

UX Talks 2018 – September 30

# BETTER DESIGN FEEDBACK

Łukasz Przywarty

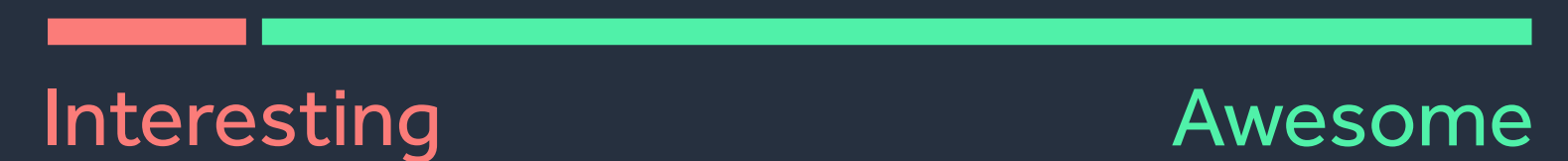
I once thought that feedback  
was *easy-peasy*

# Design feedback explained

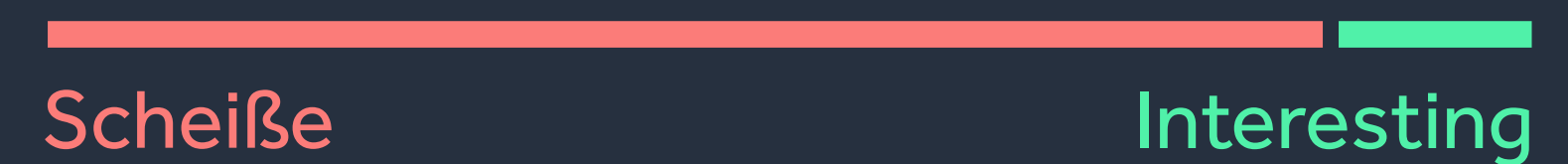
## International



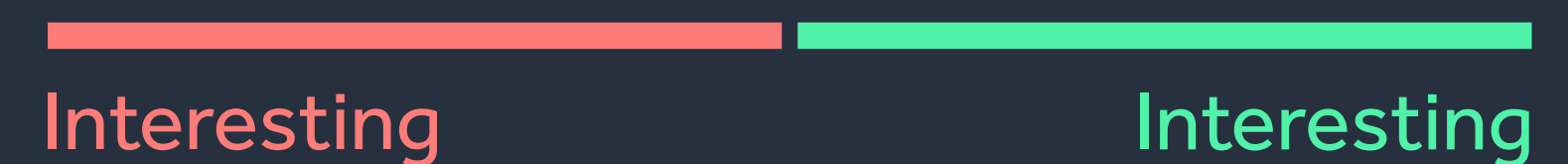
## Californian



## German



## British



Source: [Frank Rausch on Twitter](#)

**// We praise ourselves with Dribbble hearts, Medium claps, and other forms of virtual back-patting. Yet we forget to critique each other's work.**

F. Teixeira, C. Braga, UX Collective

@LukaszPrzywarty



<b>1</b>	<b>FAILS</b>
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FAIL #1

We don't **ask for**  
feedback





We are afraid of getting negative feedback

We are afraid that someone will hurt our feelings

We are afraid that somebody will come up with a *better* idea

We assume that only *our* vision is *right*

We assume that our peers don't have any feedback for us  
because they don't say anything 🤫

# What can you do?

☐ Before you ask for feedback, challenge your idea, look for facts to prove yourself wrong.

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☐ Ask for feedback!



Do you have any feedback for me?



What's one thing I can improve/improve in \_\_\_\_?

What do you think about \_\_\_\_?

I'd like to talk about \_\_\_\_?

I've tried \_\_\_\_ and \_\_\_\_\_. What's better in your opinion?

# What can you do?

- ☐ Precise what feedback you need.

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- ☐ Present alternatives.

---
- ☐ Schedule feedback to make it routine, so it becomes normal.

