

1. Introduction 1

What design feedback is, and is not.

2. What is good design? 7

In short: good design is design that meets the goals set for it.

3. Changing what it feels like 11

Ways to think about receiving feedback that make it less uncomfortable.

4. How to elicit design feedback 21

Nobody will volunteer it, so you will have to ask for it. Here is how.

5. How to make good use of design feedback 31

How to sort through the feedback you collect.

6. How to give design feedback 43

An approach to giving feedback that others can take on board.

7. Do the right thing 51

Once you know how to give good feedback, it would be wrong not to.

INTERLUDE: A conversation with Petter Alexanderson 55

Feedback on Tuesdays and Thursdays, and the format that worked for forty people at IKEA.

8. Getting started with design feedback 69

How to build a feedback culture.

9. How to run a design feedback session 81

A checklist for how to prepare and run a typical session.

10. When it gets awkward 87

Ways of dealing with disruptive behaviours during feedback.

INTERLUDE: A conversation with Kristoffer Åberg 95

Sony's shingi, the cost of presenting at the wrong fidelity, and not carrying your bicycle on your back.

11. The power of asking questions 109

Why a question does work that a statement cannot.

12. The 52 design feedback questions 115

How to use the design feedback questions to probe and improve any piece of UX design.

13. Pick a card, any card 175

Other uses of the feedback questions, and options for picking one at random.

14. How to get better at design feedback 179

How to practise deliberately, and get feedback on your feedback.

15. Things people often ask me 187

The most common questions I get asked about feedback at talks and training sessions.

CODA: A conversation with Adam Connor 197

The co-author of "Discussing design" on early feedback that scarred him, and the question he now answers differently.

Acknowledgements 209

About the author 211

About Omniphor Press 212

A list of the 52 design feedback questions 213

Questions grouped by design phase 217

A checklist for running a design feedback session 218

Index 221