Abstract: Ubiquitous Information Systems (UIS) support single actors and groups by services over ubiquitous computing technologies anywhere and anytime. These systems require design approaches that keep a holistic view of situations in which single users and groups interact with one another and with accessible services. We introduce and exemplify the Situational Design Methodology for Information Systems (SiDIS) that uses three types of Conceptual Models (CMs) and corresponding translation procedures. This contribution focus on the specification and translation of the CMs as well as their processing by the resulting UIS.