

1

TRIZ 9windows

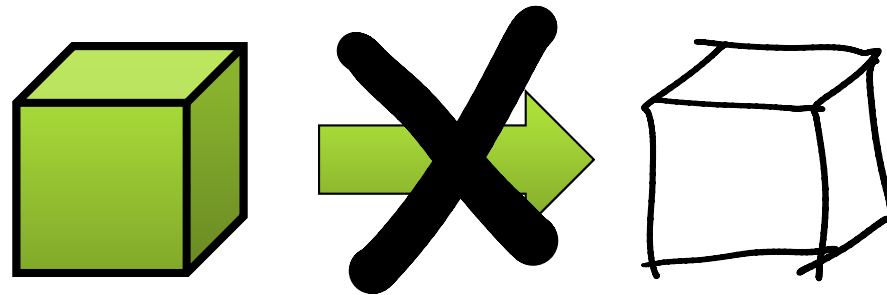
Data, Imagine, Design

新製品を発想する「思考の道」を歩く

「9windows」

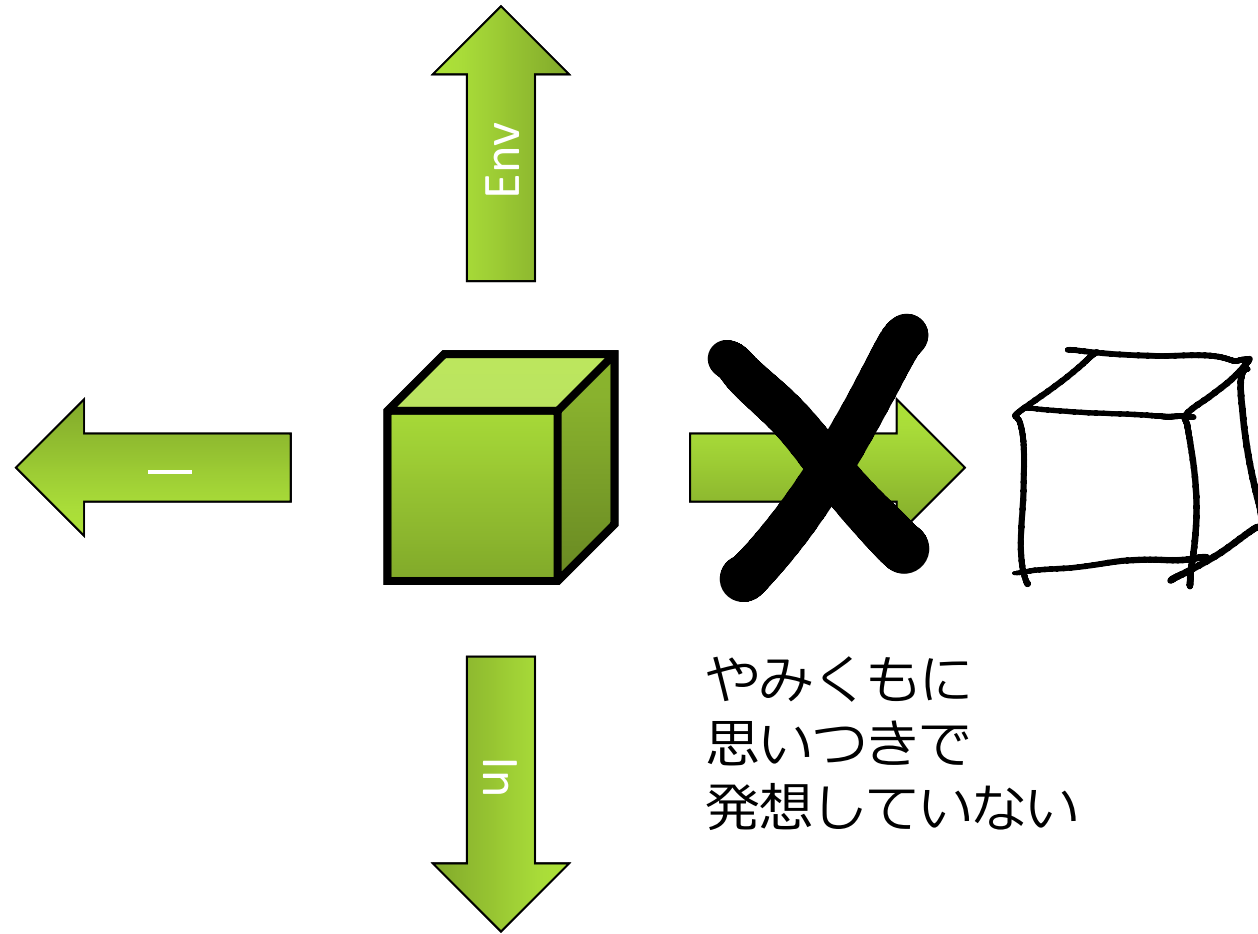
- エジソン、優れた事業家、発明家の思考
- 発想プロセスのエッセンスを集め、単純化
- 追体験することで、優れた発想をする
 - TRIZ（トイリーズ）という手法の1つ

優れた発想のステップ

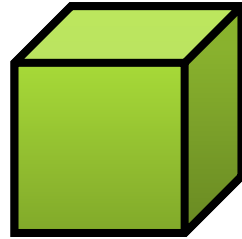


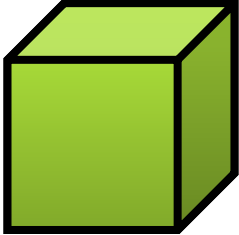
やみくもに
思いつきで
発想していない

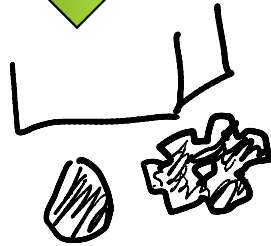
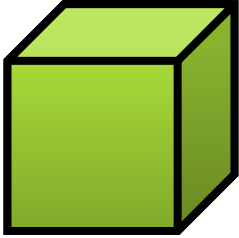
優れた発想のステップ

