How to give me really useful feedback

This page will walk you through how to give me really effective feedback on whatever I just sent you.

THE GOLDEN RULE OF EFFECTIVE FEEDBACK

If something isn't working, tell me why and I'll fix it. I want to earn my money.

GENERAL RULES FOR EFFECTIVE FEEDBACK

Please do…

DO feel free to go negative about things you don't like. If you don't tell us what you think isn't working, we'll show you the same thing again and again.

DO point out and go into as much detail as possible as to why you feel something is not working. More than anything, your reasoning is critical to solving the problem.

DO speak to your goals and priorities for the project.

DO tell us why we're wrong about certain design and development decisions we've made. Part of the process is finding those holes.

DO limit the amount of people participating in the review cycle to as small as possible - for faster, more succinct feedback.

Please don't…

DON'T mock up designs or alterations to our designs or code in photoshop, word, or any other program. Doing so is counter productive because we then must reverse engineer the whole thing to find out what you were trying to solve. This results in lost time, and budget.

DON'T prescribe solutions, because prescriptive feedback also needs to be unpacked, and reverse engineered to get to the real issue.

Bad → "Move the twitter button to the left"
Better → "We want more importance placed on the social media sharing tools."

DON'T forget you hired design and development experts and your job is to be the business expert.

"Don't hire a dog, and then bark yourself." – David Ogilvy