探討TRIZ「矛盾矩陣」於服務產品創新過程中應用

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In competitive environment, "innovation" is now considered a requirement in business world. People usually believe that innovation is arbitrary and unexpected; however, this is not the case for Genrich Altshuller, a Russian engineer and a scientist. In Altshuller's research, he discovered a methodology that solves innovation problems systematically that is known as TRIZ. Because TRIZ was commonly used in technological and engineering field, it is used by experts of other fields in the recent years. Thus, this research try to develop a contradiction matrix that can be applied in the service industry and help the service providers solve their problems using the innovative method.