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Introduction to Design Critique

Mastering Design Critique for Effective UI/UX Feedback

DEFINITION

> Design critique is a structured process for evaluating and improving design work. It involves gathering feedback to enhance user experience and design effectiveness.

KEY CONCEPTS

Purpose of Critique

The main goal is to identify strengths and weaknesses in a design to improve it.

Constructive Feedback

Feedback should be specific, actionable, and focused on the design, not the designer.

User-Centered Focus

Critiques should prioritize the needs and experiences of the end users.

Diverse Perspectives

Involving different stakeholders can provide varied insights that enrich the critique process.

Iterative Process

Design critique is ongoing, allowing for continuous improvement through multiple rounds of feedback.

EXAMPLES

→ Reviewing a mobile app's navigation for usability issues.

→ Gathering team feedback on a website's layout and color scheme.

→ Conducting a user testing session to observe interactions.

MEMORY TIPS

★ Think 'P.U.C.D.' for Purpose, User, Constructive, Diverse.

★ Remember 'Feedback is Fuel' to emphasize its importance.

★ Use 'Iterate to Elevate' to recall the iterative nature of critiques.

COMMON MISTAKES

✗ Focusing on personal preferences instead of user needs.

✗ Being overly critical without providing solutions.

✗ Neglecting to document feedback for future reference.

QUICK RECAP

Design critique is essential for refining UI/UX designs through structured feedback. Focus on user needs and provide constructive, actionable insights to foster improvement.