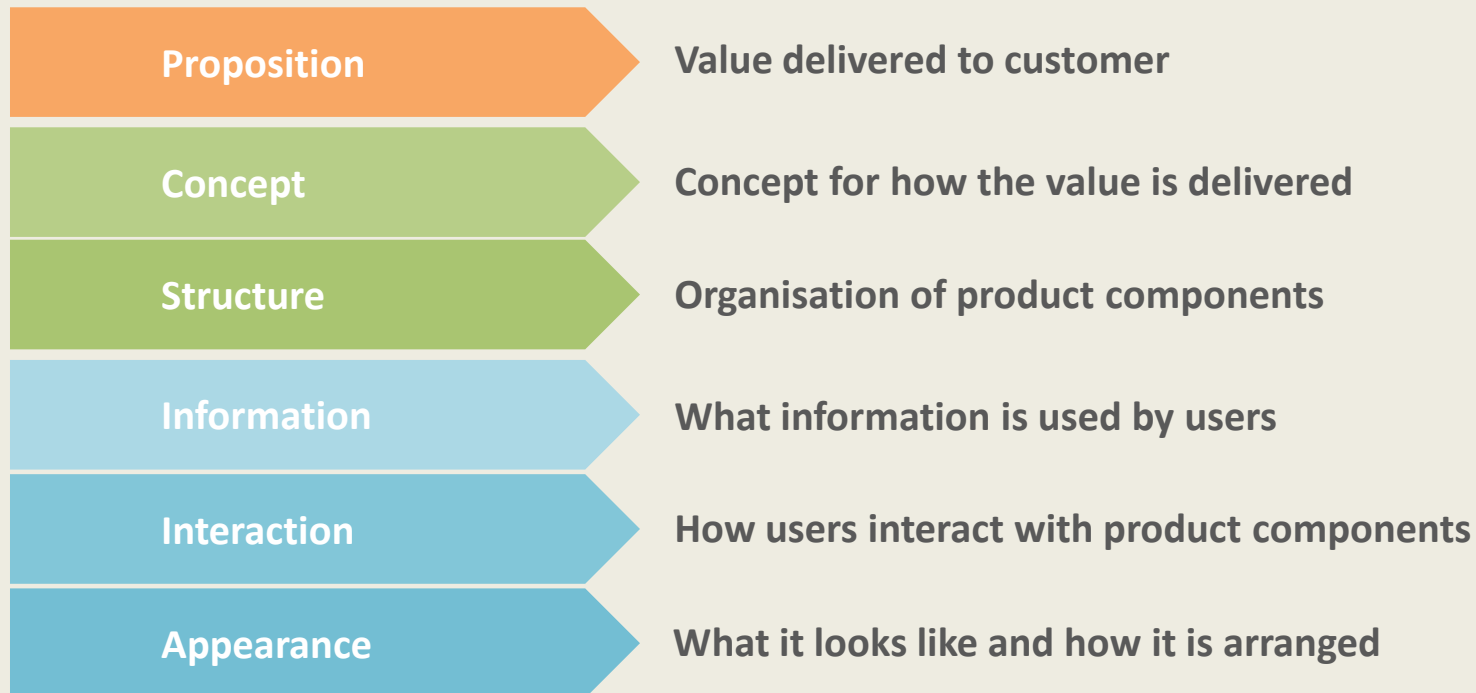


Creating a concept design

The elements of user experience



...one view of it. [Here's another one](#)

Creating a concept design

We followed a UCD process and have completed user research to understand:

- **Organisational structures** and **business goals**
- The overall **market**
- **Users** and their **goals** and **needs**
- **Personas** (models of the users) and **scenarios** (stories of what users want to do)

We've created a **value proposition** and **site goals** that **bring user goals and business objectives together**. We can now look **how to deliver this value** to the user.

The elements of user experience



Proposition

Value delivered to customer

Concept

Concept for how the value is delivered

Structure

Organisation of product components

Information

What information is used by users

Interaction

How users interact with product components

Appearance

What it looks like and how it is arranged

...one view of it. [Here's another one](#)

What is concept design?

