



# HOW MIGHT WE...?

☰ Can be used for categorie(s)...	Truly the best solution (D)
⌵ Type	Method
☰ Use during phase...	TRANSFORM



## HOW MIGHT WE...?



www.DesignKit.rocks  
Tutorial @ bit.ly/HMWtool

### 1 Action

Redesign, encourage,  
improve, solve,...

How might we enable parents to monitor their children's social media usage without invading their privacy?

To help parents monitor children's social media without invading privacy, they can set a good boundaries, use non-intrusive tools to track general activity without accessing personal messages, and receive anonymized alerts for critical risks. Educational resources can also teach children about online safety, promoting responsibility while preserving privacy.

### 2 Subject

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

How might we ensure that parents can supervise the social media usage of their children?

Parents can supervise their children's social media use by fostering open communication and setting clear rules. They can use parental control tools, make profiles private, and model responsible online behavior themselves.

### 3 Outcome

frictionless, affordable, fun,  
engaging, ...

How might we make social media more safety to children and young adults?

Social media can be made safer for young users by strengthening privacy settings, using age-appropriate content controls, and providing tools for parental monitoring. Platforms should also enforce strict anti-bullying policies and promote digital literacy, working alongside experts to prioritize young users' well-being.

### 4 How Might We...?

Create an app with a parental safety dashboard, AI-powered content alerts, and digital literacy tips for both parents and children. Include custom privacy controls and a resource library to support safe and informed social media use.

**Format:** **ACTION** you want to achieve (verb), **SUBJECT** to be influenced or affected, so that **WHAT** you would like to achieve (outcome)?  
**Example:** HMW redesign the contraceptive buying experience for teenage girls to make it less stigmatising?

Board of Innovation

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How can we come up with a clear and inspiring Creative Question  
(How might we...?) for our challenge?

**board of  
innovation**

## WHAT

How Might We (HMW) questions are a structured brainstorming technique used in design thinking and problem-solving processes. They are open-ended questions that reframe challenges or problems as opportunities for creative solutions (e.g. how can we deliver healthy food to our customer?). You can also combine it with your Persona (e.g. how can we support X to be more active?).

# WHY

How Might We (HMW) questions serve several essential purposes. They encourage a shift from viewing issues as insurmountable problems to seeing them as potential opportunities for improvement. HMW questions also stimulate creative thinking by inviting diverse ideas and perspectives. Moreover, they help teams narrow down and target specific aspects of a problem, making it easier to generate actionable solutions. Lastly, HMW questions often focus on the user's perspective, ensuring that solutions address real needs and pain points. This user-centric approach leads to more effective outcomes.

# HOW

To create effective HMW questions, follow these steps:

1. **Identify the Problem:** Start by identifying a specific problem or challenge you want to address.
2. **Break It Down:** Deconstruct the problem into its essential components, focusing on the user's experience.
3. **Use "How Might We":** Begin your question with "How might we..." followed by a verb and a subject. For example, "How might we improve the user onboarding process?"
4. **Keep It Open-Ended:** Ensure the question is open-ended, allowing for a wide range of creative responses.
5. **Focus on Desirability:** Frame the question to emphasize the desirability of the outcome from the user's perspective.
6. **Iterate:** Create multiple HMW questions to explore different facets of the problem. Iterate and refine them as you brainstorm solutions.

In summary, HMW questions are a powerful tool for reframing problems as opportunities for innovation. They encourage creative thinking, focus on user needs, and guide teams towards generating actionable solutions to complex challenges. When used effectively, HMW questions can drive the design and innovation process forward.