Proposal of "Systematic Innovation Review" Website

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Toru Nakagawa & WTSP Global Co-editors

Darrell Mann, Michael Orloff, Simon Dewulf, Simon Litvin, Valeri Souchkov

# Vision of the Proposal of Establishing "Systematic Innovation Review" Website

## 1.1 What is the Purpose / Value Proposition ?

Establishing a new website which can represent the whole works and activities in the field of TRIZ and related methodologies in the world.

We focus on the methodologies and their applications which aims at solving various difficult problems in the real world creatively and systematically.

The website invites and collects excellent works authored by various people in different approaches in the whole field and publishes them regularly for open access.

The website intends to be NOT another good website among many existing ones BUT standing representative of them in the field on the basis of good collaborative relationships with them.

The website serves many users/readers, who are professionals, practitioners, users, and learners in some methods in the field or the unfamiliar with any method, for helping them understand the methods and their applications to solve their own problems better and more effectively.

For this purpose the website posts various categories and styles of articles, including scientific papers on methods, technical articles of applications, standard texts of established methods, instructive articles for students and children, announcements of activities, etc.

By publishing articles on different methods in different approaches in a fair, noncommercial manner, we expect to have a common environment of understanding them, and to stimulate gradual further evolution and integration of methods/approaches

In this manner, the website wishes to serve for the better understanding and more effective application of creative problem solving methodologies and for contributing widely to science, technologies, industries, society, etc.

The vision of the website will be achievable only on the basis of international and inter-disciplinary cooperation of the communities in the relevant fields and good work by the Editorial people.

## 1.2 Background: Current status of methodologies and websites in the relevant fields

The Proposal has emerged through our five-years work of WTSP (World TRIZ-related Sites Project).

In the filed of TRIZ (in a wider sense), there exist a few international associations/conferences, and a large number of consulting firms and academic groups working independently and often competing, and most of them have their own websites.

It is noticed, however, that the world TRIZ community does not have a “Representative” website in the sense stated above.

The website of The Official Foundation of G. S. Altshuller is an important source of TRIZ documents by the Creator of TRIZ. It intends to archive the original documents in which Mr. Altshuller involved (including his works/books published after his death (1998)) and has never been updated since (around) 2008. Thus it does not reflect any recent development in TRIZ.

The TRIZ Journal was the leading electric journal in the early stage of TRIZ proliferation in the West. It was active for over 10 years since 1996 by posting several papers every month. However, it had a broken history of 3 different owners on and off while reducing its visitors. The latest trial of its revival since 2018 failed in April 2020, unfortunately.

Thus, nowadays TRIZ has many websites in different approaches and competing against one another without a common place for presentation and discussion. This situation looks confusing for people both inside and outside of the TRIZ community.

Different approaches show the energy and motivations of evolution (of TRIZ or anything), but for their sound evolution they need to have a common place of presenting good works, for discussion and collaboration. A new website of the present proposal is going to provide such a place, “Representative website” in the field.

The situations of methodologies around TRIZ (i.e., Creative problem solving methodologies in general) are more or less similar. Various associations, conferences, consulting firms, and academic groups, etc. for different methods and approaches are competing even in a larger scale, without having common places of discussion across the methods.

## 1.3 Scope of the “Systematic Innovation Review” website

Focus of the scope of the website of our proposal is TRIZ (Theory of Inventive Problem Solving) and its extensions.

We recognize that currently TRIZ has various approaches, including Classical TRIZ, TRIZ in engineering, Simplified TRIZ, Modernized TRIZ, Extended TRIZ in Business/management, in IT/SW, in Bio, etc., Reframed/re-structured TRIZ.

Our website accepts and treats all these approaches (and further extensions) in a fair manner for scientific and technical discussions. We believe variety of approaches can find their own advantages and needs in different application areas and are natural in the evolution of a general methodology like TRIZ.

Our scope is even wider than TRIZ and covers different methodologies for Creative Problem Solving in general, as mentioned above. The naming of “Systematic Innovation Review” intends to cover such a wide area of methodologies.