# Fixed vs. growth mindset

UPDATED EDITION

MILLION-COPY BESTSELLER

'Essential  
reading for  
anyone with  
aspirations'

MATTHEW SYED,  
author of  
*BOUNCE*

## mindset

Changing the way you think to  
fulfil your potential

DR CAROL S. DWECK



FAIL #2

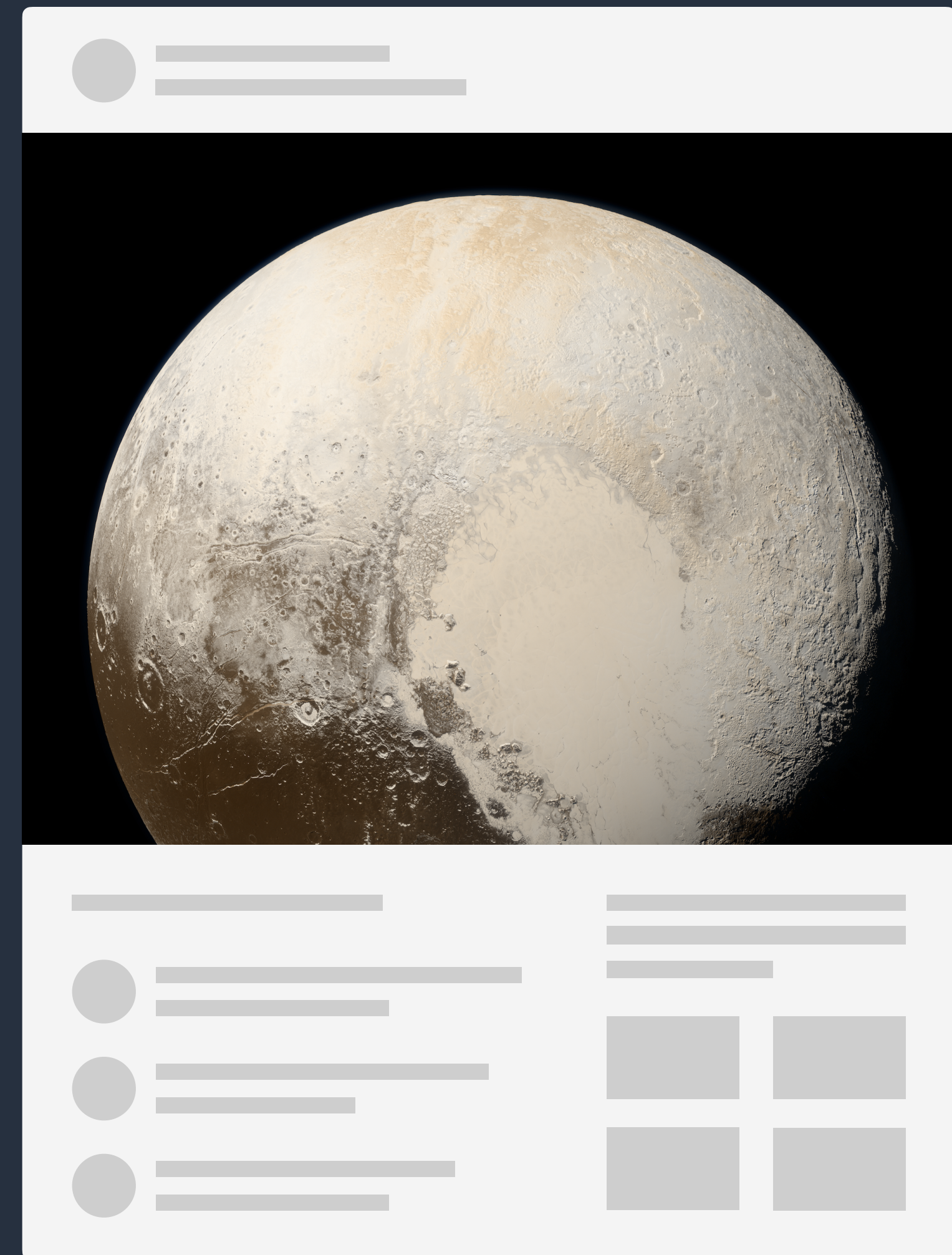
We ask for feedback  
but expect **praise**





// If Pluto would be a  
Dribbble shot it'd be  
“Nice colors”.

Tobias van Schneider, Semplice



# What can you do?

☐ Cultivate a growth mindset.

---

☐ Don't fish for compliments.



FAIL #3

We're **defensive**  
when we hear  
negative feedback





That's wrong

It is a great design, you just don't get it

I just thought that \_\_\_\_

It's not my fault that \_\_\_\_

No, just no. 🖐️

# What can you do?

- ☐ Imagine how you would feel and respond if you hear negative feedback.

