

# GLOSSARY

## Imagining the Future

### SPECULATIVE DESIGN

A design approach that creates objects, systems or stories set in imagined futures to provoke thought and raise questions, rather than to produce a market ready product.

### TRADITIONAL DESIGN

The usual design process that focuses on solving a specific, present day problem and delivering a functional, commercially viable solution.

### FUTURES CONE

A visual model that splits imagined futures into three zones: Possible (anything that could happen), Probable (what is likely given current trends), and Preferable (the future we would like to see).

### POSSIBLE FUTURE

A future that is imaginable, even if it seems farfetched or unlikely.

### PROBABLE FUTURE

A future that is likely to occur based on present evidence or trends.

### PREFERABLE FUTURE

The future we would most like to achieve – often tied to values such as sustainability, fairness or wellbeing.

### DESIGN QUESTION

The big, open-ended query that the speculative design tries to raise (e.g., How would we feel if our emotions could be read by a machine?).

### IDEATION

The process of generating many ideas, often in a free flowing, nonjudgemental way, before deciding which to develop further.

## ARTEFACT

Any physical or digital object that a designer makes – for example a sketch, a cardboard model, a mock-up advertisement, or a short video.

## PROTOTYPE

A simple, early version of an artefact used to explore ideas. It does not need to be perfect; it just needs to show the concept.

## LOW FIDELITY PROTOTYPE

A quick, rough prototype made with cheap materials (paper, cardboard, markers) that captures the basic idea without fine detail.

## ITERATION

Reworking a prototype or idea after receiving feedback, making it a little better each time.

## STAKEHOLDER

Anyone who might be affected by the design – users, families, governments, the environment, etc.

## ETHICAL CONSIDERATION

A reflection on whether a design respects values such as privacy, fairness, safety and the wellbeing of people or the planet.

