

## Exercise: Define a concept

Group: \_\_\_\_\_

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 more your web searches and to seed new 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:**

## 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: