

Incorporating TRIZ Methodology into Semi-Structured Interviews for Innovative Insights

Marwa Ben Moallem^{1,3}[0009-0004-5474-7705], Rémy Houssin¹[0000-0002-8084-6908], Amadou Coulibaly²[0000-0002-3711-9932], Mohamed Haykal Ammar³[0000-0002-6398-9536], Diala Dhouib³, Mohamed Abdellatif²

¹ University of Strasbourg, 3, rue de l'université, 67084, Strasbourg, France

² INSA of Strasbourg, 24 Boulevard de la victoire, 67000, Strasbourg, France

³ University of Sfax, Institut Supérieur de Gestion Industrielle, OLID Laboratory, LR19ES21, Technopole de Sfax, Cité EL-Ons, 3021, Sfax, Tunisia
marwa.ben-moallem@etu.unistra.fr

Abstract. The article presents a novel approach to problem-solving in the maritime industry by combining the use of TRIZ with Qualitative tool which is Semi-Structured Interviews (SSI) to identify and resolve contradictions between different objectives. First, the SSI were conducted with expert in Tunisian Maritime Ship owner. Second, the results obtained from SSI were analyzed and presented as objective need to be meet. Third, Contradictory objectives will be mapped to contradictory parameters using a System of Contradiction (SoC). Finally, TRIZ Matrix of parameters is used to solve the different conflicts that arise between objectives. It's worth noting that we are studied a non-technical parameter, therefore, fitting between TRIZ parameters and evaluation parameters of the optimized system should be done. As a result, solution principles are proposed.

Keywords: Qualitative Research, Semi Structed Interview, TRIZ, Maritime Transportation.