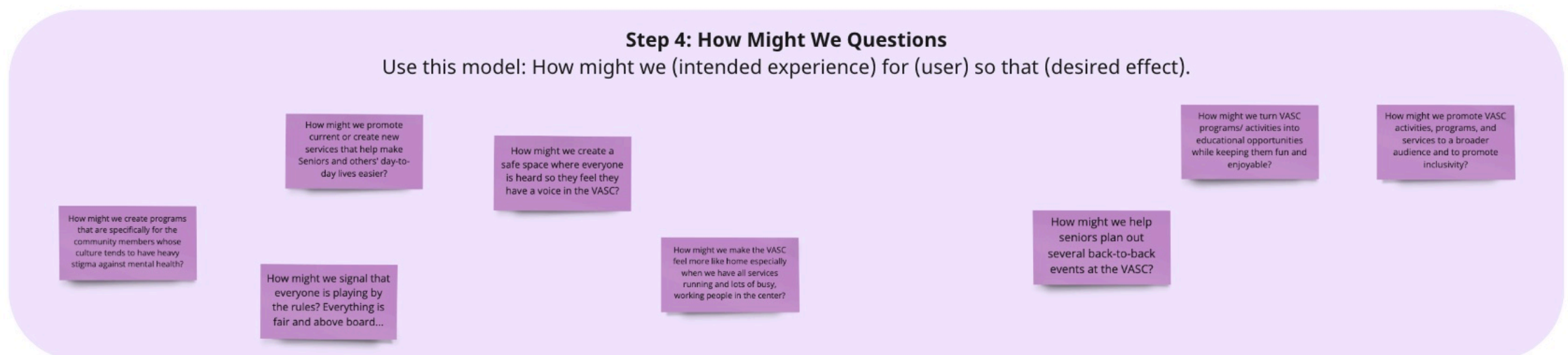# How Might We...
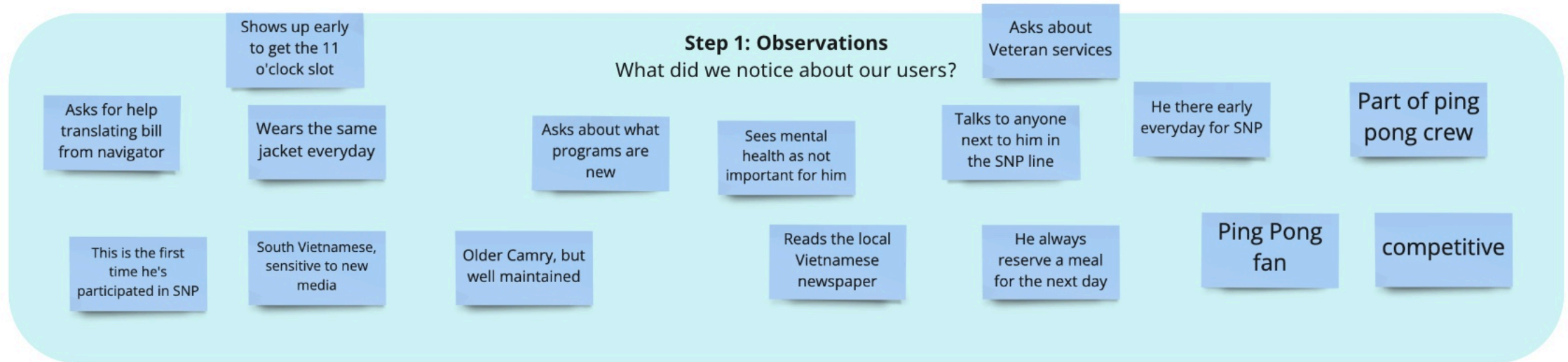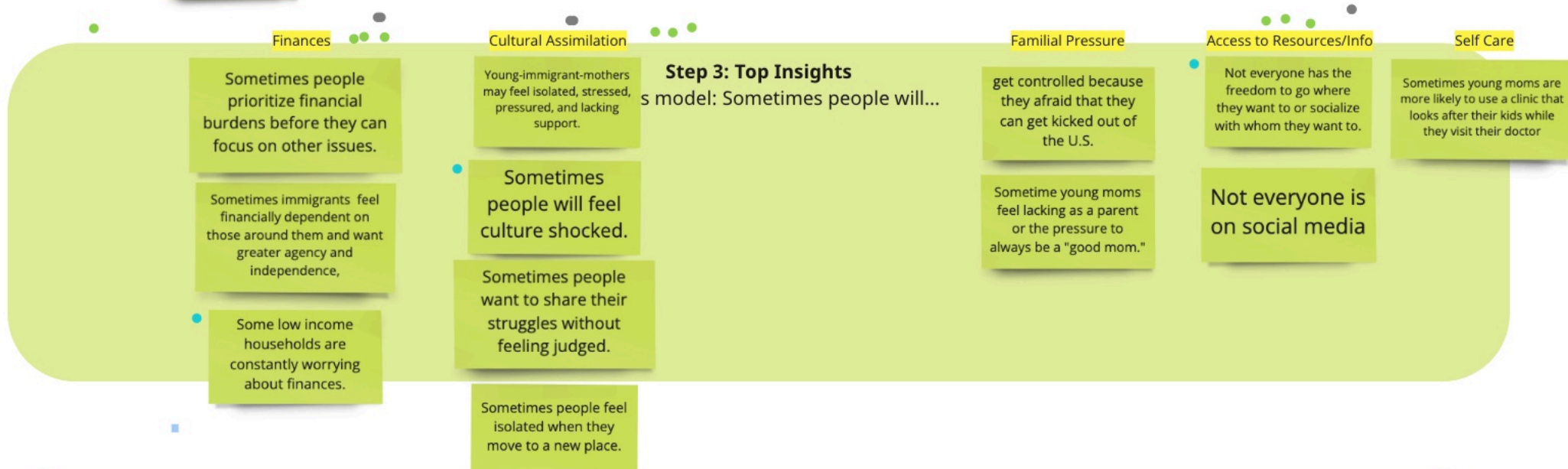