# Solving complex and multidisciplinary problems in industrial context

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- CEO of Exelop Switzerland
- Advanced Master in Innovative Design at INSA de Strasbourg
- Lean Six Sigma Master Black Belt
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#### Simon Fuhlhaber

- CEO of Time To Innovate
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- 5 years at INSA de Strasbourg, working with Pr. Denis Cavallucci on IDM-TRIZ and STEPS development
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# Inventive Design Network



#### Training and Research about IDM-TRIZ



**STEPS Software Edition** 







Supporting companies

Help them to integrate IDM-TRIZ and STEPS









# Improving flight safety







# Protecting the spinal column during crash

- Resolution process
- Resolution tool
- Lessons learned

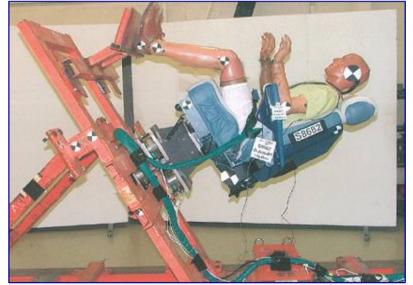


# During a crash heavy forces are at work on the human body



- ► To qualify for FAR 25 (Federal Aviation Regulation part 25)
- The column spine must be protected after a plan decelaration reaching 14g







## At 14G the spinal column must be saved











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# Analysis of Initial Situation (AIS)



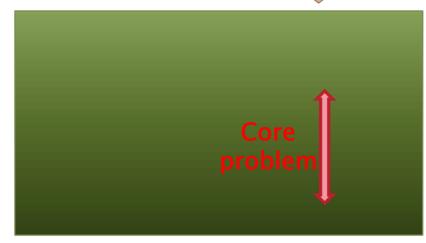
Different <u>foam</u> technologies have been tested. The result needed to be improved. Too much compromise on weight and cost.





#### It was required to:

- 1. Absorb kinetic energy
- 2. Reduce seat weight
- 3. Improve pilot comfort



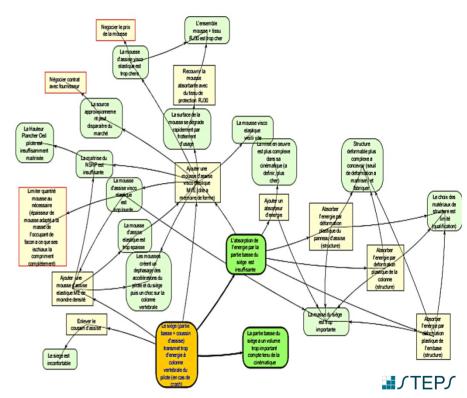


# (AIS) Verify the core problem



#### **Objectives:**

- Learn from past experiences
- 2. Capitalize on tacit and explicit knowledge base
- 3. Learn from competitors
- 4. Focus the study on the most important problem/challenge
- 5. Align the whole team on the same vision



Conclusion: the foam was not the core problem



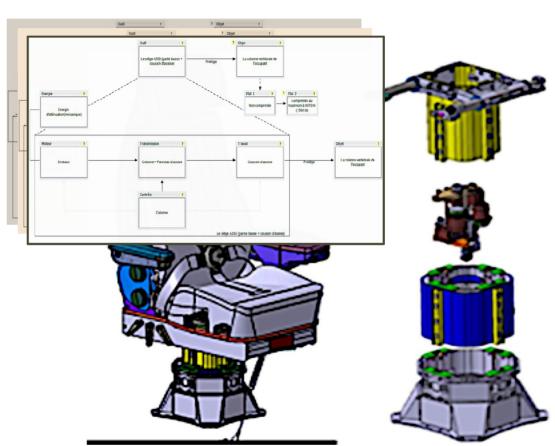


# Define the system, verify core problem (law 1)



#### **Objectives:**

- 1. Verify the Main Useful function
- 2. Verify system completeness
- 3. Understand how different part should work



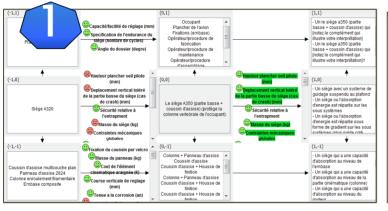
Assure that the system is well understood

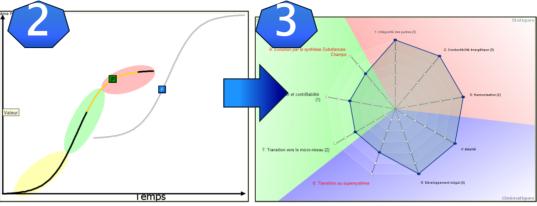


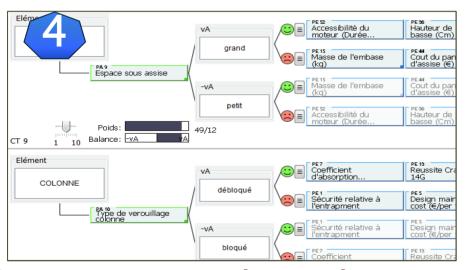


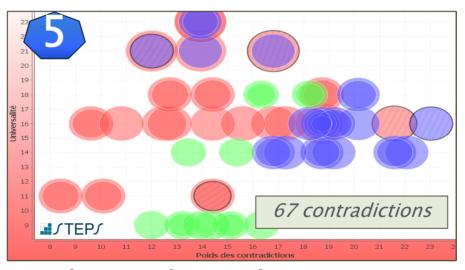
# Generating the right contradictions Time To Innovate











