

Getting good feedback

Individual POV

**Encourage personal
opinion**

“No correct/incorrect”

Individual POV

More structured than unstructured

Probe the same areas

**Look for trends/
common themes**

Individual POV

More structured than unstructured

Mixes open-ended & closed-ended

Get people talking

**Prevent them from
limiting their ideas**

Individual POV

More structured than unstructured

Mixes open-ended & closed-ended

Followup for specifics

“Which one is easier?”

“Rank from 1 to 3”

“Why is that one ...?”

Individual POV

More structured than unstructured

Mixes open-ended & closed-ended

Followup for specifics

Neutral

Avoid selling

Don't defend or justify

Try not to “lead” the reply

Giving good feedback

Talk about you instead of them

“I like ...”

“I don’t understand ...”

“I wonder ...”

“I’d prefer...”

Talk about the work instead of the person

“The idea seems like something else I’ve seen”

“The menu doesn’t give me enough options to get what I’d want”

“The page isn’t clear about what I should do next”

“Those colours work well together”

Point out things that work well - be specific

“I get the idea right away - the first sentence makes it really clear”

“I like how the choices are presented on the menu...”

Point out criticisms as improvements you suggest

“I want to try an option right away - can I delay the sign-in?”

“I think bigger buttons would make it easier to use on my phone”

Talk about “I think” instead of “you should”

Talk about what you see (or don't see) and what you want to do

Receiving feedback

Be appreciative

If negative, acknowledge instead of defend

Listen to understand