Week 12 (1/2)

In this article PAN talks about ten tips for evaluating design. He goes into the details of the ten tips with some examples that are very helpful in building respectful and honest feedback. They are, using the right words and expressions, searching for C.R.A.P., paying attention to colour, look for focus, analyzing typography, look at images, ask the target group, define a clear message, maximize impact, and ask questions. The most important part I learned was about asking the target group, a step I often neglected to do. Getting the target group right is the most important thing, not only to satisfy the user, but also to maximize and optimize the product's features, and I need to pay more attention to this in my future work

(2/2)

This article is about how to better accept or give some comments about the design aspects. Criticism is never a bad thing, and good criticism is more than just finding fault. The judgments we form can and should cover both the positive and negative aspects of our work. As critics, we should strive for fairness, honesty and empathy. The most important thing I learned from this is how important it is to give a proper response. A good feedback response is not only respectful to the critic but it is important to show that there is no self-defense in the comments while showing a real process of reflection and thought.