Translating laws and evolution hypothesis into measurable contradictions

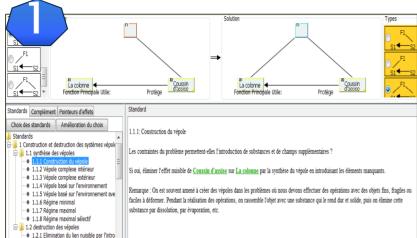
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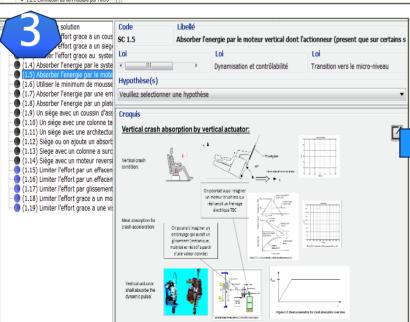


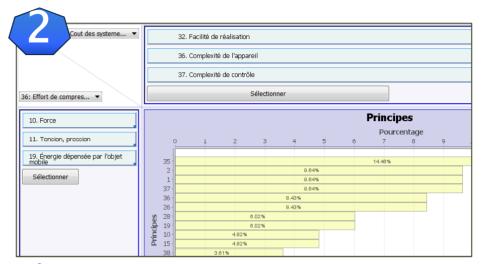
Conference 2013 in Korea

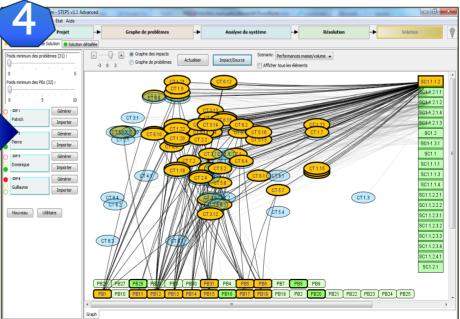
Solutioning through a step by step approach







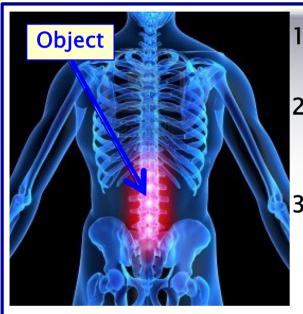






# A complete paradigm shift





- 1. Parts of the system were at different evolution stage
- The foam was trying to integrate functions pertaining to other part of the system
- 3. The "Engine", "Transmission" and the "Control" part of the system were not playing their role correctly

16 Solution Concepts, of which 3 were breakthrough candidates



**Engine** 

Tool





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# Industrial problems can be complex



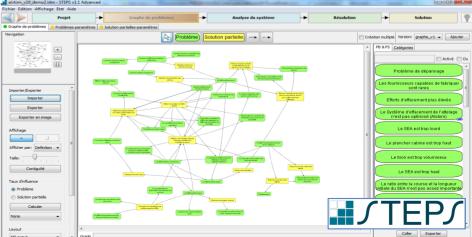
### They can also be:

- Multiple,
- Multidisciplinary,
- They are linked together,
- and some of them may have past resolution attempts (partial solutions)



Steps software helps easy capturing of complexity and translating it into tangible R&D or R&I scenarios

## Making IDM-TRIZ easy





# Complexity is governed by different conflicting parameters



#### Parameters can be:

Weight, Size, shape, field, etc.

#### Problem resolution involve solving contradictions:

- Industrial problems come with multiple interlinked contradictions
- Selecting the right contradiction is crucial for efficient project management

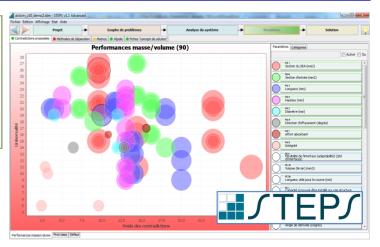


#### Steps software helps:

- 1. classify contradictions according to scenario.
- 2. Select the best contradiction to solve

Making IDM-TRIZ easy







# Resolution can lead to many solution concepts (unless you use ARIZ)



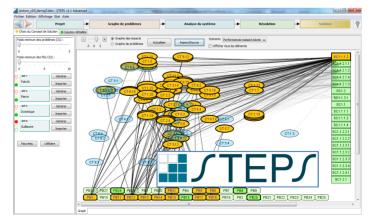
- Working on all solution concepts may not be realistic nor cost effective.
- Ability to select the best concept is a key success factor.
- Selection must be as objective as possible and in line with company's strategy



#### Steps software allows you to:

- 1. Measure impact a concept will have on the problem network
- 2. Select the most effective solution concept

## Making IDM-TRIZ easy







- Protecting the spinal column during crash
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- **Lessons** learned

#### **METHODOLOGY**

- 1. Analysis of initial situation is key for:
  - Bringing the Team together
  - Working on the right problem
- 2. Evolution hypothesis from MSA & LAWs need to be grouped according to system's parts
- 3. Building contradiction according to hypothesis is still challenging
- 4. Separation principles can be very effective

#### **PROCESS**

- 1. Train
- 2. Right sizing the Pilote (scope & time)
- 3. Organise
- 4. Rollout

#### **TOOLS**

- 1. Strong management support is needed
- 2. Sponsor's long term involvement required
- 3. Team selection can make a difference







# THANK YOU 대단히 감사합니다



