How do models 'work' in design & research? A model of modeling.

Designers bridge the gap between



or 'should be'

Models are the tools designers use to bridge between what is and what should be.



The bridge model has many variations and is shared by many others.





Design Research Process

Rick Robinson & John Cain, E-Lab (1993)



Beer Model Stafford Beer

(1966)



Alexander Model

Christopher Alexander (1964)





Research

1

Real

Delivery

Kaiser-IDEO Model

Kaiser Innovation Center + IDEO (2004)



Real and concrete





Concrete

Now \leftarrow

observations new offerings, products, services, spaces & communications

Why modeling is crucial to designing & design research

 \rightarrow Future

Strategy

Verplank's Spiral Bill Verplank (2000)



industries





Why modeling is crucial to designing & design research

Design Process Sara Beckman

(2010)



Learning bridges the gap between



This model describes the learning process.

SECI model of knowledge creation Ikujiro Nonaka (1995)



Designing is analogous to learning.





Analysis-Synthesis Bridge Model Dubberly, Evenson & Robison (2008)

SECI model of knowledge create

Ikujiro Nonaka (1995)

Experiential Learning

David Kolb (1975)



Learning Styles

M. Tennant (1997)



