



Case Study: Be Recognized, Not Just Seen

[] Product

[] Process

[**X**] Problem Solving

Step 1: Breakdown the Context

Consider travelling by bicycle after dark: It has a bicycle carrying the rider, a rider steering and powering it, a road carrying traffic, and darkness removing the ambient light. The bicycle divides again: a frame holding the parts together, wheels rolling along the road, pedals taking the rider's power, and handlebars taking the steering.

Step 2: Breakdown the Purpose

The goal was being seen by drivers. That seems to indicate a need of sending light toward them, standing out from the background, showing where the bicycle is headed, and being seen from every side. Standing out can be considered contrasting with steady street lighting, moving differently from parked lights, and holding attention once caught.

Step 3: Systematically Integrate and Iterate

The creative gap was initially just thought to be the bicycle for the job of standing out from the background. The obvious answer is a brighter lamp, and most riders stop there. Research on night cycling pointed elsewhere: drivers recognize a rider in a reflective vest from much further away when reflectors were added at the ankles and knees. What a driver reads as a person on a bicycle is not brightness but the swinging of the joints that pedal. Nothing new had to be added for that. The pedals were already in

About Our Case Studies

Our case studies introduce you to an application of **Leveraged Creativity™** applied to a product, process or problem. An application of **Leveraged Creativity™** can be either (a) generating a brand-new creative result or (b) analyzing an existing product, process or solution.

Leveraged Creativity™ has three main steps: (1) Breakdown the Context, (2) Breakdown the Purpose, and (3) Systematically Integrate and Iterate until you arrive at a solution (or decide there is no solution).

Leveraged Creativity™ invites us to find leverage points to make creative outcomes even better, and this is what makes **Leveraged Creativity™** stand out from random brainstorming; because defining context and purpose prime our thoughts to look in the right direction, and leverage points offer clues how to bridge the gap.

Leverage points are what make creative outcomes more significant and what makes everybody recognize a creative solution with an "Aha!" moment. If you are interested in learning this process at a deeper level and applying to your take your high-value ideas as high as possible, visit Leveraged Creativity™.

Leverage Point

Changing a property of something already there instead of adding something new can be a leverage point!

the description of the ride, so their surfaces were made retroreflective. The wheels followed, taped around both rims, being the widest thing on the bicycle and the only part that faces a car crossing the rider's path. A lamp came last, paired with a switch that reads the darkness and the turning of the front wheel.

The Outcome

Four changes across three kinds of move: retroreflective pedals, taped rims, a lamp, and a switch that turns it on when it is dark and the wheels are turning, so nobody has to remember it. The rider is read as a person on a bicycle rather than as a light by the roadside.

The Leveraged Creativity™ Lesson

Changing a property of something already there instead of adding a new part is one of the leverage points taught in Leveraged Creativity™.



There's More To Leveraged Creativity™

Step 1: Breaking Down The Context involves much more than just stating the problem; it entails mapping out all the contextual parameters in the problem while noting each individual function of each interface and element attribute connected to the context. If that sounds complicated, it can be, but Leveraged Creativity™ explains how to do this systematically.

Step 2: Breaking Down The Purpose is pretty straight forward and usually very direct and simple, but there are hidden ways to break it down that facilitate more subtle understanding of the problem you're working on. Leverage Creativity™ has a way to bring those subtleties out in a systematic way as well.

Step 3: Systematically Integrating And Iterating to find a solution is where Leverage Creativity™ shows you how to bridge the gap *in the context* (the when and where) *for the purpose* (the why) and come to a *creative result or solution* (the what). The method Leverage Creativity™ uses is based on finding leverage points and using them in the pursuit of high-value ideas.

If this interests you, visit us at www.leveragedcreativity.com

Notes