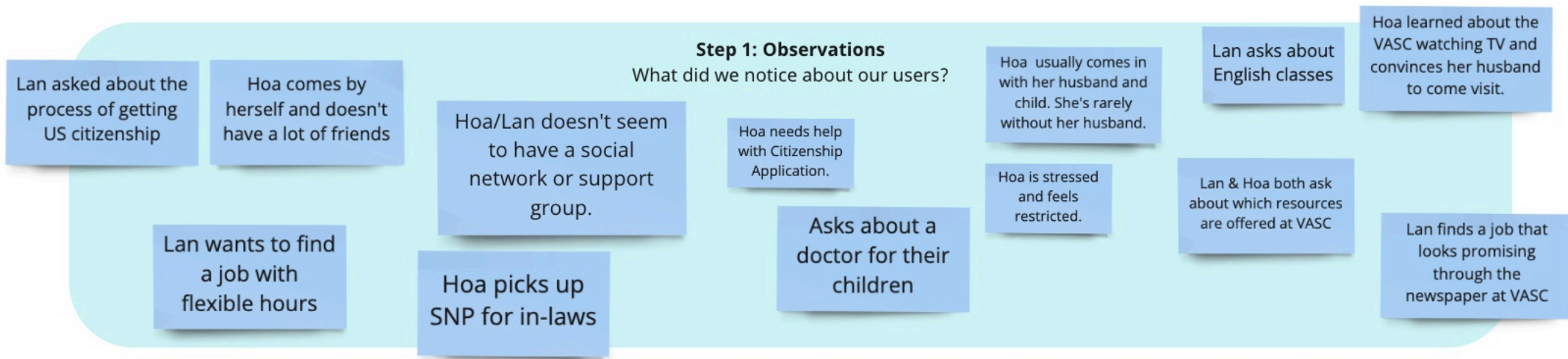
- Chu Minh: Purpose: Reframe ideas from problems into challenges
  - Success Criteria: We define the problems we want to tackle

