

[m]asterclass

Design critique

How to give and collect feedback on projects?

During the training, participants will learn the principles of design critique. They will learn how to provide constructive feedback, ask for substantive comments, and respond to them effectively. The workshops teach about what good feedback is and how to enhance its value to reach the full potential of designs. Through effective design critique workshops, participants will not only gather valuable feedback but also improve communication within their team.

Masterclass is a 4-hour, intensive online workshop that is a deep dive into a specific issue related to creating digital products. It is designed for professionals already working in the field who want to expand their skills.

After the masterclass, the participants will:

- learn the reasons behind communication barriers and emotions in the feedback process
- understand why not all justified feedback is valuable
- get to know practical rules for giving feedback in projects
- practice giving and receiving feedback based on prototypes and mockups
- learn to apply different styles of argumentation
- discover proven techniques for giving feedback
- learn how to ask for substantive comments and respond effectively
- practice planning the feedback collection process for their projects
- learn the key principles of conducting design critique workshops and incorporating them into daily professional practice

Trainer



Iga Mościchowska

For over a dozen years, she has promoted the idea of user-centered design. She is a designer, researcher, and facilitator, as well as the founder of the postgraduate studies in UX & Product Design at AGH, and the co-author of the bestselling textbook "Research as the Basis of User Experience Design." Over the years, she has run a design and research studio working for clients such as eBay, Canal+, and KGHM. Her experience was recognized by Google, which invited her to be a mentor in the Google for Startup Accelerator program.

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Training agenda

Duration: 4 hours (online, live)

- Design critique: benefits and potential risks
- F. Schulz von Thun's communication model
- Barriers to providing feedback on projects
- Rules and examples of good feedback
- Selected techniques and structures of feedback
- How to ask for valuable feedback?
- Effectively responding to feedback
- Conducting design critique workshops in an organization
- Framing participants of design critique workshops
- Building feedback culture in product teams

Who is it for?

- Product Designers - will learn to collect valuable feedback and respond to it
- Team Leaders - will learn how to build a culture of constructive feedback
- Product Managers - will practice collecting and conveying valuable feedback during design critique workshops
- Developers and Analysts - will learn how to provide valuable project feedback in a way that is not frustrating to anyone

Contact us!



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