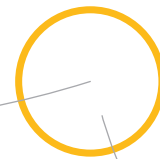


Research

leads to understanding



Insight

leads to ideas



Breakthrough

new products

The Simple Research Loop

Our research driven approach is under pinned by a simple research loop. This applies to quantitative research through idea generation and development through to productionisation.

The word 'Research' means 'a systematic investigation in order to establish facts or reach new conclusions' (Oxford University Press, 1985). Our work differs from fundamental research, as it is always 'Applied'.

The word 'Applied' refers to the fact that our research is always used in a real world application. It is not undertaken to generate conference papers (although it seems to do this on an alarmingly frequent basis).

Applied research can incorporate anything from:

- The structured application of scientific investigation toward achieving commercial goals
- User Centred Design
- Design Research; Investigation of business models
- Engineering analysis