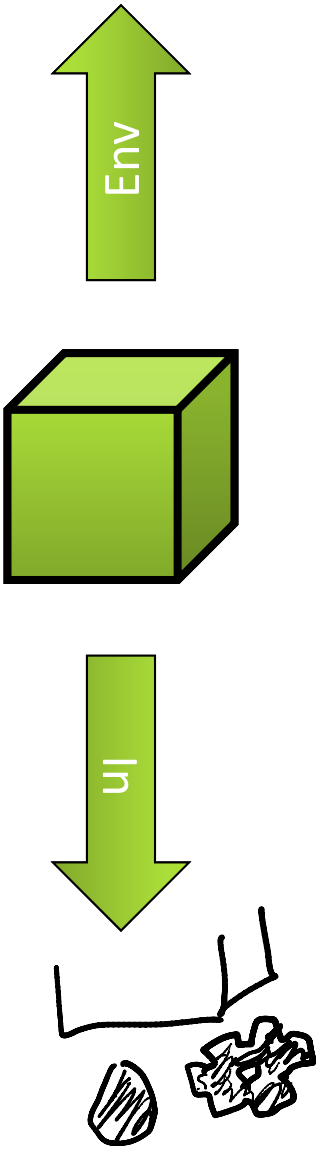


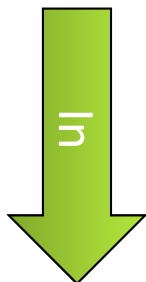
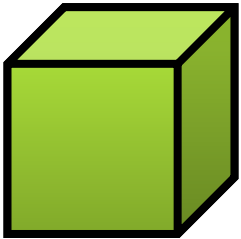
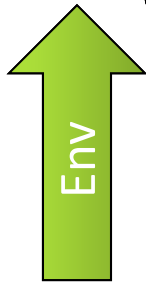
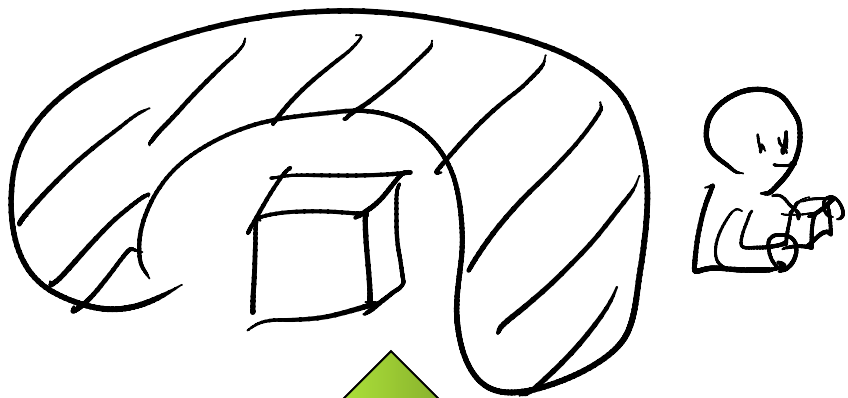
現在の製品

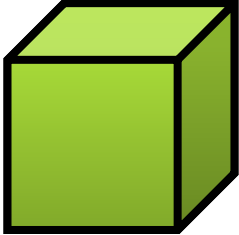


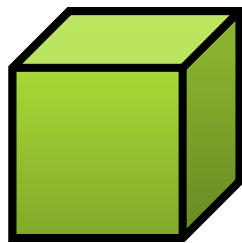
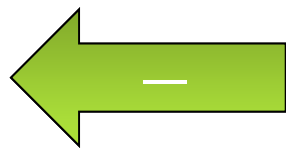
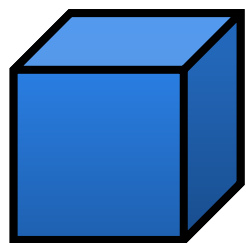






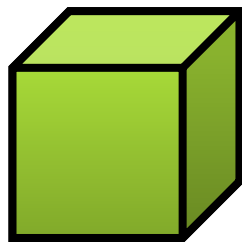
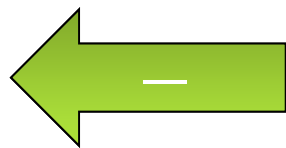
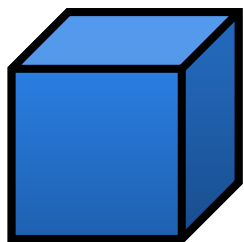




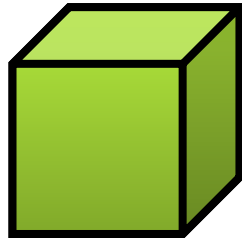
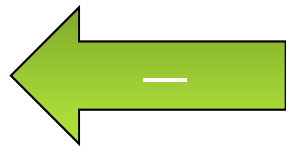
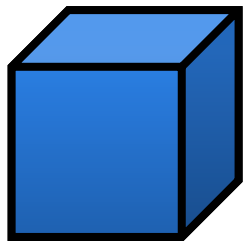


昔の製品

2012

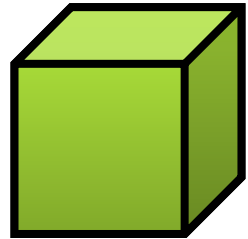
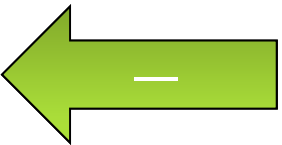
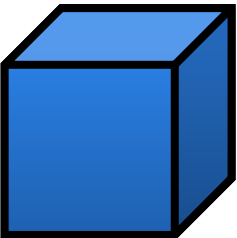


