

Implementation Issues for Building Product Models in Australia: A Framework for Investigation

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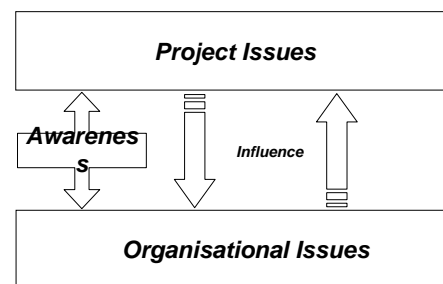
Presentation Overview

- Research Rational
- Developing the Framework
- Establishing the Frameworks Validity
- Summary

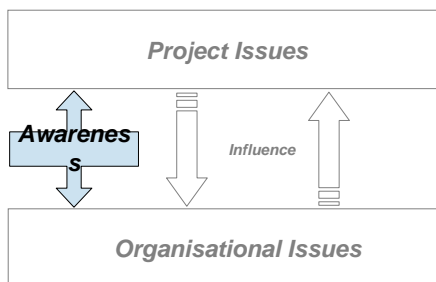
Research Rational

- Failure to gain full potential of IT within CI (Markus and Robey, 1988; Simoff and Maher, 1996; Sauer, 1993; Whyte et al., 2002)
- Industry focus on automation of existing procedures (Aouad, 1999)
- Electronic Modeling of buildings has a long history yet implementation still remains minimal (Coons 1967; Amor and Ihsan, 2001)
- Technological development, far in advance of implementation with other major industries already using product models (Brandon et al., 1998; Eastman, 1999)

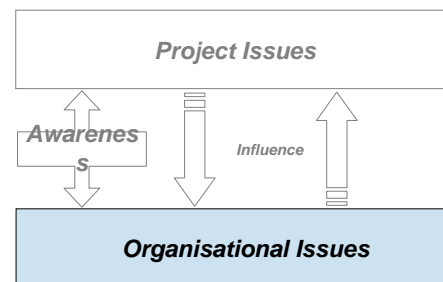
The Holistic Framework



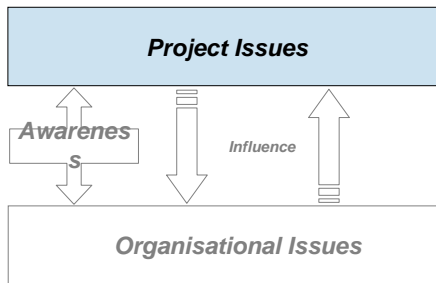
The Holistic Framework



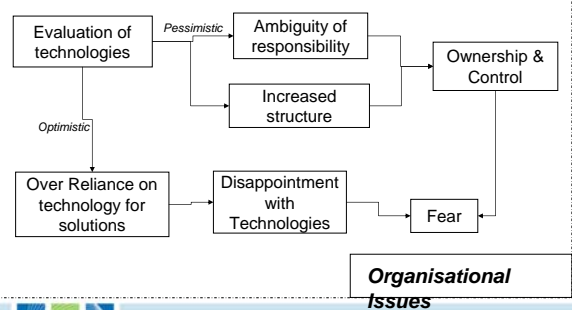
The Holistic Framework



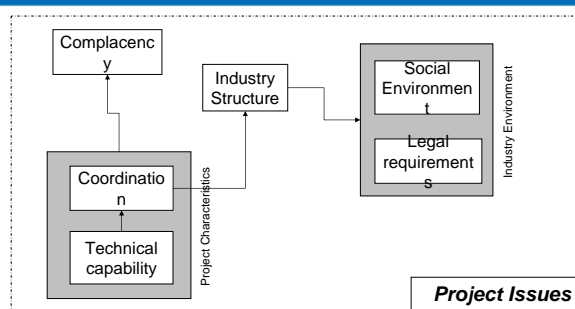
The Holistic Framework



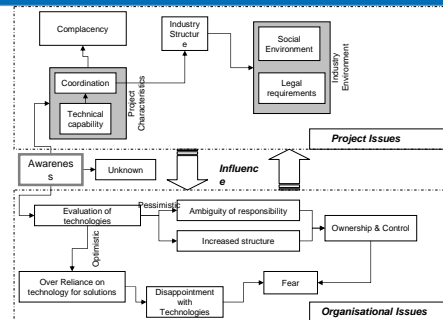
The Organisational Framework



The Project Framework



The Holistic Framework



Assessing the Framework

- Access to appropriate data
- People who have used or had potential to use BPM.
- Survey or Case Study – Case Study offering the depth of research required.
- A single project will uncover a depth of issues affecting each of the key stakeholder groups.



Establishing the Framework Validity

- Live Project – Ensure currency of information.
- Full scope of industry stakeholders
- Access to key participants for semi-structured interviews to establish external validity



The Selected Case

- Large multi storey project
- Located in an Australian Capital City
- Multi-national Builder
- Architects first project using Building Product Model
- Model usage includes - Construction Documentation, Construction Sequencing, Interior Design, Penetration Locations, with limited use by other professions



Summary

- The literature based framework is to be validated through the use of a single case study, within which key project participants will be interviewed.
- Through this research we will have a better understanding of the issues affecting the implementation of BPM's within the Australian CI.

