software
studio

identifying concepts

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before we invent concepts, we have to learn to recognize them...
but these aren’t concepts!
an app’s defining 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?

concept = solution to a design problem
spot the concept...

for each app, can you identify the defining concepts?
› email client
› word processor
› spreadsheet
› social network
## Kinds of Concept

<table>
<thead>
<tr>
<th>Domain</th>
<th>Analogic</th>
<th>Synthetic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept exists in problem domain</td>
<td>Concept is analogy to familiar notion</td>
<td>Concept is invented</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>
</tr>
</tbody>
</table>