

# idDesign

*Intelligent system for assisting decisions in advanced product and process planning and design*

## What is

The project solution represents a functional, efficient and useful **decision-making collaborative support system**, applicable in product life cycle management.

## The need behind the need

The solution appeared as a result of the need to improve **the decision** occurred inside the product and process advanced planning – starting with identifying customer requirements, product / process design, up to prototype validation and production.

- In over 90% of the situations the decision is made through the group members' consensus, respectively through voting based on participants' intuition and experience; in most cases the reality (more exactly the stages following the planning process, such as the production or product usage) contradicts the decision made.
- Extremely advanced quality techniques that are used especially in the automotive area, such as AMDEC, QFD, TRIZ, Decision Matrix, Value analysis etc. base their results on the decisional process, but they are not currently completed, interfaced with decision support systems.

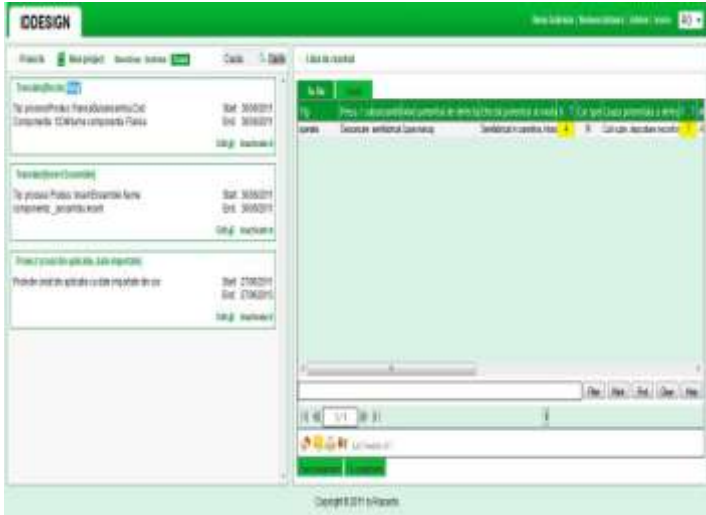


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## The reality

The new solution is based on the fact that the decision already comes up in the initial phases of identifying the customer requirements, and **persists** until the product reaches the prototype stage, therefore within validating the processes and the production.

## The innovation

The decisional support is actively assisted by the system based on users' intentional attitude.

Within any problem regarding group decisions, the collaborative nature changes as cooperation deals with the decisional process.

This highlights even more the group dynamic in commonly taken decisions with the aim of reaching the final goal, mostly considering using the system rather than the system itself.

Disposing of behavioral and social sciences based methods and tools, the users can involve directly in the decisional process, evaluating and finding out the consequences of their actions, improving group knowledge and practice.

This way the group is able to undertake the available technology, not following the way imposed by the systems designers.

## Partners

