RIGHT TOOLS MAKE IT EASY

EasyProblemSolving

Thriving Innovation

CONSULTING | TRAINING | MANAGED SERVICES

easyproblemsolving.com

RIGHT TOOLS MAKE IT EASY

Welcome!!

ideaTRIZe® for Quicker & Better ideas

#FORMULAAI HACK 2022

19th Feb, 2022

RIGHT TOOLS MAKE IT EASY

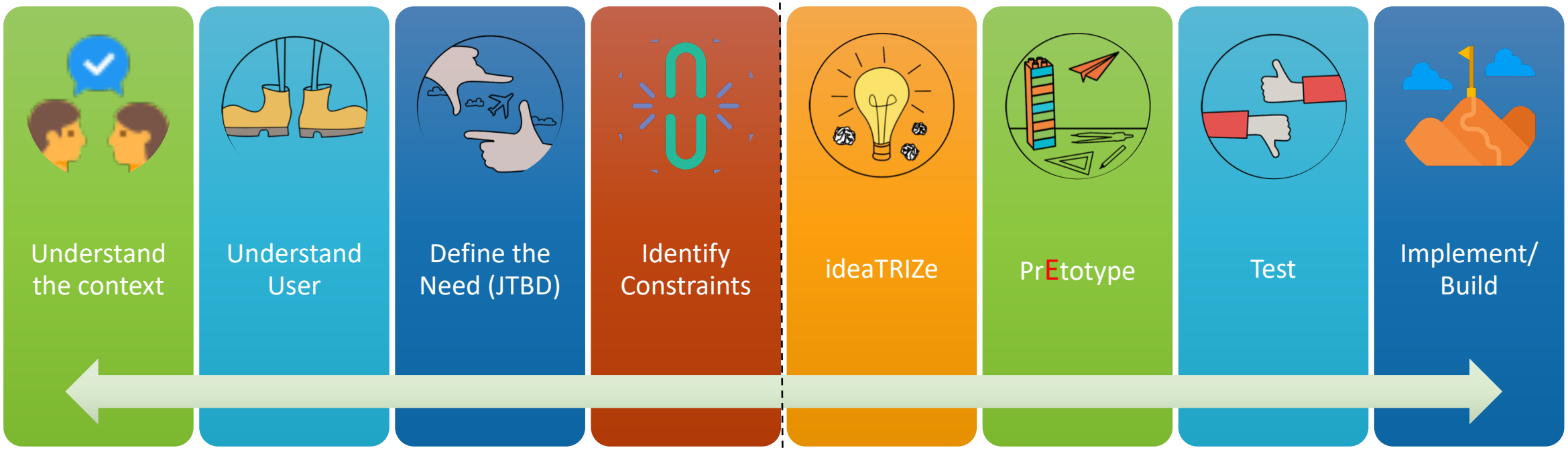
The Process

Refine the Problem

ideate

Try

Build



Problem space

Solution space

ideaTRIZe® Canvas

RIGHT TOOLS MAKE IT EASY

Persona

Regular citizen

I would really love to ..but how

JTBD Contribute to saving the environment while doing daily chores

Top 3 Current Problems

Lack of awareness
Its not easy

Challenge Education for sustainable environmental protection

Success Measure

UNDP survey – increased tree cover, reduced plastic usage

Constraints Lack of knowledge of impact and "how to " avoid

Stimulated ideation = ideaTRIZe

Voted in ideas

Educate them via social media, create badges, pledges
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Pretotyping ideas Create a FB page – let users post, provide badges

