software studio

conceptual design: why?

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ratings

from http://amplicate.com
MIT Computer Science & Artificial Intelligence Laboratory
Daniel Jackson, 2012
digital image

how to add a signature in acrobat
-- open document in acrobat
-- Tools→Advanced Editing→Touchup Object Tool
-- right click at desired point | Place Image...
then select jpg

how to add date
-- Tools→Typewriter
cropping in photoshop
adobe lightroom
charm & style

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It’s like your own personal publishing platform.

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Need convincing?
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

code

interface

conceptual model

user’s model
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>
standard (good) practice

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.

thinking & sketching
simulating features

normal design practice
copying good ideas

evaluating products
user feedback

discarding failed designs
“refactoring”
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?