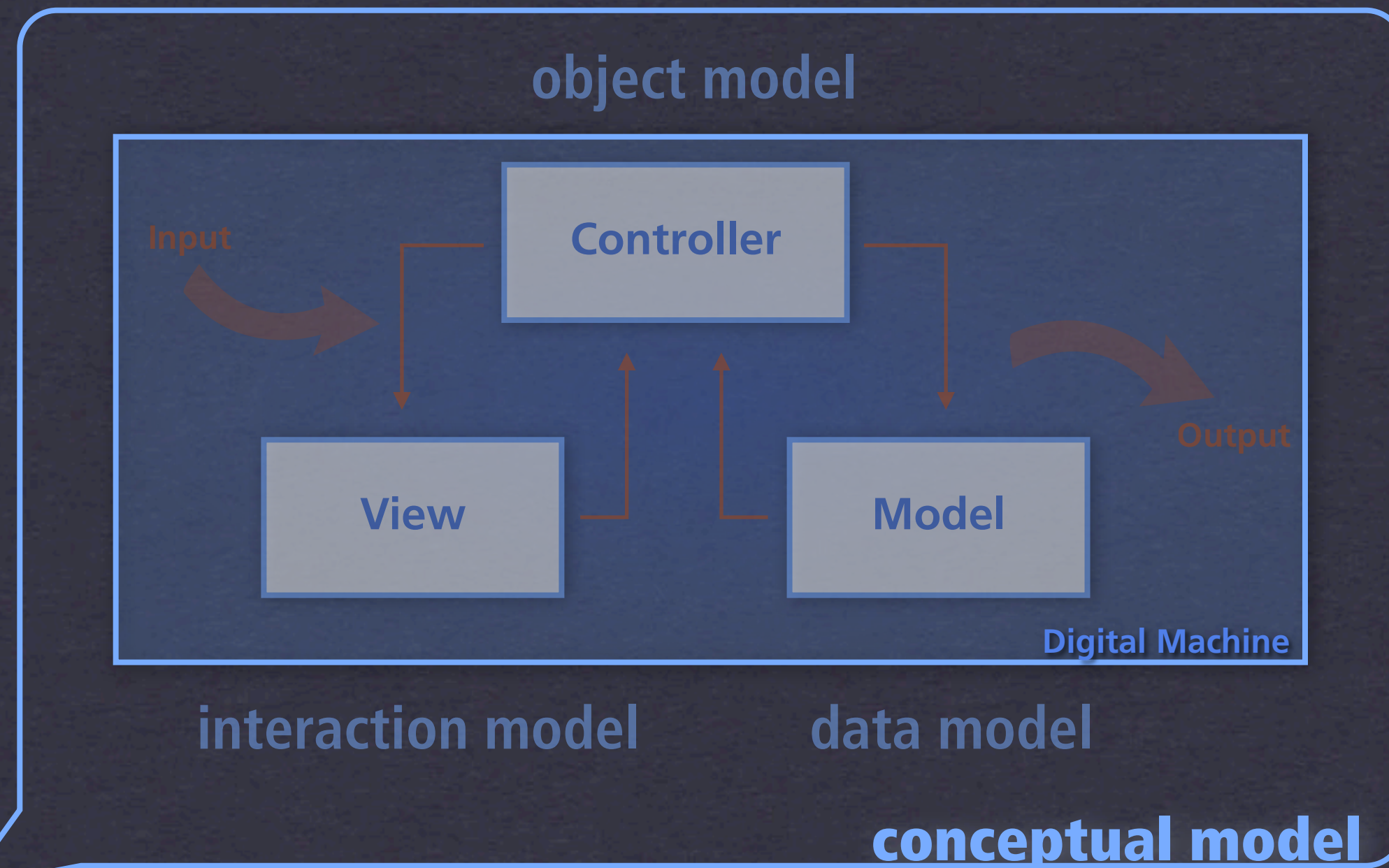


Conceptual Model

What is this all about, anyway?

No 3, *Design of Digital Machines*
Tim Sheiner

The four sub models of the machine



The conceptual model corresponds most closely to entire digital machine.

What does this thing do?

The concept model defines the system purpose

- ⦿ what problem it solves (the need),
- ⦿ for whom it solves the problem (the persona).

You learn the concept model one of 3 ways

1. It is given to you;
2. You need to figure it out;
3. It is given to you, but incorrectly, see case 2.

Solution for case 2:
Do user research

Communicating the Concept Model

Two standard formats

1. Prose description
2. Concept Map

Example: Prose Description

"A concept model is a high level description of an application.

