

ProSEco- Collaborative Environment for Eco-Design of Product-Services and Production Processes Integrating Highly Personalised Innovative Functions



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Lean Consultancy

Gemba Analysis - a Lean-based method for generating product and service innovations

www.proseco-project.eu



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This solution is developed in the scope of ProSEco project, and is one of the key solutions to support the design and development of new Product Extension Services (PES).

What's the Gemba Analysis solution?

Gemba Analysis is a method which consists of several steps including interviews, operations analysis and process observations. It provides clear guidelines on how and from who to collect all the information required in order to understand the customer problems thoroughly. Finally, it helps, in a systematic way, to generate innovation ideas that answer to the identified problems.

When to apply

Gemba Analysis can be applied in the process of development or upgrade of those products and services (including software) that require human interaction. This interaction can be for operation, maintenance, repair, setting parameters etc. Gemba Analysis should be used when a product or service needs to be improved in terms of efficiency and user friendliness or when an idea for a completely new product-extension service is required. It helps to understand the real problems the customer has while using a product or service. Furthermore, it may be used to generate innovation ideas that answer those problems. Gemba Analysis can also be used to assess the innovation potential of a product or a service and to select the innovation ideas most important from the customer's point of view. It is recommended especially to companies targeting their products to customers who have a strong focus on efficiency of the solutions they are using and on the user experience.

How to apply

The consultancy services offered include a training session covering the Gemba Analysis method along with application examples and data collection templates plus a post-training coaching support for the application of the Gemba Analysis method at a selected innovation project.

Benefits

Main advantage of the Gemba Analysis method is its simplicity. It utilizes not sophisticated pen & paper and spreadsheet-based tools so everyone who had undergone training and coaching can use it. It helps to identify not only costly innovations but also ideas that can be implemented without significant costs.

IMPROVING THE USER EXPERIENCE BY EASIER AND 82% SHORTER GPS HANDLING / OPERATION

INCREASING THE EFFICIENCY OF MACHINE BY 16%

SHORTENING OPERATIONS IN IT SYSTEM E.G. ENTERING DATA BY 25%

The diagram features three speech bubbles with corresponding images below them. The first bubble is above a white Volkswagen Golf. The second bubble is above a large industrial machine. The third bubble is above a screenshot of a web form with fields for 'Title', 'Last name', and 'First name'.

CHARACTERISTICS OF THE SOLUTION

Lean Consultancy on Gemba Analysis:

- Training plus follow-up coaching sessions
- Helps to improve the efficiency (by up to 80%) and user experience of products & services
- Does not require costly infrastructure

Gemba Analysis assists developers in making their products and services require less operation time and effort, be more user-friendly, ergonomic and intuitive and be ready for Lean, ready for Kaizen.