

Turn Feedback into Testable Changes

Resolve conflicting review comments with evidence, bounded decisions and an inspectable revision

01

02

03

How to use this guide

Freelancers and small teams reviewing brochure copy, help text or short project documents.

Reconcile fourteen original fictional review comments, write a controlled revision and trace every change to an acceptance check. Includes the brief, source comments, decision map, reference copy and closure note.

- Separate factual defects from preferences and missing information.
- Preserve duplicate and conflicting comments without double-counting changes.
- Create explicit changes and acceptance checks.
- Close a revision with unresolved work visible.

Scope and limitations

- The case is fictional and text-only; no real audience or rendered-layout study is claimed.
- No conversion, attendance, legal or accessibility guarantee is made.
- Factual publication approval remains with the relevant owner.

Published by KitForma. Edition 1.0. Sources checked 1 October 2026. People and businesses in worked examples are fictional. This is an independent publication, not endorsed by the platforms mentioned.

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Contents

How to use this guide	2
Contents	3
A review is a set of proposals	4
Sources and tools	6

01

A review is a set of proposals

A comment is neither an instruction nor a vote until somebody with responsibility decides what it means. Treating every note as an edit produces a document that satisfies the last person who spoke and may contradict its own purpose. This workbook uses a small brochure review to show a different route: preserve the comments, identify the facts they depend on, decide the scope of each change, and check the resulting document. The method is deliberately small enough to run in a spreadsheet or a plain text file.

Our fictional project is the Cedar Workshop brochure. It invites adults to an introductory paper model workshop on 18 November 2026. The approved brief says Room B, arrival at 09:45, activities from 10:00 to 12:00, and materials supplied. A request form collects interest; a coordinator later confirms places. There is no price or payment in this exercise. The draft incorrectly says Room A and implies that submitting the form instantly secures a seat. These are substantive problems even if nobody dislikes the design.

Four fictional reviewers provide fourteen comments. Some repeat a valid concern, some disagree about tone, and some request information the project cannot yet support. Their names are role labels, not actual customers. You will not measure the quality of the brochure by the number of accepted comments. You will measure whether each decision has a reason, whether the approved changes appear in the revised text, and whether unresolved questions remain visible to the person responsible for publication.

Start by reading the brief and the original brochure without changing either. Write one sentence describing the reader's next useful action. For this case it is to request a place while understanding that confirmation

comes later. That sentence becomes a practical boundary for the review. A suggestion that improves a different objective may be valuable later, but it does not automatically belong in this revision. Keep the baseline file intact so that later disagreements can refer to the same starting point.

Sources and tools

[S1] GitLab all-remote meetings handbook

<https://handbook.gitlab.com/handbook/company/culture/all-remote/meetings/>

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Text Diff

Optional comparison of the two short fixture texts; human review decides meaning.

<https://kitforma.com/en/text-diff/>

Inside the complete guide

Capture comments without rewriting history

Separate defects, preferences and questions

Find the smallest change that solves the issue

Resolve conflicts with an explicit owner

Edit one controlled revision

Test decisions rather than counting edits

Close the review without losing open questions

Capstone: reconcile all fourteen comments

Answer key and the next review cycle