

You want to develop an innovative product and search an idea which breaks through all limits? Zühlke offers wide know-how and methodical process in the creative phase of the project to maximise the probability of success.

Consulting Development Integration

Innovative Product Ideas



Discursive methods put the focus on the systematic process and are being used in a second step:

- Physical method
- Morphologic box
- TRIZ

Evaluating Ideas

Together with the customer we evaluate and prioritise the numerous ideas regarding fulfilment of the main requirements. The subsequently elaborated, detailed concepts are evaluated systematically:

- Sensitivity analysis
- Customer/problem orientation
- Quality Function Deployment

Risk estimation

The chosen concepts with the greatest potential are converted into laboratory models as early as possible, whereby the highly ranked functionalities on the risk list are checked without delay. Thus, we guarantee protection of the investment.

Your Benefits

- Experience from numerous innovation projects, processes, technologies and methods used in many projects. Zühlke engineers have access to numerous in-house and external knowledge databases.
- Zühlke's Know-how from the most varied sectors allows new perceptions and cross-engineering.
- Transparent process as well as customer participation in the project guarantees the feasibility of the ideas and concepts.

It will be a challenge for our creative staff to support your team.

Starting Position

According to studies, an above-average market success requires an investment of more than five percent of sales to maintain one's own innovative competence.

Apart from creative collaborators and a little bit of luck for the right idea at the right time, mainly a methodical process is required.

Abstract Phase

During the abstract phase we consider the task from various points of view, establish the project and product limits and visualise connections and effectiveness of the requirements and system functionalities by means of an effectiveness network analysis.

Finding Ideas

Initially, intuitive methods are used which promote the thought association and provide a broad basis of ideas:

- Brainstorming or writing (6-3-5)
- Spider meeting
- Bionics
- Analogy
- Mind mapping

Additionally, our specialists carry out research in diverse knowledge databases like Effectiveness database, Patent database and the Internet.



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