Toru Nakagawa, Mar. 24, 2023

LinkedIn: https://lnkd.in/gmA9bJRf   (Posted on LinkedIn on Mar. 25, 2023)

Invitation to Build and Revise each Country Part of World WTSP Catalogs of TRIZ Sites. Build the Gamma Edition (Sept. 2023) "Useful and Attractive"

We sent the **[WTSP] Letter (33C-3) to 33 countries** individually to invite the TRIZ leaders/colleagues in each country to contribute their manuscripts to the World WTSP Catalogs.

25 Countries shown with yellow circles in the top figure do not have the Country Catalog (or a list of selected websites, with brief introductions, evaluations, and categorizations of each website) yet.

We invite TRIZ leaders/colleagues to form a WTSP Team and to visit several tens of websites (already) detected by Internet surveys. Since Internet survey results are messy (noisy and missing), we should visit the websites one by one to select good ones and show them in a standard arrangement with the evaluation and categorization of the website, together with a brief or standard form of introductions.

Many TRIZ-active countries are in this group, we note. They include **France, Italy, Netherlands, Taiwan, Korea, etc.**

8 Countries shown with pink circles in the figure, on the other hand, already have preliminary versions of Country Catalogs, and we ask their TRIZ leaders/colleagues to update and revise/improve them further.

In the case of **USA**, Nakagawa made an Internet survey and made a preliminary version of USA Country Catalogs

(Jul. 2019), but for their websites (evaluated as □) the brief site introductions are not shown yet.

For **UK and Germany**, Nakagawa processed the Internet-survey results and made Country Catalogs (Mar., Dec. 2022) for showing as samples. Review and further revision are desirable.

Malaysia and China contributed their Country Catalogs in Aug. 2019. They need to be updated and enhanced, especially to reflect the recent active promotion of TRIZ in China.

For the countries in **Russian Language Region** (especially Russia and Belarus), Michael Orloff worked intensively to make their Country Catalogs (Aug. 2019). These are a rich collection of websites in the TRIZ-mother countries; we expect further annotation and enhancement. (He and I are preparing the [WTSP] Letter to be sent in a couple of days.)

For **Japan** I made the full Country Catalogs in a pilot project (Apr. 2018); we need to update them for reflecting the progress of these 5 years. I am asking the Japan TRIZ Society to do the job.

"Country Catalogs" in the above-mentioned sense (i.e., lists of selected websites arranged, categorized, evaluated, and briefly introduced) are **"Useful" but NOT "Attractive" yet.**

For a Catalog to be "Attractive", **individual items (i.e. websites) need to be introduced "Attractively"** (of course faithfully without exaggeration). Purposes (or Roles) of the site, strong/unique/novel points of methods, applicability/effectiveness/easiness of application, results & achievements, etc. should be explained in a way easy to understand by using illustrations/photos/tables, etc.

Such introductions can be written in the WTSP Standard Form (one page in A4) at the basic level, but more attractively and convincingly only in a free format (2 to 20+ pages in A4). They should **impress the readers/users**: 'This site is amazing; novel in the methods; wonderful results in the application cases; I want to visit and learn this website!!'.

Such introductions **can be written only by the site owners themselves** (not surveyors). Writing such Attractive introductions in full length is a big advantage for site owners, and also serves many readers/users of the World WTSP Catalogs. Please look at various examples of good introductions of websites in the World WTSP Catalogs.

We wish all countries, even if the [WTSP] Letter was not sent this time, to contribute to the New Edition of the World WTSP Catalogs.

The due dates are:
    Apr. 16, 2023 for the manuscripts of Country Catalogs of TRIZ Sites, and
    Jun. 10, 2023 for site owners' descriptions of their sites.