

Concept Name

What It Is

A brief description of the concept.

Value Proposition

A brief summary of why it is valuable to users.

Sketch

A visualization of the concept.

Start with the original brainstorm post-it sketches.  
Add more refined drawings as the concept becomes more concrete.

Related Insights

Which insights led to this concept?

Unknown Issues

What would need to be learned or resolved before moving forward with this concept?

Storyboard

A story describing the concept in use.

Create a short story to describe the value of the concept.  
Consider illustrating how this concept fits together with other elements in the system.