Next Steps with owners Create a FB page - Ramesh 10th Jan

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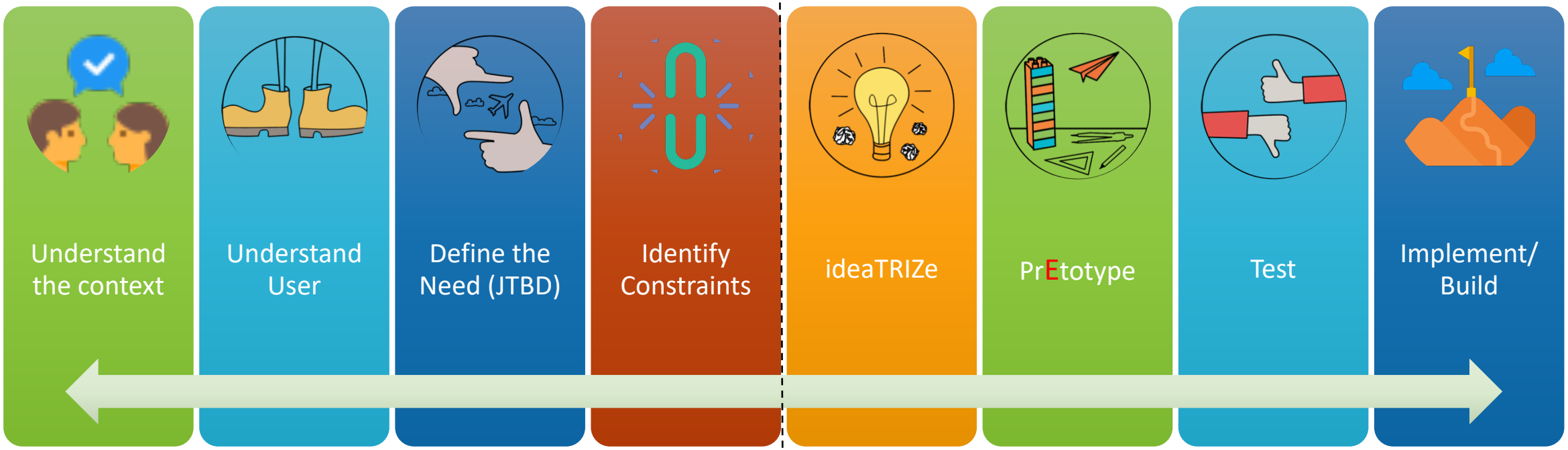

Problem space

Solution space

Definition of Constraint

Dictionary: Constraint (Noun) *a thing that limits or restricts something, or your freedom to do something*

A constraint
"limits a system from achieving higher performance versus it's goal“

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Constraint

Why can’t we do more surgeries?

Constraints – Finding and Validate

To find constraints

- *What is the most valuable person/ function*
- *What is on the critical path*
- *Why can't you deliver in the time/ cost/ scope / quality required*
- *What is not available*
- *What is "unreasonable"*
- *Which functions are not deliverable*
- *What are "experts" saying ..*

To question constraints

- *What are your assumptions? Are they correct ?*
- *Why?*
- *Since when?*
- *Why not?*
- *So what?*
- *Who says so?*
- *Have you seen it?*
- *Do we know the "environment"?*
- *Who spoke to the "user"?*

We now know

the user,

the JTBD,

the outcome expected,

the constraint

Let's "manipulate" it creatively & innovate
Let's move to Solution Space from Problem Space

