

The 11th Japanese TRIZ symposium Special lecture

Approach to plan product that wins topic in quite new market

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Limited company Item two one

Consultant Engineer (Management engineering section)

Good Quality

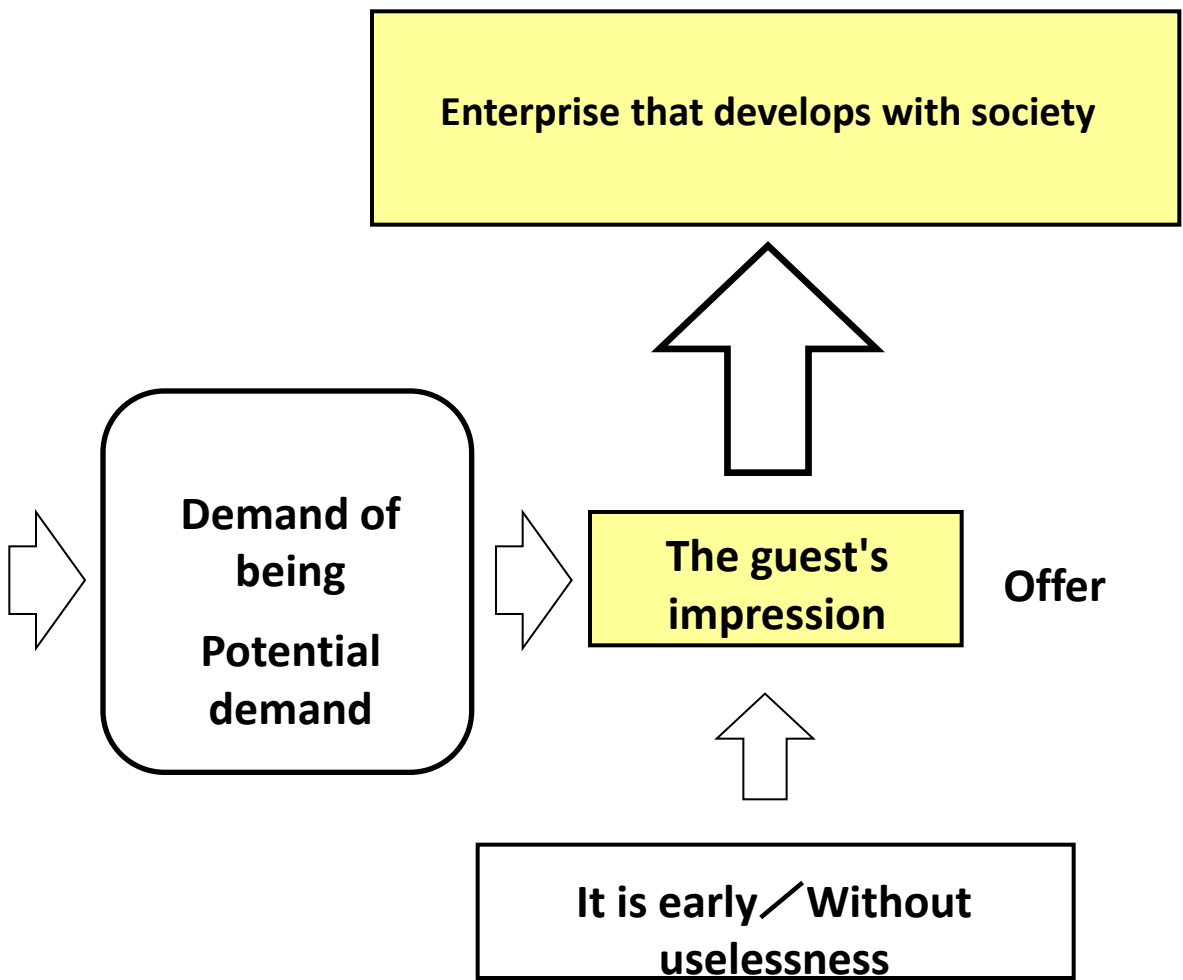
1. Attractive

- It is convenient.
 - It is convenient.
 - It is good for externals.
- etc.

