





Ceci n'est pas une pipe.





# Question 1: why is this happening?

## Trying to understand why is analysis.

### Question 2: how do we fix it?

## Trying to fix it is design.

If the problem involves meaning, the solution involves semiotics.

#### 5 min idea blitz.

Create a post in Slack, note some ideas on how to solve this problem, and then share the post.