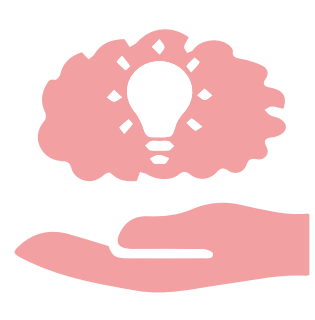Creative Agencies often receive ineffective client-feedback on their creative work. This can be as vague as...

JUST MAKE IT POP!

This kind of feedback does not give any foundation to build on. While in the process of creating a design or strategy for a brand, a lot of different elements have to be appropriately incorporated. Therefore, good communication between a client and an agency is essential!

To improve the feedback process, this thesis introduces a tool to receive more effective client feedback on strategy and design.

THE FEEDBACK TOOL AIMS TO..

MAKE IT JUSTIFIED

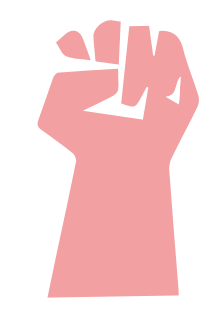The feedback does not only describe what the client likes but why they like it.

MAKE IT UNDERSTANDABLE

The wording and structure of the written feedback makes sense and is understandable.
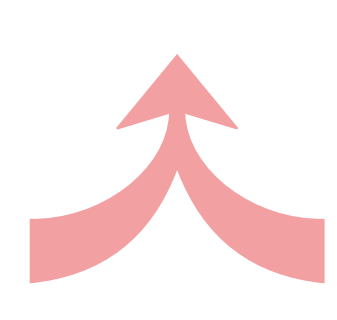
MAKE IT SPECIFIC

feedback is directed at a specific element rather than general.
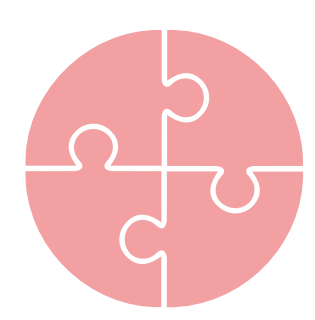
MAKE IT ACTIONABLE

Negative feedback has to provide ideas or advice on what to do differently.

