

ABSTRACT

Poang armchair or comfortable chair is one of the products from IKEA. This chair has a frame made of bent birch wood which is glued together at each layer for durability and comfort. The high back provides good support for the neck and thin polyester cushioning for the seat and back. Poang armchair is suitable for use by office workers who work at home in this Covid 19 condition, which makes us work in a hybrid way. Poang armchair has an 80's style, making this chair much in demand by the elderly. Poang armchair was created by a Japanese designer named Noboru Nakamura. Noboru Nakamura describes the ease of movement of the chair as having real value and meaning. The chair is then coated with a clear varnish. After seeing these facts, the author wants to change some products based on market segmentation and upcoming trends. In the design process, the Scamper method will be used, which is a technique that can be used to trigger creativity and assist designers in designing something by modifying existing products to create new products.

Keywords: *Poang Armchair, SCAMPER, Redesign*