



Case Study: Let The Floor Carry The Weight

[] Product

[] Process

[**X**] Problem Solving

Step 1: Breakdown the Context

Trolleys and porters would help passengers with their luggage at airports while travelers moved between the street and the aircraft. The concourse floor would run its whole length, bearing traffic over long distances. Travellers make their way through and, for the context of this problem, they had to carry them or have a porter and/or trolley assist because we are before 1972 for this retrospective case study.

Step 2: Breakdown the Purpose

The goal was to get belongings through a terminal: keeping them together, moving them over distance, and keeping the traveller able to travel.

Step 3: Systematically Integrate and Iterate

The solution was to add wheels between the case and the concourse floor. The weight now ran case, wheels, floor, and the traveller supplied direction rather than support. A towing strap followed; later the case was stood on end over two wheels to fit an aisle, and the strap came out again in favour of a telescoping handle.

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

Connecting a new part to something the setting already provides is a leverage point

The Outcome

The traveller stopped carrying the load and started steering it. Sadow's four-caster case was patented in 1972; Plath's upright two-wheel version of 1987 spread from flight crews to every terminal in the world. Porters and trolleys became optional rather than necessary.

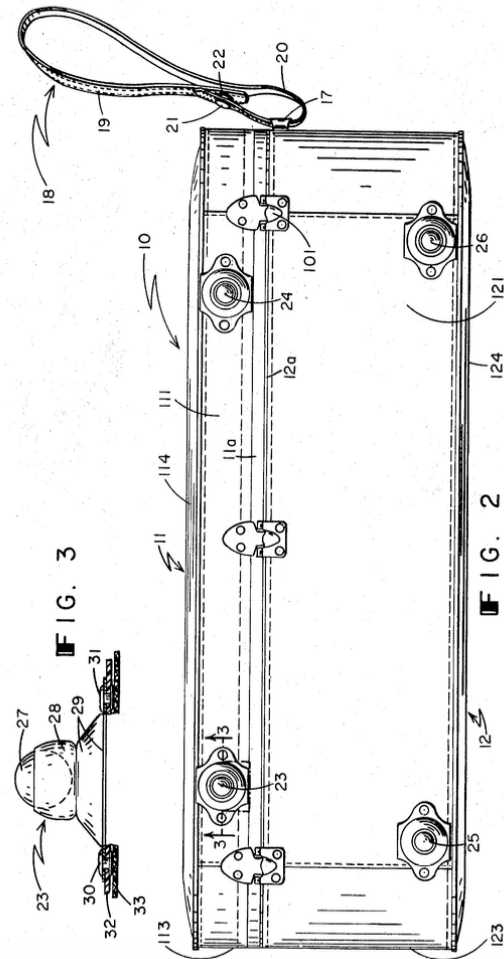
The Leveraged Creativity™ Lesson

Connecting a new part to something the setting already provides is one of the leverage points taught in Leveraged Creativity™.

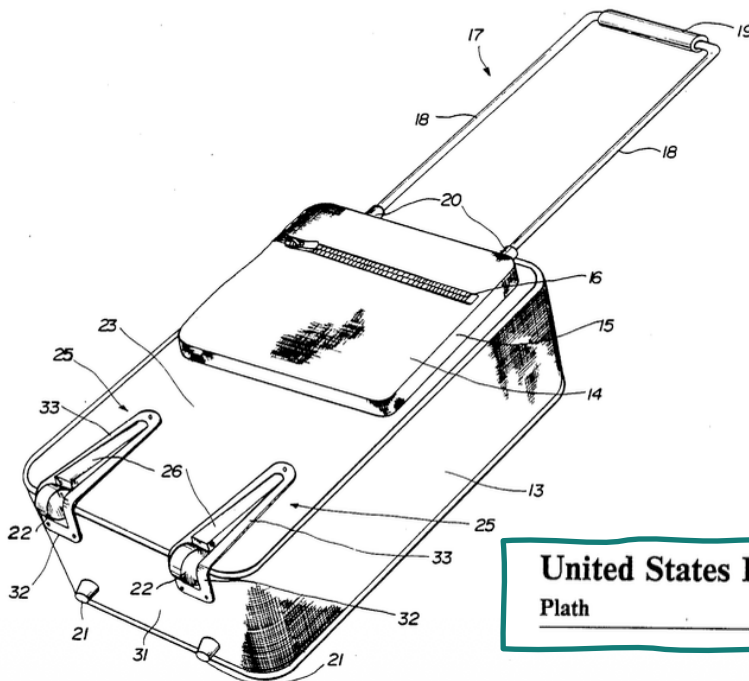


A Retrospective On This Case Study

This case study features the wheels, and reading it back exposes a tension. Sadow's wheeled case was patented in 1972 and sold poorly for fifteen years. What made rolling luggage universal was Plath's move



in 1987 — standing the case on end so it fits an aisle. The wheels are the better lesson because they transfer further; the upright is the change that actually won. The account of the setting here named the concourse floor but never the aisle, and a context described that way cannot show why the first version failed. Looking at the greater context is also a leverage point.



United States Patent [19]
Plath

[11] Patent Number: 4,995,487
[45] Date of Patent: Feb. 26, 1991

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

