

A checklist for running a design feedback session

Before the session

- ☐ Decide what you want to walk away with. Imagine the session that went well: what do you have with you?
- ☐ Invite 5–8 people. Pick a diverse mix; all of them should be there to serve the design.
- ☐ Set expectations in the invitation. Share the design in advance if you can.
- ☐ Book an hour.
- ☐ See if you can recruit a facilitator and a note taker. Avoid doing all three jobs yourself.
- ☐ Gather what you will show, including earlier versions and abandoned variants.

Opening the session

- ☐ If you are hosting an online session, check that everyone has sound, visuals and access to materials.
- ☐ Say what you want out of the session.
- ☐ Introduce the roles.
- ☐ Lay out the ground rules (e.g. the focus on identifying and diagnosing gaps; that sharing ideas and suggestions is fine, but we will avoid prolonged problem-solving; that decisions and final details are the designer's afterwards).
- ☐ Aim to give just a few minutes of background.

During the session

- ☐ Walk through one to three use cases. Who is the user, what are they trying to do, does the design get them there?
- ☐ Push the group towards questions.
- ☐ Hybrid session? Those online go first in the turn order.
- ☐ Park anything of point, ideally where everyone can see them.

Ending the session

- ☐ Summarise the main points. Try to name the people who made them.
- ☐ Presenter states what they are taking away and what they will do about it.
- ☐ Share the notes, including with anyone you turned away
- ☐ Thank everybody Chase them out of the room or end the call.