

## 2<sup>nd</sup> TRIZ Special mit Sergei Ikovenko

Meet the President of MA TRIZ

Actual Tools & Discussion

# Identification of Latent MPVs (Main Parameters of Value)

Für Personen mit TRIZ-Erfahrung



FÜR  
 KURZENTSCLOSSENE

Mit diesem Veranstaltungsformat möchten wir Ihnen folgendes bieten: Der erste Halbtage ist einem aktuellen TRIZ-Thema gewidmet, der zweite Halbtage steht im Zeichen der Diskussion mit einem internationalen TRIZ-Experten. Neuigkeiten aus der TRIZ-Welt, Fragen bzgl. Anwendungen von TRIZ u.ä. Methoden und der Erfahrungsaustausch stehen im Mittelpunkt.

Der 2. Termin mit Sergei Ikovenko, Präsident von MA TRIZ (Internationale TRIZ Association) findet wieder im Anschluss an die MA TRIZ Level 3 Schulung statt. Nutzen Sie diese Gelegenheit sich das Spezialthema "Latent MPVs" (siehe Agenda unten bzw. Kurzbeschreibung auf der 2.Seite) vorstellen zu lassen und von Sergei **Neuigkeiten aus der TRIZ-Welt** zu erfahren bzw. Ihre TRIZ-Fragen diskutieren zu können.

**Termin / Date:** 18.Februar 2017 (Samstag) / February 18, 2017 (Saturday)  
**Dauer / Duration:** 1 Tag / 1 day; 09:30 - 17:00  
**Ort / Location:** Wittenstein SE, D-97999 Igersheim; Walter-Wittenstein-Str.1

**Trainer:** Sergei Ikovenko, President MA TRIZ

**Kosten / Costs:** 340 € (exkl. USt / excl. VAT), inkl. Unterlagen / incl. Handout

Sprache / Language: English  
 Veranstalter: Jantschgi C&R / TRIZ Consulting Group / TRIZ Campus

### Agenda: IDENTIFICATION OF LATENT MPV (Main Parameter of Value)

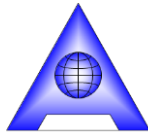
- Introduction
- Notion of MPV and its difference from the Voice of the Customer
- 3 Types of MPVs:
  - strategic and functional
  - unmet and satisfied
  - latent and tacit.
- Approaches for identification of latent MPV candidates
  - using Function Analysis of the product
  - using Trends of Engineering System Evolution

**Anmeldung / Registration** bitte 06.Februar 2017

Jürgen Jantschgi, Jantschgi C&R

**E: office@jantschgi.at**, T: +43 676 9406476, I: www.jantschgi.at

<sup>(1)</sup> MA TRIZ: International TRIZ Association, www.matriz.org



## Trainer & Organization



**Sergei Ikoenko, Dr.-Eng., Ph.D., P.E., professor**

President MA TRIZ  
 TRIZ Master (MA TRIZ Level 5)



**Jürgen Jantschgi, DI**

Jantschgi C&R, Play Innovation – TRIZ & more  
 MA TRIZ Level 3



**Robert Adunka, Dr., Ing.**

TRIZ Consulting Group  
 Vice-President MA TRIZ  
 TRIZ Master Practitioner

## Description " Identification of Latent MPVs "

Typically, most companies are well adept at deploying Voice of the Customer (VOC) tools to understand the things that are important to their customers.

What do customers want? Simply ask them.

However, we distinguish three important caveats with regard to deploying VOC data:

1. It is important to distinguish between what customers say they want and what they are actually willing to pay for. Understanding this distinction is critical when allocating R&D investment funding.
2. Customers cannot ask for features that they are unaware of (you don't know, what you don't know).
3. Customers may not ask for features that they do not believe are technically feasible.

To address the second and third issues, a tool called Voice of the Product (or Voice of Technology) is used, a complementary approach to VOC aimed at surfacing unmet customer needs. By "interviewing" the product with the aid of a number of analytical tools, the goal is to uncover unmet needs that can be exploited through innovation and offer the potential to capture market share, drive growth.

The attendees will learn:

- how to identify potential "hidden" unmet needs of customers
- how to understand what kind of innovation our product needs: disruptive or sustaining