A thinking process involving:

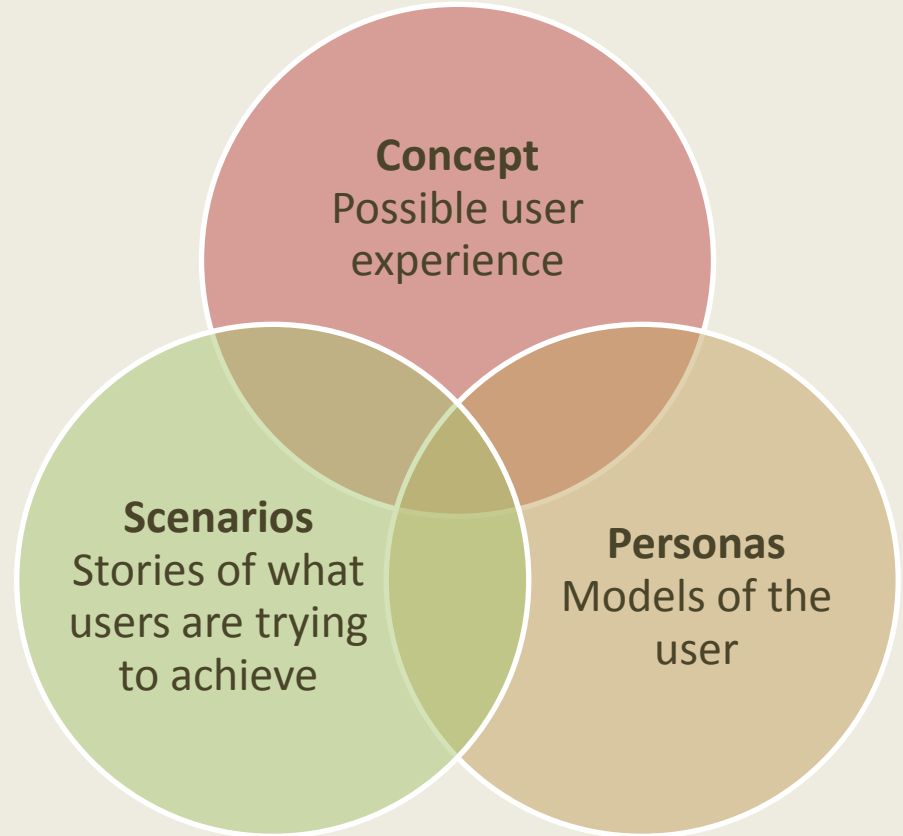
- Creation of **conceptual ideas** that bring user and business needs together
- **Refinement** of these ideas to define a ideal solution

In the UCD lifecycle concept design is not about:

- Defining business needs
- Defining user needs
- Understanding technology constraints

Generating ideas

- **Knowledge from user research** is used to generate ideas and make decisions about which ideas to eliminate and which to keep and improve.
- **Personas** and **scenarios** are tools we use to keep user focus.



Creating a concept design


Look at your personas and task scenarios and think:

- **What shape could the design take?** Is it more like a magazine, a catalogue, a guided tour?
- **What existing Web patterns could you use?** Take advantage of conventions that you know work already
- **What real-world metaphors could work?** Take advantage of the fact that people already have an understanding of the way certain things work in the real world
- **Does your proposition change?**

Discuss: Crocus.co.uk

- check [Crocus.co.uk](https://crocus.co.uk)
- Can you think of what key concepts the site is based on?

**Concept design is about creating
lots of ideas in rapid iteration!**



*“The best way to a good idea
is to have lots of ideas.”*
Linus Pauling

It's important to start simple...

...sometimes a **little doodle is enough** to test an idea.

Many great designs have started with **simple sketches and prototypes**. It's too expensive to do the real thing and then watch it fail.

UCD is about **iterating your design** until it's right.