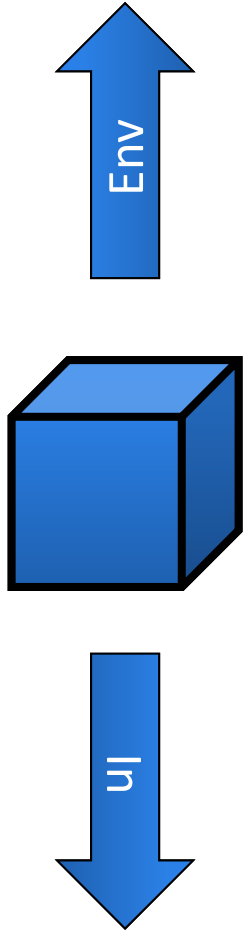
"Fx2"
2012

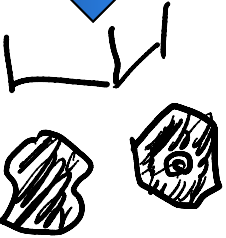
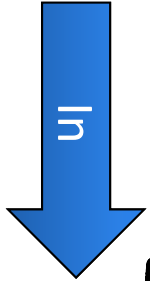
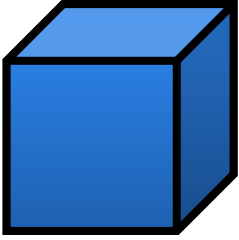


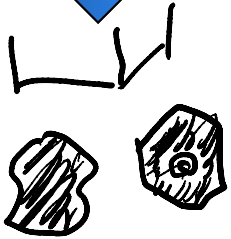
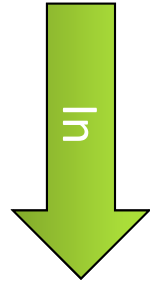
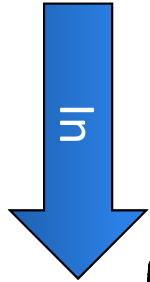
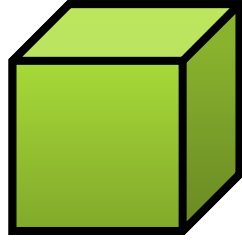
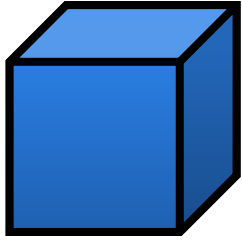
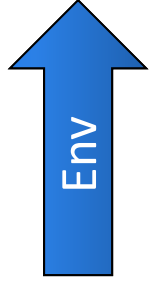
2002 2012

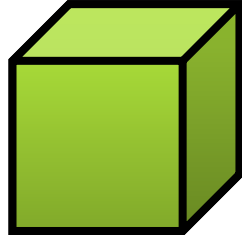
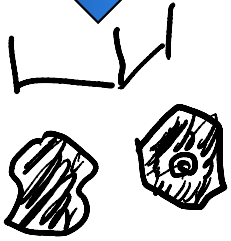
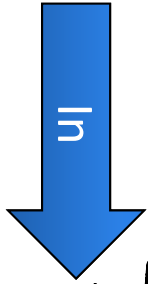
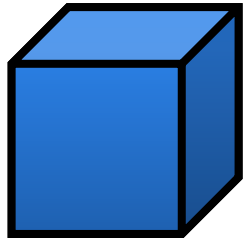
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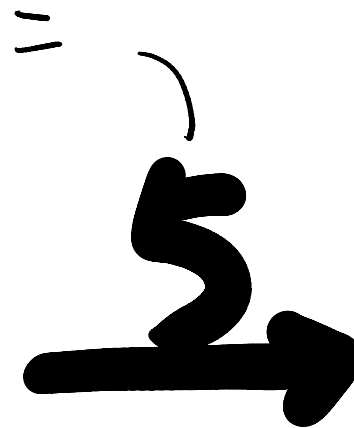
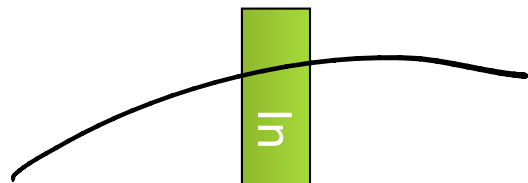
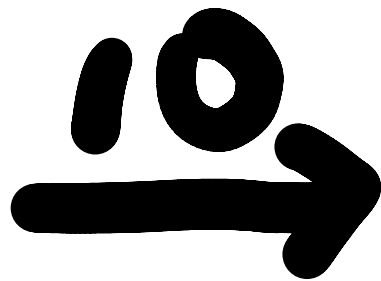
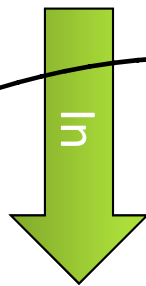
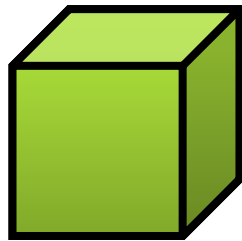
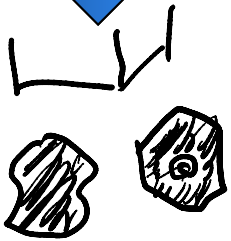
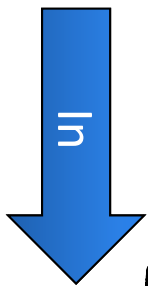
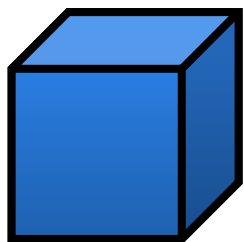