At the initial stage of promotion and operation, however, we will focus mainly on TRIZ and will include the methodologies around TRIZ on some invitation basis. Later, after our success in the TRIZ field and getting recognition by professional in wider areas, we will extend our organization and our scope to such a wider area.

## 1.4 Naming of our website: “Systematic Innovation Review” (website)

We have tentatively chosen the naming of our website as “Systematic Innovation Review” (website), or in short “SI-Review”.

It implies that we aim at serving for Innovations (i.e., successful/influential cases of Creative Problem Solving) with Systematic methodical approaches. The name does not limit application areas of the methodical approaches; e.g., engineering, business, agriculture, medical, society, human relationships, etc.

The term ‘Systematic Innovation’ was used by Darrell Mann in his book “Hands-On Systematic Innovation” (2002) to represent TRIZ in its modernized form integrating several near-by methodologies. The term also intends to introduce Systematic (i.e., TRIZ-like) methodical approach into (mostly art-like at that time) innovation process.

The word “Review” is included in the name for expressing its role of publishing papers/articles, but slightly different from Journals. See discussion (1.4). We use a website because of its low cost, quick publication, international open access, free/low charge for users, etc.

Monthly publication of main articles, while more frequent posting of announcements, news, users’ communications, etc. may be useful for keeping the website active.

## 1.5 Categories, Nature, and Quality of articles

We want to fill needs of various types of users/readers by posting multiple categories of articles. And for each category we should post reliable high-quality articles using suitable selection criteria.

Scientific papers are an important category, for reporting research on methods/methodologies, tools, new findings, etc. We will apply selection criteria for scientific papers to them, but with some shift of weights from ‘new unpublished paper’ to ‘over-view/review of recently established works’. See below.

Technical and practical reports are the second category, for reporting applications of methods/methodologies/tools to solve problems in real or educational/training situations, processes and organizations for applications, and instances of case studies, etc. Selection criteria are not the same as those for scientific papers; we should put more weight on practical easiness/effectiveness, and description of concrete situations, etc.

Standard texts for engineers/business persons/etc. on method and their applications may be another category. We should select good articles explaining essence of established methods together with illustrative application examples. We should not stick to traditional methods/processes but adopt easier and more effective methods.

Educational texts for students and children are also an important category. The texts should be carefully addressed to some group/level of students/children. Areas of problems/applications should be chosen to attract interest of students, and essence of methods (or more basically how to think) need to be explained in an easy and attractive way with some help of examples/illustrations etc.

News and announcements of activities are yet another category to be posted in our website. News (related to innovation and also patents) may be reported in the sense of scientific/technical journalism. However, since there exist abundant mass media and technical journalism, we should put less weights here and should focus on what kind of methods and processes are used in successful cases. Announcements of activities in our relevant fields should be posted, for non-commercial, international/regional/domestic activities. Commercial activities by consulting firms etc. will not be posted. No commercial advertisement, in our website.

Discussions related to hot topics and important issues may be posted as a special category. Discussions may be moderated/selected by the Editor before posting.

Q&A and communications from readers are welcome and will be posted regularly under the Editor’s moderation.

The website uses English only. It encourages authors to use figures, photos, tables, and summary slides. Movies may be uploaded to YouTube or Vimeo and the URLs are shown in our website articles.

One important point: our website prefer ‘Reviews’ to ‘Journal papers’. In academic sense, Journals often has their publication criteria of ‘new, unpublished, original papers’. But our website prefer publishing Reviews, which mean ‘original articles, over-viewing the author’s own original works, reviewing references in a specific field/topic, keynote type lectures, etc.’. We put weight not on ‘new, unpublished’ but rather ‘recently established, already published in part’.