Step 1: Observations
What did we notice about our users?

- Shows up early to get the 11 o'clock slot
- Asks about Veteran services
- Asks for help translating bill from navigator
- Wears the same jacket everyday
- Asks about what programs are new
- Sees mental health as not important for him
- Talks to anyone next to him in the SNP line
- He there early everyday for SNP
- Part of ping pong crew
- This is the first time he's participated in SNP
- South Vietnamese, sensitive to new media
- Older Camry, but well maintained
- Reads the local Vietnamese newspaper
- He always reserve a meal for the next day
- Ping Pong fan
- competitive

Step 2: Insights and Motivations
What can we learn from our observations?

Social Space/Comfort/Feel Familiar
- Looking for social opportunities
- Sees VASC as a home away from home
- Sees VASC as a good place to meet his friends for Ping Pong
- SNP is an important part of his day
- Feels comfortable talking to people at the VASC

Quality Services/Meet Expectations
- Worries about quality
- Feels VASC SNP is better than other places because its Vietnamese food
- He sensitive the words that are used in posters, pamphlets, and general interactions (some words have bad associations)

Translation Service
- Wants to bring in more bills and documents that he'd like to get translated

Unsure about Mental Health services
- Stigma or shame tied to mental health services

Tight Budget/Pragmatic
- Careful, thrifty
- Interested in the free food
- Conscientious, shows up faithfully everyday for SNP to get food for his family
- Limited income, may need help with some services, needs to economize
- He's pragmatic

Up to Date on Info
- Uses digital devices to get information
- Likes to be informed

Step 3: Top Insights
Use this model: Sometimes people will...

Stigma of Mental Health ● ●
- Sometimes people avoid doing the things that will make them happier and healthier because of cultural conventions and stigma.
- Sometimes people will deny the existence of mental health issues so they don't get judged by other people, especially their social circle or loved ones.
- Sometime a service like ping pong can lead to other services that might help someone's health or well being.

Fun of the Challenge/Hunt
- Sometimes people like the challenge of getting food for their family
- Sometimes making an effort to get something free, gives that free thing more value

Unknown Services, Unexpected Services ● ●
- Sometimes people don't know about the services that could help them?
- Sometimes the services the people need are not the standard gov service (like translating difficult-to-read bills or notifications)

Right Message, Supportive Messages
- Sometimes 70s-80s Vietnamese immigrants need messages that are carefully communicated to make them feel comfortable
- Sometimes people will ask for translation assistance because they don't know where else they can ask.
- Sometimes people want to be complimented and high regarded which might lead to them recommending VASC to other people they know.

VASC as Second Home ●
- Sometimes people like to have a familiar and safe place that they can go to whenever they want, and that might be the VASC in some cases.
- Sometimes people need to have a place to belong
- Sometimes people need to be heard
- Sometimes seniors like to plan out their whole day and most likely will be at the VASC all day long.

Fairness, Making Transparent the policy
- Sometimes people get upset when the see things as unfair (when one person gets 3 SNPs instead of 2); even though it's fine in Chu Minh's case.

Step 4: How Might We Questions
Use this model: How might we (intended experience) for (user) so that (desired effect).

- How might we promote current or create new services that help make Seniors and others' day-to-day lives easier?
- How might we create a safe space where everyone is heard so they feel they have a voice in the VASC?
- How might we turn VASC programs/ activities into educational opportunities while keeping them fun and enjoyable?
- How might we promote VASC activities, programs, and services to a broader audience and to promote inclusivity?
- How might we create programs that are specifically for the community members whose culture tends to have heavy stigma against mental health?
- How might we signal that everyone is playing by the rules? Everything is fair and above board...
- How might we make the VASC feel more like home especially when we have all services running and lots of busy, working people in the center?
- How might we help seniors plan out several back-to-back events at the VASC?

