

Lec 6

Conceptualizing Interaction Design

Part 3 - Conceptual Models

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**A conceptual model is:
“...a high-level description of how a system is organized
and operates” (Johnson and Henderson, 2002, p26)**

A **Conceptual Model** in interaction design Consists of

Metaphores

Comparing with familiar concepts

Concepts

Objects, Attributes, Operations

Relationships

Object_X <> Object_Y

Mappings with UX

e.g. Drag & Drop.

A Conceptual Model of a **File System**

Metaphores

Physical filing cabinet

Concepts

Files, Folder, Root, Path, Permissions.

Relationships

Folders contain Files,
Each file has a unique
path, ..

Mappings with UX

Drag a file in a folder.

A Conceptual Model of a Coffee Vending Machine

Metaphores

Concepts

Relationships

Mappings with UX





Xerox Star User Interface 1982

Describe the conceptual model components

E-Commerce

Metaverse

Plant Caring App

E-Books

Ride Sharing App



**What's the difference between the
internet and the world wide web?**

Discussion about the Research

Next Class

- Read Chapter 4