17 Principles For Giving Highly Valuable Design Feedback

Create the right conditions for critique.

1. Establish an atmosphere of mutual respect.
2. Clarify the goals for the work.
3. Acknowledge your subjectivity.
4. Reframe your suggestions as questions.

Assess the application of visual principles.

5. Overall tone. *What feeling do you get from the work? Does it align with the stated goals?*
6. Visual hierarchy. *Does your eye travel from highest to lowest priority content?*
7. Alignment. *Is there clear structure and use of a grid?*
8. White space. *Does the use of white space enhance visual hierarchy and the layout of information?*
9. Proximity and grouping. *Is information organized in logical blocks?*
10. Color. *Does the palette work aesthetically while meeting the project’s goals in terms of tone?*
11. Consistency. *Are fonts, sizing, shapes, color, buttons, labels, etc., used in a consistent way?*

Consider usability principles.

12. Calls to action. *Are the CTAs clear and prominent?*
13. Coherence and narrative. *Does the overall user experience tell a story?*
14. Design patterns and conventions. *Are common interaction patterns used where appropriate?*
15. Dynamic UX. *How does the design scale to different devices or work with a range of content?*
16. Main cases and edge cases. *Are main tasks easy to accomplish, and are edge cases thought through?*
17. Accessibility. *Does text size and color palette accommodate the visually impaired and colorblind?*

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