

## **ABSTRACT**

In this paper, a new concept of generating idea for new product is discussed. The main discussion in this paper is concern on how to develop new product around the existing prior arts. This paper proposed a design around method using the decision-maker system called TRIZ. Unlike the prior studies that discussed design around using triz, this paper tries to combine the functional analysis with contradiction matrix in different ways. Functional analysis is usually used as input in determining parameters on contradiction matrix. Combining functional analysis with contradiction matrix in the usual way is perceived as limiting the development of new products. In this paper, functional analysis will be used only as a comparison for new products that have been generated with prior arts. By applying this method, a developed new product will have a better invention level.

**Keywords :** Design Around, TRIZ, Contradiction Matrix, Functional Analysis, Twistlock