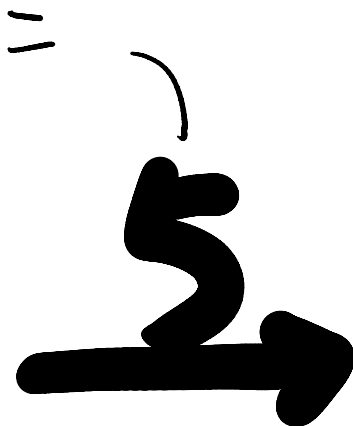
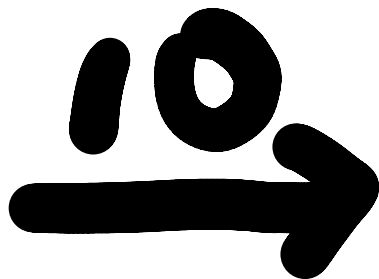
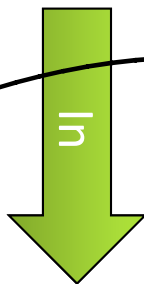
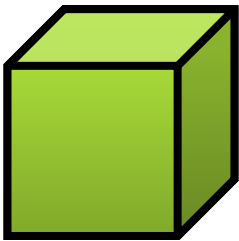
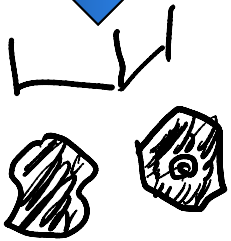
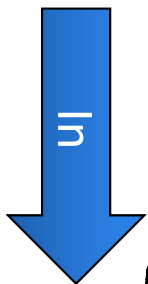
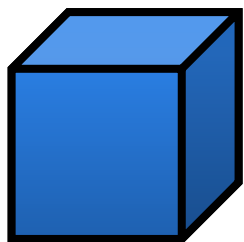


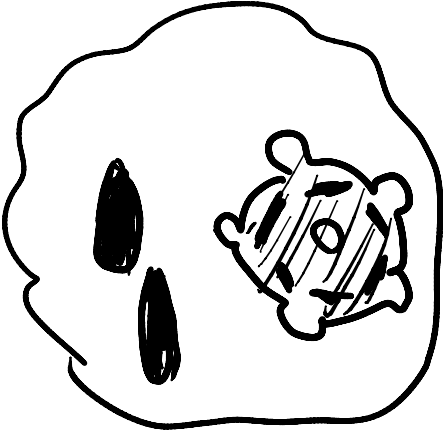


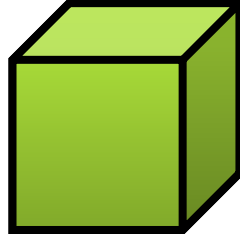
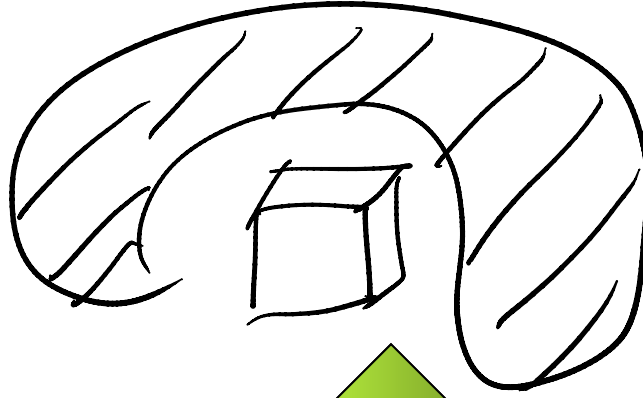
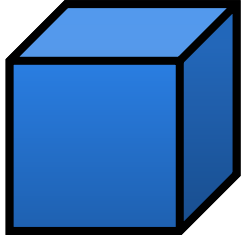


