conceptual design: why?

Daniel Jackson
ratings

from http://amplicate.com
MIT Computer Science & Artificial Intelligence Laboratory
Daniel Jackson, 2012
digital image
cropping in photoshop
adobe lightroom
charm & style
skin deep?

It looks like you're writing a letter.

Would you like help?

- Get help with writing the letter
- Just type the letter without help

Don't show me this tip again

Clippy
2003-2008
RIP
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>
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?