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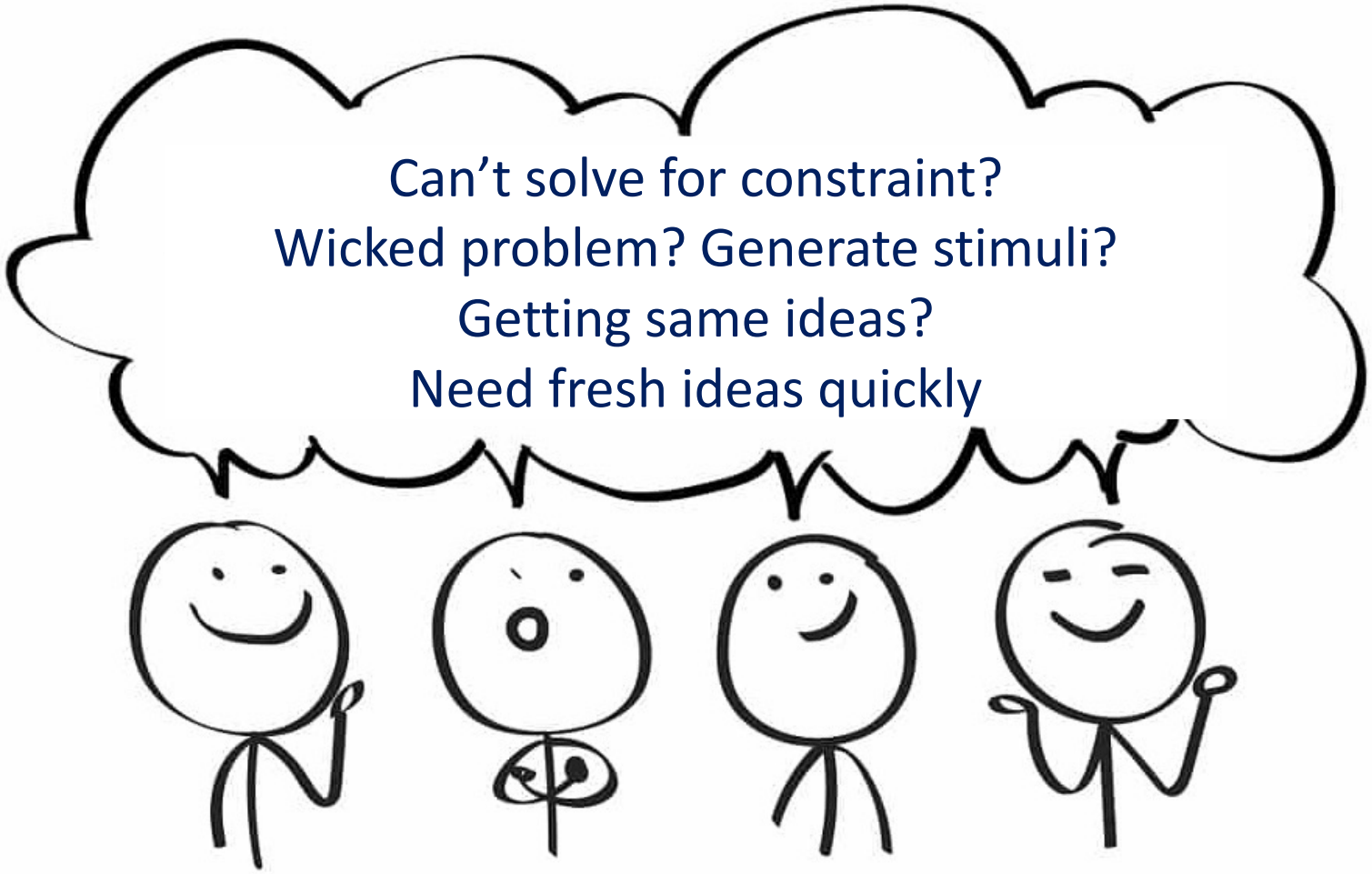
ideaTRIZe® – when & where



ideaTRIZe® tools

Break down into smaller parts

Process issues

Change the way you look

Intangible/ Experience

Manage the outcomes

Dynamic / low control situation

ideaTRIZe® by BREAKing

1. Focus on the part of the process that has the constraint
2. Break down the process into smaller sub steps
3. Ask yourselves any of these questions one at a time

Break down into smaller parts

How might we……..

1. Eliminate a step/component/error
2. Multiply benefit by repeating a component/step but changing something
3. Break the process into smaller independent processes
4. Subtract the most important part and yet get some “other” benefit from it
5. Fragment to make specialized areas
6. Merge identicals
7. Perform parallel operations
8. Assign additional task to existing “resource” in immediate vicinity
9. Make the bottleneck area go faster
10. Reduce the wait time/ set up time
11. Easy to self serve

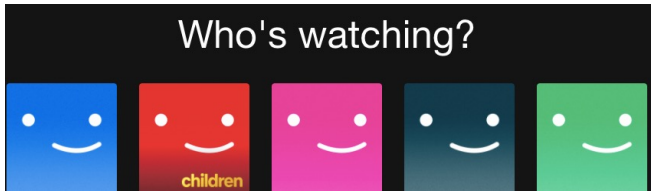
ideaTRIZe® by CHANGing

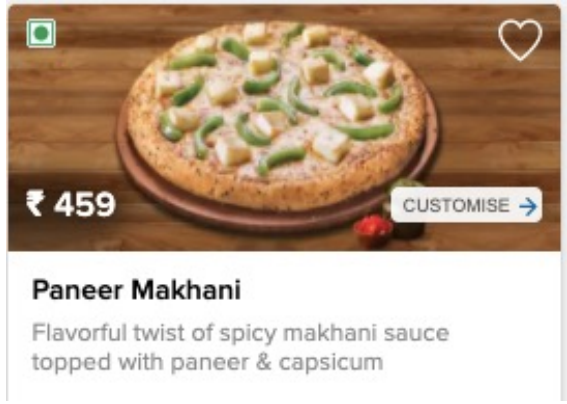
1. Start with the bigger picture of the process
2. Ask yourselves any of these questions one at a time

Change the way you look

How might we……..

