# Establishing a culture of critique

Reenergising studio engagement and collaborative design thinking



## A human-centred approach



## For a framework for design in the open



## Reenergise



## Reenergise Reconnect



## Reenergise Reconnect Around design



## Design in the open

A **foundational concept** in many design and content teams we look up to for best practice. But what does it **mean**?



A culture of feedback across the studio

Sharing best practice while practicing

Considering other insights and perspectives

Increasing visibility of design decisions



## Critique

An opportunity to design in the open and improve work through **structured** feedback

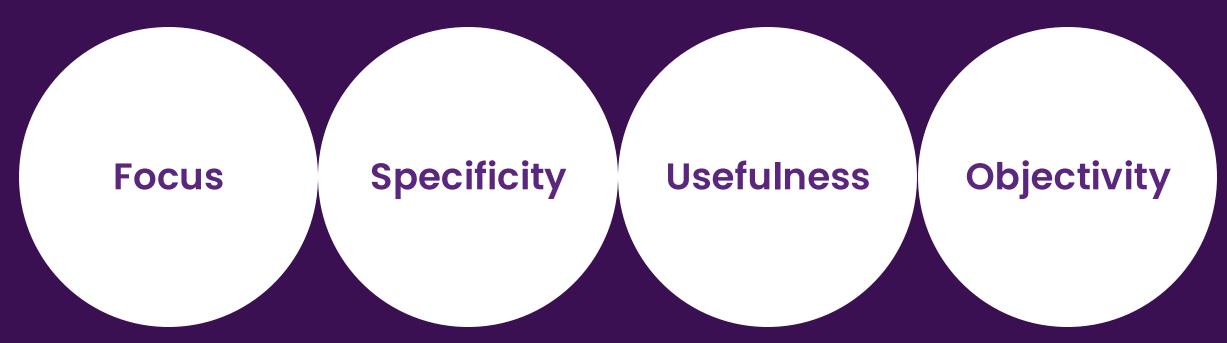


### Feedback is fine...

Validate your assumptions
Spark ideas
Improve on your solutions
Engage other members of the team



## ...but structured feedback ensures



And another one I forgot



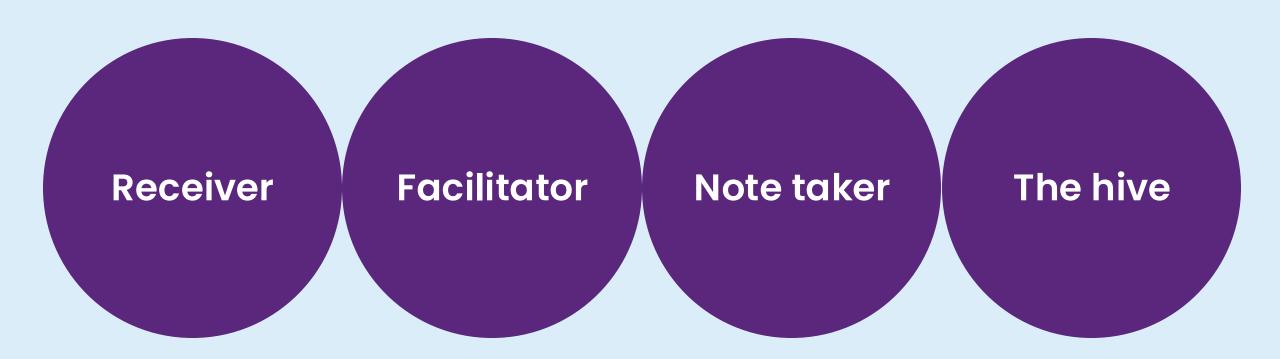
## Without structure, feedback can become



# Assign the roles Set the scene Unleash the hive



## Assign the roles





### Set the scene Context:

- What you are sharing today (The actual problem you are trying to solve with this work)
  What stage is the work is at (ideation, post-research,
- review)
- The constraints you are dealing with ("I only have two weeks," or "We don't have x data available")

You only need just enough context to enable the hive to understand what the work is about



### Set the scene Things you do want feedback on:

Try and be specific about the feedback you're looking for based on the problem you're trying to solve.

