In Amsterdam, the tile under Schiphol's urinals would pass inspection in an operating room. But nobody notices. What everybody does notice is that each urinal has a fly in it.

Look harder, and the fly turns into the black outline of a fly, etched into the porcelain. It improves the aim. If a man sees a fly, he aims at it. Fly-in-urinal research found that etchings reduce spillage by 80%. It gives a guy something to think about. That's the perfect example of process control.