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Introduction to Design Critique

Mastering Design Critique for Better UI/UX Outcomes

DEFINITION

Design critique is a structured process where designers evaluate and provide feedback on design work. It aims to improve the quality and effectiveness of design solutions.

KEY CONCEPTS

Purpose of Critique

The main goal is to enhance design quality through constructive feedback.

Feedback Techniques

Use specific methods like 'I noticed' or 'What if' to guide discussions.

Constructive Criticism

Focus on positive, actionable feedback rather than personal opinions.

Diverse Perspectives

Involve team members from different backgrounds to gain varied insights.

Iterative Process

Critique should happen regularly throughout the design process, not just at the end.

EXAMPLES

- Reviewing a mobile app prototype in a team meeting.
- Gathering user feedback on a website's navigation design.
- Conducting a peer review of a wireframe.

MEMORY TIPS

- ★ Think 'PFC' - Purpose, Feedback, Constructive.
- ★ Use 'DICE' - Diverse, Iterative, Critique, Engage to remember key aspects.
- ★ Remember 'Positive First' to start critiques on a good note.

COMMON MISTAKES

- ✗ Focusing on personal taste instead of user needs.
- ✗ Neglecting to prepare before the critique session.
- ✗ Taking feedback personally instead of viewing it as a growth opportunity.

QUICK RECAP

Design critique is essential for refining UI/UX designs through structured feedback. Emphasize constructive criticism and involve diverse perspectives to enhance the process.