

Concept

A training platform for people in the social sciences and business. In this platform I will train these people in TRIZ methodology. This methodology originates in the engineering sciences and is aimed at solving problems and creating inventive solutions.

Factor	Description
Cost	<p>The cost of access to the platform will be segmented into various groups: on-site training, access to the book and the digital material, access to the digital training material, on-line training and consulting services. Each of these will carry a different cost. Cost levels will be determined based on pilot groups and market research.</p> <p>The cost for developing these tools and the platform will be mostly in the form of time. It is estimated the development of all the services will take around 300 hours. As this is quite a significant number several stages have been identified.</p>
Convenience	The product will be presented in a convenient way by creating a single website which acts as both an online portal and the digital learning environment.
Buyer experience	The experience the users will get by buying this product will be completely digital. The whole shop interface will be online and the delivery will be via drop shipping.
Value	The value this product will create will be primarily in giving customers access to a new and powerful set of tools when they need to solve problems that are complex.
Efficiency	Efficiency of the book will be maintained by using a clear and non-academic language and by keeping the length of the book limited to around 150 pages A5. The clear language will ensure users will easily understand the content. The limited length makes it efficient as users are able to quickly work through the material (say read the book in a weekend).
Functionality	Functionality will be guaranteed by giving the user a choice over the level to which they will be able to access the materials. This can be only access to the book or include also training and consulting services.
Convenience	The product will provide individuals with a simple set of rules to follow when solving complex problems.
Comfort	The product will give users comfort by giving them the tools to solve complex problems on their own. This will empower them to do this on their own and become better problem solvers.
Appeal	The product will appeal to the customer through its wide range of applications in many fields. The second characteristic is the power the methodology has when it comes to the results it delivers. Third, the ease of use of this complex technology is something that will make it accessible to

	many.
Selection choice	The product has to compete with other problem solving and creativity methodologies offered in the market place. However, it will be the only one that uses TRIZ as methodology.