

UX Design Critiques: Cheat Sheet

nngroup.com/articles/critique-culture/

SCOPE & AGENDA

1. Define your scope.

Set clear parameters on what will be discussed and not discussed.

Start with something that can be covered in an hour.

2. Send out agenda.

Reserve a timeslot that will work for everybody and use it consistently for all critique meetings.

Make everyone aware of critique's scope and goals prior to the meeting.

Attach designs to the agenda. Schedule in advance so people will have time to review the work individually beforehand.

FACILITATING

3. Keep time.

Time box the discussion so that the agenda is covered in entirety.

4. Moderate questions and feedback

Ask "why" in response to reactive feedback like "I love it!" or "that is way too much blue!"

Have participants shape feedback in relation to goals. Each question or feedback should be tied back to a persona, scenario, use case or goal.

5. Document

Document the discussion in a collaborative place that can be referenced by all.

PRESENTING

6. Tell a story.

Start the critique by telling your work's story. Loops your audience in to the problems, inspirations and decision points that you encountered.

7. Be quick and efficient.

Be concise and to the point. Circle back to something that needs more discussion afterward.

FOLLOWING UP

8. Follow up.

Make designs readily available if necessary.

Organize action items in the documentation from the meeting.

Schedule follow-up discussions with individual participants to discuss any outstanding feedback.

Revisit open ends at the beginning of the next critique.

HOW TO GIVE FEEDBACK

Frame it in relation to goals. Set up conversations with shared references such as personas or objectives.

Good responses to personal opinion:

"Is there a persona or goal that this is problematic for?"

"Can you tell me what specifically you think doesn't align to our objective?"

Don't make it personal. Direct the feedback towards the work, not the designer.

Bad feedback: *"Why did you think that would be a good idea?"*

Good feedback: *"This element doesn't seem as strong because..."*