

Design Review & Critique

Why are design reviews important?



Critiques are meant to improve output.

(Rather than hinder progress)

**Collaboration and feedback
improves our work.**

**The designer who owns the design
should own the critique session.**

**Reviews should be conducted early
and often in the process.**

Moderator, Presenter, & Reviewers

Moderator

(Keeps people focused)

**Make sure the presenter has a
successful critique.**

Send stuff to the parking lot.

Make sure the feedback does not veer away from the presenter's scope.

(Be a time-keeper)

Presenter

(The person who owns the design)

What are you showing?

Convey what you have done.

(Be clear about where you need help)

At what stage are you in the process?

Walk through your rationale.

(Provide Context)

**Accept feedback graciously
and thoughtfully.**

(The commentary is on the work, not you)

Take notes during the feedback.

Reviewers

(Those who critique the design)

**How can I help this person
improve their work?**

Hold questions until the presenter is done.

(Unless it's a clarifying question)

Write down any feedback you think of.

Frame for understanding and action.

(Your feedback should be useful)

Speak about the design, not the designer.

(Avoid the pronoun “You”)

**Understand what they have done.
See the opportunities to improve.**

Be specific about what's working and what's not.

Speak from the user's point of view.

(You ≠ User)

Moderator

- 1. Enables a successful critique**
- 2. Focuses people**
- 3. Steers non-relevant feedback to a parking lot**
- 4. Timekeeper**

Presenter

- 1. Provide the content & context for critique**
- 2. State goals & scope**
- 3. Share rationale of how you got there**
- 4. Take notes during feedback**

Reviewers

- 1. Feedback should be useful**
- 2. Save questions until the end**
- 3. Frame for understanding and action**
- 4. It's about the design, not the designer**