

# THE UNANSWERED QUESTION\*

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An Unanswered Question opens the door to the organisation, approaches the real challenge, and achieves new solutions we might not have expected. A 'problem statement' or 'design challenge' sound very much solution or product-service-oriented and produce often short-term quick fix thinking.

## GIVEN THE FACT ...

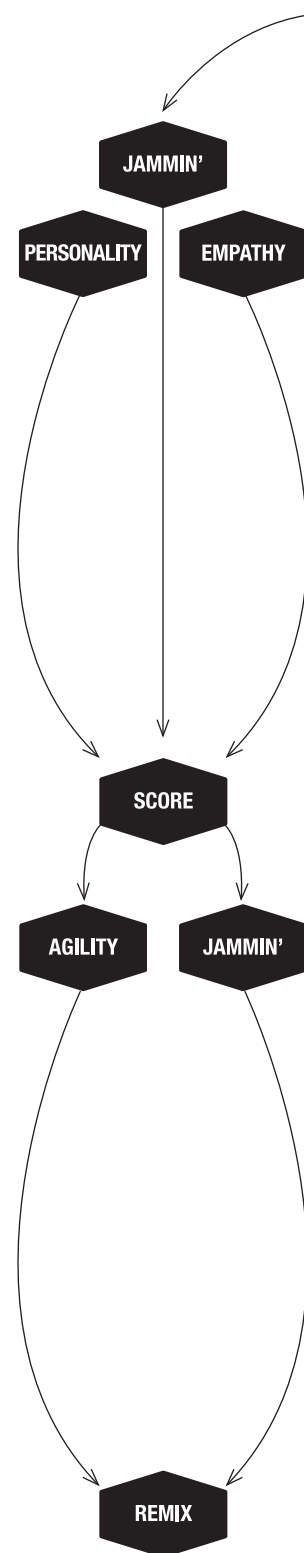
This is what we know now and how we understand whats going on.

## HOW MIGHT WE ...

'How' stands for 'we don't know the answer yet', 'might' for 'we even don't know if it is possible', and 'we' stands for 'this is a group effort and needs meaningful collaboration'.

## SO THAT ...

This is the outcome we want to achieve.



\*The unanswered question is a composition by Charles Ives. Scan the spotify code and listen how the unanswered question is asked by the trumpet and the attempt to give quick answers by the woodwinds. Get inspired and think about your own version of an unanswered question. Are there any quick answers? Is it the right question?

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