

The Desert Road Design Sprint

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In November 2016, a select group of people from NZ Transport Agency, MetService and HeyDay were given a challenge to think outside the box with no boundaries, no limitations and to deliver something different in order to address a serious road safety issue:

To Reduce Deaths and Serious Injuries on the Desert Road, where ice is the contributing factor.

There had been a recent spate of deaths and injuries on the Desert Road. It is seen as an ongoing problem, despite standard and regular best practice road safety interventions. This trend is not expected to reduce without further mitigations.

The team had five days onsite to develop concepts that could be implemented quickly and would make a significant difference to the way people drive on the Desert Road during icy conditions.

The Desert Road Sprint team got into action. They surveyed, interviewed, listened, discussed, re-interviewed, discussed, planned, invented and proposed a solution to the challenge. In December the results of the Desert Road Sprint were presented to NZTA management with a positive response.

This paper presents the findings of the group, including the 3P solution.