

The study design : a case of fishing reel

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ABSTRACT

Today, Enterprises are faced with ever-increasing competition in the marketplace; therefore, how to lower costs while continuing to produce high quality products has become an important issue. In the production workflow, the most effective way to reduce cost is to simplify products and parts. This study firstly to classify the types and structure of fishing reels, and exploring the classification of fishing reel patent technology, in order to understand its technology and functions. This is accomplished by a series of analysis process such as defining questions via TRIZ tools, dismantling product parts via Function Analysis, and exploring the relationship between parts as well as between the parts and the environment. Function Analysis, TRIZ theory, and Trimming Design were adopted in order to research, develop and design an innovative fishing reel. It is can be showed that via the workflow of this case sample, a new product R&D workflow can be established.

Keywords : TRIZ, Function Analysis, Trimming Design

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