1. increase/ decrease uniformity / symmetry – *change structure*
2. Make it fixed vs customise
3. Invert the whole process – *movable to fixed, do the opposite of competition*
4. Add a dimension
5. Synergise to move with customer needs
6. Make each part/ person fulfill a different function
7. Use intermediaries/ neutral parties – *outsource/ partner*
8. Use the intangible
9. Measure the process differently
10. Do it more often/ less often





Glocal Pizza

ideaTRIZe® by MANAGing

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Manage the outcomes

1. Start by writing the process and all outcomes and find missing outcomes and undesirable ones (customer journey map)
2. Ask yourselves any of these questions one at a time

How might we……..

1. Empower humans/machines to take their own decisions
2. Communicate information better
3. Manage information flow to be smoother and meaningful – *bottom up, top down and horizontal*
4. Add “buffers” to manage
5. Manage the dynamics (information/situation/relationship…)
6. Benchmark in/out of industry (not just outcomes but also processes)
7. Use Flexible staffing
8. Reduce the effect of noncritical steps

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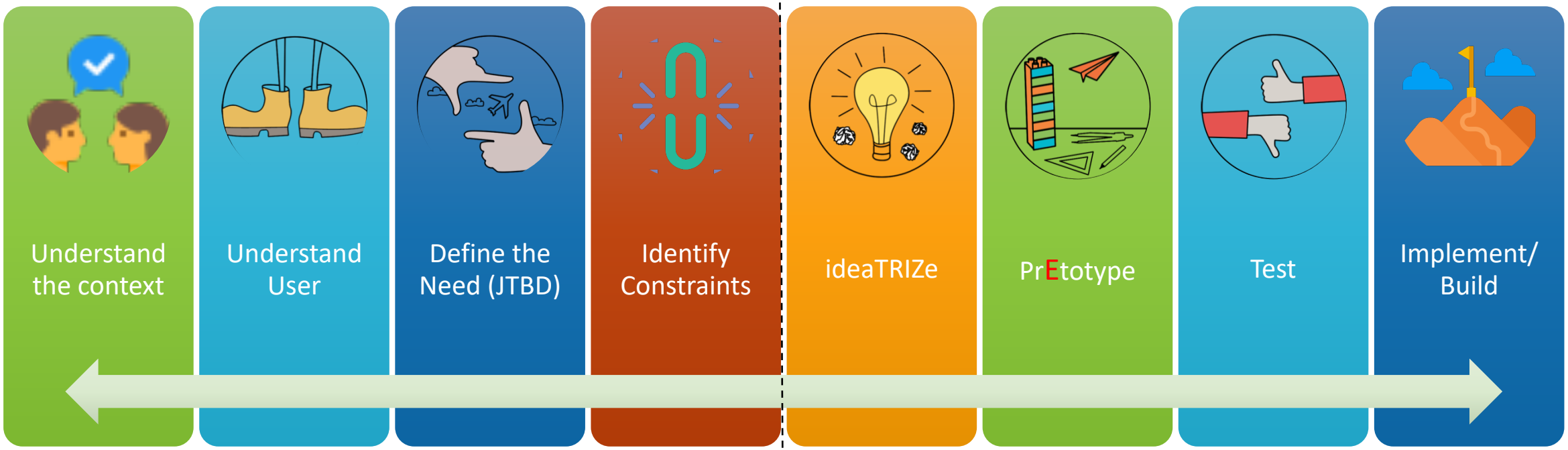

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Pretotyping @ Work

Innovate like a startup, go to market like a grownup.

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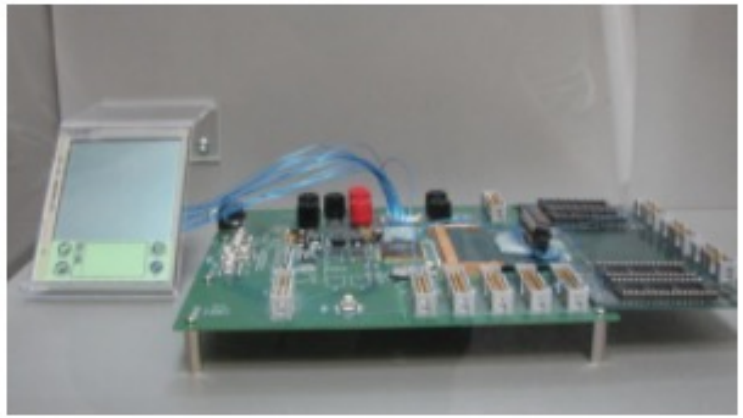
Making the right "it"

Pretotype



PrOtotype

Product

Pretotyping

Fake door

Impersonator

ideaTRIZe®
Canvas

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THANK YOU

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