# Design Feedback Collection Templates

The difference between good and great design often comes down to how effectively feedback is gathered and implemented. Top studios like Pentagram or IDEO excel at turning vague client comments into concrete, actionable improvements. For instance, a Monzo app designer might interpret "make it pop more" by specifically adjusting colour contrast in ways that boost user engagement. These ready-to-use templates provide practical systems to enhance your current projects while showing potential employers you understand real-world collaborative workflows. How might these tools reshape your approach to revision cycles in your portfolio work?

[Image: Designer at a desk reviewing feedback on a tablet while making notes on a structured feedback form. The screen shows a mobile app interface with annotation markers. Caption: "Fig 1: Professional feedback documentation process showing how structured templates transform subjective comments into actionable design tasks"]

**Try This when a client gives you vague feedback like "it needs more energy"**: Pick one of your recent designs and imagine receiving this unclear comment. Use Template 1 below to convert this fuzzy feedback into three specific, actionable design changes. Notice how this shifts your thinking from frustration to problem-solving. How might this approach improve your next client conversation?

## Template 1: Visual Annotation Feedback Framework

This template helps transform vague opinions into actionable design insights:

Design Element | Feedback Type | Comment | Priority (1-5) | Action Required  
---------------|--------------|---------|----------------|----------------  
Typography | Readability | "Body text too small on mobile" | 4 | Increase to 16px minimum  
Colour Scheme | Accessibility| "Insufficient contrast in nav menu" | 5 | Adjust to meet WCAG AA standards  
Layout | Usability | "CTA button position inconsistent" | 3 | Standardise position across pages

**Professional application:** When showing work to clients or creative directors, this format highlights your technical understanding and problem-solving skills. It turns subjective comments into specific improvements you can implement in Adobe XD or Figma. Remember how we talked about translating feedback into concrete steps in the previous assignment? This template puts that idea to work.

**Try This when you're drowning in contradictory feedback from multiple stakeholders**: Take your current project and identify the three most conflicting pieces of feedback you've received. Use Template 3 (Stakeholder Feedback Matrix) to prioritize them based on business impact and technical feasibility. Think about how this changes which feedback you address first. What unexpected insights did this prioritization reveal?

## Template 2: User Experience Survey

This template helps collect quantitative data about user interactions:

Question | Rating Scale (1-5) | Open Response  
---------|-------------------|---------------  
How intuitive was the navigation experience? | □□□□□ | What specific elements helped or hindered navigation?  
How effectively did the visual design communicate the brand values? | □□□□□ | Which design elements best represented the brand?  
How consistent was the design across different screen sizes? | □□□□□ | Where did you notice any inconsistencies?

[COMPOSITE Image Grid (2 images):] [Image 1: Designer conducting a user testing session with a participant interacting with a prototype on a tablet while the designer takes notes using the UX survey template. Caption: "Fig 21, part 1 of 2: Structured user testing session using quantitative feedback collection"] [Image 2: Designer analyzing compiled UX survey results showing data visualization of user responses with highlighted pain points. Caption: "Fig 22, part 2 of 2: Analysis of aggregated user feedback data revealing actionable design insights"] [Final Caption: "Fig 2: User experience testing workflow demonstrating how structured feedback collection transforms individual user responses into quantifiable design decisions that can be presented to stakeholders"]

**Portfolio value:** Including user testing data in your portfolio shows you put users first. The design principles you've been learning really shine when you can demonstrate how they influenced actual user experiences. This template helps you gather meaningful insights that shape your design decisions—exactly the kind of evidence employers want to see from junior designers.

## Template 3: Stakeholder Feedback Matrix

This template helps prioritise feedback from different project stakeholders:

Stakeholder | Feedback | Business Impact (1-5) | Technical Feasibility (1-5) | Implementation Priority  
------------|----------|----------------------|---------------------------|------------------------  
Client | "Brand colours need more prominence" | 5 | 4 | High  
End Users | "Mobile menu difficult to access" | 4 | 3 | High  
Marketing | "Need more prominent social sharing" | 3 | 5 | Medium

**Industry relevance:** In the real world, you'll often juggle competing priorities from different stakeholders. This approach mirrors how design studios like Wolff Olins and Johnson Banks balance client requests with technical constraints. It builds the critical thinking skills you'll need for complex projects—particularly useful for the sustainable fashion campaign project coming up next term.

**Try This when you can't remember what changes you've already made to a design**: Open your current project files and take 5 minutes to create a simple version of Template 4 (Iterative Design Feedback Tracker) documenting your last three iterations. Note what prompted each change and what issues remained. See how this visualization reveals patterns in your design evolution. How might keeping this tracker influence your design conversations with collaborators?

## Template 4: Iterative Design Feedback Tracker

This template documents feedback across multiple design iterations:

Design Version | Key Feedback | Changes Implemented | Remaining Issues | Responsible Designer  
---------------|-------------|---------------------|------------------|--------------------  
V1.0 | "Typography hierarchy unclear" | Adjusted font weights and sizes | Spacing inconsistencies | [Your Name]  
V1.1 | "Improved hierarchy, mobile layout issues" | Implemented responsive grid | Image optimisation needed | [Team Member]

[Image: Screenshot of a professional design management software showing version history of a website design project with feedback annotations and tracked changes highlighted. The interface displays multiple versions side-by-side with implementation notes. Caption: "Fig 3: Professional version control system demonstrating how structured documentation creates a visual history of design evolution that both supports your learning process and demonstrates methodical workflow to potential employers"]

**Professional workflow:** Many of you asked in the previous session how to document design evolution effectively. This tracker creates a record of your design process—valuable both for your own learning and for showing potential employers your step-by-step approach. It ties directly to the file management methods that professional design teams use every day.

## Over to You

Look at your most recent design project. Which of these templates would have most improved your feedback collection? How might implementing structured feedback change your approach to revision cycles?