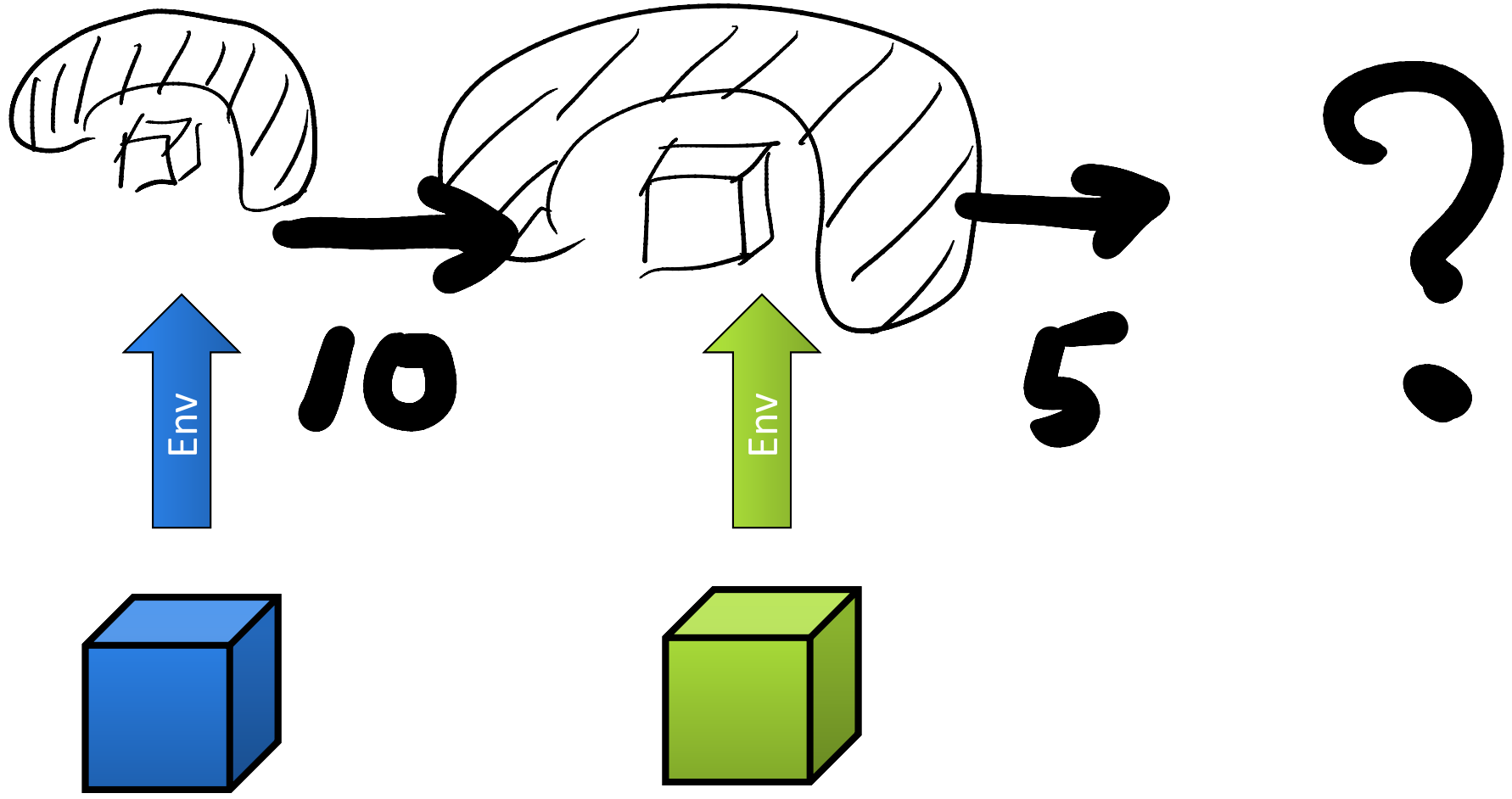


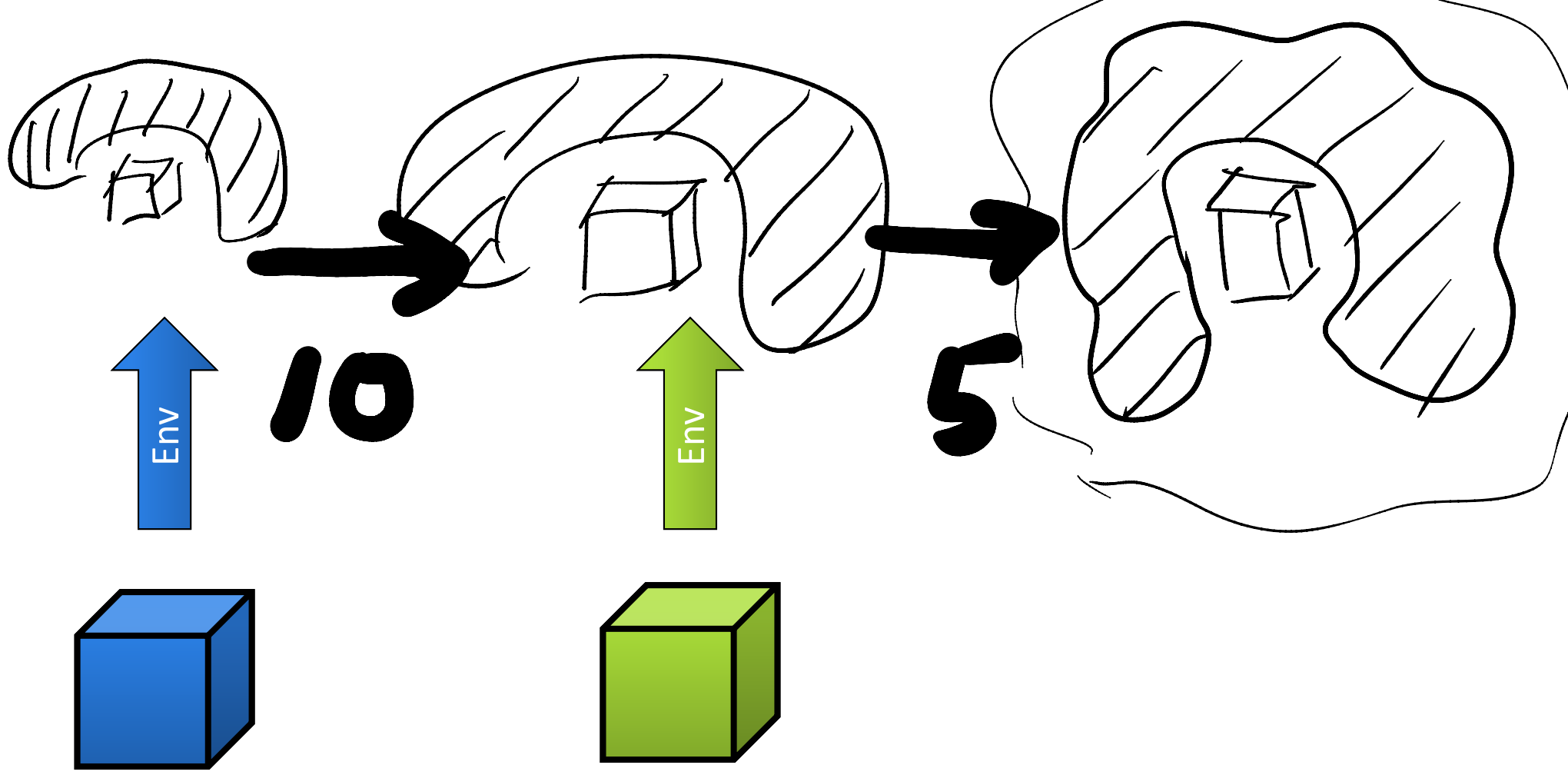


