

## TRIZ marketing for the Ubiquitous concept

~ So that anyone uses TRIZ anywhere anytime ~

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### Abstract

In the first TRIZ symposium of 9 years ago, we carried out the questionnaire about the problem of TRIZ. As those results, we extracted the following problem.

1. The SW tool of TRIZ is expensive.
2. TRIZ is not usable in IT/SW and business.
3. TRIZ does not spend in education and institute.

In addition, I performed some lectures, seminar, consulting for 9 years. Therefore the important opinions that I collected are as follows.

<Current needs>

1. The conventional TRIZ example is difficult. Give us examples easy to understand.
2. How should we use in the patent?

<Potential needs>

1. Realization that "we understand intuitively" (universal design principle).
2. What should we do to train the abstraction skill?
3. How is it different from the scientific tool which we used in TRIZ so far?
4. What is the usage except the getting out idea of TRIZ?

I tried it based on needs analysis. Engineers are interested in TRIZ, what should we do for the breakthrough method of issues to allow you to use TRIZ anywhere anytime? In this report, I introduce 10 solution examples. In the criterion, I utilized AIDMA method.

### Extended Description

The announcement contents are the following items.

1. Background and purpose
2. Current needs and potential needs
  - 2.1 Current needs from questionnaire result of the first TRIZ symposium
  - 2.2 Needs from questionnaire result of seminar
  - 2.3 Potential needs from the other scientific tool
3. The Solution examples by current needs
  - 3.1 Automatic retrieval of the matrix and plain examples
  - 3.2 Use to change DB of the Internet into Effects
  - 3.3 Examples of IT & SW
  - 3.4 Use TRIZ for patent application
4. The Solution examples by potential needs
  - 4.1 Learn 40 principles by the illustration
  - 4.2 Osborne's check list and 40 principles
  - 4.3 Resource, Effects, SLP, etc in the NM method
  - 4.4 The truth of Y Gaya of Honda
  - 4.5 What should we do to train the abstraction skill?
  - 4.6 Visualize the process of works by 9 windows method
5. Conclusions
  - 5.1 Questionnaire trends for engineers
  - 5.2 Closing remarks