MAKE IT ALIGNED

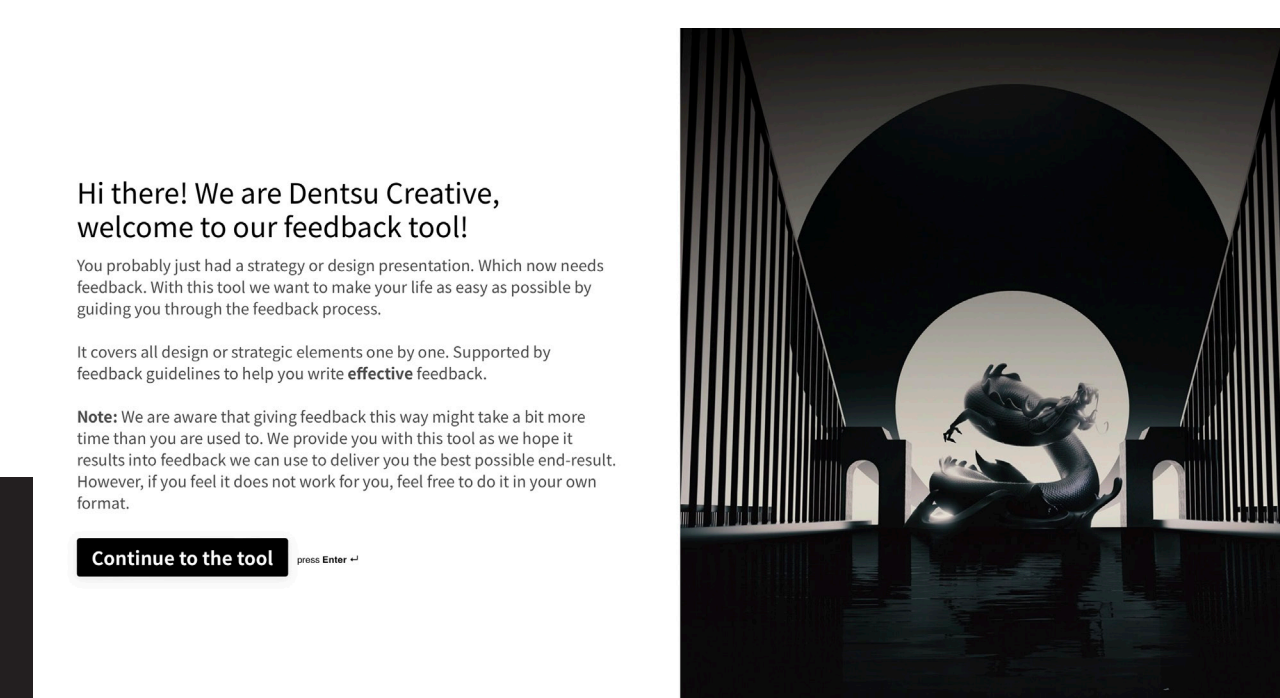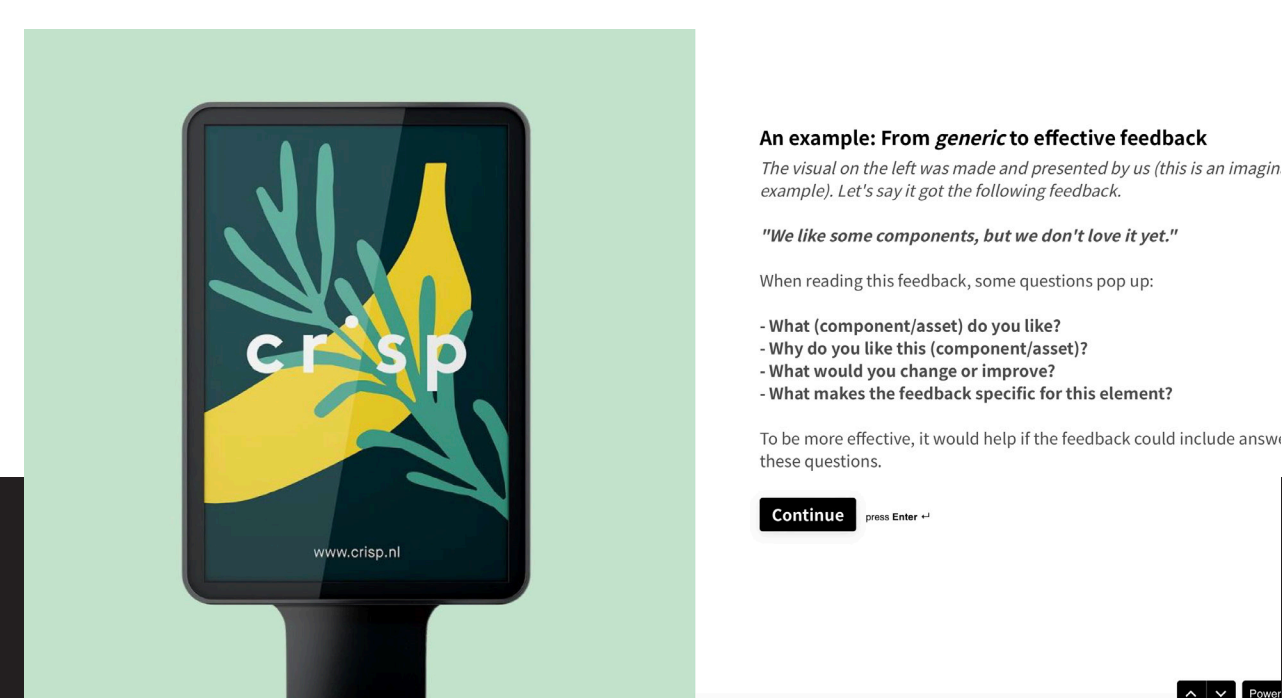The received feedback has no contradictions and is single-minded.

