DYW Senior Phase design workshop
Concept Card

Concept cards are tools that help frame an idea, giving in-depth detail to think strategically about what it is trying to solve and how it could do so.
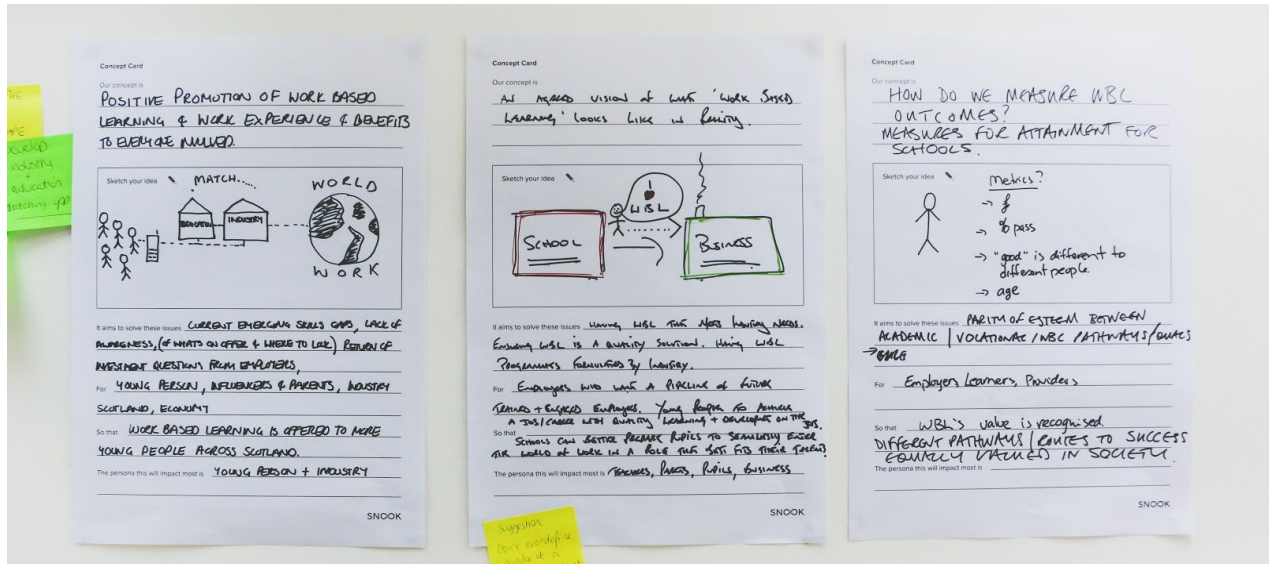*Total tool completion time: 30 mins*

Concept cards tool in context
Using this template, participants were asked to complete 2-3 concept cards based on the ideas they had generated. They had to give an overview of their concept, include a sketch, and specify the challenge it was addressing and how it would solve it. They also identified which persona it would be most impactful for.
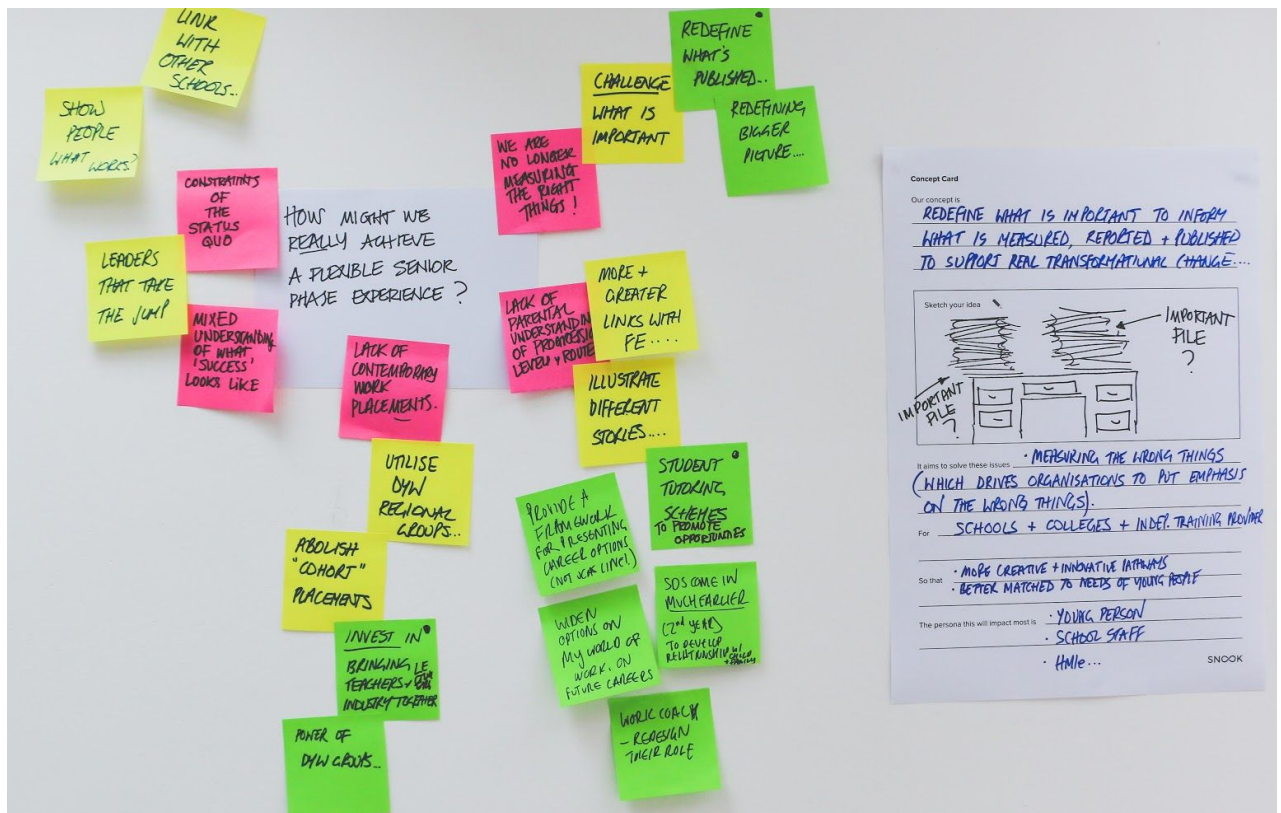
Why concept cards?
They support the development of an idea into a full concept, considering the details that make this idea successful. This tool can be adapted to suit the needs of specific projects and design challenges. Depending on the project, concept cards might require participants to provide development and implementation timescales; details on how they intend to communicate and promote their idea; as well as information on which channel/medium their solution will work on (e.g. if it is a digital idea).

Core tool learnings: Think strategically, moving from an idea to a structured concept in a short time frame. Define clear value propositions and idea components, essential in generating high-quality and tangible solutions.

Examples of concept cards created during the workshop

Concept Card to define a Content Strategy to achieve a "flexible senior phase experience"

Concept Card

Our concept is

_____

_____

_____

Sketch your idea 🖉

It aims to solve these issues _____

_____

_____

For _____

_____

So that _____

_____

The persona this will impact most is _____

_____

SNCOK