We understand that there exist many conferences and journals in our fields which accept ‘new, unpublished, original papers’ (and sometimes reject over-view/review articles). But ordinary users and even professionals do not have time/interests to survey and read so many papers. Thus we intend to collaborate with such existing conferences/journals/websites by using different criteria for selecting articles. Namely, they publish new, unpublished original works, while we publish over-view/review type articles which have bases of (at least) a few works published in parts. In this manner our website can publish (or sometimes re-post) excellent established works showing their original references explicitly.

## 1.6 How to collect/get good manuscripts

“Systematic Innovation Review” website is going to have Editorial Board (of nearly 10 Board members) and Editorial Advisory (of about 100 members) coming from various associations, countries, and groups of approaches in our relevant fields.

These Editorial members always keep in mind to find excellent works published in various conferences, journals, and individual websites, etc.

Authors who want to publish his/her work in the SI-Review website are encouraged to access to any of such Editorial members at the initial stage of contribution.

Recommendation of a good article to be invited to publish in our website may be submitted by any of Editorial Board members and Editorial Advisers to the Editorial Board.

The Editorial Board decide to invite several works as candidates to publish (near future) in the SI-Review website.

The manuscripts submitted by the Author to the Editorial Board are handed to the Peer-Review process, as explained later, and will be published in the SI-Review website.

It is important that the Editorial Board and Editorial Advisory represent the whole community of TRIZ (and even some of around-TRIZ) and understand the purpose/philosophy of SI-Review.

## 1.7 Organization for promotion and operation

For operating the SI-Review website, we should establish an organization centered on Editorial Board and Editorial Advisory, who can represent the whole community of TRIZ (and related methodologies) as briefly mentioned above, and supported by some Editorial staff and Managers. It is necessary that the members of the organization share the vision and philosophy of the SI-Review website and it is desirable that the global community of TRIZ and related methodologies widely understand and support its vision and philosophy.

The key issue for us is who and how can promote such vision and philosophy to form support and consensus widely in the global community especially at the initial stage. At present there is no official, international place where a proposal like this should be submitted and discussed.

The original proposer, Toru Nakagawa, fortunately has WTSP Global Co-editors, i.e., a group of international TRIZ leaders discussing and working for the WTSP project for these 5 years (and having good professional relationships for over 20 years with most of them). All together, we have been active in working with MATRIZ, Altshuller Institute, ETRIA, and SSI (Society of Systematic Innovation).

TRIZ leaders in the WTSP Global Co-editors are famous and influential in (some part of) global TRIZ community through their professional activities such as publications/trainings/consulting/networking/ websites/conference-organization/etc. Network of TRIZ leaders/colleagues through WTSP are just one of such examples.

In this situation, we have decided to start the initial promotion of the proposal of the SI-Review website, voluntarily on the basis of the WTSP Project.

We are going to show our proposal openly (in this website and other places) and to submit the proposal to various TRIZ-related international/regional/domestic organizations asking for their considerations/discussions. And feedbacks from them will be shown in this website.

We know, however, that this kind of big proposal should be discussed and promoted more officially in collaboration of various organizations and many groups/individuals.

Thus we wish that some organization for promoting and discussing the proposal in the global scale be formed on the basis of some common understanding in near future. Then the contents and role of this website will be moved to such a new preparatory organization.

At moment, we do not know how we can make such a preparatory organization, who are to be members of it, and how they can decide their directions, etc. Everything will become clear gradually along with the feedbacks from various organizations and groups.

The final form of the Organization for Operating the SI-Review website is not clear yet at moment. For making our Editorial operation in accordance with our vision and philosophy, we should have a stable financial basis and good personnel management. There may be several choices in forming and managing the organization, and the choice may give some influences on the Editorial operation and on the contents and their reputation.

## 1.8 Relationships with other organizations and websites/journals

As mentioned above, our SI-Review website will not try to compete with other TRIZ-related organizations, such as international associations/conferences, websites, journals, etc. We try to be in good cooperative win-win relationships with them.

Editorial Board and Editorial Advisory of SI-Review accept TRIZ professionals from various TRIZ-related organizations as the members. Thus such TRIZ professionals directly contribute to the editorial work of the SI-Review and can reflect their thoughts/philosophy/outputs in the activities of the SI-Review.

