**Method Spotlight**

***Innovation 2 x 2***

This method has helped the Sustain Furnishings team come up with brand new ideas. This method helps the team define more of the users need and what changes they might need within their needs. Not every solution that is intended for the user is a complete one; there can always be changes to it, in order to improve the product.

Drawing a two by two matrix helped Sustainable Furnishings to come up with more ideas and even better the ones that already exist. Revolutionary new ideas tend to attract new users and/or the existent users to shift their thoughts into new ideas. That way ideas can easily be spread and products are made more efficiently.

Sustain Furnishings used this method to come up with more brilliant ideas and target even more new users. With organization and creative thinking, these new creative ideas are being put to work. In order to make a big impact in the environment, the team must count every little bit of idea and the opinions of their users.