



**Visualizations**

Visualizing an idea involves putting pen to paper. What does an idea look like? How does it work? Visualizing is the most direct way to move from an abstract to a concrete idea. Ideas that would likely be two-dimensional in reality—from a sticker to a poster—are best visualized.



**Models**

Physical models of an idea go beyond two-dimensional visualizations, offering a way to understand certain ideas more concretely. Ideas that would likely be three-dimensional once produced—from a micro-incentive to a reminder bracelet—are best to design with models.

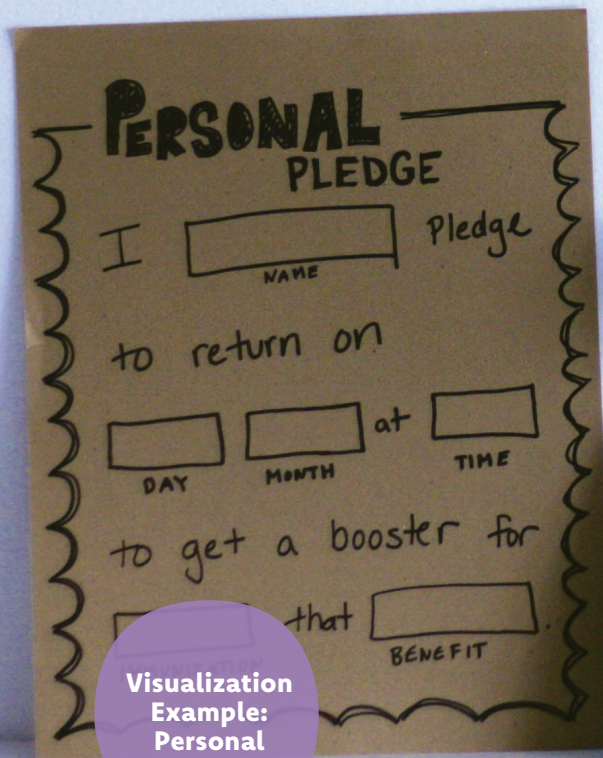


**Sequences**

Some ideas will not require 'making' anything, but instead require changing an experience. These ideas still deserve to be designed. Tools like storyboarding can help to elucidate how a new experience might unfold, sequence by sequence.

**Design Solutions**

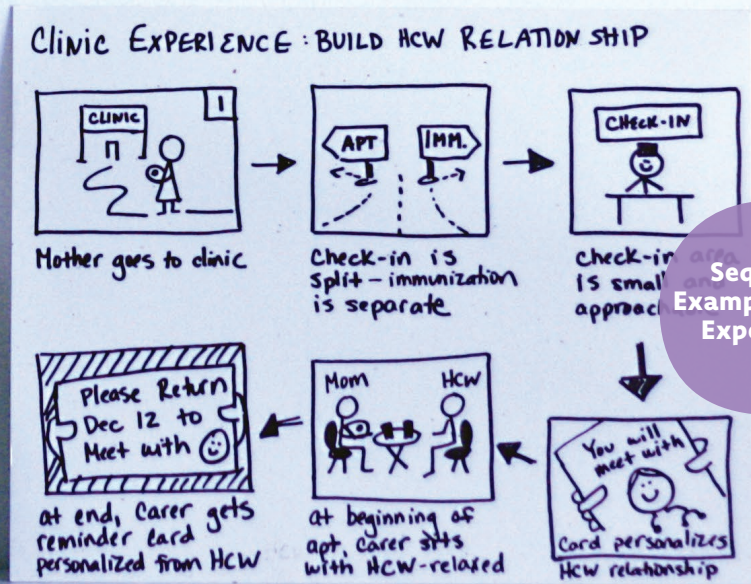
The process of design forces us to think in concrete terms about how an idea would work. For each of the candidate ideas that made it through your Assess Concepts step, make the idea real by visualizing, building a model or storyboarding a sequence. Explore many different ideas without feeling committed to any single one too early on.



**Visualization Example: Personal Pledge**



**Model Example: Health Card**



**Sequence Example: Clinic Experience**