

SUMMARY OF FORMULATION LOGIC FOR AATRIZINVENTOR SOLUTION

Work Paper

If you applied summary or abbreviated descriptions, have them available to review this logic.

Objective of the Innovation Challenge

Improve Hot coffee service in plastic cup affected by burning customers' hand

Evaluated Object S1

PLASTIC CUP - Type: Moving

Object S2 interacting with S1

CUSTOMERS - Type: Moving

Physical Variable or Characteristic

Safety for serving hot coffee

the undesirable

With Less Safety for serving hot coffee there is undesirable effects, then there is More difficulty to :

Improve Hot coffee service in plastic cup affected by burning customers' hand

the desirable

With More Safety for serving hot coffee there is desirable effect, then there is More ease to :

Improve Hot coffee service in plastic cup affected by burning customers' hand

TRIZ Innovation Parameters Evaluated

TRIZ Innovation Parameters	Undesirable Effect (UDE)/ Desirable Effect (DE)	Evaluate
1. Heaviness of moving object	<p>PLASTIC CUP : There is More difficulty to Improve Hot coffee service in plastic cup affected by burning customers' hand because there is More Heaviness (thermal) for customers for having hot coffee</p> <p>Effect : undesirable</p>	<input data-bbox="1352 220 1463 306" type="checkbox"/> Yes <input data-bbox="1352 310 1463 396" type="checkbox"/> No
12. Shape / composition / configuration	<p>PLASTIC CUP : There is More difficulty to Improve Hot coffee service in plastic cup affected by burning customers' hand because there is Less Appropriate form to serve hot coffee to customer</p> <p>Effect : undesirable</p>	<input data-bbox="1352 510 1463 596" type="checkbox"/> Yes <input data-bbox="1352 600 1463 686" type="checkbox"/> No
17. Temperature/ level of internal activity	<p>PLASTIC CUP : There is More difficulty to Improve Hot coffee service in plastic cup affected by burning customers' hand because there is More Temperature for customers for hot coffee</p> <p>Effect : undesirable</p>	<input data-bbox="1352 800 1463 886" type="checkbox"/> Yes <input data-bbox="1352 890 1463 976" type="checkbox"/> No
23. Loss of substance	<p>PLASTIC CUP : There is More difficulty to Improve Hot coffee service in plastic cup affected by burning customers' hand because there is Less Loss of hot coffee sales due to customer rejection</p> <p>Effect : undesirable</p>	<input data-bbox="1352 1089 1463 1176" type="checkbox"/> Yes <input data-bbox="1352 1180 1463 1266" type="checkbox"/> No
25. Loss of Time	<p>PLASTIC CUP : There is More difficulty to Improve Hot coffee service in plastic cup affected by burning customers' hand because there is Less Loss of time in sale of hot coffee due to customer rejection</p> <p>Effect : undesirable</p>	<input data-bbox="1352 1379 1463 1465" type="checkbox"/> Yes <input data-bbox="1352 1470 1463 1556" type="checkbox"/> No
29. Fulfillment of desired outcome	<p>PLASTIC CUP : There is More difficulty to Improve Hot coffee service in plastic cup affected by burning customers' hand because there is Less Compliance with goal for sales of hot coffee to customers</p> <p>Effect : undesirable</p>	<input data-bbox="1352 1669 1463 1755" type="checkbox"/> Yes <input data-bbox="1352 1759 1463 1845" type="checkbox"/> No

TRIZ Innovation Parameters	Undesirable Effect (UDE)/ Desirable Effect (DE)	Evaluate
31. Object-generated harmful factors	<p>PLASTIC CUP : There is More difficulty to Improve Hot coffee service in plastic cup affected by burning customers' hand because there is More Harmful factors that generate affecting customers</p> <p>Effect : undesirable</p>	<input data-bbox="1352 216 1463 302" type="checkbox"/> Yes <input data-bbox="1352 310 1463 396" type="checkbox"/> No
13. Stability	<p>PLASTIC CUP : There is More ease to Improve Hot coffee service in plastic cup affected by burning customers' hand because there is More Stability in sale of hot coffee</p> <p>Effect : desirable</p>	<input data-bbox="1352 504 1463 590" type="checkbox"/> Yes <input data-bbox="1352 598 1463 684" type="checkbox"/> No