

# Design Feedback Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Use the same supplied Design A, intended audience, and intended task for every respondent. All seven questions are optional and always visible.

## 1. Which relationship best describes your review of Design A?

- ☐ Project team
- ☐ Client or sponsor
- ☐ Intended user or customer
- ☐ Subject-matter reviewer
- ☐ Another relationship
- ☐ Prefer not to answer

## 2. What do you think Design A is trying to help a person understand or do?

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## 3. How clear is the main message or action in Design A?

- ☐ Very unclear
- ☐ Unclear
- ☐ Neither clear nor unclear
- ☐ Clear
- ☐ Very clear
- ☐ Not sure

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## 4. Which area should be reviewed first?

- ☐ Information hierarchy
- ☐ Navigation or flow
- ☐ Readability
- ☐ Visual consistency
- ☐ Accessibility
- ☐ Content fit
- ☐ Another area
- ☐ No change needed

## 5. What part of Design A works best for its intended purpose?

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## 6. What one change would most improve Design A for its intended audience?

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## 7. What should happen next?

- ☐ Proceed with current direction
- ☐ Refine the selected area
- ☐ Compare another version
- ☐ Test with the intended audience
- ☐ Gather more context
- ☐ Pause the decision
- ☐ Not sure