

Abstract of Doctoral Thesis

Title : Demonstration of design-driven innovation -Analysis of intellectual property information-

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"A meaning" becomes more and more important in the development of a new product. In late years a concept called 'design-driven innovation' is coming into the limelight. This is a concept to raise innovation by giving the product a new "meaning" not raising the sensuousness of the product. Therefore, we cannot perform effective Competitive intelligence activity only by researching in function information. It is necessary for us to research in the information of "the meaning" of the product. It leads to developing company business in predominance under global business environment if I can introduce "the meaning" that is important to a foreigner into a product effectively. However, the study of the intelligence activity of "the meaning" of the product does not yet advance. The reason is because a proof study of the design driven innovation does not advance. In this article, it is intended to perform a proof study of the design driven innovation.

At first, through the analysis of the design right about the iron club of golf, I could suggest the technique to read technical ideas included in a design through patent information. At second, through the analysis of the designer of the design right about the jigger of golf, I could suggest technique to read what kind of design development team a company organized. At third, through the analysis of the design right about the cosmetics container, I could suggest technique to read what kind of design a company introduced from an outside designer. At fourth, through the analysis of a sensuality evaluation word listed in the patent of the eating and drinking product, I was able to suggest technique to read what kind of product a company developed for the market capture of Japan and the United States, Europe.