Design Feedback Checklist

DESIGN FEEDBACK TIPS

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Use this checklist to make your design feedback clear, helpful, and effective.

Before You Respond:

Have I given myself enough time to review the design, including time across multiple days if it would help to sleep on it?

In the case of a web design, have I viewed it on different devices?

Am I thinking like my audience?

While Giving Feedback:

Am I referencing the goals of the project or brand?

Am I being specific about what I do/don't like?

Am I avoiding vague terms like "make it pop"?

Am I describing the issue, not prescribing the solution?

Am I allowing space for creative problem solving?

Have I used visuals, annotations, or comments when possible?

Am I giving the design team space to process and respond before requesting more changes?