale  
 sales / biz dev  
 salon / spa / fitness  
 security  
 skilled trade / craft  
 software / qa / dba  
 systems / network  
 technical support  
 transport  
 tv / film / video  
 web / info design  
 writing / editing  
 [ETC]  
 [ part-time ]

### gigs

computer event  
 creative labor  
 crew talent  
 domestic writing

### resumes

english

### nearby cl

bakersfield  
 chico  
 fresno  
 gold country  
 hanford  
 humboldt  
 inland empire  
 klamath falls  
 las vegas  
 los angeles  
 medford  
 mendocino co  
 merced  
 modesto  
 monterey  
 orange co  
 palm springs  
 redding  
 reno  
 roseburg  
 sacramento  
 san luis obispo  
 santa barbara  
 santa maria  
 siskiyou co  
 stockton  
 susanville  
 ventura  
 visalia-tulare  
 yuba-sutter

### us cities

### us states

### canada

### cl worldwide

**craigslist**

post to classifieds  
my account

search craigslist

event calendar

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

help, faq, abuse, legal  
avoid scams & fraud  
personal safety tips  
terms of use  
privacy policy  
system status

about craigslist  
craigslist is hiring in sf  
craigslist open source  
craigslist blog  
best-of-craigslist  
craigslist TV  
"craigslist joe"  
craig connects  
progressive directory  
weather quake tide

SF bay area <sup>w</sup> [sfc](#) [sby](#) [eby](#) [pen](#) [nby](#) [scz](#)

english ▾

nearby [ct](#)

bakersfield  
chico  
fresno  
gold country  
hanford  
humboldt  
inland empire  
klamath falls  
las vegas  
los angeles  
medford  
mendocino co  
merced  
modesto  
monterey  
orange co  
palm springs  
redding  
reno  
roseburg  
sacramento  
san luis obispo  
santa barbara  
santa maria  
siackyou co  
stockton  
sustanville  
ventura  
visalia-tulare  
yuba-sutter

**us cities**

**us states**

canada

**ct worldwide**

**community**

- activities
- artists
- childcare
- classes
- events
- general
- groups

**personals**

- strictly platonic
- women seek women
- women seeking men
- men seeking women
- men seeking men
- misc romance
- casual encounters
- missed connections
- rants and raves

**discussion forums**

apple	help	photo
arts	history	p.o.c.
atheist	housing	politics
autos	jobs	psych
beauty	jokes	queer
bikes	kink	recover
celebs	legal	religion
comp	linux	romance
crafts	m4m	science
diet	manners	spirit
divorce	marriage	sports
dying	media	tax
eco	money	travel
educ	motoboy	tv
feedback	music	vegan
film	nonprofit	w4w
fitness	open	wed
faxit	outdoor	wine
food	over 50	women
frugal	parent	words
gaming	pets	writing
garden	philos	yoga
haiku		

**housing**

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

**for sale**

- antiques
- appliances
- arts+crafts
- atv/utv/sno
- auto parts
- baby+kid
- barter
- beauty+hith
- bikes
- boats
- books
- business
- cars+trucks
- cds/dvd/vhs
- cell phones
- clothes+acc
- collectibles
- computers
- electronics
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycles
- music instr
- photo+video
- rvs+camp
- sporting
- tickets
- tools
- toys+games
- trailers
- video gaming
- wanted

**services**

- automotive
- beauty
- computer
- creative
- cycle
- event
- farm+garden
- financial
- household
- labor/move
- legal
- lessons
- marine
- pet
- real estate
- skill'd trade
- sm biz ads
- therapeutic
- travel/vac
- write/ed/tr6

**jobs**

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- food / bev / hosp
- general labor
- government
- human resources
- internet engineers
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing
- [ETC]
- [ part-time ]

**gigs**

- computer
- creative
- crew
- domestic
- event
- labor
- talent
- writing

**resumes**

Founded: 1995  
Current Alexa ranking (US): 11

# Upcoming...

Tomorrow:

- Prepare a short evaluation on the design of a product from Product Hunt

The next few weeks:

- Pair up with someone
- Choose a product to improve
- Run a simple usability test
- Brainstorm ideas
- Create gallery sketches for 3 ideas
- Create a clickable prototype for one of the ideas