---
- ☐ Buy yourself time. Discuss the idea further to think more and calm down.

---
- ☐ Be curious.



That's wrong!



Tell me more, let's figure out why we see things differently

# What can you do?

- ☐ Look for the 1 per cent grain of truth.
- ☐ And... defend your feedback if you think you should (but first, listen to the feedback).



FAIL #4

We always think we  
know **better**





FAIL #4

We always think we  
know **better**

- Blind spots
- Self-serving bias
- Confirmation bias

# What can you do?

- ☐ Don't trust yourself too much.

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- ☐ Assume that you can be wrong.

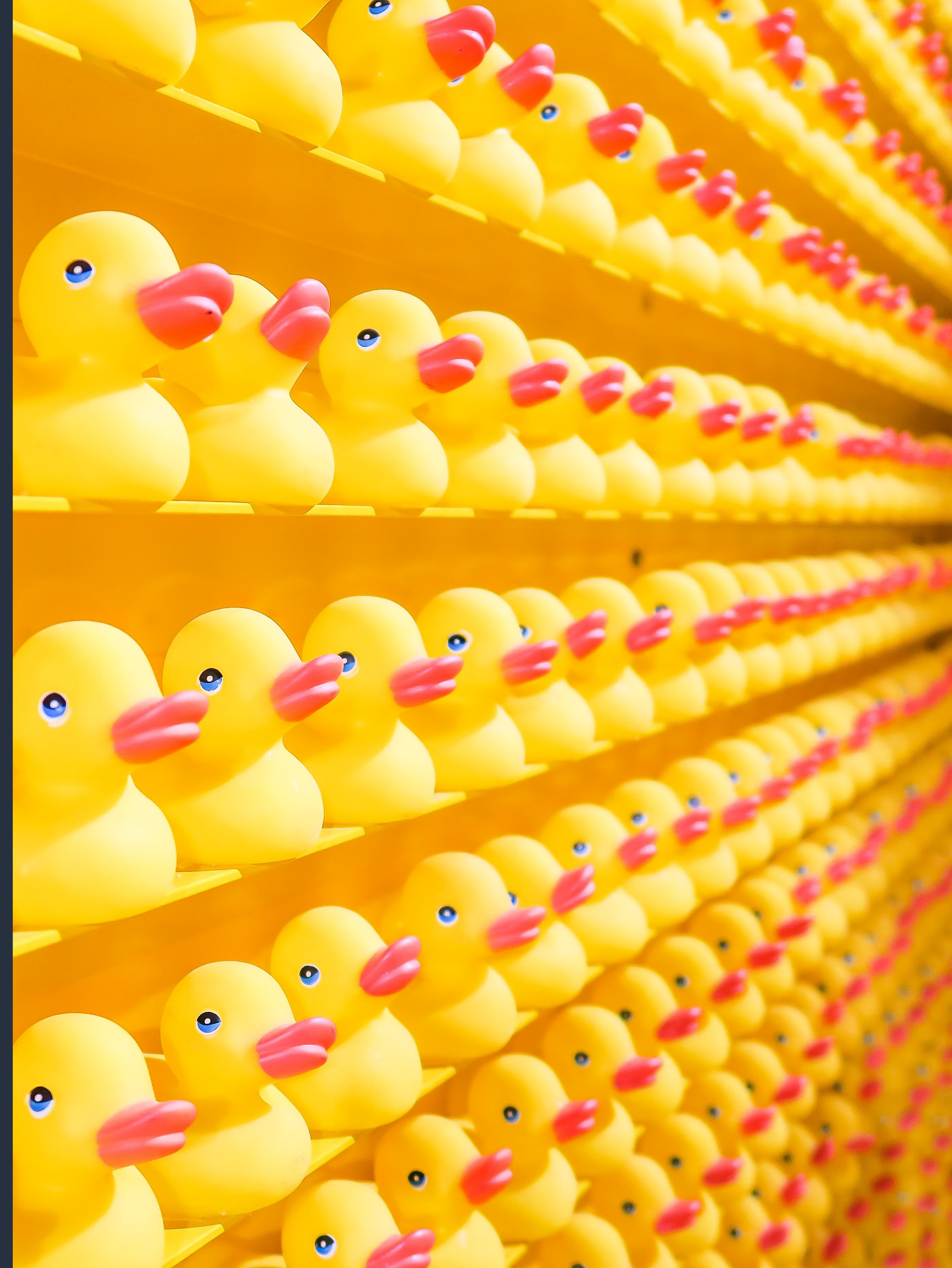
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- ☐ Don't be attached to a particular solutions.