- ⦿ it enumerates all concepts in the application that a user can encounter
- ⦿ describes how those concepts relate to each other
- ⦿ and explains how those concepts fit into task that users perform with the application"

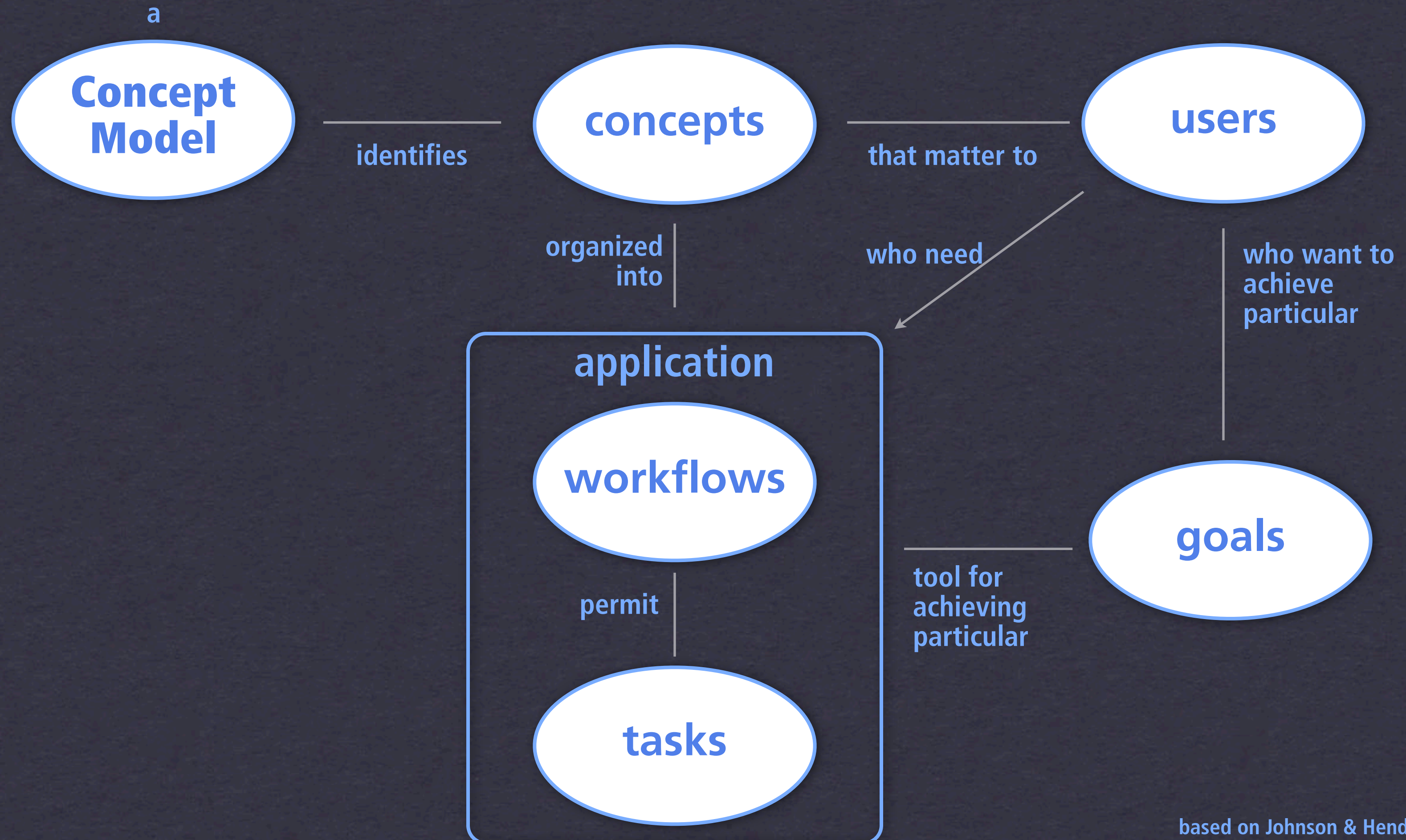
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Johnson & Henderson, Conceptual Models, 2012

Example: Concept Map



based on Johnson & Henderson, 2012

Concept Modeling Challenges

- ◎ Keeping it simple and focused
- ◎ Keeping it conceptual
 - ➔ does not describe implementation
 - ➔ does not describe user interface
 - ➔ does not describe use cases
 - ➔ does describe utility

fin