

**WHAT
WOULD
IKEA
DO?**

The Ikea design team learned that the bulky, heavy couch design were limiting beliefs that needed to be challenged. What fundamental assumptions about your product or service can be challenged or redefined??

Also the TV-alter like usage was a reframe. What purpose or experience do you want the design of a new usages of your product or service to prioritize?

Formulate a question prompt based on new words derived from the previous question, that could be asked to a generative AI tool to describe or visualize?

And try it?!

**WHAT
WILL
YOU
DO?**

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DEMY