

A Front-End Loading in New Product Development
**"Balance of social structure,
and theme creation with the ten years as a two and a half years cycle"**

~ The Theme creation ~

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Keywords :

World economy, collapse, devastation, middle class, balance, short term, theme creation, design standards, creation

New coronavirus and reduction of the middle class

The effects of the new coronavirus are making the world economy worse steadily by the arrival of the first and second waves, and it can be said that the economy is about being devastated. Accurate data of the origin of infection, infection route and number of infected people should be published as soon as possible. However, it may not be exaggerating to say that we still cannot see even its sign.

It may be more appropriate to say that this phenomenon is the devastation of human society that is the root of the economy. And, It causes collapsing of the economy, and the world economy is now about to transit towards devastation.

This avalanche kind economic devastation, in a sense, is it maybe because of the increasing number of countries and people who are not satisfied with the broad and orderly framework of society that we have been building over the last 100 years?

According to the Nikkei's morning web edition dated on October 26, there was an article that the middle class, which supported the mainstream of the economy, have been not even just decreasing but being a downfall.

In what is the meaning of this decline in the middle class, is that, as they were explaining, it played an essential role in maintaining the balance of the economic structure, but that fall has broken the balance.

Now, in the situation of decreasing of the middle class, What kind of people would be taking over "the middle-class role" for the balance of economic structure?

That would be not the people represented by one group of the middle class, but the people who can support the balance of the economy at any time, and conversely, the people who can break the balance of the economy at any time. I feel that it mean that the social structure would be becoming no longer a fixed framework.

Balance of social structure, and theme creation with the ten years as a two and a half years cycle

In viewing of "Balance of social structure, and theme creation with the ten years as a two and a half years cycle", could we state that new product development should be done only by theme creation?

The framework of social structure that supports the economy is now collapsing amid the effects of the coronavirus. And The practice that subordination stays a certain period would break down. Hence I think it will be necessary to create themes for a short period and each hierarchy.

In other words, it is more like creating a theme with making ten years as a two year and a half as a cycle, rather than creating a theme with a neutral perspective on the next five or ten years. For such a relatively short-term theme creation, I think that to use DX could be better to create an effective theme.

That is because, In the case of a short-term game, it is not possible to spend much time on a series of work from theme creation to planning, development, production, and launch. Hence I would imagine that it would be an improvement/improvement development type without selecting complicated functions.

In particular, rather than exploring the social structure deeply, there is a big theme of "in the middle of the influence of the new coronavirus", so if you divide it into layers then checking them against each necessary functions, you would have "a short-term theme". Also, as the new coronavirus is becoming normal like influenza, more and more companies are working from home to improve the efficiency of development. Still, manufacturing cannot be done by to repeat thinking in your brain. Therefore, I shall believe that only with having function with reality, such as a development site, people would accept when it comes to productisation.

Therefore, I think there is no meaning if you are aiming for efficiency by sitting at the desk. If possible, at this time, which is said to be the worst, I would like to expect that you would review the design method according to the conventional standard and create the new design standard in line with the arrival of the modern era. Otherwise, product development itself will collapse rather than the theory of manufacturing.