

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

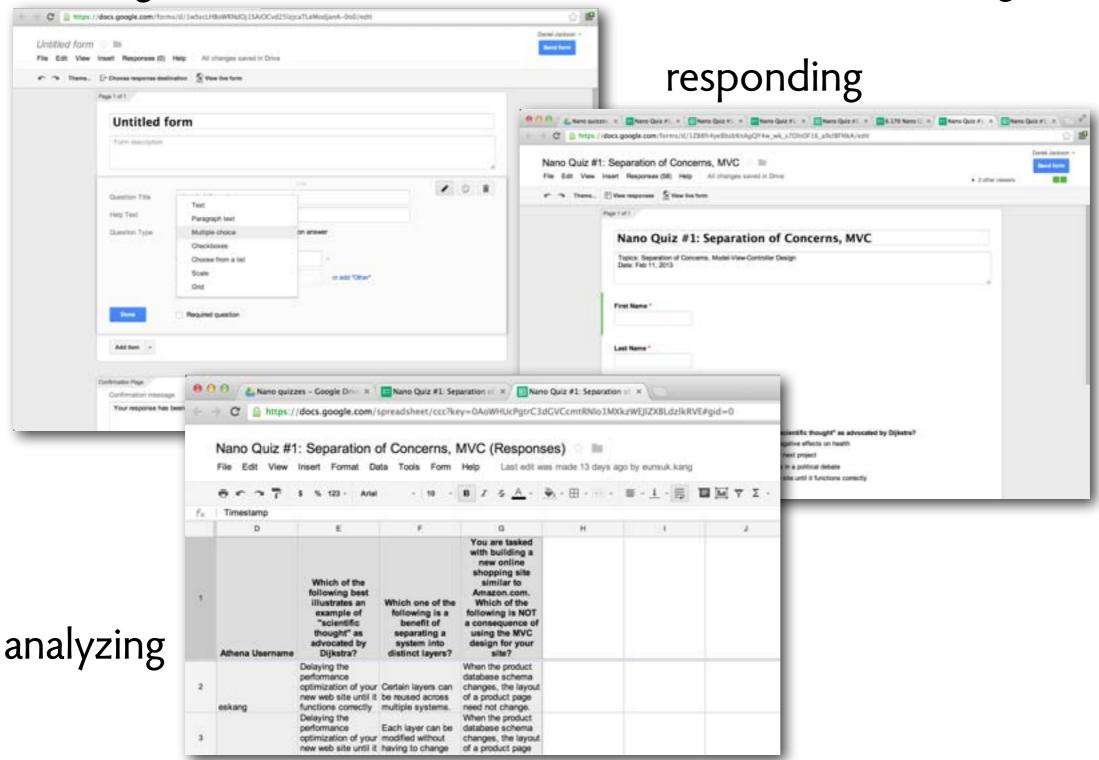
social network

- tag
- friend
- > status

game 2: identify the concepts...

creating

Google Forms



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kinds of concept

domain concept exists in problem domain photo, movie, song direct flight, code share 401k, CDO, commission typeface, ligature

analogic concept is analogy to familiar notion blog post, email, tweet desktop, folder, file layer, mask, stacking cart, order, item

synthetic concept is invented animation hypertext link tag, keyword select, cut buffer

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