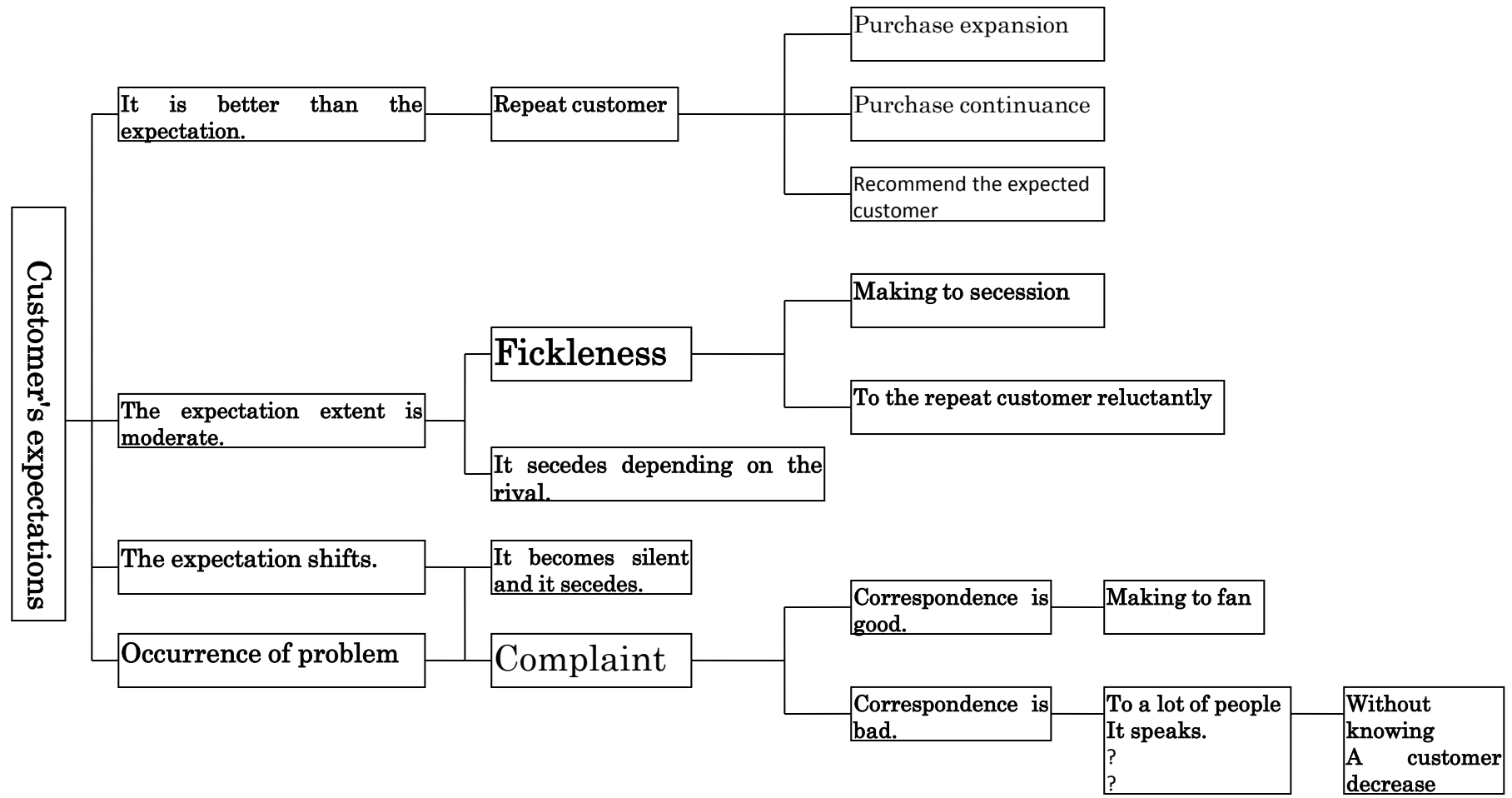
2. It doesn't trouble the guest.

- The defect and the trouble are little.
- Service is good.

