

Providing effective feedback on creative work

Your input is important and totally necessary to guide my work. I may not get everything right on the first try. That's not just okay; it's part of the process. Our work together can (and probably will) be iterative.

Here's how you can provide me with effective feedback, so I can really earn the money you're paying me for your site. The magic happens when your hard-earned skills and expertise come together with mine.

GOOD FEEDBACK

Be honest. If you don't like something, I need to know – now, not three weeks down the road.

Be specific. Point out what, exactly, is not working for you, and why it's not working.

Ask why. If you aren't sure what I was thinking, I'd love to explain my reasoning. Everything I've done for the project has a purpose.

Refer to your goals. Relate every piece of criticism back to your goals.

Relate to your audience. Your audience should be top of mind for every decision or critique that you provide. What do they need? What will they love?

NOT-SO-GOOD FEEDBACK

Involve everyone you know in the creative process. I work best when you alone serve as the expert on your company and its audience. Art made by committee is rarely successful.

Take things personally. If I missed the mark, we need to figure out why and move closer to our mutual target. If I disagree with you, it's because I'm thinking about your goals and your audience. It's not personal, it's business.

Do my work for me. Please give me written or verbal instructions about what isn't working; don't redo my work to illustrate your point.

Prescribe fixes. You're paying me to provide solutions. Explain the problem and I'll pitch potential fixes to you, based on my research, experience and skills.