How Might We...

- Purpose: Reframe ideas from problems into challenges
  - Success Criteria: We define the problems we want to tackle

Step 1: Observations
What did we notice about our users?

Lan asked about the process of getting US citizenship

Hoa comes by herself and doesn't have a lot of friends

Hoa/Lan doesn't seem to have a social network or support group.

Hoa needs help with Citizenship Application.

Hoa usually comes in with her husband and child. She's rarely without her husband.

Lan asks about English classes

Hoa learned about the VASC watching TV and convinces her husband to come visit.

Lan wants to find a job with flexible hours

Hoa picks up SNP for in-laws

Asks about a doctor for their children

Hoa is stressed and feels restricted.

Lan & Hoa both ask about which resources are offered at VASC

Lan finds a job that looks promising through the newspaper at VASC

Step 2: Insights and Motivations
What can we learn from our observations?

Lan & Hoa both want to learn how to run a household on a tight budget

Lan wants to learn English, so she can find a job.

It's difficult to be a new immigrant, a lot to learn

I want a better life for me and my child. (Hoa/Lan)

Lan & Hoa are both looking for resources that are suitable for their children and potentially themselves.

I want to be more independent. (Hoa/Lan)

Not everyone has easy access to social media

Hoa wants to have a better marriage, a nicer husband.

Lan wants to talk to people with similar experiences

Lan & Hoa wants to be a good mother and seeks programs, events, and activities for her children.

Hoa would like more personal freedom.

Hoa is eager to impress in-laws

Hoa misses her family and Vietnam

Hoa sees the other community programming offered at the VASC and would like to join. (Similar to a peer support group)

Hoa wants to get Citizenship ASAP.

Hoa wants to learn how to navigate the relationship with her husband without hurting her parental rights.

Lan & Hoa both want a support system/ friend(s)/networking

Hoa wants to attend Citizenship class.

Step 3: Top Insights
...s model: Sometimes people will...

Finances

Sometimes people prioritize financial burdens before they can focus on other issues.

Sometimes immigrants feel financially dependent on those around them and want greater agency and independence,

Some low income households are constantly worrying about finances.

Cultural Assimilation

Young-immigrant-mothers may feel isolated, stressed, pressured, and lacking support.

Sometimes people will feel culture shocked.

Sometimes people want to share their struggles without feeling judged.

Sometimes people feel isolated when they move to a new place.

Familial Pressure

get controlled because they afraid that they can get kicked out of the U.S.

Sometime young moms feel lacking as a parent or the pressure to always be a "good mom."

Access to Resources/Info

Not everyone has the freedom to go where they want to or socialize with whom they want to.

Not everyone is on social media

Self Care

Sometimes young moms are more likely to use a clinic that looks after their kids while they visit their doctor

Step 4: How Might We Questions
Use this model: How might we (intended experience) for Lan/Hoa so that (desired effect)

Finances

How might we make living on a tight budget an adventure.

How might we increase outreach services and resources to our community to increase access to services

How might we help a jobseeker find a good job opening and prepare for an interview to put their best foot forward?

How might we lessen the financial burden for them so that they can have more time or mental space to enjoy other aspects of life (ex: spending more time connecting with their kids, community programs, wellness programs. self-care, etc.)

How might we refer community members to financial resources

Cultural Assimilation

How might we make the community feel less insecure about going through the difficult experiences that others are going through?

How might we connect them to other people that they feel comfortable talking to?

How might we reduce stigma and improve community members' experience and desire to seek services

how might we make the immigrant community feel welcome?

How might we connect with job recruiters who hire Vietnamese speakers, or allow flexible working hours

How might we do outreach to underserved population

Access to Resources/Info

How might we make it easier for the community to be aware of and starting utilizing the resources we offer at VASC?

How might we find more easily accessible methods for them to get updated or new information/ info so they don't have to physically be at the physical location to ask?