---
- ☐ Appreciate the contributions from others.



FAIL #5

We want to resolve  
all comments





# What can you do?

- ☐ Trust your gut.

---
- ☐ Engage in the conversation, it's not always about resolving comments.

---
- ☐ Take into account all pros and cons. Decide.

---
- ☐ Don't try to please the haters.



FAIL #6

We judge ideas  
in seconds





# What can you do?

- ☐ Take your time. Think before you express your opinion.

---
- ☐ Ask questions to fully understand the idea or design.

---
- ☐ Don't assume anything. Clarify.

Real comment



This is pants. Disqualified.



What's the reason that made you decide to do \_\_\_\_?

Have you considered \_\_\_\_?

I wonder what it would look like if you try \_\_\_\_?

# What can you do?

☐ Don't kill the ideas immediately.

---

☐ Suggest instead of order.

---

☐ Build upon what already exists.



People feel that you cross  
everything before "but"



I agree with you, *but* \_\_\_\_



Yes, that's a good point *and* to make it work even  
better \_\_\_\_

Yes, what if \_\_\_\_

# What can you do?

- ☐ Understand that some problems have multiple causes.

---
- ☐ Remember that difficult questions usually have complex answers.

---
- ☐ Ask yourself if your feedback is going to improve the designer before you give it (I see you Usability PL members!)

FAIL #7

We provide **vague**  
feedback



I don't like it. It just doesn't look right

This feels off

Make it bold, make it fresh!

Take it to the next level 🚀

@LukaszPrzywarty

# What can you do?

☐ Be prepared or don't give any feedback at all.

---

☐ Write down your feedback and send it to a designer before meeting in person.

---

☐ Try to be specific.





It looks weird to me.



It looks weird, because it reminds me of \_\_\_\_

I think that the composition (or copy or font) \_\_\_\_



FAIL #8

We are **constant**  
critics





# What can you do?

- ☐ Be both positive and negative.

---
- ☐ Don't try the "feedback sandwich".

---
- ☐ Emphasize what has been done to this point.

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- ☐ Don't complain, make things.



It triggers *fixed* mindset



You're a great designer!

