

# Developing a Consistent Design Crit System

Critique is an important step in the design process and a tool for receiving feedback, sharing domain knowledge, maintaining organizational consistency, and gaining vision on other designers' work.

## PROBLEM

IBM design teams practice critique, a.k.a crit, informally across the org.

- Not enough designers are signing up to present.

## PROBLEM BREAKDOWN

Crit was not just suffering simply from disinterest.

- Not all teams have adopted crit, and existing crit processes may differ.
- Designers feel pressure to present and while presenting.
- Too much responsibility falls in the hands of facilitators.
- Not all attendees are sold on the value of crit.

## SOLUTION

There's still more to complete...

- Asynchronous crit
- Leadership support & gamification

## DISCOVER

A series of workshops gathered designers and encouraged conversation around the existing crit system.

- Kickoff
- 3 Virtual Sessions
- Weekly Slack updates

## DEFINE

During the kickoff, we grouped recurring ideas to define themes.

## EXPLORE

Individual team members researched new tools and methods.

## CREATE

Each virtual session produced a list of relevant deliverables.

- Exciting & eye-catching Slack announcements
- Clearer instructions & value statements
- New crit schedule