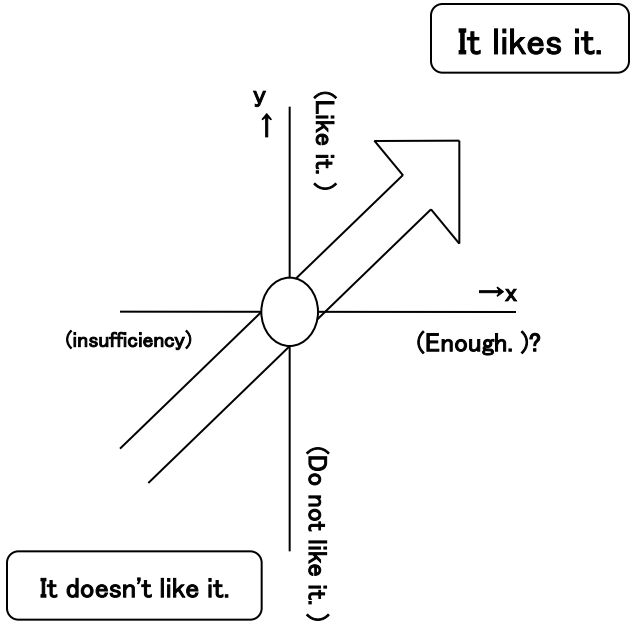
3. The society is fulfilled one's responsibility.



