**PHASE 2
DESIGN &
TEST**

Concept Development Canvas

Effort ●●●○○

Objective
To have a set of viable concepts that detail the different aspects ike audiences, solution functionalities, and behavioral elements.

Time needed
4–6 hours

Participants
Design and research team

How to use this tool
The concept development template is a framework for refining your raw ideas into viable concepts. Use this canvas to move your ideas into a full concept that integrates details like audiences, solution functionalities, and behavioral elements.

1. **Name the result.** What do you want the result to be? To help define this, think about what you want to make and what impact it will have.
2. **Describe your concept.** Think about:
   a. The objectives of the idea and how the idea will work in detail.
   b. The problem the concept is trying to solve and for whom.
   c. The setting and/or where will it take place.
   d. Whether something like this already exists and how this concept differs from it.
   e. The players who need to be involved and their roles and responsibilities.

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WHAT DO YOU THINK THE RESULT WILL BE?

I want to make _____ because it will _____.

DESCRIPTION

Describe your concept in detail
What are the objectives of this idea? How will this idea work in detail?

WHERE WILL THIS TAKE PLACE? WHAT IS THE SETTING?

WHAT PROBLEM DOES THIS CONCEPT SOLVE? FOR WHOM?

DOES SOMETHING LIKE THIS ALREADY EXIST?

If so, how is this different?

WHO NEED TO BE INVOLVED?

Who	Roles and Responsibilities

Citations

ThinkPlace. (n.d.). *ThinkPlace Design 101: Prototyping*[Unpublished document].