



Case Study: Fold A Paper Airplane Without Knowing How

[**X**] Product

[] Process

[] Problem Solving

Step 1: Breakdown the Context

Making a paper airplane requires someone to fold paper into a suitable shape for flying. A sequence of folds and creases are required according to a predetermined pattern. Usually, the environment is some hard surface to press against and manipulation of the paper by the folder's hands.

Step 2: Breakdown the Purpose

The goal was to find a way to make the folds repeatable with less effort and less skill and even less time and greater efficiency, if possible.

Step 3: Systematically Integrate and Iterate

The solution was to use a pressed form that a piece of paper could sit in just right, without extra adjustment. Then, making the pressed form top hinged to the bottom with hills on one half and valleys on the other, so that closing the form presses the top and bottom together. The creases then appear exactly where they belong. The folder only has to remove the paper, now all creased, to form the paper airplane. The beauty of the form is a consistent outcome and one of the leverage points was making the form correctly align the paper and the creases while at the same time only requiring one motion to put each individual crease instead of the many. This made the folds repeatable with less effort, less skill, and less time.

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

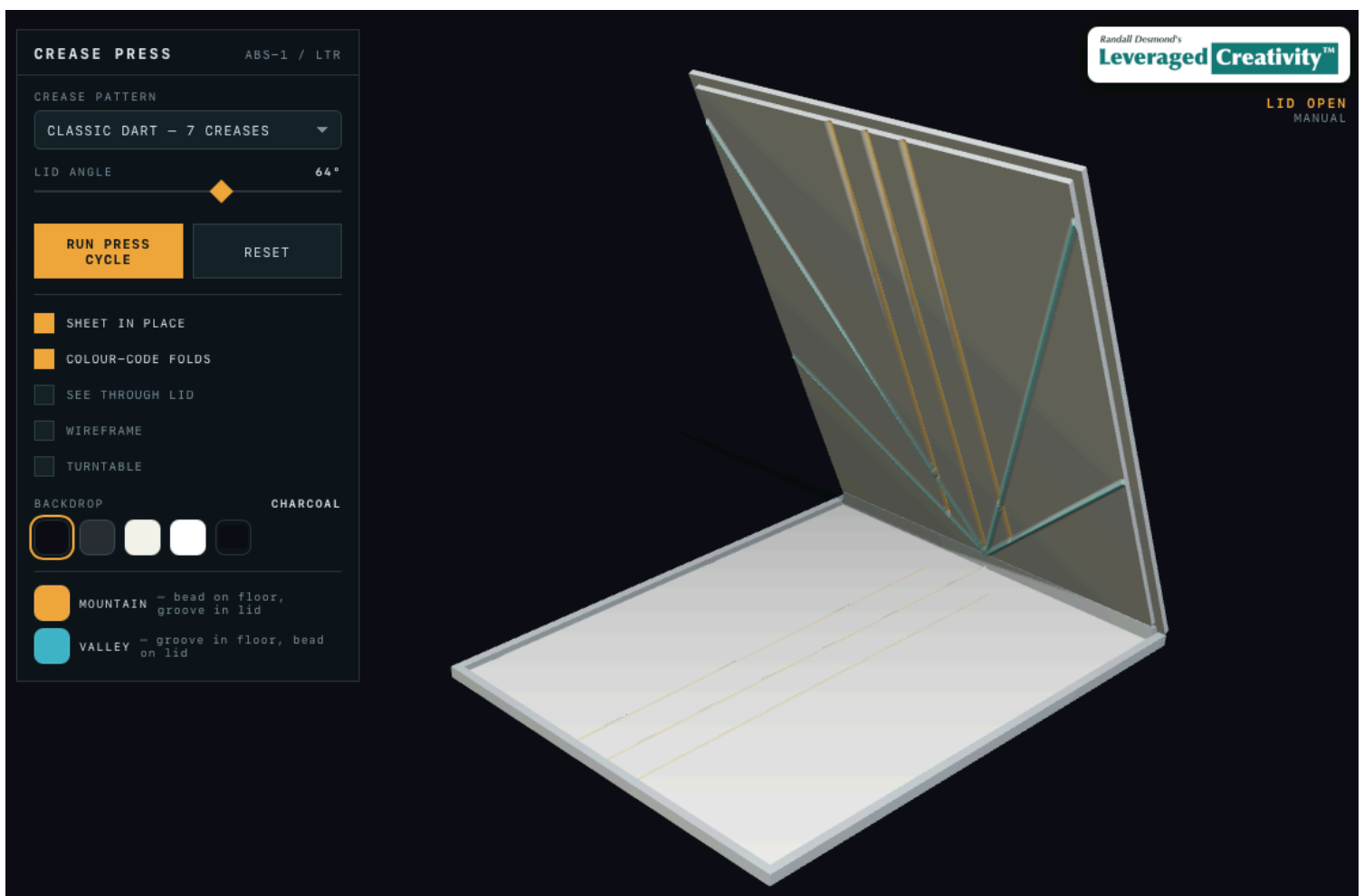
... making the form correctly align the paper and the creases while at the same time only requiring one motion...

The Outcome

Creases land in the right positions in one press, and no table is needed underneath. The person folding no longer decides anything, since where the creases go and what order to fold them in are both carried by the form. Only the effort per fold was not addressed.

The Leveraged Creativity™ Lesson

Looking for self-correcting mechanisms is one of the leverage points taught in Leveraged Creativity™.



[Checkout the interactive model here](https://www.leveragedcreativity.com)

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