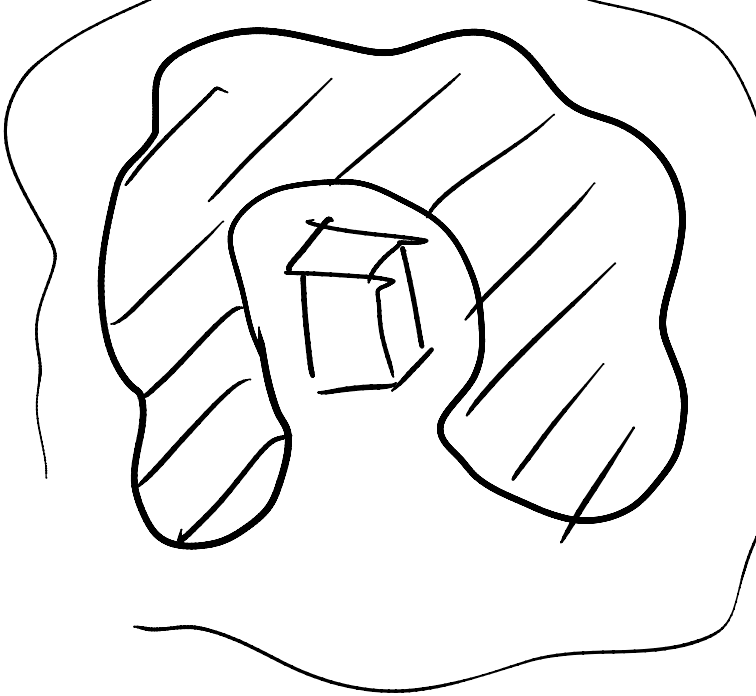


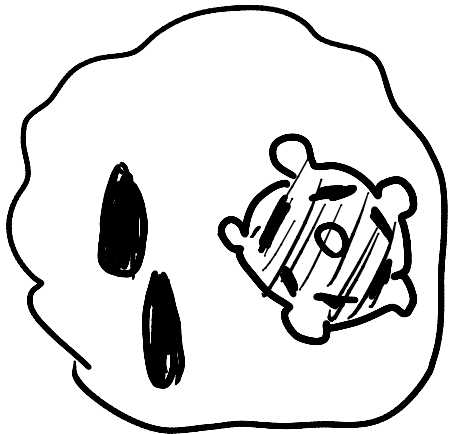
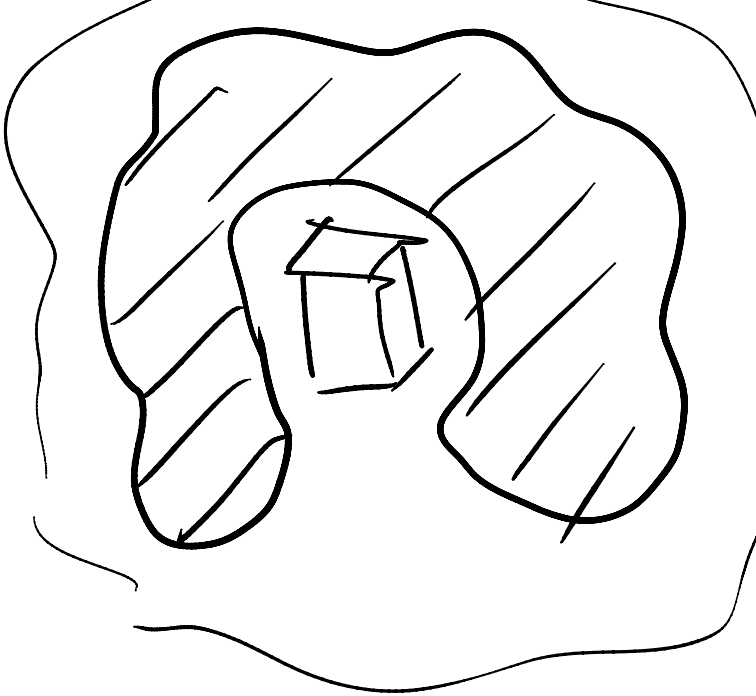


