

Application of TRIZ for Product Planning

- Development of Innovation-oriented TRIZ-

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Abstract

It was found from the result of my previous study that Japanese manufactures are confident in both “Quality Control Techniques” and “Development Power of New Technologies”, in the meantime, face challenges in connection with both “New Product Panning System” and “Innovation Power”(See Figure).

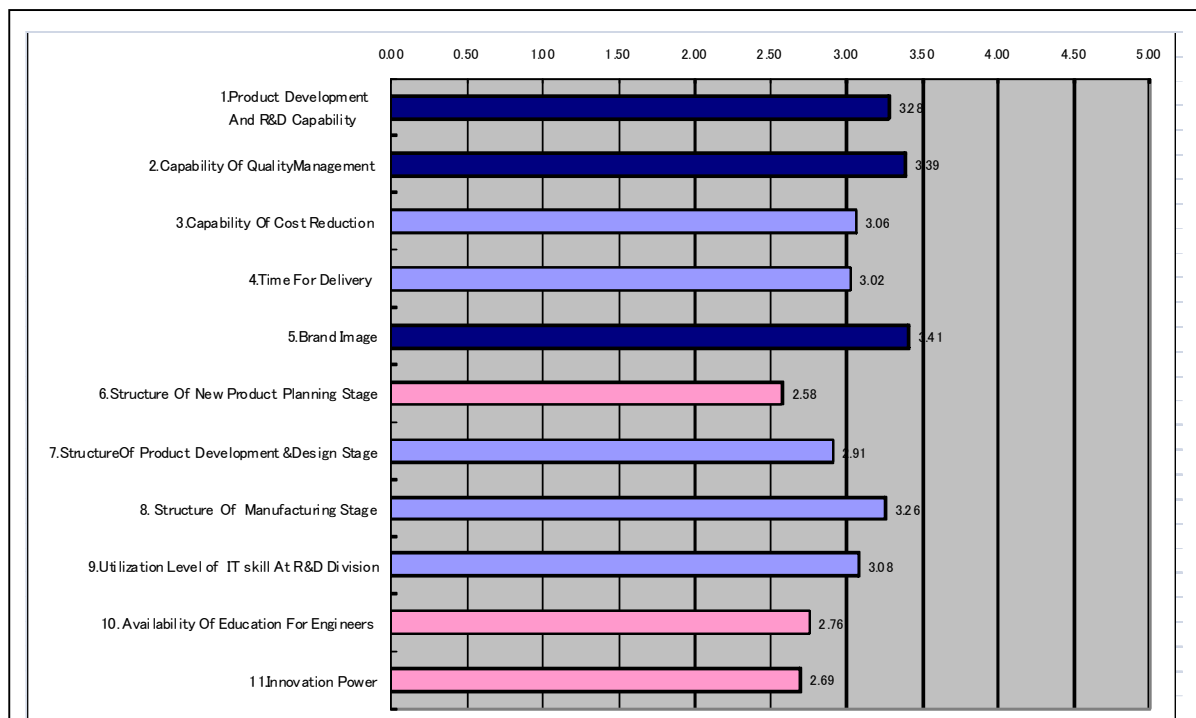


Figure “Main Current Challenges at Japanese Manufactures”

However, Japanese manufactures should not continue “catch-up strategy”, which always focuses on high quality of product with reasonable price to insure product value, because they have to avoid a comeback by developing countries like “BRICs”. That is to say, BRICs have an ability to realize “high quality of product with low cost” already. Under the circumstances, they are out of options but to be “a front runner” in overseas markets, implementing “Product Innovation” to create innovative new products effectively.

Therefore, I think that it’s very important for them to build up effective “Innovation Oriented TRIZ=Systematic Innovation Approach (SIA)” with utilization of “limited Management Resources”.

Let TRIZ now come to “this field” (to realize a front runner strategy) as “a big role” to build up “SIA”.

In order to realize “SIA” based on TRIZ, I want to introduce “a model of SIA”, which combines TRIZ method, some marketing techniques and functional analysis in VE to plan and develop innovative products systematically, in this presentation.