

Case Study: Let The Traffic Do The Cleaning

[] Product

[] Process

[**X**] Problem Solving

Step 1: Breakdown the Context

An unlit road at night carries traffic between places. The road meets tires of the vehicles, and lanes are marked for each direction the road services. As vehicles travel along the road, headlights throw light ahead and drivers hold their course. It isn't always easy to see in the dark.

Step 2: Breakdown the Purpose

The goal was to show a driver where the road goes at night: marking where the lane runs, making it visible from a moving vehicle, and keeping it working over time. Being visible means returning light, staying clear, and standing out.

Step 3: Systematically Integrate and Iterate

The clearest path to meeting the goal is to returning light to the driver's eye via a lens that reflects the light coming from a driver's headlights. These reflectors would be fastened to the road along the lane line. A good idea until these reflectors are struck and dislodged or destroyed. So, an interface change was introduced so the stud sits at road level, sheltered instead of struck, with a rubber dome that sinks under a wheel and rises after. That sinking is movement the device gets for free on every pass, and a fixed wiper was added at the base to spend it. The lens is drawn past the wiper each time it goes down. The heavier the traffic, the more often the lens is cleaned.

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

...the heavier the traffic,
the more often the lens is
cleaned...

The Outcome

A marking that needs no power and no maintenance visit, and that is cleaned hardest on the wettest, dirtiest nights it is most needed. Shaw won the Ministry of Transport trial of 1937 outright, rival studs having broken or gone dark, and the design is still in production.

The Leveraged Creativity™ Lesson

Introducing interfaces and new elements into a creative result are two 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. Leveraged 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 Leveraged 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 Leveraged 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