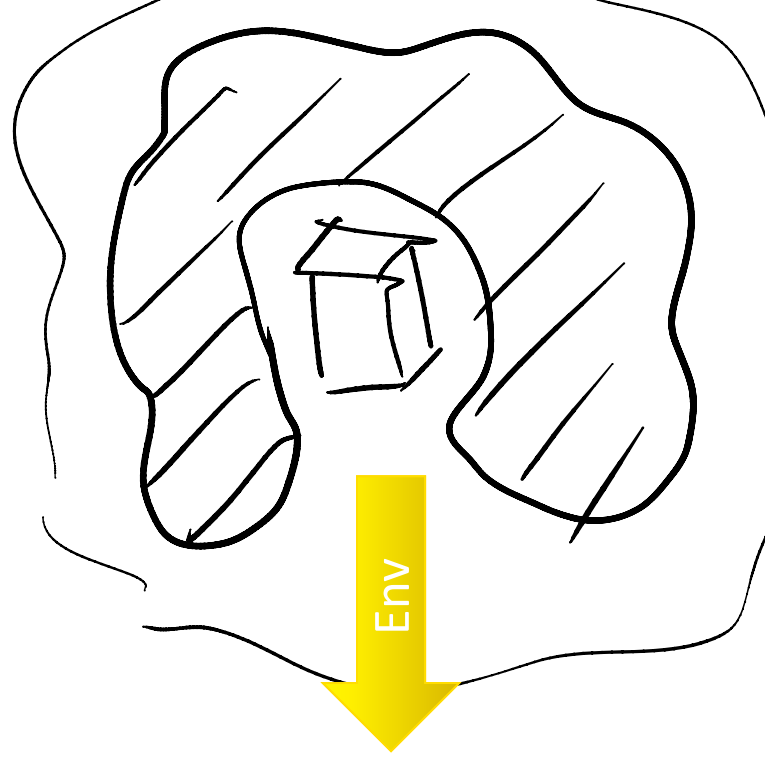


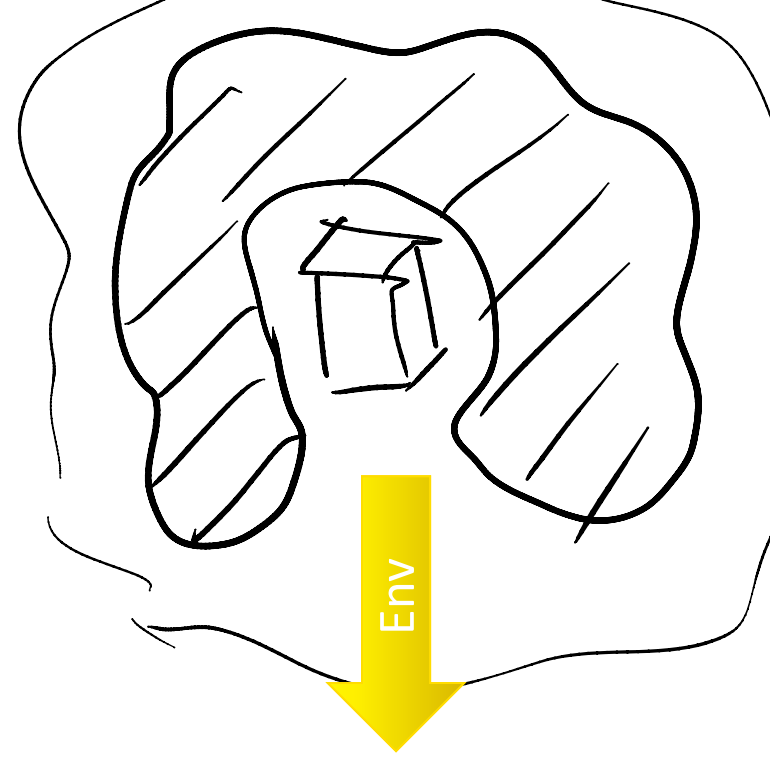










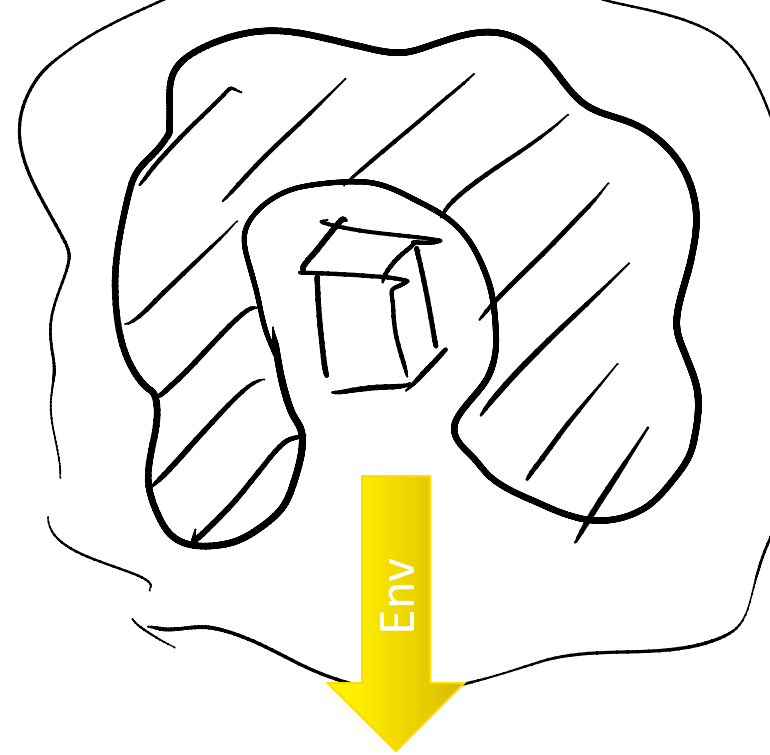


Env

Concept Design



UI



Env

Concept Design

“5年後の当たり前”を設計せよ

UI



「思考の道」長いようでまとめると、結構、シンプル

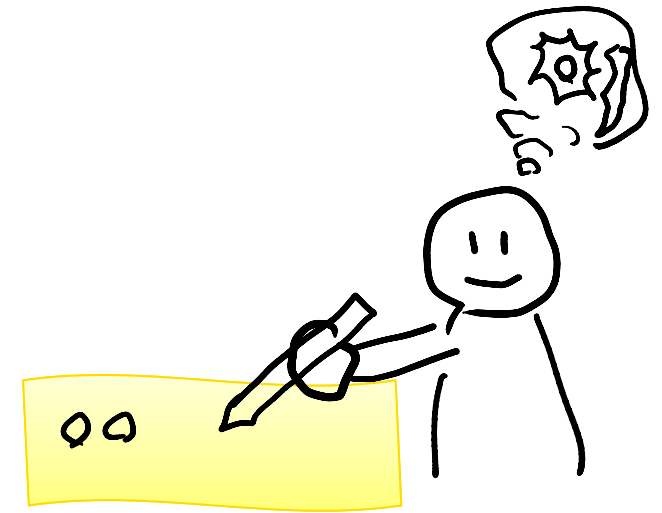
「思考の道」長いようでまとめると、結構、シンプル

「9つの窓」で表現できる。

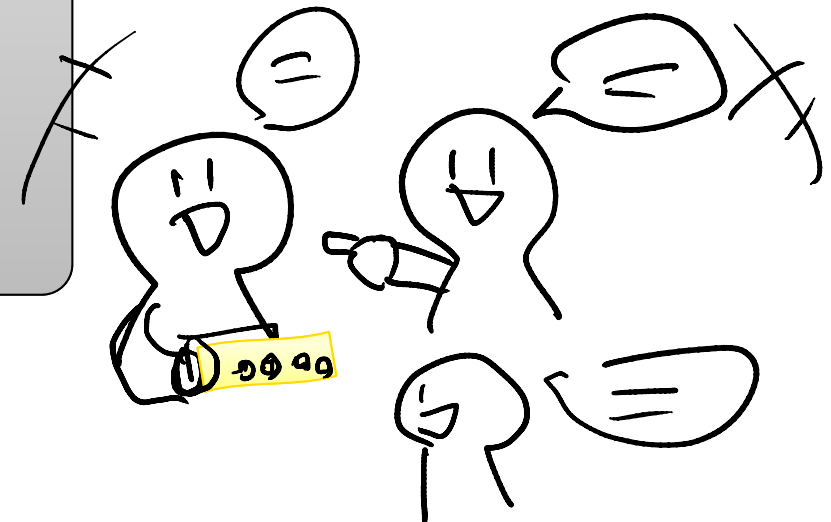
9windows (TRIZ)



Guided Brainstorming Tool



Thinking alone



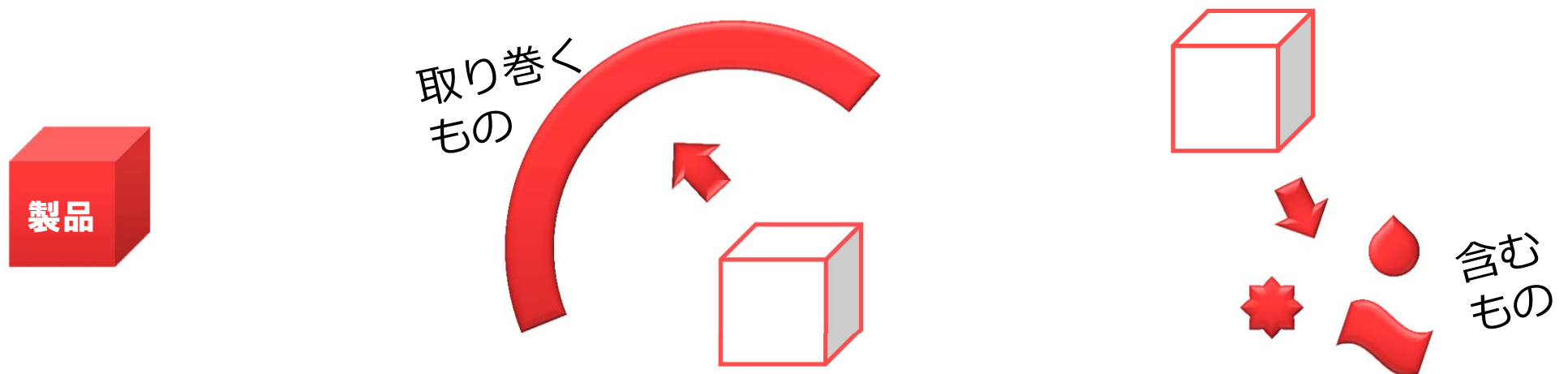
Brainstorming

まとめ=ポイント2つ

- 「昔と今のジャンプ量」から、未来を見通す



- 製品の「外」と「内」の視点で、見る



実践手順メモ

例えば
5年後のテレビ

Data

