

SEVEN  
**RULES OF ENGAGEMENT**

**Listen**

Your ability to process the information presented is imperative if you are going to provide feedback to a teammate. Stay analog and be in the moment.

**Focus On The Topic**

Do not try to solve all the problems. Focus on the problem that the design is trying to solve. Do not venture outside of scoped areas, or gold plate the solution. Simply flag edge cases or minor interactions and move on.

**Candor NOT Conflict**

Be honest and clear of why you believe that something may be an opportunity to explore. Ensure that the designer across the table from you is made stronger by your open expression. This is not an exercise on how to tear other designers down.

**Be The User**

Use research that is available to you. What you know about your user; their motivations, pains, gains is imperative to designing an excellent experience. Channel your user empathy and be a champion.

**What Is Working Is As Important As What's Not**

What is working is as important as what's not. Don't just focus on where improvements need to be made. Building on other people's ideas and offering suggestions is always a positive sentiment. It is imperative for the other designer to know that you are paying attention and in their corner cheering them on.

**Be Objective  
NOT Subjective**

Please do not use statements such as "In My Opinion" or "I Feel". Use data that is available to you: previous studies, what we know about our users, design systems, heuristic analysis, information design, brand guidelines and so forth. Leave your personal preferences at the door.

**One Conversation  
At A Time**

Sometimes we get excited and we all want to voice our opinion. Please wait your turn and let others finish, so they can clearly communicate their ideas. Make sure you have ample time to discuss and that everyone around the table has been heard.

**UX DESIGN  
REVIEWS**

DATE  
01.10.2019

CREATED BY  
Alecia Morris  
Denis Suhopoljac

In order for a design team to succeed, designers must understand how to contribute and collaborate. You can harness your team's strengths to its full extent when expectations and guidelines are utilized.

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# UX DESIGN GUIDELINES REVIEWS

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