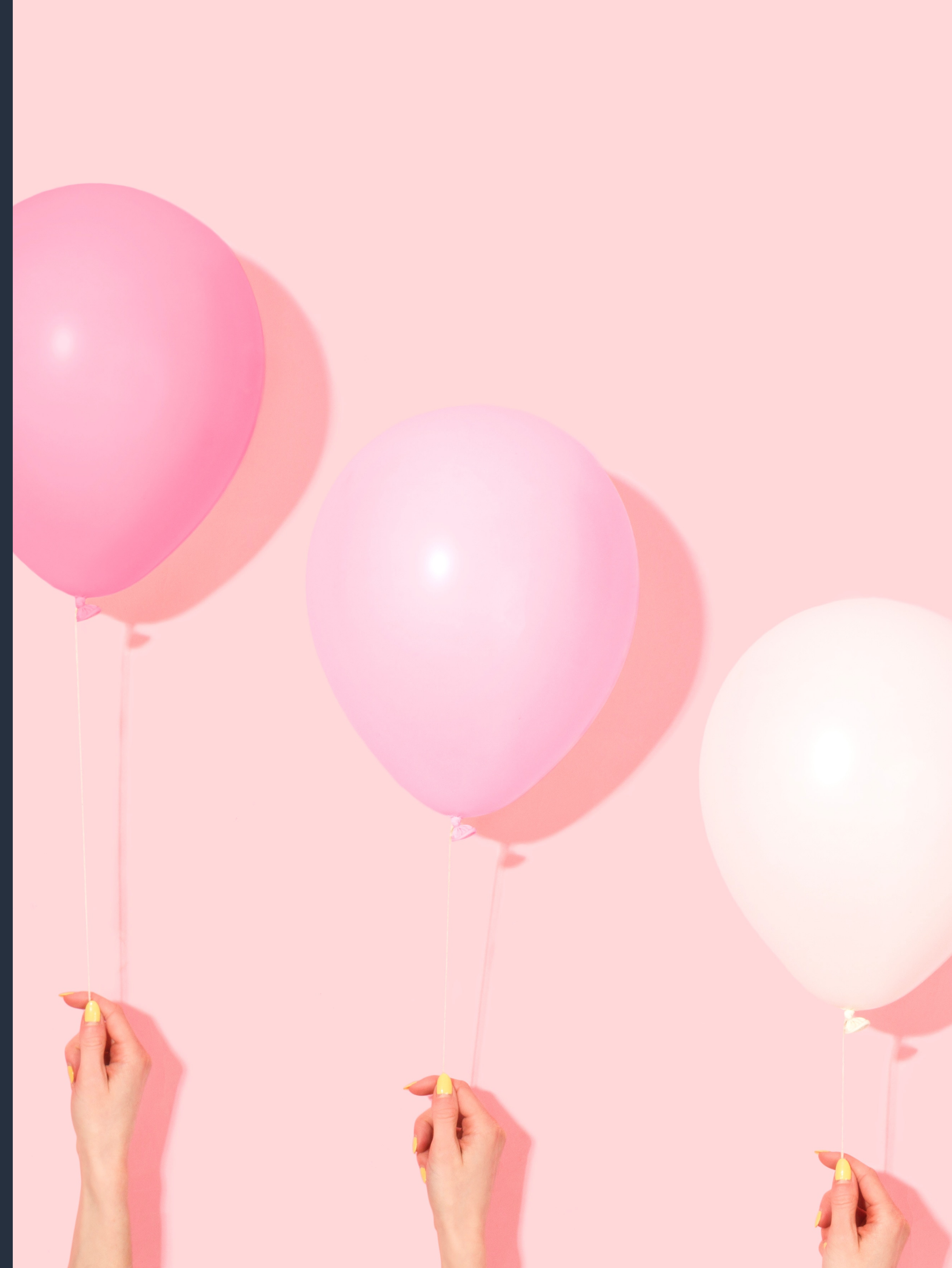


I think you'd do a great job with \_\_\_\_

Your presentation helped our client better understand the problem. 🙌

FAIL #9

We are **too nice,**  
sometimes





# What can you do?

- ☐ Be honest but don't be an asshole.

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- ☐ Say what you really think, be direct but kind.

---
- ☐ Remember about empathy!

