

Case Study: A Stop-less Intersection Runs Itself

[] Product

[] Process

[**X**] Problem Solving

Step 1: Breakdown the Context

An intersection is where two roads meet and cross. Sometimes they have stop signs, and other times traffic lights, but a requirement is that cars have to stop

Step 2: Breakdown the Purpose

The goal was to get traffic through safely while keeping traffic moving.

Step 3: Systematically Integrate and Iterate

Intersections today are often a light facing each approach, a controller, and a timing plan. It works, but it does so at the expense of the movement of traffic. So a different purpose was introduced: reduce the places paths cross. The intersection was turned into a one-way loop so every movement was a turn rather than a straight cut across intersecting paths. Then which vehicle goes first is built into the arrangement instead of added on top: entering traffic gives way to traffic already going round. The crossing meters itself against its own demand, with nothing telling it what to do. The need for traffic lights disappears.

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 crossing meters itself against its own demand, with nothing telling it what to do...

The Outcome

Converting a signalised intersection to a roundabout cuts fatal and injury crashes by about 78 percent, on Federal Highway Administration figures. The places where two vehicle paths can cross fall from thirty-two to eight. The signal equipment is no longer needed.

The Leveraged Creativity™ Lesson

Replacing a controller with an arrangement that regulates itself (negative feedback loop) 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

