

DESIGN Critique CARDS

Questions to unlock and unblock the potential of your interactive design

You may use the cards in any way you like. However, they have some features that are worth utilising. I personally like the fact that they can be shuffled, dealt and arranged. For example, if a group of you were to gather to critique a piece of interactive design, you might deal out a handful cards to everyone and all agree to ask at least one question from the cards in your hand. The nice thing about questions is that they are not so very threatening and also good at starting conversations. Since a question that you ask was on a card, no one is going to be sore at you for asking it.

If no one else is around, picking a card at random and attempting to answer the question on your own can be a great way to reconsider your design. Some prefer to ignore the questions altogether and simply build card houses. That can be a great way to take your mind off your work. Obviously, that's not going to work if you just printed them out on cheap paper.

Over time you will come up with new questions. It would make us very happy if you shared these with us. Please send them to david.deleon@inuse.com

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What expectations do users have? What expectations does the design give rise to?



How would you like your design to be perceived?

E.g. perceived as secure, simple, fast, flexible, powerful, polished, fun, wild etc.



What in your design helps users learn how to use it?



How does this work the first time it is used? After a week? A year?



Does the design provide users with a clear and useful conceptual model?



What is most interesting here? Why?



What are you most proud of in your design?



What is the most important thing in this design? In this screen? Why?



What is your most important use case? What is your most common use case?





Which parts of the design are you most uncertain about? Why?



What happens when things go wrong? What could prevent this from happening?



Is the design making assumptions that excludes certain types of users?

E.g. assumptions about gender, beliefs, knowledge, culture.



Does the user know what to do? When they have done something, do they understand what happened?



Are users familiar with the terms and concepts used in the design?



Are there things that could be solved visually, rather than through interaction, and vice versa?



What makes this design unique?



What stands in the way of the most important use cases?



How well does the design scale?





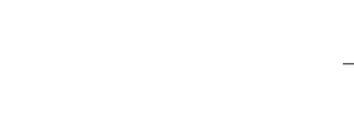
Does the design take users with lower levels of sensory, motor and cognitive abilities into consideration?



What is your client/boss worried about?



What is the design supposed to accomplish?



How do you want the user to feel?

E.g. competent, in control, in a state of flow, creative.



What do you want the user to do?



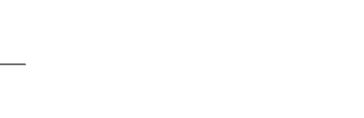
Is there some service, product, or other phenomenon, that solves a similar problem to yours?



How have others solved this design problem?



If you had to remove something, what would you remove? If you had to remove something more, what would it be?
Keep going.



If there were no limitations, what would you do?





What are we all taking for granted? What would be possible if the opposite of our assumption was true?



What would happen if this was bigger/smaller, faster/slower?
 What would happen if you rearranged the order of things?
 What would happen if you removed the most important part?



Is the design too bland? What would happen if it was more polarising?
 What would happen if you excluded some groups of users?



What reasons do users have for returning to the product or service you are designing? How often do you want them to use it? What is the ideal length of a session?



Have you taken the context where the design will be used into consideration?
 E.g. location, lighting, ambient noise, other people.



In which ways does your design contribute to reducing the negative impact on the environment and on the wellbeing of people?



Which avenues, solutions and alternatives have you explored and rejected?



How does the solution provide value for users? In what ways?



What is working well in the design? Can it be made even better? Can it be applied elsewhere in the design?





Are we doing the right thing right now?



What activities or services is your design competing with? If your users don't use this design what do they do instead?



What theme or key idea runs through your design? How could you make that theme or story clearer?



What would surprise your users and exceed their expectations?



What would be a show stopper for your users? How could this be prevented from happening?



What would you do differently if you could start again from scratch?



What are your personal goals and wishes for this design? What effect do you want to have on the world and on your users?



How do animations and transitions contribute to users' understanding and experience of the design?



How does the design capitalise on our different senses? Are sights, sounds and haptics used and combined for maximum effect?





Compared to how things are today, what will be easier, simpler or more fun using this design?



Are there things in the design that might bore or tire your users?



What in the design invites and encourages use? What would motivate your users to invest more time and attention?



Does the design reject established design patterns. How and why?



How would Apple, Google or Disney solve this?



If someone else was to take over your design, what would they change?



What would you like users to remember from their interaction with your design?



What would you like to have with you at the end of this design critique?