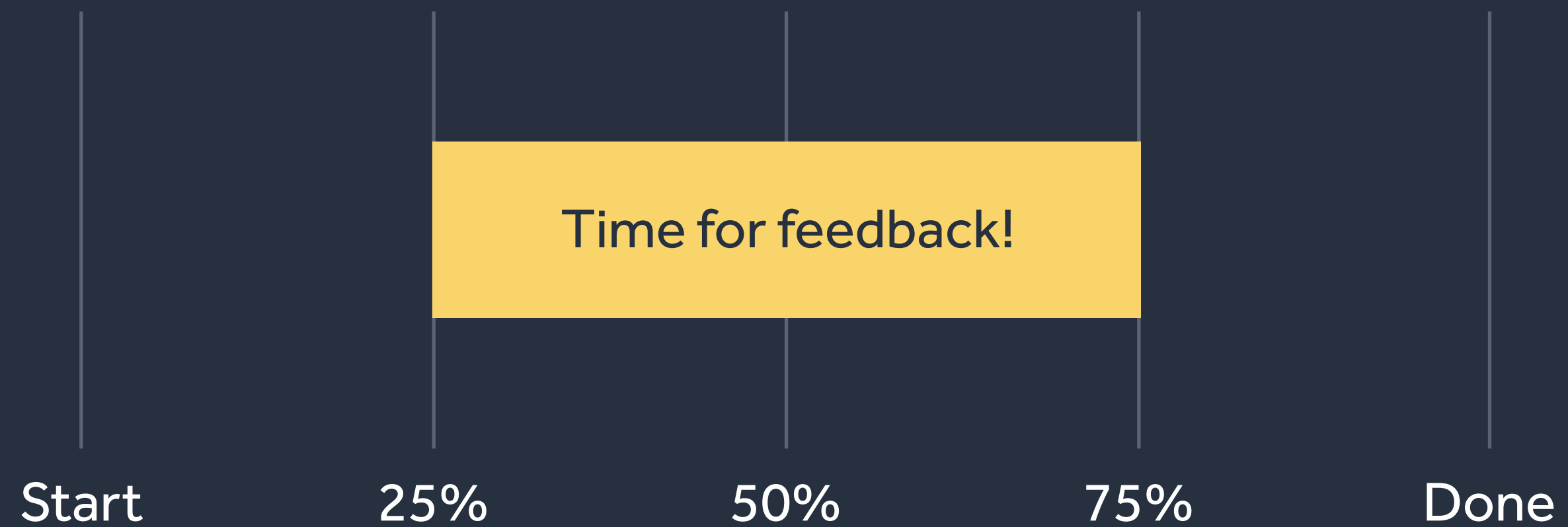
**2**

**INSPIRATIONS**



# PIXAR Dailies

## Project progress



Source: [Goods, Bads, and Dailies: Lessons for Conducting Great Critiques](#)

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TRELLO

# 30/60/90 framework

30%

Concept



60%

Revision



90%

Details

Source: [Avoid The Seagull Effect: The 30/60/90 Framework For Feedback](#)

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# TRELLO Huddles

5 min

Huddle intro



10 min

Presentation  
of work



5–10 min

Note taking and  
sorting



30 min

Discussion

50–55 min

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# TRELLO Huddles



Source: [Huddle Up: The New Way To Create A Safe Critique Space For Your Team](#)

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# SHOPIFY Fresh eyes

Photo credit: [UX Shopify](#)





**SHOPIFY**

# Fresh eyes

- Biweekly meetings at the start or at the end of a day
- Always in calendar
- 30 minutes at a time
- 2–5 person groups

Source: [Fresh Eyes & Design Talks](#)

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**3**

**FOLLOW UP**

Life without feedback would  
be great? **Wrong!**

**Feedback is a conversation**

@LukaszPrzywarty



The purpose of feedback is  
to make products **better**

Positive feedback helps people  
**repeat** what they do well,  
negative helps **improve**

// Better to get your nose bloodied in a critique of your peers, than to be slaughtered in a client's conference room.

Mike Monteiro, Mule Design

@LukaszPrzywarty



## Books

- Mindset: The New Psychology of Success
- Mistakes Were Made (But Not by Me)
- Thanks for the Feedback
- The Distracted Mind: Ancient Brains in a High-Tech World
- You're My Favorite Client

## Articles

- [#18 The one about Dunning Kruger effect](#)
- [6 Tips for Hearing Tough Feedback](#)
- [6 Ways to Give Better Feedback](#)
- [7 Tough Lessons I've Learned on Giving and Receiving Feedback at our Startup](#)
- [8 ways to give better feedback to creatives](#)
- [Avoid The Seagull Effect: The 30/60/90 Framework For Feedback](#)
- [Design Criticism and the Creative Process](#)
- [Don't Get Defensive: Communication Tips for the Vigilant](#)
- [Don't Take It Personally: How to Make Critique Work for You](#)
- [Essays](#)
- [Everything You Need to Know About Giving Negative Feedback](#)
- [Finding the positive in negative feedback](#)
- [Fresh Eyes & Design Talks](#)
- [Give design feedback that builds better designers](#)
- [Goods, Bads, and Dailies: Lessons for Conducting Great Critiques](#)
- [How to ask for design feedback](#)
- [How to Get the Feedback You Need](#)
- [How to Give and Receive Feedback About Creative Work](#)

## Articles

- [How to Give Feedback People Can Actually Use](#)
- [Huddle Up: The New Way To Create A Safe 'Critique' Space For Your Team](#)
- [Leaders, stop being so nice all the time](#)
- [People who think their opinions are superior to others are most prone to overestimating their relevant knowledge and ignoring chances to learn more](#)
- [Politeness Is a Lie](#)
- [Research: Negative Feedback Rarely Helps People Improve](#)
- [The Art And Science Of Giving And Receiving Criticism At Work](#)
- [The art of giving feedback](#)
- [The Cognitive Biases Tricking Your Brain](#)



**THANK YOU!**

[@LukaszPrzywarty](#) on Twitter

[lukasz@przywarty.com](mailto:lukasz@przywarty.com)