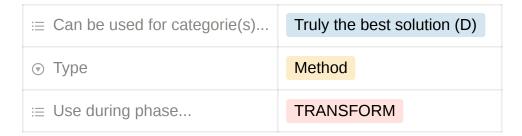
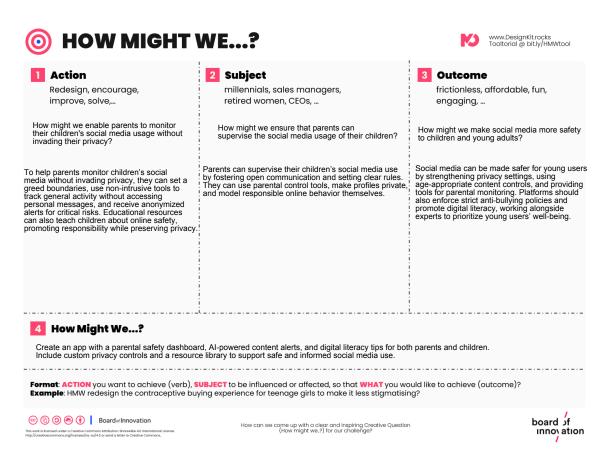


HOW MIGHT WE...?





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?).

HOW MIGHT WE...?

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.

HOW MIGHT WE...?