Conceptual Models for Software Engineering
Conceptual Models

Designer Model

User Model

System Appearance

System

Documentation Descriptions

Designer

User
Conceptual Models

• The design model is the conceptual model of the designer
• The system appearance is created by the (physical) structure of the system and its documentation
• The user model is the conceptual model the user constructs from interacting with the system and its documentation
• The model of the designer and the user don’t have necessarily to correspond
Conceptual Models

By a conceptual model is meant:

“a description of the proposed system in terms of a set of integrated ideas and concepts about what it should do behave and look like, that will be understandable by the users in a manner intended.”

Preece, Rogers & Sharp 2002: 40
Conceptual Models

To develop a conceptual model involves

• envisioning the proposed product
• base it on the users’ needs
• ensure that it is designed to be understandable in the manner intended
Conclusion

• Conceptual design refers to how designers and users imagine products and the way they (should) work
• To support conceptual design conceptual models are used
• Conceptual models are based on users’ needs