

Developing a Concept Poster

Questions & Glossary

Over the past few hours you have gone through a robust process for *Empathizing* and *Defining* a question in regards to student experiences with LIS courses. You have *Ideated* on those insights to generate a range of ideas. Many of these ideas are now collected on your Creative Matrix.

For this next segment in the workshop each table will select one idea or combine several ideas to develop in more detail into a well-conceived “concept.” As you begin to flesh out this idea, consider the following questions:

- What are the strengths of the idea you selected? What are its weaknesses? What issues will need to be overcome?
- Have you thought about all relevant aspects of AEIOU in regards to your concept?
- How could other ideas from your creative matrix be modified or recombined and integrated into this concept to make it better?
- What are the key assumptions the concept is built around? What tests could you run to verify the veracity of those assumptions?

The Concept Poster: An Overview

The Concept Poster will help you answer many of these questions and present a first draft of your concept to a viewer in a cohesive and comprehensive way. The Concept Poster is comprised of three major sections that capture your work thus far and provide a roadmap for future thinking.

1. **Background & Insights.** In this section present the findings from your research during the *Empathize* and *Define* phases. It includes pain points, behavioral archetypes, design principles, and key stakeholders. The components here represent the logical underpinning to which your concept must directly connect.
2. **Basic Concept.** Give a brief description of the concept and the value proposition it presents to key stakeholders. What does the concept do? How does it work? What are the elements? Here you also present the benefits the concept offers stakeholders, both functional *and* emotional.
3. **Key Assumptions & Anticipated Issues.** Here you articulate the assumptions that must be true for your concept to succeed, in terms of desirability, feasibility, and viability. This section also invites you to begin to think about how you would test these assumptions.

1. Background & Insights

Pain Points (Unmet Needs): A pain point is a moment when a user experiences frustration, difficulty, or uncertainty when using a product, service, etc. Pain points indicate unmet user needs. These are the pain points/unmet needs are what a product, service, process, or business model seeks to address.

Design Principles: The attributes that the solution needs to have to respond effectively to the identified pain points.

Key Stakeholders: Stakeholders are those parties that may have an interest in the concept you are proposing. Their cooperation could be critical to the success of the concept.

2. Basic Concept

Value Proposition: What does your concept do to meet user needs? (From here on concept can mean product, service, experience or some combination therein.) What value does the concept offer such that a user might use it?

Benefits based on Customer Experience: After deciding to engage with your concept, how a user experiences it is critical to his/her willingness to stay with it or abandon it for something else. To sustain user engagement a concept should provide both **functional** and **emotional** benefits through the user experience.

Functional Benefits: These are the practical, objective benefits the user will experience when using your concept. These are tightly linked to the practical unmet needs identified earlier; the functional benefits should ideally mitigate some/all of those unmet needs.

In the example of the Artist-in-Residence concept, functional benefits include: rejuvenation of institutions and promotion of critical engagement with information.

Emotional Benefits: These are the positive (but subjective) feelings a user might experience from using your concept.

In the example of the Artist-in-Residence concept, emotional benefits include: artists, library staff, and patrons feel part of a larger community that is relevant and vibrant.

3. Key Assumptions to Test

Every idea is predicated on one or many assumptions. Often assumptions are made implicitly, and concepts brought to life fail when those tacit assumptions prove to be untrue. Therefore, it is critical to identify the assumptions behind your concept, so you can then take steps to test and verify them.

Assumptions around...

Desirability: Identify the critical assumptions about desirability around which your concept is built. What tests can you run to verify (or refute) these assumptions?

Feasibility: What issues will you need to address around technological feasibility? Feasibility vis-à-vis various stakeholders and their interests? Legal feasibility? Other feasibility issues?

Viability: What issues will you need to address around the business model, including cost structure, price, and pricing model? Identify the assumptions you are making around viability. How will you test them?