Design concept

Design involves thinking about users, technology and how they interact. The design concept is your particular approach to a solution: Do you have an original idea? Have you uncovered an unexpected user need?

Think about what you would like to accomplish. Reflect on the previous design exercises, especially the things that surprised you, and try to identify several design opportunities, the more specific the better.

Developing a design concept is a highly iterative process, but you need to start somewhere. The goal of this initial exercise is just to prepare your design exploration activities: to target your web searches and to seed the brainstorming activities.

Within your group, discuss different concepts that you’d like to explore further. Choose one and describe it as follows:

Who is it for?

To do what?

Initial idea:

Full description:
Three alternatives

Consider three different alternative designs. Re-read your original design concept, go through the function-interaction table and identify several key features of your system.

As you re-explore your design space, consider what other methods or interaction techniques might improve the user’s access to that functionality. Think of different technologies and different types of interaction with those technologies.

Spend 15 minutes discussing the alternatives and then choose three new design concepts that push the boundaries of one aspect of your system.

Idea 2:

Full description:

Idea 3:

Full description:
Design concept diagram

Sometimes, it is easier to draw your idea. Capture the essence of your design with a one-page illustrated diagram that highlights the key functions and use of your system. Use either an exploded diagram to emphasize key system functions or a process diagram to emphasize use over time. Include a one-sentence summary of the key concept that describes who will do what with your system.

Design concept:

Diagram: