

*Bulletin 7*

**CONCEPT GENERATION BRIEF**

- 1 **Aim** The Research phase investigated the objective contexts and subjective responses of being a stranger in a city – in particular, of being suddenly 'information-poor'. It also: a) gave practice in graphic communication, and b) brainstormed to provide the class with the longest possible list of stranger categories.  

The Concept Generation phase now asks you to take some of these categories and imagine concepts for interactive mobile-phone services which would make these categories feel welcome and information-rich. These concepts will become part of the class's 'commonwealth of ideas', shared and possibly combined and modified by the final design teams in the Concept Development and later phases. A concept's originator will not necessarily become its later developer.
- 2 **Brief** Working in teams of 3 (different from the previous teams):
  - 1 Choose or invent at least 3 stranger categories which you find interesting
  - 2 For each category, imagine concepts for at least 3 interactive mobile-phone services
  - 3 On 1 or more A3 sheets, identify your categories and explain what the 9 (or more) services do. Use images (drawings, photos etc., not necessarily your own) as much as possible
  - 4 Take at least 2 of these service concepts and imagine it in detail
  - 5 On 1 or more A3 sheets, explain the 2 (or more) concepts. Use images as much as possible. If you wish, also act out scenarios. But in this phase do not use a computer screen or projector to communicate your concepts.
  - 6 At the crit, tape your sheets to the wall and be prepared to introduce them.