MAKE IT COMPLETE

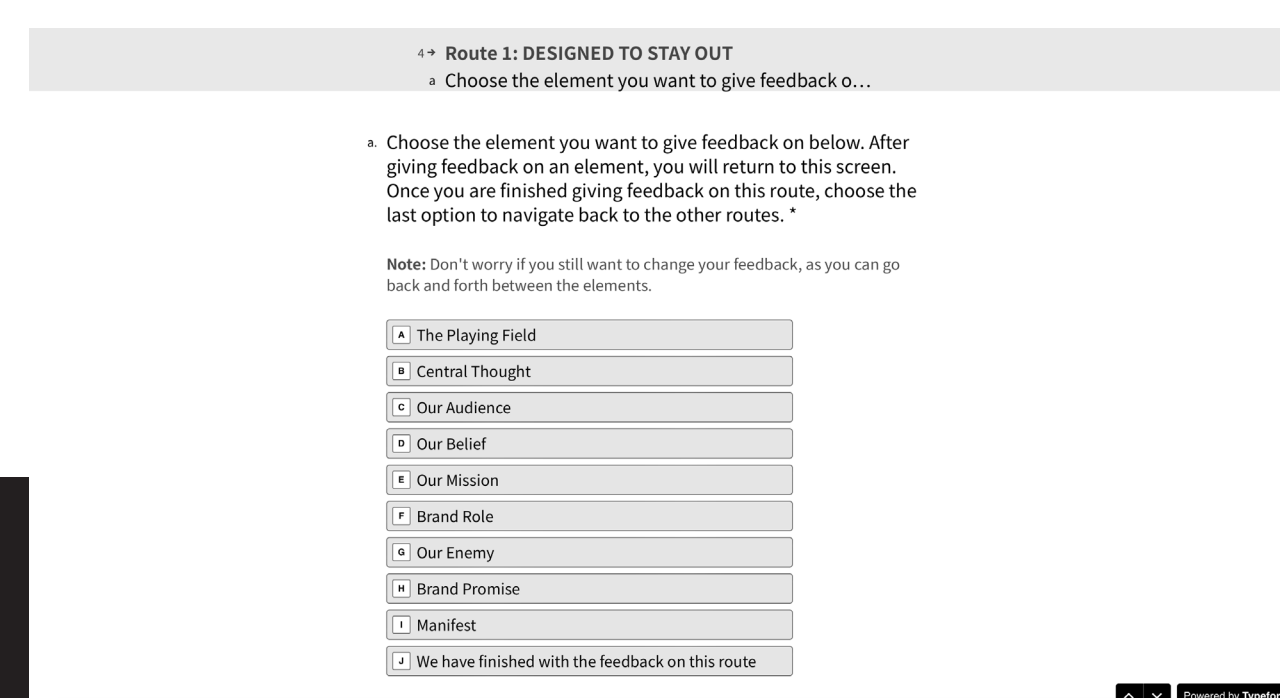The feedback covers all the relevant elements that need feedback.

