GYATA TABIRI

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Feedback that gives the next revision a direction

By Gyata Tabiri · Revised November 2, 2026

“Make it stand out” leaves the person revising the work with several possible problems to solve. The message may be unclear, the hierarchy may be weak, or the reviewer may simply prefer another color. Useful feedback begins by separating those possibilities.

Describe the difficulty before prescribing the answer

“I cannot find the next step on mobile” gives us something to inspect. “Make the button red” skips straight to one possible treatment. I want the designer to understand the concern well enough to propose an answer I may not have considered.

Make technical concerns visible

In email work, I have used screenshots, written explanations, and conversations to show problems with layouts, backgrounds, and buttons. Designers then revised the work. A visible example gives the discussion a shared reference and keeps a rendering constraint from sounding like a disagreement about taste.

Check whether the brief is moving

If feedback asks a piece to speak to a different audience or carry a new offer, that may be a change in direction rather than a correction. I would name it before requesting another revision. Otherwise the person making the work can keep improving an answer to a question that has already changed.

Leave a usable next step

The review should establish the concern, its priority, and who owns the next revision. It should also identify what is already working. Reopening settled details without explaining why makes it difficult to know which decisions are stable.

Good feedback leaves room for judgment on both sides. The reviewer explains the problem clearly; the person doing the work still has space to solve it.

Read alongside: Giving a review a clear purpose · A design conversation during an email build.