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*

craigslist

post to classifieds

my account

search craigslist

search

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+hlth	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

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
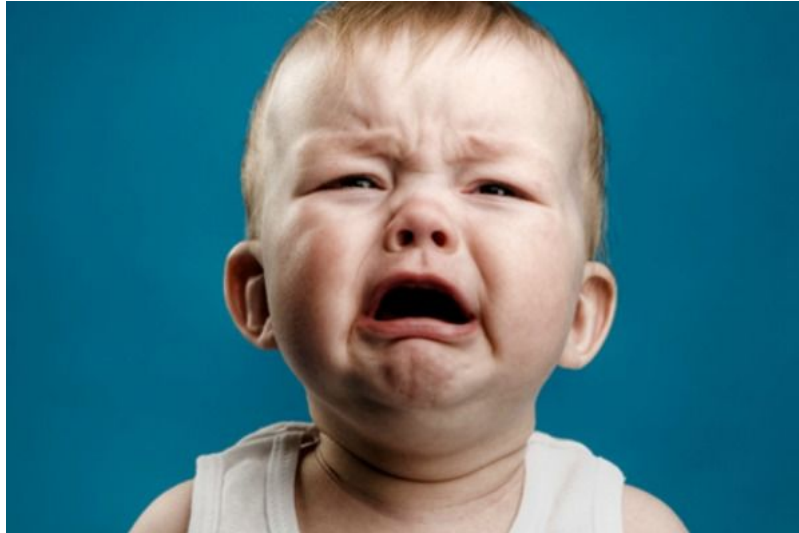
What to say...

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

craigslist

search craigslist

search

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 ^w   sfc   sby   eby   pen   nby   scz

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+hlth	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

craigslist

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