The Research of Design on Motor's Interiors Assisted With TRIZ

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ABSTRACT

As the development in science and technology changes day after day, the life cycle of products are shortened because new technologies and new products are being developed constantly. With the competition of growing markets, in order to survive and develop well, enterprise has relied on innovation more to improve its ability to compete, and stabilize the foundation of survival forever. Innovation has already become the most important strategy that has been used to improve the competition by enterprises. Under the complicated and changeable competitive markets today, how to innovate has already become the important topic. Today, the products of automobile's interiors have changed from the trend of traditional manufacture to the trend of products that are customized by its own research and development according to the different demands on customers. Further, a big issue the designers are thinking about more is how to innovate and shorten the periods of research and designing in order to raise the efficiency of research and designing and reach the diversification of products' designing and meet consumers' satisfaction, and then lower the costs and raise the profits in order to pursue perfect products' qualities and improve the marketing competition. The main purpose of this research is to utilize QFD method to change the demand of the auto's interior materials into substitute characteristics, and then to establish the development of the products in progress; meanwhile, it finds out that the characteristics of products' qualities or the function of the parts should be improved most, and then applies innovative principle, TRIZ, to the development of automobile's interior materials in order to find out project's parameters related to the problem; also, it finds out new innovative rules that appear more frequently and more important to be the most important concept on the designing of automobile's interior materials. Furthermore, it uses the instances to prove that using TRIZ method could offer a designer a way to innovate, design, and develop effectively. Finally, it sets up the innovative methods that are suitable for the designing of automobile's interior materials that help the designer to find the concept of products innovation fast via the methods of designing automobile's interiors. Also, it offers the designer of the automobile's interiors one of the important references.

Keywords : TRIZ, Innovation, Automobile's Interiors, Innovative Method

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