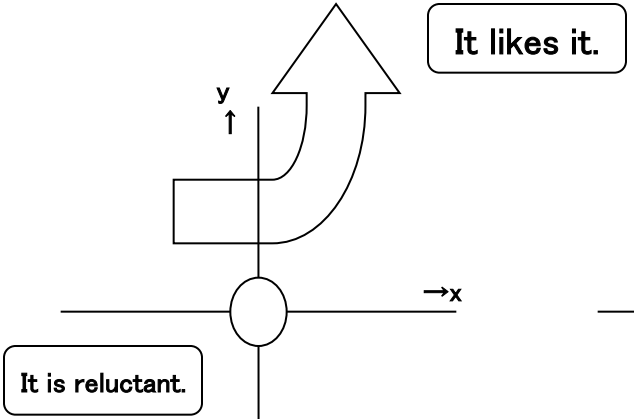
Mechanism of customer satisfaction



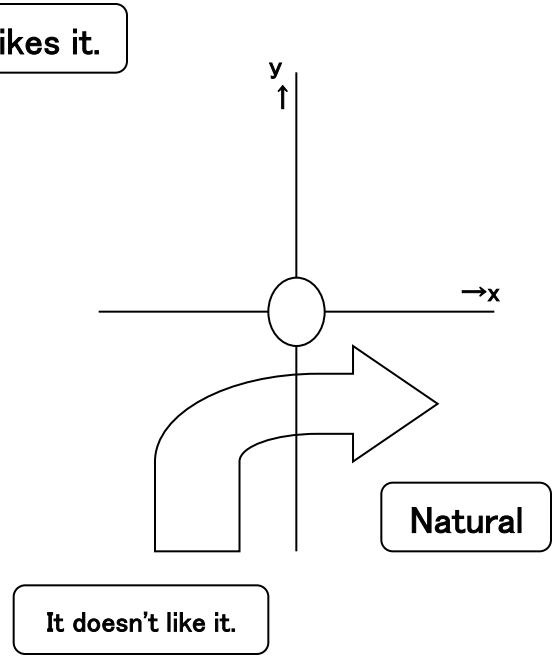
Duality of quality



(a) Tendency to unified quality element



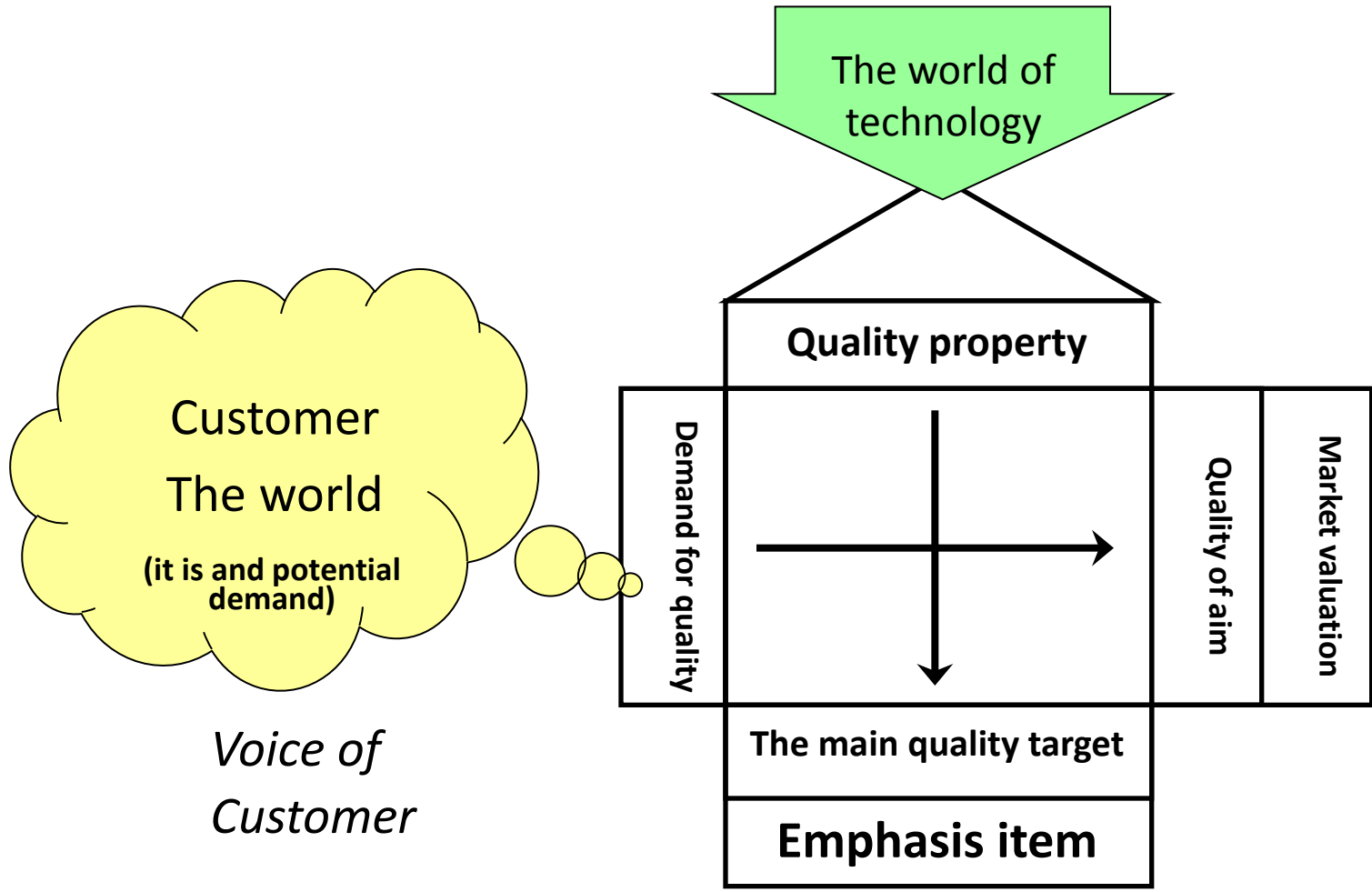
(b) Tendency to attractive quality element



(c) Tendency to natural quality element

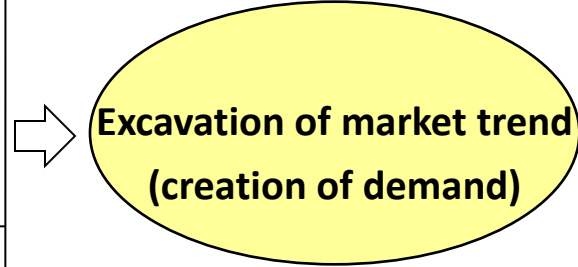
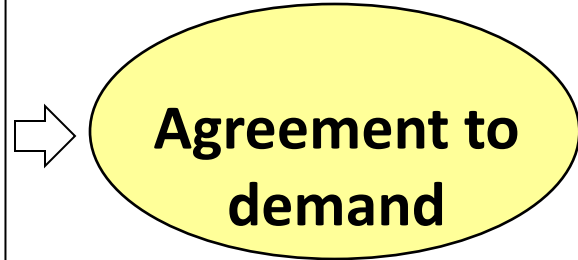
Duality of quality concept (by Mr. Kano).

Development of QFD



Aim of new product (development)

Technology Market	Existing technology	New technology
Existing market	Improvement	Replacement Kind extension
New market	Usage development	Diversification
	Proposal to market (appeal)	



Technological development

Agreement to demand <The demand is arranged getting a hint

Customer's complaint and dissatisfaction
It cancels it.

(For the parts supplier.)
Spec that the customer presented
The product that satisfies it is made.

