More detailed guidelines from the Living Lab Methodology Book

Concept Design
Cycle 1, Phase 2

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Checklist for Concept Design

The aim of the concept design phase is to develop concepts or rough prototypes based on the identified needs. The concepts need to be detailed enough for the user to understand the basic objective with the functions of the innovation.

During this process it is important to keep the five key principles in mind and to consider how, for example, value can be created for the users, how the users can influence the process, how sustainability take form, how openness should take form, and how the process should be designed to capture as realistic situation as possible in this phase.

Explicit questions that need to be discussed among project partners in the concept design phase are:

- Discuss the user expressions (needs, requirements, solutions, values etc) that have been identified in the former process. Clearly express the underlying values important to consider in the situation.

- Which user expressions are most relevant in relation to the purpose of the project?

- Which relevant strengths in the situation have been expressed by the users?

- Which desired future solutions has been expressed?
Use methods and tools to support the creative process of inventing new concept ideas. These methods can be for example: Future Workshops, Brainstorming, Method 365, Experience Prototyping, Innovation by Boundary Shifting, or other informal techniques to remove fixations.

- The main objective is to look beyond the immediate vision that comes to mind and to do that with the users expressions in focus
- Aim to come up with some different concept ideas

Document and design the concepts:
- Decide on what level the concept must be described to express the feeling you want to mediate
  - Use methods such as Scenarios, Mock-Ups, Storyboards, Films, Visual Narratives to document the concepts.
- Make sure that the user expressions has been considered in the concepts design
- Identify who represents the target user group, customers, intended users, as well as non-users for each concept?

Iterate in the process to make the concepts more and more focused and detailed in their shaping.

**Two examples of concept descriptions.** These two concept description has been iterated, hence they are of a rather detailed character. This means that the technical solution and some of its functions has been determined and decided upon.

Example 1: Picture 1
Example 1: Picture 2

Unaware of that they passing by each other, information, of which they have approved, is transferred between their cell-phones

Yes, I got a message. I have to check that. Oops, an avalanche, I better chose to climb on the south side

Yipee!! I could reach the top without any misadventures!!

Example 2:
Example 3: