identifying concepts

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before we invent concepts, we have to learn to recognize them...
not what it’s about...

Keynote is about presentations, animations, images and text

Excel is about spreadsheets, charts, calculations, data

Chrome is about websites, news, chat, shopping
instead: core concepts

what are the concepts?
› that make it work?
› that you need to grasp as a user?
› that characterize this class of systems?
› that distinguish it from other systems?

concepts = solution to a design problem
game 1: identify the design problem

for each concept, can you identify the problem it solves?

email client
  › alias

word processor
  › paragraph
  › style sheet

spreadsheet
  › formula
  › relative address

social network
  › tag
  › friend
  › status
game 2: identify the concepts...

creating

Google Forms

responding

analyzing

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kinds of concept

<table>
<thead>
<tr>
<th>domain</th>
<th>analogic</th>
<th>synthetic</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>concept exists in problem domain</em></td>
<td><em>concept is analogy to familiar notion</em></td>
<td><em>concept is invented</em></td>
</tr>
<tr>
<td>photo, movie, song</td>
<td>blog post, email, tweet</td>
<td>animation</td>
</tr>
<tr>
<td>direct flight, code share</td>
<td>desktop, folder, file</td>
<td>hypertext link</td>
</tr>
<tr>
<td>401k, CDO, commission</td>
<td>layer, mask, stacking</td>
<td>tag, keyword</td>
</tr>
<tr>
<td>typeface, ligature</td>
<td>cart, order, item</td>
<td>select, cut buffer</td>
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</tbody>
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