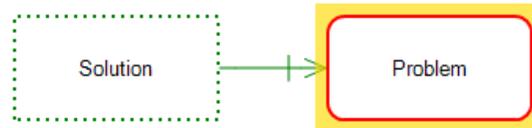


Southbeach, P-TRIZ, now has software support - Free modeller for reference release

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In May of 2008 we published a comprehensive specification at BPTrends announcing a new visual diagramming and modeling style: Southbeach Notation. Since then we have received many comments of support and feedback. Early evidence is that it appeals to both consultants and analysts.

Southbeach extends typical TRIZ notations, yet remains simple enough to be able to be drawn by hand. The notation has been used to draw models on flip charts, notebooks, even napkins, using the simplest of tools:



But from the outset we sought to do more than just write a specification; we wanted useful software tools to support it. We have developed Southbeach Modeller to allow you to draw and share Southbeach models.

business, design, and technology, including change management, process improvement, and re-engineering.

The simplicity is deceptive. Not only is Southbeach highly expressive (see examples in the specification), but also we have benchmarked the new Modeller against both Visio and PowerPoint. It is ten to thirty times faster to draw Southbeach models in the Modeller than in other tools. Why?

Southbeach is not a general purpose drawing tool. It supports only the idioms of Southbeach. We have designed the dialogs and mouse functions to enable you to elaborate and extend the model very quickly. While modeling, you should be able to keep up with workshop attendees without distracting them or frustrating them.

Working in a team with Southbeach models is effective and constructive. Everyone can contribute to the model or spawn a new model from a new perspective. The semantics allow for both agreement and disagreement without the need to continually re-work.

If you choose to try the tool, or if you give it away to others in order for them to read your Southbeach models, do send us feedback. We've made this really simple. There is a button in the top right to send feedback via a Web service with a single click.



Figure 2 Southbeach Modeller supports workshops

The Future of Southbeach

We want to bring all diagrams to life. We want to generate value from diagrams.¹

1. Southbeach is both a stand-alone notation and a drawing tool that can be used for other common business diagrams, e.g., SWOT analysis, force-field analysis, root cause analysis, polarity charts, etc.

2. Southbeach is also a way of marking up other notations. The analysis Southbeach provides can draw on information in other models. For example, one could imagine future BPMN tools supporting Southbeach. (We call this P-TRIZ.)

3. Southbeach has formal semantics. In the future, tools will automatically suggest model improvements. These applications may be targeted towards specific domains, e.g., strategy, change management, risk, and architecture.

4. Southbeach models and idioms can be cross referenced, for example, to find solutions that satisfy problem statements. There is the possibility of using Southbeach for innovation knowledge management.

Resources

Examples and specification:

<http://tinyurl.com/3l3zwk> (spec and overview of notation at BPTrends)

<http://southbeach-idioms.blogspot.com/>

<http://southbeach-examples.blogspot.com/>

<http://www.southbeachinc.com/>

Search BPTrends.com for P-TRIZ series of articles and background on the development of Southbeach.

¹ CAD/CAM tools convert 3D product models to physical products. BPMS tools bring process models to life as executable systems. Southbeach models will execute to create suggestions, options and strategies.

Appendix A: Using Southbeach Modeller

You may create models, annotate models with descriptions (at both the model and element level), and drill down into a situation. You can associate models, files, and web pages for background research, evidence, or reference. You can generate simple reports from the model, listing all elements with their description, with room for capturing ideas for improving either the model itself or the situation described by the model. You can export models to other document formats or for publishing on the Web, for example, as an image in a blog.

Here is one way you might use the software:

- Create a model, a hypothesis
- Elaborate the model with colleagues
- Bring in other people's perspectives on the model
- Elaborate further, creating sub-models for drill down into complex or contentious areas
- Perform a root cause analysis to understand how this situation arose
- Use the web research panel to explore your knowledge assets in refining the model content
- Use on-line web problem-solving resources to help think about how to improve the situation
- Generate an explanation of model to confirm it really represents the situation as you see it
- Generate a report showing all the elements of the model and how they interact
- Share the model and report with others to gather feedback
- Capture the feedback in terms of model elaborations and ideas entered into the report
- Create a plan of action, and show the to-be model next to the as-is model
- Do an impact and risk analysis on the plan of action and refine it by mitigating risks and protecting against adverse impacts
- Create the final report and action plan for improving your situation and enact it

Southbeach helps you to:

- Better understand any situation
- Get to the root causes of problems
- Bring into agreement the tensions, goals, enablers, barriers, and constraints of a situation
- Improve a situation
- Find all the ways a situation could go wrong
- Define a solution to a problem and how it can be applied
- Perform an impact analysis
- Understand the views of stakeholders and align them

The different scenarios in which the tool can be used are:

- Personal thinking
- One to one interview (consulting/counseling/mentoring/problem-solving)

- Facilitated group work shop
- Virtual team collaboration

Appendix B: Feature List

What does the free Southbeach Modeller do?

Visualize any situation in business, engineering, or world issues, to aid innovation, problem solving, improvement, perspective alignment, and analysis

Supports all Southbeach elements and attributes (0.8)

Superset of TRIZ notation

Designed for efficient use in workshops

Substitutes for many commonly needed diagrams in one package

Grid, pool, and swim lane overlays provide management consultant style work products,

Personal thinking, one to one interview (consulting/counseling/mentoring) and team collaboration

Create models, elaborate models, share models

Unlimited number of open models,

Navigate model folder tree

Merge a saved model into new model; reuse knowledge

Cut and paste between models

Move visual elements individually or by selected set without losing connections

Multiple levels of undo/redo

Designed for workshops and consultants

Fast drawing, model entry and attribute setting

Efficient capture of knowledge from experts during interview

Real-time capture of perspectives in workshop

Annotate and describe all drawn elements

Save web references or text descriptions with every model as background

Report on all elements in a model, with descriptions

Generate explanation of model to confirm it represents agreed situation

Supports large or complex models

Unlimited number of model elements

Infinite drawing canvas

Zoom in/out, pan/scroll and bird's eye overview tool

Set default zoom/box sizes to suit your screen size or diagram style

Customize model appearance

Annotate models using comments and call outs

Resize boxes, line widths, and text font for emphasis

Supports straight, curved, and angled effect lines

Navigate to related models and documents

Associate files and web pages with any model to capture background research, evidence or data

Associate files and web pages with any visual element to enrich reports and understanding

Open associated documents at any time

Create links between visual elements and other models, e.g., drill-down into the situation

Navigate from a visual element in one model to the related model

Export models to other documents

Save model as Image (common formats supported)

Paste Special into other documents in just two steps

Images export cleanly to common office document and presentation formats, web pages, blogs, etc.

Web links to useful resources and tools

Simple Web browser built-in

Quick links to TRIZ consultants and resources

Feedback bugs and enhancement ideas to developer

Example models included

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