

Title	価値要素を用いたIoTビジネスモデルの価値提案発想法
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Abstract

In recent years, the need for digital transformation (DX) has been increasing, but many companies have not been able to engage in DX and have problems devising innovative business models. The purpose of this study is to propose a method to support such companies in conceiving the “idea” that is the genesis of the innovation that becomes an innovative business model.

As an effective method for conceiving value propositions (VP) on the business model canvas (BMC), we propose a method based on the existing “W-type problem solving method” and “TRIZ Prism” Idea Generation Methods, in which the classification of “Elements of Value” is used to abstract concrete problems and then the solutions are incorporated into concrete solution plans. The effectiveness of the proposed method will be measured. To measure the effectiveness of the proposed method, we conducted a trial evaluation of brushing up a business model on the subject of IoT business for graduate students and working students, and took a questionnaire to determine whether the ideas were expanded through the work. The results showed the effectiveness of the proposed method. This is thought to be because the classification of “Elements of Value” represents the essence of customer requirements, making it easier to grasp the structure of abstracted customer requirements through analogical thinking, and thus enabling the effective Idea Generation of VP. Furthermore, a viewpoint for adding VP of social value was added to this proposed method, and a trial case was presented.

The proposed method of this study enabled us to propose value to customers and society, and to contribute to companies struggling to devise VPs. This research also belongs to a part of innovation design research, and we were able to present a “VP Idea Generation Model using Elements of Value” that illustrates the function of the thinking behind the method for assisting VP Idea Generation. We were also able to explain the function of the analogical thinking that works in this model, and thus contributed to the research on the Idea Generation Method.

Keyword: Elements of Value, W-type problem solving method, TRIZ Prism, Idea Generation Method of Value Proposition, Analogical Thinking, Social Value