As it refers to concepts in Business Research, the conceptual model is the ideas that form the mode of what the business is (Enterprise Architecture Solutions, 2021).

• “A *conceptual model* is some representation of a mental model using informal or formal techniques, in words or pictures. (Hohmann, 2003)”

The conceptual model is designed when developing a database by studying the use cases of past databases to develop an effective model. It is very similar to an Entity-Relationship Diagram (ERD) in how they are modeled. They both show the attributes and relationships and are great for roughing in an ERD. When designing the conceptual model, rushing the design or adding too many objects is easy.

A conceptual model is the part of a design where a frame of reference is usually added for the end-user. By creating a frame of reference, the end user can easily understand how the data correlates with each other. It ensures that the end user can quickly relate to what is being used. An example I read was how web portals are based on how a printed newspaper is compiled (Baxley, 2002, Part Deconstructing an Interface: Designing from the Conceptual to the Concrete).

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