

# **Introduction to ISW (Idea Search Working)**

**~Learning, Applying and Promoting TRIZ~**

**Fumiko Kikuchi and Akio Fukushima**  
(Research & Development Group, Pioneer Corp.)

# The point for promoting TRIZ

- We work for Research & Development Group.
- We made own programs.
- We made the Case collection of 40 inventive principles.



**Pioneer  
idea/invention/innovation  
Tool**

# Contents of activity for promoting TRIZ

- **TRIZ Half-A-Day Workshop**



- consists of three sessions that are mainly intended to get new ideas in half a day.

- **TRIZ brain-storming for patent**

- creates new ideas in research work.

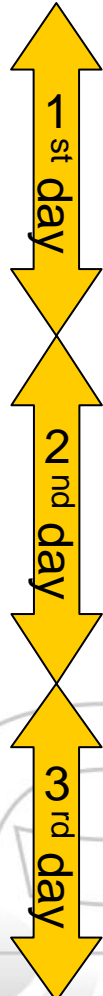


- **Idea Search Working (ISW)**

- supports and responds flexibly and widely to researchers' activities to solve their problems and subjects.

# ISW 3-Day course

## Contents



### 1. Share common perceptions of problem

Problem definition

function-attribute analysis

brain storming for finding causes

root contradiction analysis

### 2. Creation ideas

using 40 principles,

trends of evolution,

effects DB

### 3. Grouping ideas

### 4. Selection concepts

Original menu that combines existing problem solving processes such as ARIZ and USIT