

TRIZ Application for Developing New UX

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Abstract

TRIZ has been used for solving technical problems of existing product at Samsung Electronics. It showed effectiveness as a problem solving tool because lots of good results has been achieved.

Nowadays, the demand for TRIZ as a tool of generating new concept of product is increasing.

As the world is full of smart devices such as TV and mobile phone, Innovative new UX(user experience) is considered as important competitiveness. But there were no systematic tools for generating new ideas of UX.

In this presentation, the methodology how to apply TRIZ for generating new UX concepts is proposed and some case studies are shared.