Lecture 07 Worksheet – Conceptual Design

Activity – Discovering conceptual models

Interface design starts at the conceptual level; only when this aspect is solid, does manipulating the graphic elements on a screen pay off.

Usually there are many different interface instantiations that a single conceptual design can produce.

Below is a prototype image of StickIt, an app that lets you leave and pickup GPS-based sticky notes for points of interest on campus. This image shows an example of the screen you would see when walked by the Main Library.

See if you can determine the conceptual design behind StickIt.

1. Label the image below with examples of parts of the conceptual model that could be behind the elements that you can see:
   - Attributes of notes
   - Operations (e.g., to favorite a note)
   - Mapping
   - Relationships
   - Terminology
2. Identify the central **metaphor** in the conceptual design.

3. What **interaction type(s)** do you think make up StickIt’s conceptual model?  
   (E.g., Instructing, Manipulating, Exploring, Conversing)

4. What **interface type(s)** are behind StickIt’s conceptual model?
Activity – Building a conceptual model

Imagine: you’ve been hired to (eventually) build a new user web interface for reserving student study rooms in the UBC CS department. In this system, users must be able to:

- log on with their department ID
- see what rooms exist (list or map view)
- see and search room availability
- reserve a room (if it is available), and receive an email confirmation sent to their department ID
- hold one future room reservation at a time
- see their own future reservation, if any.

If a room has already been reserved by someone else, students should not be able to find out who has reserved it, but users with tech staff credentials should be able to find this information.

1) Brainstorm visual representation(s) of a conceptual model. Try a STORYBOARD or CRAZY 8s.

2) Identify the components for your conceptual model(s)

On a separate sheet of paper, brainstorm on each of the components your conceptual model(s) could have as discussed in lecture, including:

- any central design metaphors and analogies
  e.g. the “desktop metaphor”
- concepts – objects, actions you can do to them; user roles; attributes of both.
  e.g., in a desktop metaphor: files and folders; both can be opened, have names;
- relationships among concepts
  e.g., files are contained in folders
- mappings from concepts to the user experience envisioned;
  e.g., the users can browse files, and mark favorites
- terminology that will be used (consistently) to tie it all together
- interaction types; how will they interact with it?
  e.g. instructing, manipulating, conversing, exploring, something else?
- interface types;
  e.g., mobile, GUI, touch, tangible, haptic, desktop, command line, etc.