SI-Review assumes and encourages the activities of such individual TRIZ-related organizations, and posts their announcements (e.g., holding conferences, publications, etc.) and makes links to their websites/journals/etc.

SI-Review invites selected good works among the publications of such organizations to publish as papers/articles in the SI-Review, through the peer-review process. It is important that new, unpublished papers/articles are submitted to and published in such individual organizations, while over-view/review papers/articles of more-or-less established works (based on multiple/many original published works) are invited and published in SI-Review. Thus it is a honor for the author(s) and the organization(s) that a paper/article based on their works is published in SI-Review.

In posting a paper/article in the SI-Review website, SI-Review should state the source (in case of re-posting) and also show references of original articles/papers (in the form of publications and URLs, if available).

Getting copyrights permission from authors and publishers is of course necessary as usual. It is desirable to have a basic consensus beforehand on copyrights handling between SI-Review and many organizations in the TRIZ community.

In this manner, SI-Review does not compete against but collaborate with many organizations and groups in the TRIZ-related fields in the world.

# Who are users/readers and authors?  Needs of contents.

In order to make the demands of our website contents clear, we are going to take account of the types of users/readers first, and also types of autors

## 2.1 Professionals in TRIZ

Professionals in TRIZ are the principal contributors as well as principal readers of SI-Review.

Useful to learn good works by different groups and different approaches,

Stimulate discussions, collaborations, and competitions, etc.

Useful for further development/evolution of TRIZ

## Ordinary users in TRIZ

Ordinary users in TRIZ are the most important readers of SI-Review.

They can learn much of various methodologies and their applications, in introductory, theoretical, practical, extended modes.

They can get wider view of TRIZ, besides their current approach (which they entered at first).

Learning various application examples will much enhance their understanding and capability of application.

## Beginners in TRIZ

Beginners are important for obtaining new people who start to learn further and understand methods and their applications.

Introductory and attractive articles are necessary for the beginners to understand and get interested.

Simple and effective methods and clear application examples are to be shown.

Not necessarily to reproduce the orthodox historical ways of teaching.

## Professionals around TRIZ

Professionals around TRIZ are the people whom we want to show our best practices of TRIZ.

They have their own viewpoints in setting goals of methods and applications.

SI Review should invite articles/papers from professionals around TRIZ.

We, people in TRIZ. should also learn their (Around-TRIZ) methods and applications.

Communications, discussions, cooperation, etc. should be arranged in positive, win-win directions

Mutual understanding and integral/cooperative use of different methods are to be encouraged in SI- Review website.

Thus in a long run, we can expect collaborative and integrative use of different methods and evolution into easy to understand and effective methods.

## Ordinary users around TRIZ

Ordinary users around TRIZ may encounter TRIZ as beginners of TRIZ.

They want to learn the merits of TRIZ concerning to when/where/how to apply the methods and how effective they are.

Articles in SI-Review should be clear and illustrative for these users, who are new to TRIZ but familiar with some other methods.

They are much guided and influence by the papers and discussions among professionals of different methodologies.

## People unfamiliar in methods

There are many people unfamiliar in any methods (for Creative Problem Solving in general) : managers, business persons, ordinary engineers, students, etc.

Introductory articles (or news) in mass media, books, textbooks, websites, etc. are influential.

Brief refence in SI-Review to such information sources (articles/news) may be useful.

Easy introductions to TRIZ (and related methods) should also be posted in SI-Review website.

## Types and categories of articles

In conclusion, various types of articles should be posted in SI-Review website so as to match different types of readers.

SI-Review should categorize its articles/papers explicitly (for obtaining good and wide understanding from various readers/organizations).

# Organization for promoting and operating the website

# Editorial Board, Editorial Advisers, and Editorial staff

# Process of posting articles and Structure of the website

# Usage of the website by users

# Financial Basis of the Website