HOW IT WORKS

The tool tries to achieve this by **educating** the client on effective feedback and **guiding** them through the whole process. The structure of the tool is dependent on the decisions made by the client, as they are presented with different follow-up questions based on the feedback they give. **The tool consists out of the following six segments:**
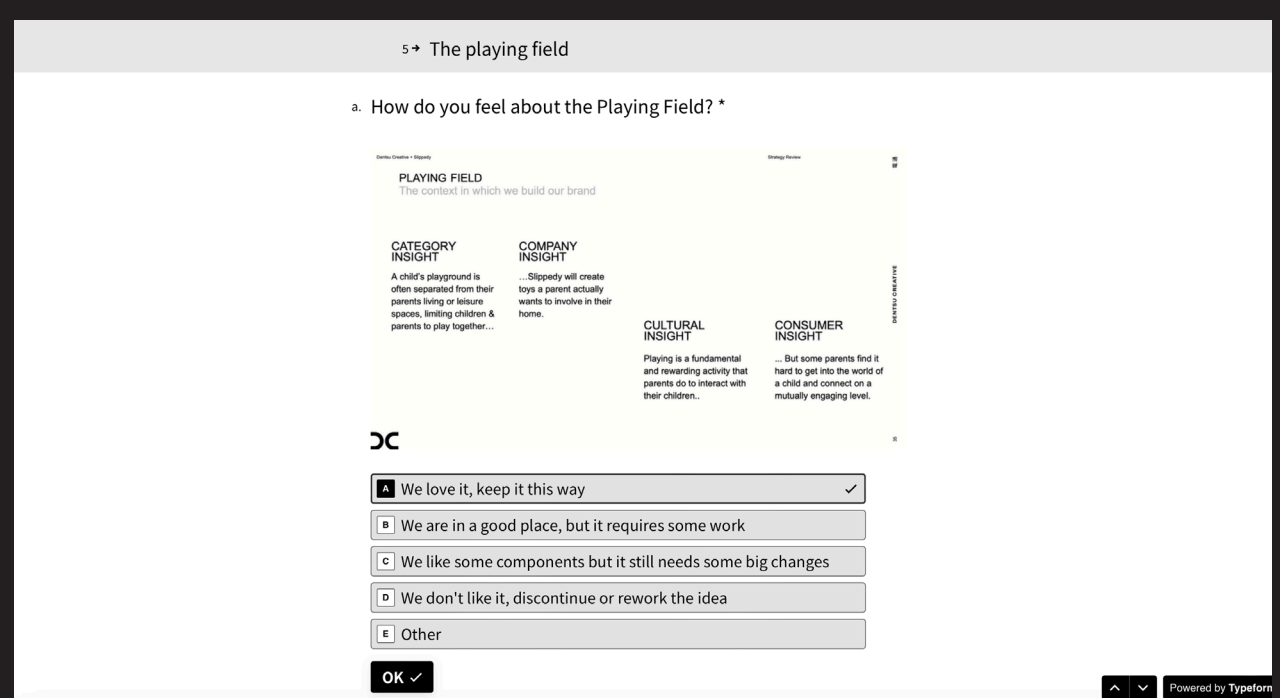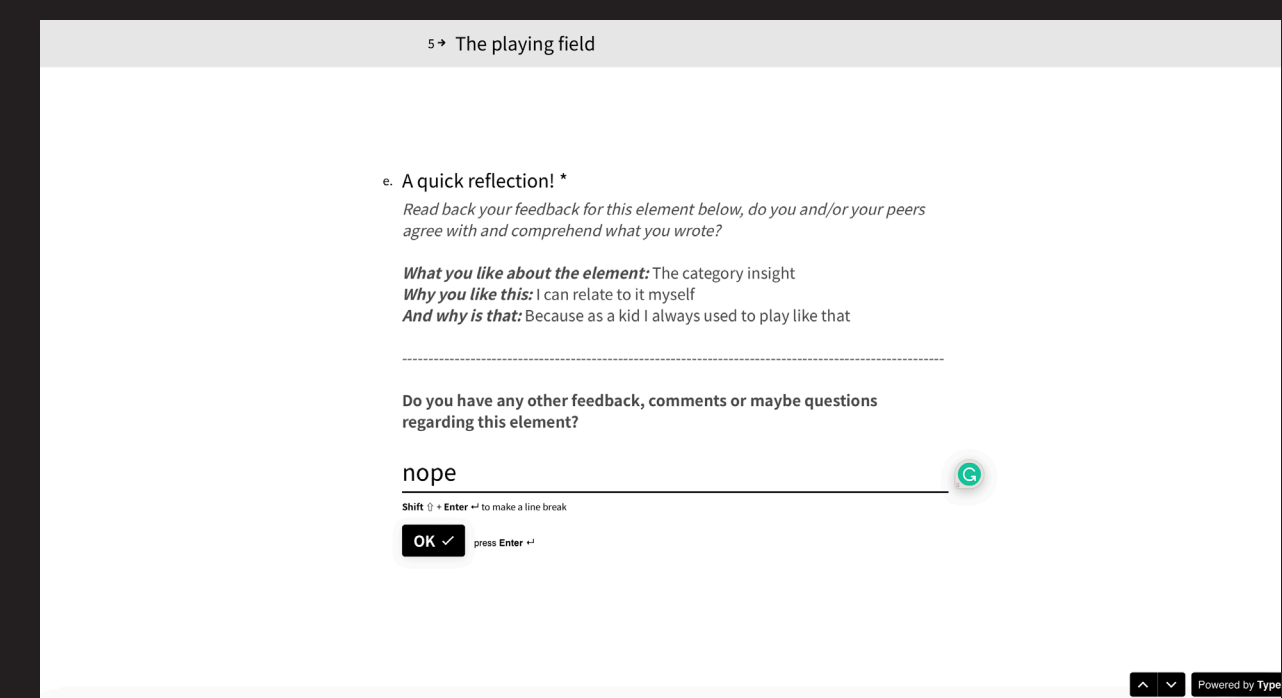
