AI-NURECC PROJECT

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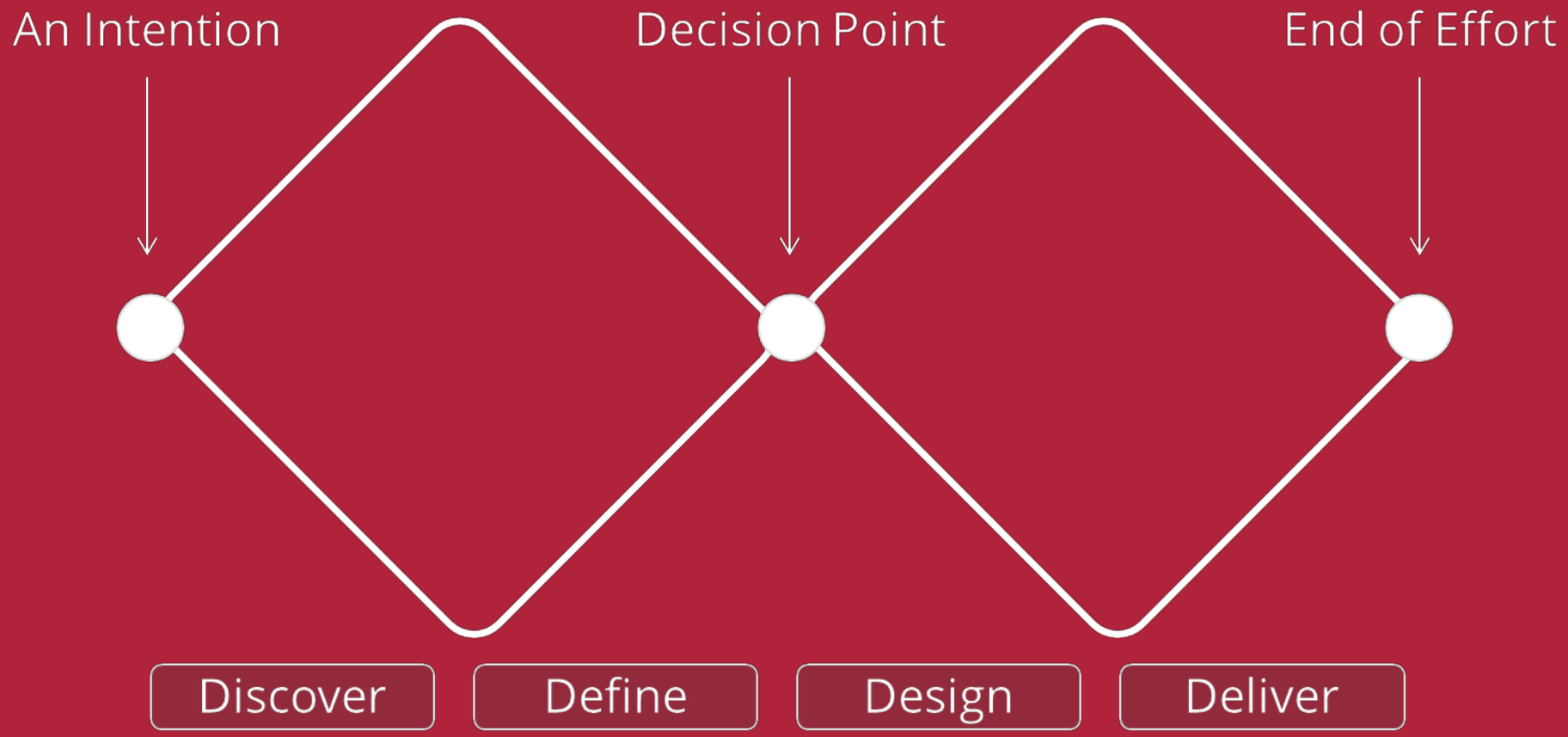
IDEA GENERATION

DOUBLE DIAMOND



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IN AN IDEAL WORLD HOW DO YOU WANT YOUR USER TO FEEL?

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IF TIME WASN'T AN ISSUE, WHAT'S ONE THING YOU'D LOVE TO TRY?

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WHAT’S ONE THING YOU DON’T WANT IN YOUR LIFE ANYMORE?

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THINK OF YOUR USER: WHAT DOES HE OR SHE HOPE TO GAIN FROM USING YOUR OFFERING?

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THINK ABOUT
YOUR OFFERING:
HOW COULD YOU MERGE TWO ELEMENTS?

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TRUST YOUR INSTINCTS

THEY’RE USUALLY RIGHT… ;)

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JUST DO IT

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GOOD LUCK!

AND THANKS

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