

A Front-End Loading in New Product Development  
**"One-stop communication and theme creation"**  
**(Beyond the effects of the new coronavirus)**

~ The Theme creation ~

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*Fear /Conflict/ MOTO NO MOKUAMI (\*)/Old-Fashioned/Golden  
Opportunity/Effort/conversion / one-stop communication  
(\*) Japanese proverb : The wheel comes full circle*

### **Impact of the new coronavirus, and Fear**

If considering the stability of human beings, it is said that when the fear of human beings becomes exceptionally high, a reversible force to return as quickly possible to the original state from the anxiety works. This is something that anyone would experience, and it is not a surprise. Through the process of trying to return to the original state from that fear, the fact could be that It repeat various conflicts and finally settle down. There is some phrase "MOTO NO MOKUAMI" that people use in the street. Looking back over the past year or so, there is not even sign for the effects of the new coronavirus would the end, and on the contrary, it is expanding, and it could be predicted that 2021 will be even more hard situation.

From a different point of view, the outbreak of the new coronavirus can be said that the beginning of a new era as well. In response to this reality, for the new century starting in 2021, it might be a weapon to break that fear, Not "recovering from fear", by devising a measure that would not become the "MOTO NO MOKUAMI" and implemented it steadily.

By the way, The same can be said for new product development. Of particular importance is that it is not an exaggeration to say that all the design guidelines are "old-fashioned" methods no matter how it is called either "The design guidelines cultivated in the enterprise" or "The design guidelines that are too complicated". And, the outbreak of the new coronavirus might be the trigger for the drastic change of that old-fashioned design guidelines. Moreover, It could be stated that companies that can seize this golden opportunity, will be able to embark on a new journey toward the arrival of a new era.

### **One-stop communication and theme creation**

What would be the design guidelines that will lead to a new departure? It can be said that It is a design guideline which visualises the new product theme that comes from theme creation, and the flow from that theme to design, prototype, production, testing, inspection, and launch, so then those involved in development can have a common understanding there. In other words, it can be said that it is one-stop communication design guideline from theme creation to launch, or it is to determine the value of new products from a continuous perspective.

However, it is not that easy to flip the design guidelines up to now wholly overnight even the situation has to be changed overnight like the influence of the new coronavirus. People don't realise that the underlying problem is here. It means that they don't want to create new design guidelines. It takes much effort to make it. It can be clearly said that the number of development engineers who are willing to spend this effort has decreased and it is such a disappointment.

However, it is sure that development engineers and companies that recognise that they should be making a new transformation due to the influence of the new coronavirus would be able to set sailing on a promising future.

### **Greetings for December**

It is already in December this year, and so I sincere it will be becoming a hectic day than ever. It can be said that the influence of the new coronavirus has destroyed every fields and structure in the world. However, I think that this catastrophic phenomenon is also a sign of human prosperity. I want to expect that in 2021.

Thank you for reading JQ International Review whole through the year.

**We wish you a merry Christmas and the best of luck in 2021.**