- Information hierarchy?
- Interaction patterns?
- Very specifically this one gnarly button?
- Brand execution?
- The words what you wrote?
- Best practice guidance?



### Set the scene Things you don't want feedback on:

It's important to let the hive know what's **out of scope** for the critique so we don't get sidetracked or ratholed or focusjacked

- Visual design? Not in scope
- UX Writing? No that's being looked at separately
- Typeface? Yeah, no.
- Fundamental problems with the entire ecosystem that you might not have thought of, but I have because I'm kind of clever? **Well, no, but thanks.**



## A guide for receivers

- Early ideas are better. You don't need shiny things. Unless the things is supposed to be shiny
- People are not judging you or your ability
- You don't have to take on all the feedback you receive
- Some people are very direct people are diverse
- Some people hate speaking up encourage offline feedback if you want it
- Critique is a **safe space**. It's the **facilitator's role** to ensure everything is appropriate to the session.



## A guide for the hive

- Think before you speak. Take an extra few seconds to be structured.
- Does your feedback align to the objectives and what receiver is looking for?
- If you think something doesn't work as it should, zoom in on the specific elements that are not working and the reason why you don't think it will work
- Avoid jumping to conclusions ask clarifying questions if you need, to before providing feedback
- Remember, this is about problem solving together



### Global Studio Critique Session 💆



Session date: Planet: 19 Sep 2024

### Things to remember while we're setting up

### Step 1. Assign roles





### Step 2. Set the scene

- Affect powers sharing-codes (The actual problem you are trying to write addition sent)
   Meditage is the work to of Edebton, poor research, review)
- The conditions you are shaling with (1 only have incruests) or "We don't have a doto excliptio".

You only need just enough consects analisis the time to

### Step 2. Set the scene

Things you do wont feedback on

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- on the problem you've trying to ratio.

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   information patterns?
- Vary specifically first one greatly bullust?
- Brand execution? The words what poyweels?
- in their processing gustomen

### Step 2. Set the scene

Things you don't want feedback on

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- Visual design? (del in scape
   Cit de diegn for that's being looked or separatory.
- Fundamental problems with the writte-locaryster's that you might end have thought off filled, not being thereis.

### 2 - Set the scene (Receiver to complete) 1 - Assign roles

### Receiver:

Context: **EDIT THIS** EDIT THIS: Short description about problem, stage of the

Facilitator: **BECKY PRIEBE** 

Note-taker:

**EDIT THIS** 

work, any constraints or things we need to know.

### What you do want feedback on:

EDIT THIS: Specific feedback you're looking for based on

the problem you're trying to solve

### What you don't want feedback on:

EDIT THIS: What's out of scope for this critique so we don't get distracted

### 3 - The session (Receiver, your stuff goes here)

### Things to remember while providing feedback

### Step 3: WE WANT THE HIVE

Hong on Some important guidance for the hive

- I that your destro followers you finages before descriptions— states whether you will be the point of the graph of the population of the confidence of the

### Common types of feedback

### Beactive: "I hate green"

Directional "Make it green"

Critique: "Can you explain the choice of calour?"

### Criticism vs Critique

### Official For early sound word Sellips: Www.reality.for.copy.foot.com

It's decome it seemed out of place with the value out trans. Fin

Or Michael (1997) Thirty I make signs.

2-Migue: White I make broking all that seed on it continued may 1990.

To become it district seam to work with the rest of the proge-tiles. that stronge tracked are as productor transport.

these burt is been some action. Was there a pre-oblined purpose for the popper location and they this right had may project only this desert being population.

### Critique structure

"Mateur (vend (deat maps) if mouth map (deat/deats), if there are necession (death is provided that healthing branchism). Under your street into [reason(death)] deather why you street this copp?"

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