conceptual design: why?

Daniel Jackson
<table>
<thead>
<tr>
<th>Software</th>
<th>Rating</th>
<th>Positive Opinions</th>
<th>Negative Opinions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Photoshop</td>
<td>89%</td>
<td>2,335</td>
<td>297</td>
</tr>
<tr>
<td>Adobe Lightroom</td>
<td>70%</td>
<td>30,305</td>
<td>11%</td>
</tr>
<tr>
<td>Adobe Acrobat</td>
<td>47%</td>
<td>207</td>
<td>53%</td>
</tr>
</tbody>
</table>

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how to add a signature in acrobat
-- open document in acrobat
-- Tools→Advanced Editing→Touchup Object Tool
-- right click at desired point | Place Image... then select jpg

how to add date
-- Tools→Typewriter
cropping in photoshop
adobe lightroom
Screenshot from MailChimp removed due to copyright restrictions.
skin deep?

Clippy
2003-2008
RIP

Screenshot of Microsoft Word's "Clippy" removed due to copyright restrictions.
Lightroom architecture diagram removed due to copyright restrictions. See Troy Gaul’s presentation for reference image.
putting it another way...

“make your abstractions robust”

but which abstractions?
<table>
<thead>
<tr>
<th>weak concepts</th>
<th>strong concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>hard to use</td>
<td>intuitive, predictable</td>
</tr>
<tr>
<td>a mess to maintain</td>
<td>decoupling &amp; localization</td>
</tr>
<tr>
<td>unreliable &amp; buggy</td>
<td>more dependable</td>
</tr>
</tbody>
</table>
standard (good) practice

thinking & sketching
simulating features

normal design practice
copying good ideas

evaluating products
user feedback

discard failed designs
“refactoring”

To design something really well, you have to get it. You have to really grok what it’s all about. It takes a passionate commitment to really thoroughly understand something, chew it up, not just quickly swallow it. Most people don’t take the time to do that.
non-standard (better) practice

being explicit

focusing: what are the concepts?
relating: how are they related to each other?
analyzing: what properties do they have?