Effective Method to Create High-Value-Added Product based on Inventive Thinking Power –Utilization of Two Types of Redesigned Contradiction Matrices-

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Abstract

It was found from my previous survey that majority of Japanese manufactures still (mainly export-driven manufacturers) continue "kaizen activities" like QC and VE based on "Catch-up Strategies", even comeback by developing countries like "BRICs" in 2000's. Fixed on same strategies without an ingenious attempt, they might face severe challenges to keep industrial competitiveness. Therefore, eliminating the mismatch phenomenon like this, they have to make an effort to practice "Innovation Activities" as one of "Front runner Strategies". To that end, it's required to gain an understanding of the inventive thinking power to create "High-Value-Added Product (HVAP)". Here, I think TRIZ has chance to show off. Because the result of our study about an analysis of "Recent Big Hits (RBH) =HVAP" clearly shows that "Realization of Latent Required Functions (RLRF)" and "Solution of Product Contradictions (SPC)" are some of essential conditions for HVAP. Therefore, we would like to introduce effective method to create HVAP based on inventive thinking power, developing two types of "Redesigned Contradiction Matrices (RCM)", which are understandable and practical techniques for TRIZ practitioners, especially TRIZ beginners. Two types of RCM are redesigned based on "Altshuller's Contradiction Matrix (ACM) as one of effective techniques for HVAP.

Keywords: High-Value-Added Product, inventive thinking power, two types of "Redesigned Contradiction Matrices" ,TRIZ beginners

1. Introduction