- まず、現在。1→2→3
- 次に、過去。4→5→6
コツ) 過去の戻り分は、描く未来の“2倍”。
(時代は徐々に加速する傾向から。)

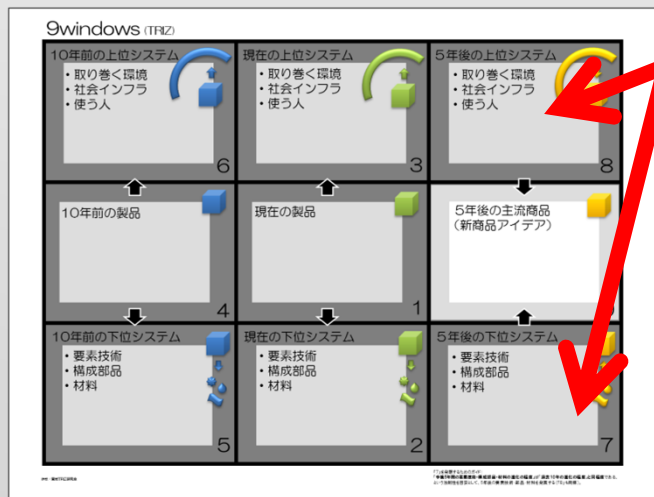
Imagine

- 次は、未来。「7」と「8」
- 出にくい時は「未来年表」(後述)などを。

Design

- そして「9」。未来に使える部品「7」と、未来に使える社会環境・ライフスタイル「8」から、作ってみたい製品を構想する。

補足) 7と8によい資料あり



● 「未来年表」

(社会や技術の未来を知るwebサイト)

「未来年表」

「社会の未来」「情報通信の未来」「技術の未来」「人口の未来」・・・など、未来についての予測（新聞、政府、経済団体など）が、集約されたWEBサイト。

1. 2017年ごろ（±5年）の年表を眺める。
2. テーマの将来の事業に関係しそうなもの、面白そうなものを、ポストイットに書き取る。
3. 発想作業の時に『7』『8』へ

参考文献

石井力重『アイデア・スイッチ』（日本実業出版社、2009）P178～187

参考製品

IDEAPLANT 『9windows（新製品アイデア会議用）ボード』

<http://www.ideaplant.jp/products/bp/02.html>