1. INTRODUCING THE TOOL
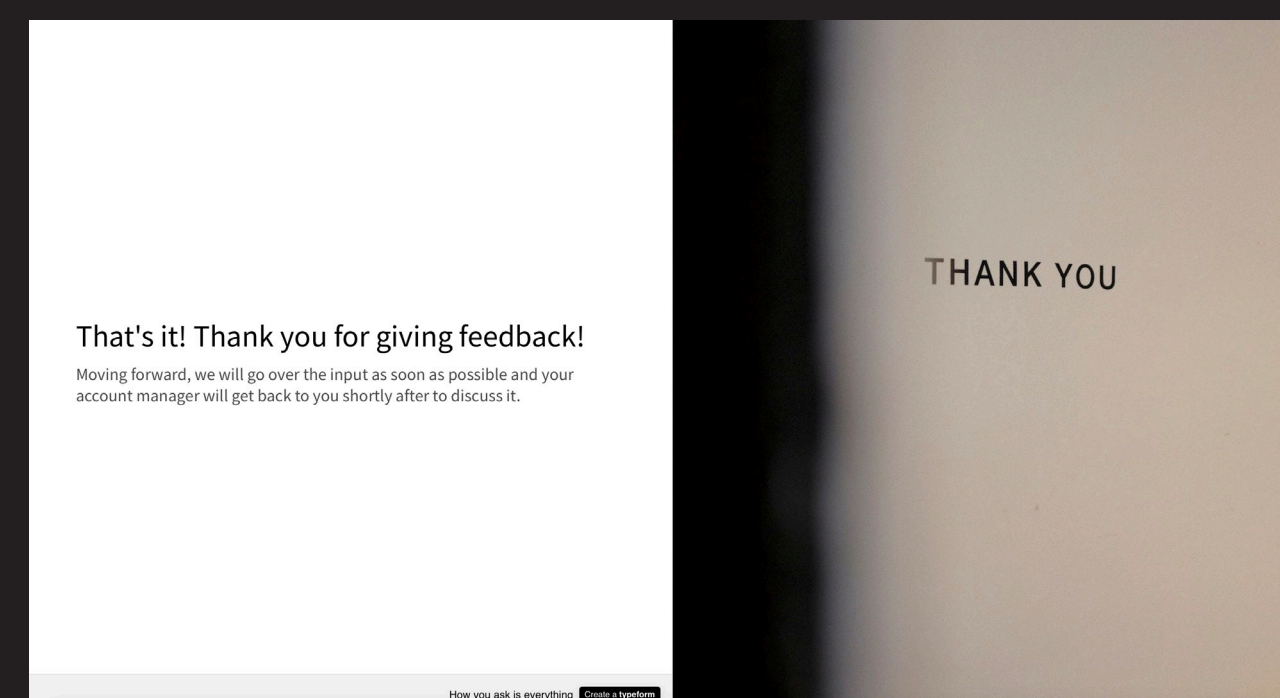
2. GIVING AN EXAMPLE OF EFFECTIVE FEEDBACK

3. SHOWING THE BRAND GUIDELINES

4. GIVING THE FEEDBACK

5. REFLECTING ON THE FEEDBACK

6. SUBMITTING THE FEEDBACK

Bram Jansen

How to "make it pop", introducing a tool to receive more effective client feedback on strategy and design in a creative agency

April 20th, 2023

SPD, Graduation Poster

TUDelft