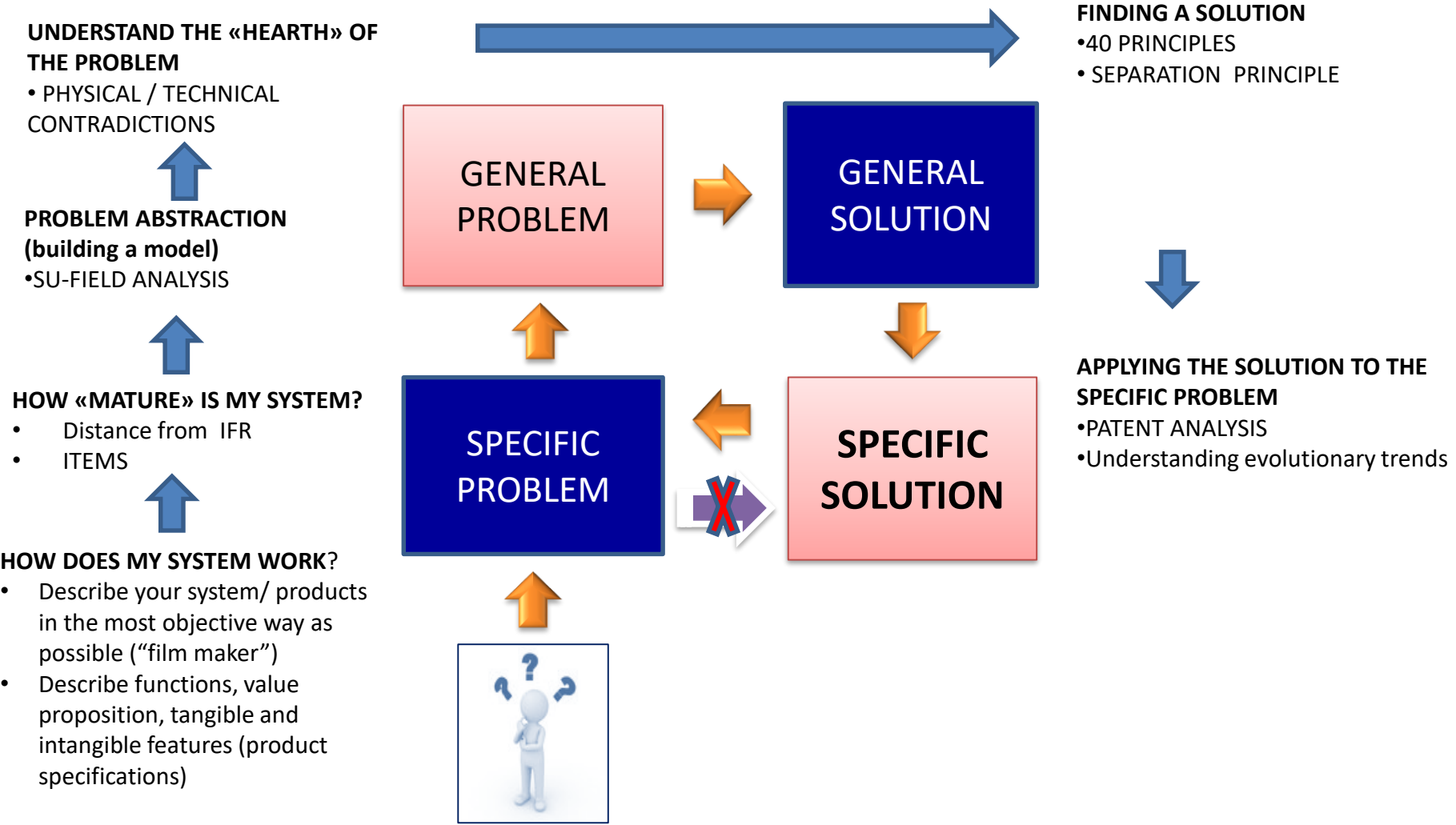


# **Innovation Management and New Product Development - Innovazione e sviluppo prodotto**

## **New Product Development: New concept generation and the use of TRIZ**

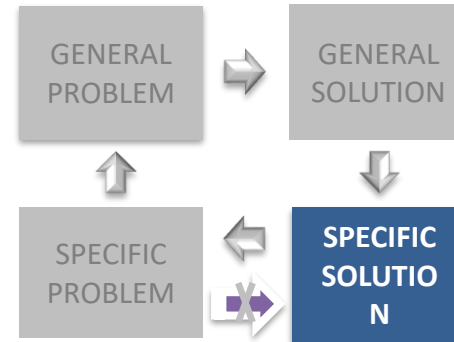
Raffaella Manzini

# Implementing TRIZ a proposed framework



# Specific solution

Implementing the general solution to the specific problem, generating the specific solution



*«The analysis of patents necessary for gathering the data to be used for the previsional activity is very cumbersome and sometimes unworthy due to the intrinsic low reliability of forecasting tasks»*

# Patent analysis

- Using the 40 principles and/or the separation principles allows finding an idea for solving a general problem
- Patent analysis should then be used to verify if the idea has already been protected and to find suggestions for implementing the idea
- In particular, patent analysis by text mining could be useful

# Search for prior art assessment

- Find closest prior art documents to evaluate
  - NOVELTY
  - INVENTIVE STEP

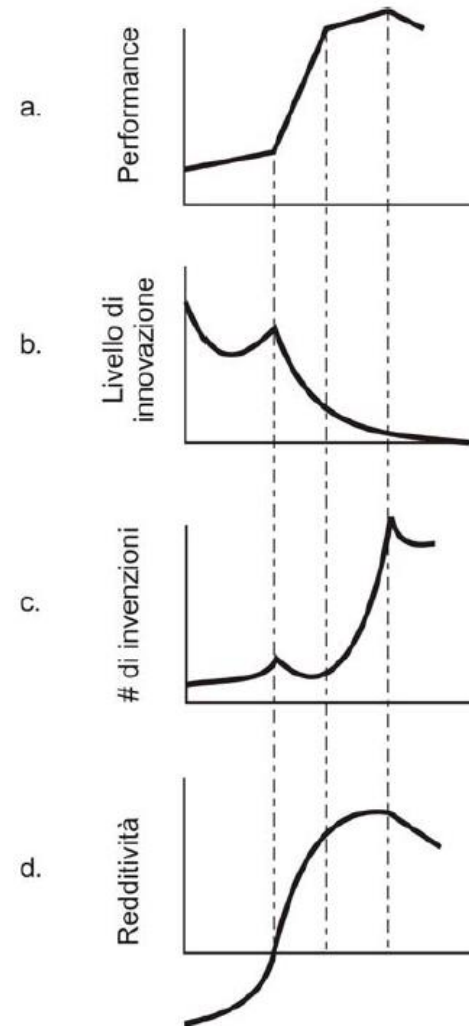
of the SPECIFIC SOLUTION



See slides Intellectual Property Lesson 5

# Appraising the specific solution

- S-Curves
- Evolutionary trends



# References

- **Kaplan, Stan. *Inventive Problem Solving: Critical thinking for problem solving using TRIZ*. Ideation International Inc.,**
- Savransky, Semyon D. *Engineering of creativity: Introduction to TRIZ methodology of inventive problem solving*. CRC Press, 2002
- Altshuller, Genrich; Clarke, Dana W. *40 Principles: TRIZ Keys to Innovation [Extended Edition]*