

software studio

identifying concepts

Daniel Jackson

**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

responding

The bottom screenshot shows a Google Spreadsheet with the following data:

Timestamp	D	E	F	G	H	I	J
1	Athena Username	Which of the following best illustrates an example of "scientific thought" as advocated by Dijkstra?	Which one of the following is a benefit of separating a system into distinct layers?	You are tasked with building a new online shopping site similar to Amazon.com. Which of the following is NOT a consequence of using the MVC design for your site?			
2	eskang	Delaying the performance optimization of your new web site until it functions correctly	Certain layers can be reused across multiple systems.	When the product database schema changes, the layout of a product page need not change.			
3		Delaying the performance optimization of your new web site until it	Each layer can be modified without having to change	When the product database schema changes, the layout of a product page			

analyzing

kinds of concept

domain	analogic	synthetic
<i>concept exists in problem domain</i>	<i>concept is analogy to familiar notion</i>	<i>concept is invented</i>
photo, movie, song	blog post, email, tweet	animation
direct flight, code share	desktop, folder, file	hypertext link
401k, CDO, commission	layer, mask, stacking	tag, keyword
typeface, ligature	cart, order, item	select, cut buffer

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