...In a word
Updated version
of old goods
Product not bad

Cheapness wins.

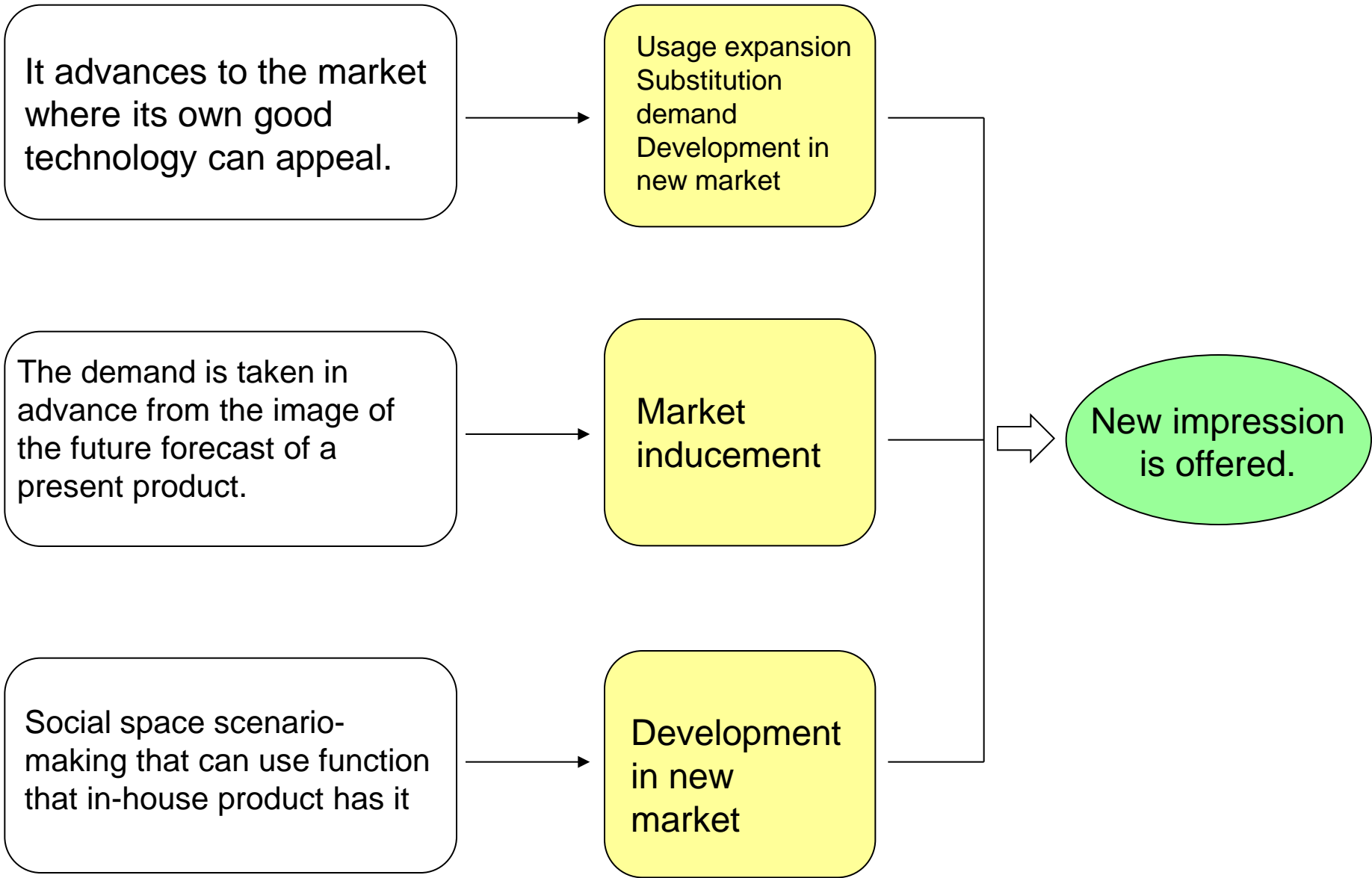
The customer doesn't notice it.
The demand (potential demand)
is tickled.

(For the parts supplier.)
It considered it besides Spec.
The product is made.

It is different.

Increasing the
sale

Creation of demand <The market demand for quality is sent



Effective, for shift to mass production smooth scientific technique

