Designing For Effective Online Feedback Exchange

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Human-Computer Interaction

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Motivation

- Feedback is essential for creative work.
- Crowd feedback systems offer the opportunities to reach out to potential audiences quickly and affordably.
- However, crowd platforms provide little or no guidance about how to incorporate feedback into the design process.
- Feedback recipients
Smooth Digital’s Charity Jazz Concert

Come out with your friends to see Smooth Digital perform at the Main Quad on October 12th from 6 – 9 pm. All proceeds go towards supporting music programs for local middle schools. Tickets can be bought at the Illini Union Building Room 208.

Design Goals

You have been hired to create a poster for a charity jazz concert featuring the band "Smooth Digital", a group of four alumni from the School of Music at the University of Illinois. The concert will take place on October 12th from 6:00 PM - 9:00 PM on the Main Quad. Tickets are $10 per person, and food and drink will also be available for purchase. All proceeds will be used to support music programs at local elementary schools. Tickets can be purchased in the Illini Union Building in Room 208. The goal of the flyer is to encourage participation, be visually appealing, and convey the event details.
Feedback #1:

Concept: Looks like yet another sign left at the bulletin board, and that can make it be ignored with the others. If you brought in you picture, and that’s the only ‘special’ part of it, then make it large, make it the center of attention. You could scale it (be sure to keep the proper proportions of the image so it doesn’t look stretched) all the way side to side of the poster (make sure it has the proper resolution, otherwise it will pixelate and look bad when printed out, you could google reverse image search it in hopes for a bigger one if it doesn’t).

Layout: Best to get rid of the big chuck of text. Make small lines of each relevant piece of information as you see fit. is it important? It goes near the top with a decent size. Not so much? Then it can be smaller near the bottom. Best to have the headline then the image, then the rest of the information. Best to get rid of the angle on the bottom texts. Looks too random and they look like falling down. Center the title, and word it better like “Charity Jazz Concert” and below “by Smooth Digital”, this way it doesn’t look like a full on sentence, same should be done with the rest of the information.

Aesthetics: Colors look too flat and uninteresting, your main source of color is the image, since you are bringing that to a proper size, you can borrow colors from that, like the blue that pops. Borders on text usually don’t look good when they get printed out, colors bleed into each other, so best to avoid them in general.

Rewrite feedback #1 using your own words. Your response should cover the content of the feedback completely:

Include a bigger picture that acts as the center of attention for the photo. Make sure that the picture does not appear too pixelated or stretched. Make smaller lines rather than a big chunk of lines, prioritizing important quotes based on font size. Center title and don’t tilt the texts. Possibly avoid coloring around the text.
Charity Jazz Concert
Featuring Sonny Digital

October 12th from 6 to 9 pm at the Main Quad

Come support our jazz band made entirely of illini alumni of the school of music

All proceeds go towards supporting music programs for local middle schools. Tickets can be bought at the Illini Union Building Room 208 for $10 per person. Food and Drinks Are Provided!
Current Work

- Implementation of a highlighting feature
- Creating page to store all design projects
- Communication with database to store designs, feedback, and other information pertaining to a designer
- Building responsive website features to allow designers and design reviewers to give input and receive it easily
Project Impact

- Computer is merely platform for designers and design reviewers to receive and communicate design improvements and we seek to make a platform that will have the least technology barriers.
- Gain better understanding of human reception of online feedback and reiterations.
- Finished platform for designers to receive and implement quality feedback effectively.