

UNDERSTANDING THE PROBLEM

Why is there a problem?

Is this really the core reason for the problem?

Are we missing the big picture?

Who are the stakeholders involved?

Analyze the problem from different angles

How are the stakeholders connected?

Stakeholders = key players

Was there anything that surprised you?

It would be game-changing if...?

Who is affected most by the problem?

Now let's form our How Might We statement!

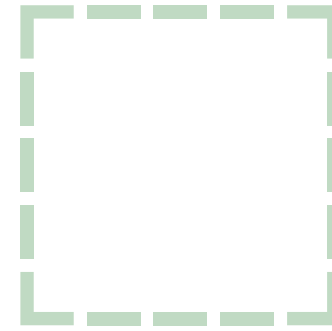
How Might We...

Things to keep in mind:

1. Include relevant stakeholders
2. Don't directly imply or state a solution

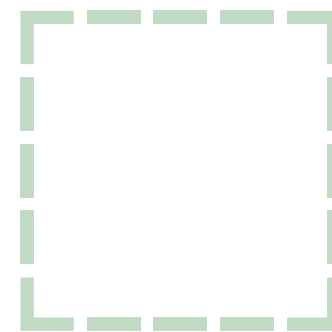
INDIVIDUAL

What resources do I have?



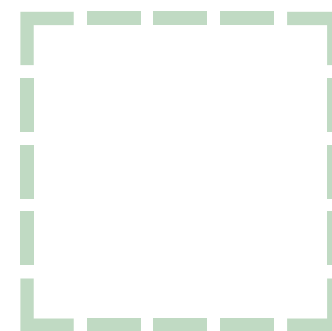
FRIENDS & FAMILY

What resources do my friends and/or family have?



UNIVERSITY / LOCAL COMMUNITY

What resources does my university / local community have?



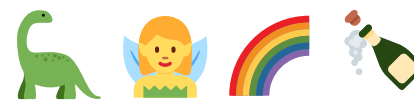
BRAINSTORMING

Rules of Brainstorming

- Defer Judgement
- Encourage Wild Ideas
- Build on the Ideas of Others
- Be Visual
- Quantity Over Quality



No constraints



Yes, and...!

