

IOWN INTEGRAL

NTT R&D FORUM 2024

DEVELOPMENT

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Propose new product ideas using generative AI

Propose unique product ideas by generating AI,
combining manufacturers' technologies with
consumers' needs

#Customer experience value improvement



///Technical Issue

When developing new products, it is difficult for manufacturers to plan products from the consumer's perspective, and brush up new products using prototyping.

---Technology

Unique prompt workflows combining text generation AI and image generation AI to enable the generation of new product ideas and product images based on consumer needs.

---Applicable Business

Applied to new product development in the manufacturing sector (Dec 2024).

///Research Goal

To turn manufacturers' new product development into a success story.

---Novelty

A system that enhances user experience by setting generative AI with empathetic traits, actively collecting users' relatable experiences based on their attributes, and utilizing natural language-based manufacturing technologies to generate product ideas.