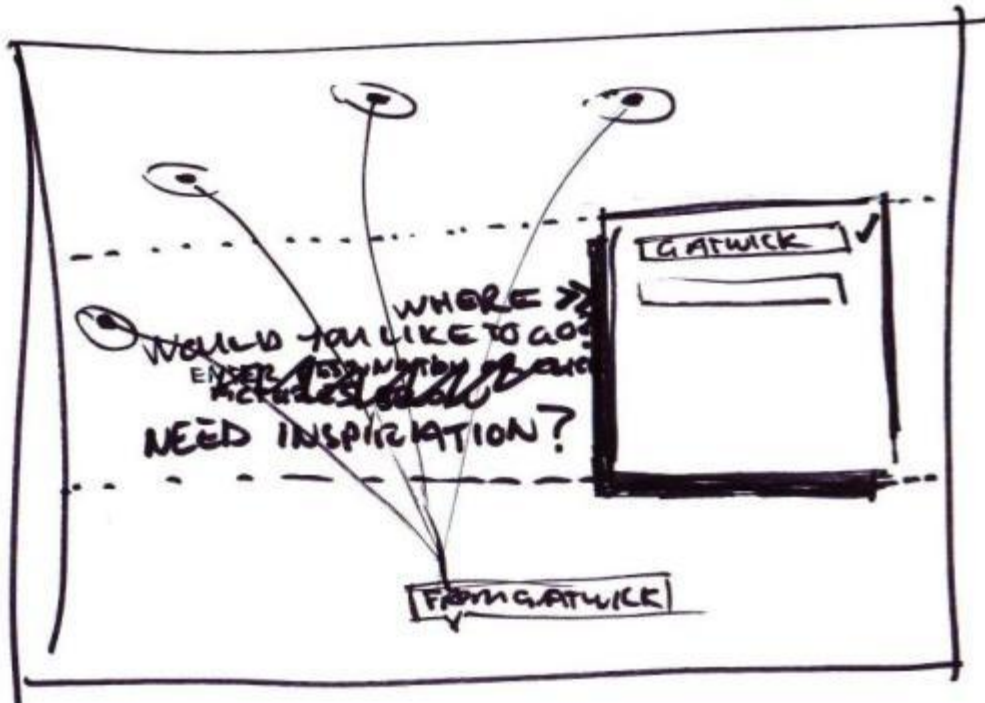
Therefore it's important to work at the **right level of fidelity** for each stage of the project – that is just doing enough to be able to evaluate the design

Low-fidelity prototyping



The first prototypes for Concorde – made out of a bit of paper and tape

Low-fidelity prototyping

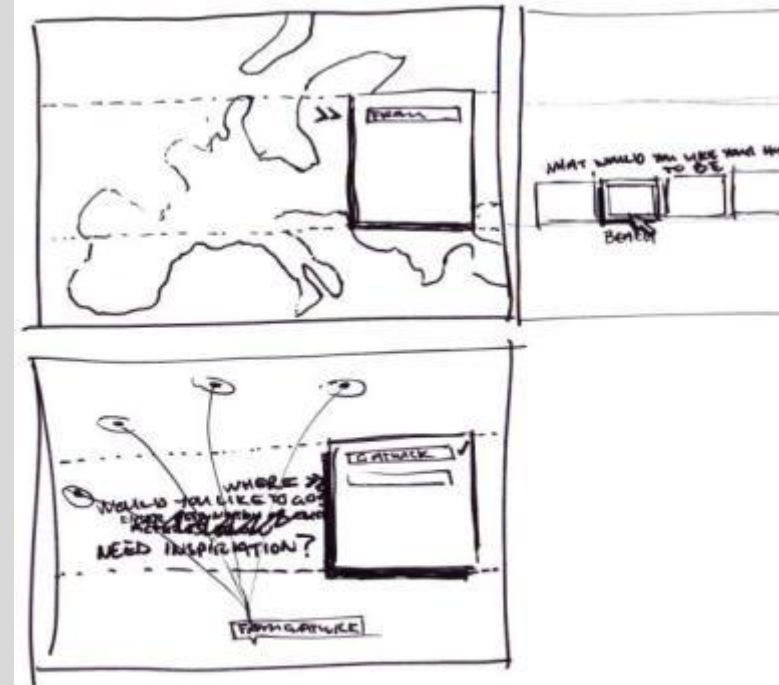
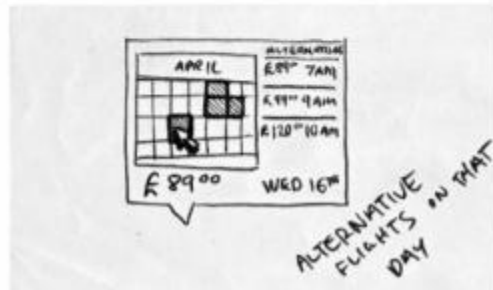
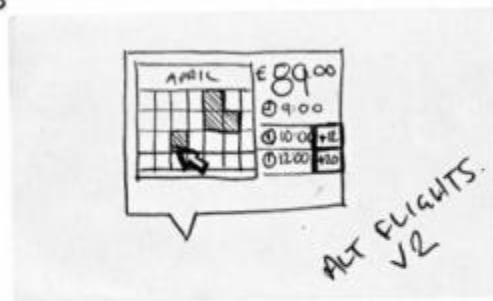


