How Might We (HMW) Statement

Team

6

ACTION you want to achieve (e.g. verb), SUBJECT to be influenced or affected, so that... WHAT you would like to ideally achieve (outcome)?

Action

Redesign, encourage,
improve, solve,...

make it easier Create to understand between more the process clarity authorities simplify the simplifay how Making refugees can process of also Illiterate find people people can that can help improve the improve way how integration imformations process / are given to finding freinds the refugees

2 Subject millennials, sales managers, retired women, CEOs, ...

refugees
that just
arrived

illitarte
refugees

//accepted
//accepted
//efugees

underage
refugees

Outcome frictionless, affordable, fun, engaging, ...

affordable / free of understand / use

Simple many pictures / as few text as possible

Example: HMW redesign the contraceptive buying experience for teenage girls to make it less stigmatising?



Help refugees that can't read or write to get through the asylum process successfully.

Help refugees to learn German in an easy and fun way.

Help sick refugees getting an appointment at a doctor in an easier way/less comlicated.

Help refugees to find the informations that they need.

Help refugees to find a person that can help them easier.

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