# Conceptual model

Design projects often have the goal of changing or supporting someones behaviour. To explore what behaviour needs to be changed and what influences this behaviour you can create a conceptual model. A conceptual model shows the behaviour that you want to change, and it is relation to other variables.

Let say you want to influence the "adoption" of a new technology. The Technology acceptance model (TAM) is a model that predict why people adopt a technology.
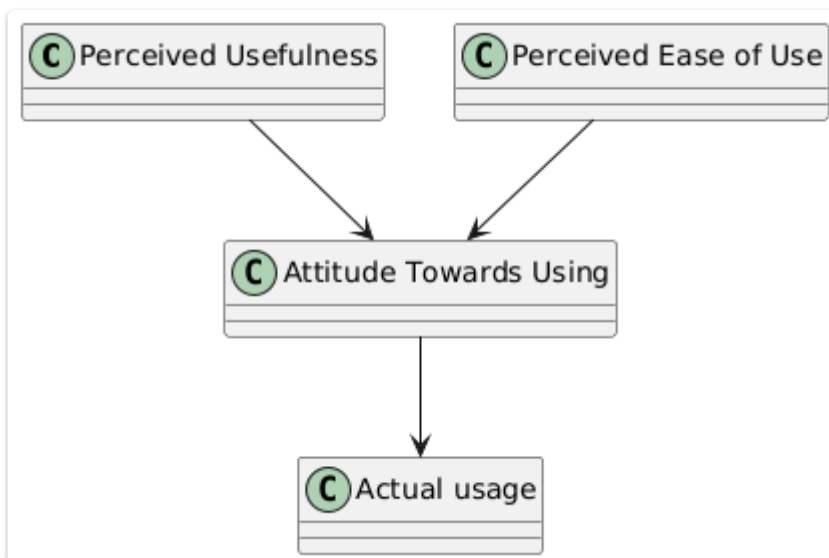

This scheme gives you some information: instead of measuring the attitude towards using, you could measure the perceived usefulness or the perceived ease of use. And maybe theses variables would also be useful to influence. What can you do to improve the perceived usefulness?

When you are making a conceptual model for your project you can add additional variables to an existing theory. You might add extra variables that influence perceived usefulness like visual clarity, visual appeal.
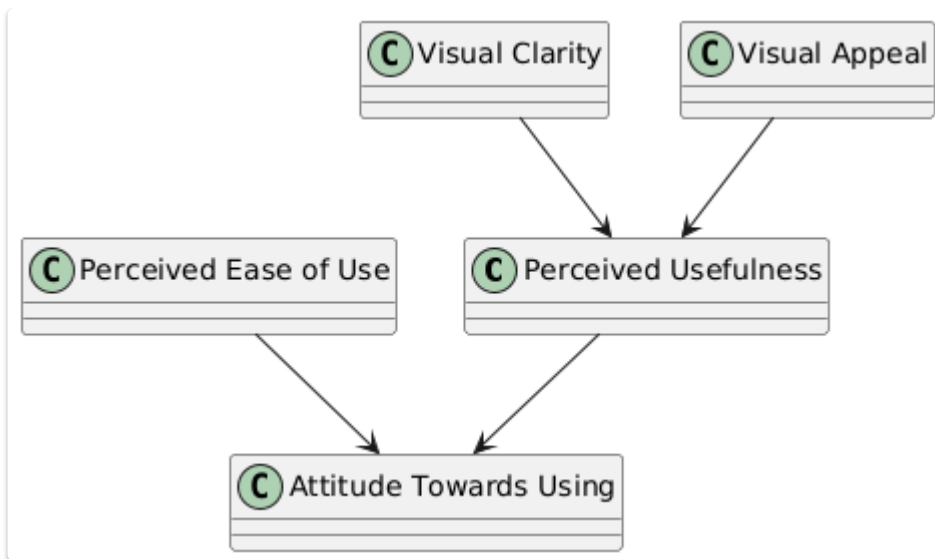
Lets also add some additional variables to perceived usefulness
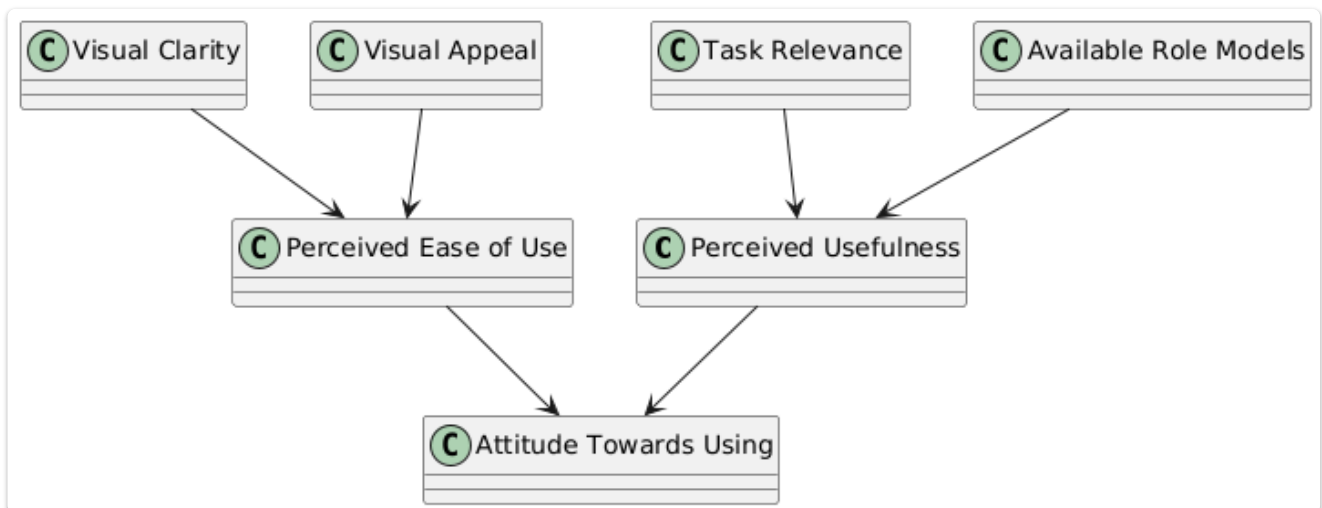
When you are designing the system, you could focus on the factors that optimize perceived ease of use and perceived usefulness. Your conceptual model predicts that it will lead to a more positive attitude, which will lead to a higher actual use of the system.

Making a model

When making such conceptual model, you can get inspiration from scientific models. For example models about behaviour change. You are allowed to add some additional variables.

What theories are useful?

Communication theories UTwente