

Design Methodology is not Design Science

Christoph Bartneck

Converging on a Science of Design through the Synthesis of Design Methodologies

“make a contribution to the establishment of
design as a science”

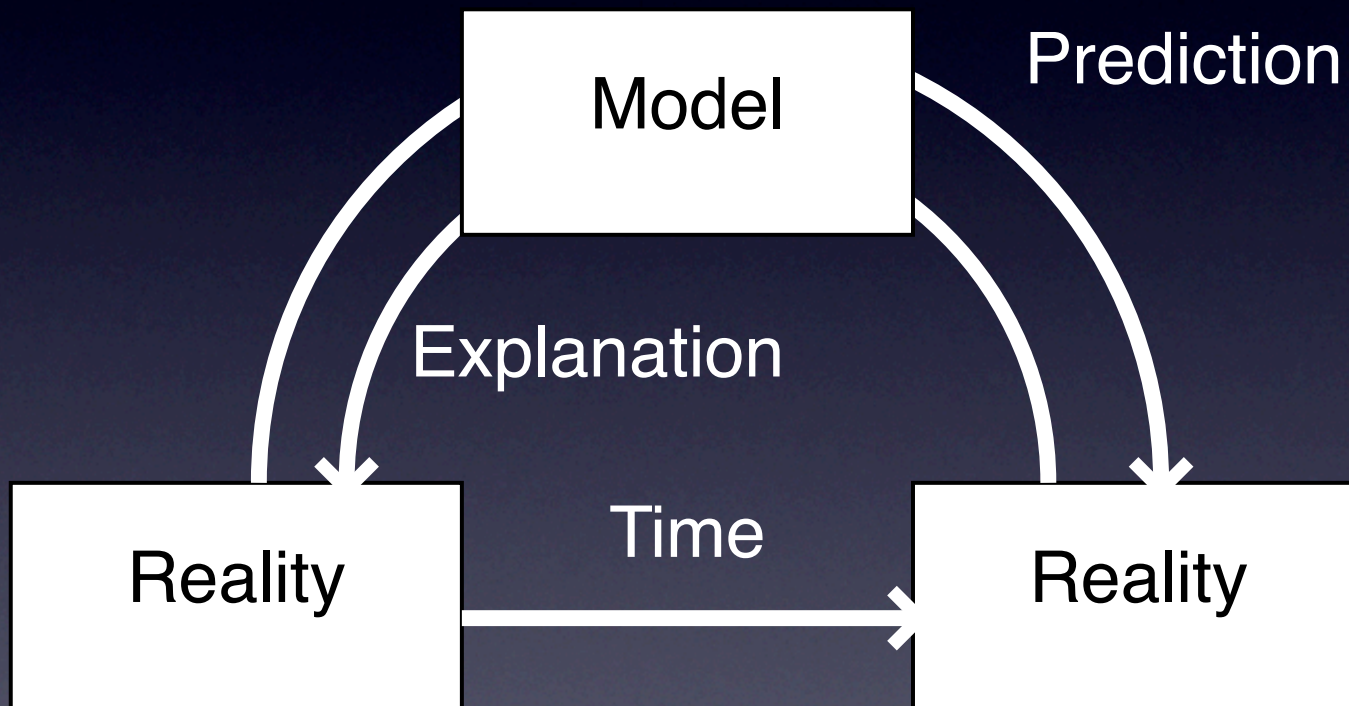
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Methods

- Scientific Method => Knowledge
- Design Method => Artifacts

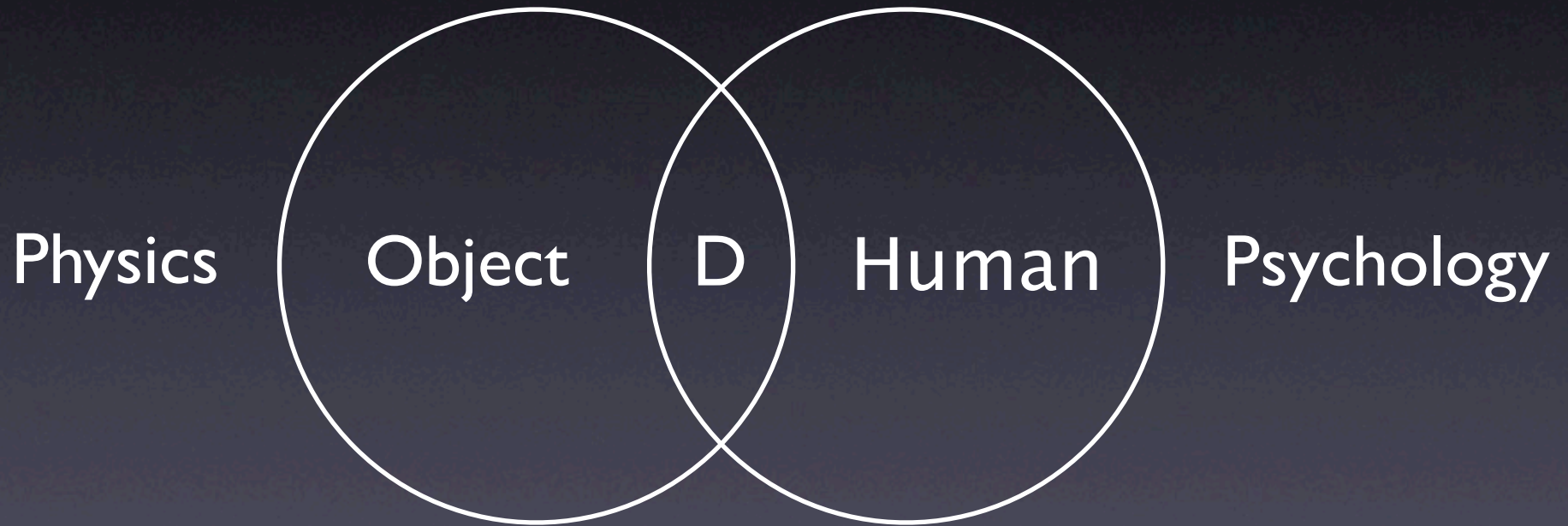
Science



Method \neq Science

Biology is not the
Science of how
Biologists work.

Phenomena of Design Science





Science used by
marketing

Quality Criteria

Science	Design
generizability	universality
falsifiability	
truth (coherence, correspondece)	compatibility
novelty	
parixomy	simplicity
precision, accuracy and efficiency	reliability, effectiveness and efficiency

Converging on a **Good Design** through the Synthesis of Design Methodologies

“make a contribution to the
establishment of **design**”