

## **Scheme of 'New Product and Service' System Creation Using TRIZ**

### **- Search for a Creating Method of "New Product and Service" System**

### **by Analyzing "Hot Sellers and Services" Using TRIZ -**

**(Business and Management TRIZ Research Subcommittee, Japan TRIZ Society)**

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### **Abstract**

Most of reported TRIZ applications are for solving technological problems. One of the challenges for TRIZ to be deployed in much wider scale is to prove its capability to help solve business and management problems.

We plan to study methods how to apply TRIZ to tackle business and management problems through analysis of real cases. We intend to make up the guidance for TRIZ application for this purpose. The present report is about our effort and some of its results up to the present time.

As the second round, we applied TRIZ thought and technique to analyze "hot sellers and services" and tried to investigate the creation method of a new product and service. We aimed at the following phases for the examination this time:

1. Identify a business that continues to grow by providing hot sellers and services.
2. Analyze the characteristics of hot sellers and services.
3. Based on the analysis result, examine whether the application of contradiction solution and evolution trend is effective for the creation of "New Product and Service" system.
4. If it is effective, devise a creation process for "New Product and Service" through application of contradiction solution and evolution trend.

Study phases 1 - 3 were presented in fiscal year 2012. This time, the study results of phase 1 - 4 will be reported with the study phase 4 as the core.