

How to Give Feedback Like the British



The UK show called The Great British Bake Off (or GBBO for short) is a baking show in which over the course of several challenges judged by professionals, the best amateur baker of the group is chosen. So, what's the draw of the show and what does this have to do with B2B web design?

One of the main draws of the show appears to be the general atmosphere of mutual respect and goodwill among the contestants and the judges. The judges are conscientiously working with the bakers to provide feedback that will help them to be better bakers and produce better creations. We thought the show was a great analogy for our most successful B2B web design projects, which always include great feedback from clients and from our team of professional designers, developers, and marketers.

In this infographic, we will take a look at how the British judges on GBBO give feedback and how that can be applied to a website design project.



Giving Polite Feedback



It's easier to communicate and get a meaningful response when the feedback is delivered in a polite manner.

Rude

"This design sucks and your team didn't listen. Get to work on a new one ASAP!"



Polite

"We've reviewed the designs and would like to discuss our feedback. We don't think the designs are matching up with our goals for this web design project and we would like to review our objectives with your team."



Sharing Thoughtful Insights



Rather than simply stating something doesn't work or you don't like it, it's more effective to share the why behind the statement.

Vague

"That color doesn't work for me. Please find a different color."



Thoughtful

"The red color in the logo is a little overpowering. We'd like the logo to communicate power, but not appear forceful or so bright. Our mantra is stealth power."



Being Honest



The biggest issue in avoiding to provide honest feedback throughout the process is that the end result won't be a success.

Dishonest

"Yeah, so the homepage design looks fine."



Honest

"The homepage design needs to be modified to be more simplistic and clean. Our potential clients are only interested in learning what we can do for them, they don't care about our awards or past projects."



Being Direct & Clear



It's easier to communicate and get a meaningful response when the feedback is delivered in a polite manner.

Evasive

"Well, we think overall the design is starting to come together and the colors seem to be a good fit. Your designers have done a super job with creating a nice-looking website. The website layout is ok but we want something different."



Direct

"The website layout needs to be changed. Remove the image at the top, add a section for testimonials, and take that pale blue out of the color palette."



Touch on Positives & Negatives



In order to create an effective end product, your web design agency needs to know both what isn't working and what is working.

All Negative

"The navigation is too big, the blog layout is too cluttered, the images look too flowery, and the CTAs are weak."



Negative & Positive

"We like the topics covered in the navigation, but we need to pare it down so we don't overwhelm our users. The blog layout looks cluttered, so we need to add more negative space. We really like the images that are similar to our brand colors and think those flow well on the website."



Everyone has their own style of giving feedback, but some methods of providing feedback are more effective. We believe these are valuable insights on how to provide quality feedback that contributes to the success of a web design project, bowler hat and cuppa optional.