Sometimes you need only a few pen strokes to test an idea

Low-fidelity prototyping



SHOWS PRICE, DAY OF WEEK, DATE AND TIME OF THE LOWEST PRICE FLIGHT FOR THE MONTH.



Sketches of different widgets for a website

Recap: Scenarios

Scenarios are user stories that describe the steps users go through to satisfy their goals:

- **Task scenarios** describe what users are doing currently
- **Use scenarios** describe how users will perform the same task using your product or service

Use Scenarios

- Take your task scenarios of your personas and turn them into use scenarios – **stories of how users would use your site**
- For each scenario think of the **user's goal**, the **tasks** it takes to achieve the goal, and what **functionality** and **information** of your site users will use to complete their task
- **Do users have the right information and functionality** to complete the task?
- **Does your solution align with the mental models** you found in your research?
- **Use your personas to validate**

Storyboards



Storyboards allow you to prototype different task flows quickly without thinking of too much detail.

Storyboards

- **Storyboards are series of illustrations or images** displayed in sequence to create the outline structure of a motion graphic or interactive media sequence
- In web design you can use them to plan how a user would use your site
- You can vary the level of detail as needed: Click-by-click or just showing key steps in the user journey
- A great book that will help you to understand how to effectively storyboard is [Understanding Comics](#)
- See also [Adaptive Path's article](#) on “sketchboards” and downloadable templates

User journeys



Often a few stickies and a bit of paper is enough to create a site structure. Working on the wall makes it easy to view and communicate structure and key task flows.

Creating a structure to your site

- You can now start thinking about a **structure** to your site
- Look at the different use scenarios: what **content and functionality** does the site need to provide?
- Create a **diagram of the key users journeys** through the site...
- Where do they **overlap**?
- An article about [user journeys](#) on boxes and arrows

Remember – UCD is iterative

- Successful evolution happens through many **alternative designs**
- Using **paper, pen and post-its** (and a digital camera to document progress) or **storyboards** helps you quickly explore alternative solutions
- Producing fancy diagrams and designs too early in the process is a waste of time

Task: Create a concept and a storyboard

- You are a user experience designer who's been **asked to design the concept and information architecture for *Deliverease***, a new online service to be launched by a major supermarket chain.
- *Deliverease* allows users to **find and view recipes and order all required ingredients** directly from the supermarket chain online store for home delivery.

Task: Create a storyboard

- For a meeting with the product team you need a **first draft of some of the key user journeys**.
- **Design for the persona supplied** (see worksheet).
- Think of a **conceptual metaphor** that addresses the challenge
- Work in teams of 3 to **storyboard one user journey** (i.e: Find and view a recipe and order ingredients) using the storyboard template provided. **Focus on the essential**, not the detail.
- **Validate against the persona** chosen.