How might we provide seamless and timely access services to our community

How Might We...

- Purpose: Reframe ideas from problems into challenges
  - Success Criteria: We define the problems we want to tackle

Step 1: Observations
What did we notice about our users?

- Antonia goes to Catholic first to find out about financial help
- She is looking for help
- Antonia looks fearful because of her immigration status
- Antonia starts an application for rental assistance
- Victor wants counseling for 11 year old child who is struggle with Zoom school
- Victor is worried about his senior Mom, feels she needs more support while he's at work
- Victor like that his Mom can go to a one-stop medical center close by
- Antonia has difficulty communicating with others
- Antonia looks fatigued, you can see it in the way she walks
- Antonia wants to find help for family
- Victor hurt his back doing construction work and now works a mechanic
- Victor is curious and likes to learn about new things in the neighborhood
- Antonia seems depressed
- Antonia wonders who her information goes to
- Antonia schedules a therapy session

Step 2: Insights and Motivations
What can we learn from our observations?

Health
- Antonia hopes the therapy will make her feel better but a little worried about what other will think
- Victor want to be careful about his own health and also worries his mother's health

Fit/Trust
- Victor/Antonia wonder if the VASC is for them
- Antonia feels embarrassed for not having studies and not understanding when they speak to her in English, and therefore she avoids seeking help
- Antonia needs visual ways of finding out about services

- Victor wants to tell his friends about the VASC, takes pride his community
- Antonia goes to her church first for help

- VASC can assist with home center, safe place for his children

Financial Resources
- Victor often finds that he doesn't qualify for gov services even though he struggles financially
- Victor is hopeful about getting support for his Mom (IHSS)
- Antonia feel desperate about day-to-day expenses

- Antonia is afraid of asking the government for help, get trouble, be deported
- Antonia doesn't know all the information she needs (household income, documents), won't the promise on the first visit
- SNP to help his Mom with diet

Step 3: Top Insights
Use this model: Sometimes people will...

Family Help, regardless of income
- Sometimes working parents need a safe place for their school children to go after school to do homework, read, play games
- Sometimes people with moderate incomes don't qualify for government services that could benefit them

Trust 0
- Sometimes undocumented people don't trust the government to help them
- Sometimes people think that the health services are super-very-ultra-expensive
- Sometimes people think asking for help is shameful

Preventative care 0
- Sometimes people think looking after their mental health is shameful or they're afraid to discuss their mental health
- Sometimes people wait until they are very sick before they seek medical attention

Bring them to VASC 0
- Sometimes non-Vietnamese community members think that the VASC may not be for them
- Sometimes people go first to their church, synagogue, mosque, or temple for help
- Sometimes one person in a household helps introduce the rest of the household to the VASC

Information before they arrive/Medium of Info
- Sometimes people are unprepared for the application process for service and might have to return several times to complete it
- Sometimes our information to help people understand services is mostly written which is hard for people don't read or don't understand government lingo

Step 4: How Might We Questions
Use this model: How might we (intended experience) for (user) so that (desired effect).

- How might we interact with the undocumented communities to help them be aware of VASC and which services they can utilize?
- How might we be more inclusive with undocumented people?
- How might we incorporate mental health therapies into something other than a counseling sessions so everyone can benefit from the ideas/methods of therapy?
- How might we simplify the application process for services?
- How might we enroll more undocumented people to healthcare coverage
- How might we expand our outreach to churches, temples, mosques, and synagogues or other community centers
- How might we encourage people to check-up their health every six months
- How might we introduce mental health programs and mental care into community outreach programming while lessening its stigma on the communities, especially communities of color?
- How might we support undocumented people with basic needs like food, housing, and work to strengthen the community?
- How might we prepare the community to apply for services so they can quickly complete an application?
- How might we ensure members from communities other than Vietnamese American to be aware of VASC services?
- How might we improve services at VASC so that anyone would want to refer their friends and loved ones to the center?