



How Might We

Turn challenges into opportunities to design solutions
that meet user's needs





What's “How might we”?



The “How might we” (HMW) workshop is a technique used in the design thinking process to stimulate creativity and innovation within teams. This method is used to transform the challenges and problems identified during the research and empathy phase into design opportunities.

Phase 2 - Definition

1 - Identifying challenges :

The team begins by identifying and discussing the main challenges faced by users, often derived from preliminary research, user interviews or observations...

2 - Rephrasing questions how might we ?

Each challenge is then reformulated into one or more open-ended questions beginning with “How might we...? This rephrasing is designed to open up the field of possibilities and encourage an approach focused on solutions rather than problems.

⇒ [Challenge Summary](#)

Phase 3 - Ideation

3 - Brainstorming :

The team then brainstorms around each “How might we” question, generating a wide range of ideas and potential solutions. This step is essential to encourage divergent thinking and innovation.

4 - Selection and development :

After brainstorming, the most promising ideas are selected for further development. These can be explored through prototyping, usability testing or further research.

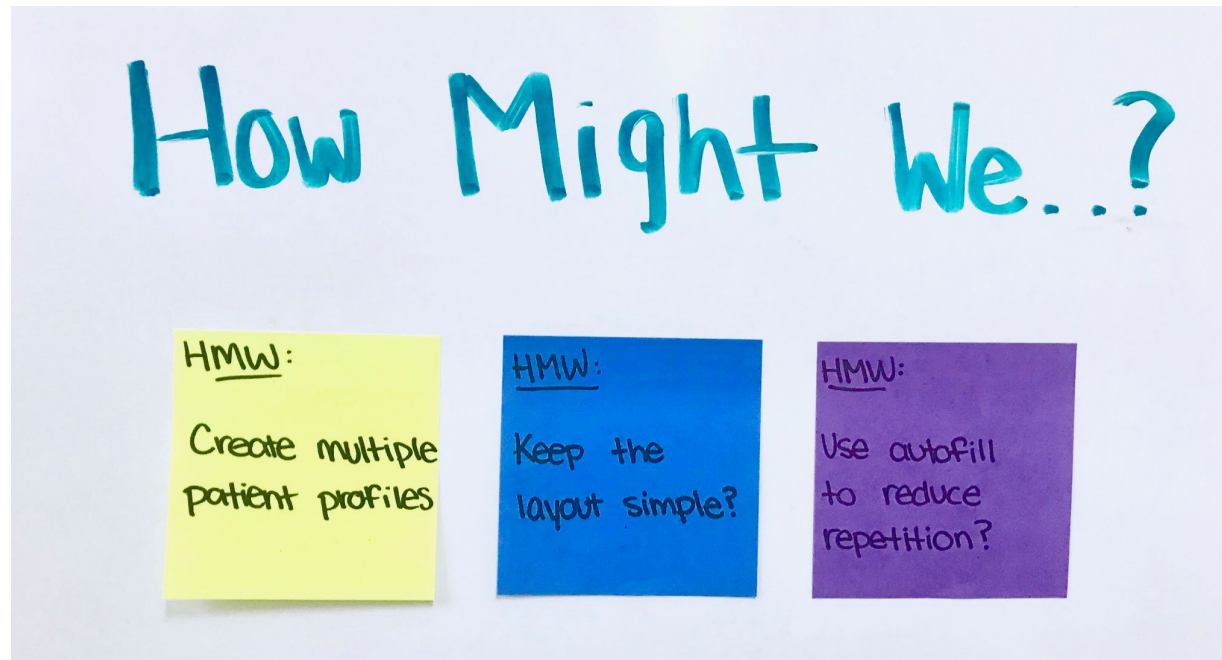


“How might we”, exemple :



Let's take an example: a health app is struggling to retain its users and encourage regular use. The “How might we” method helps to identify and solve the underlying problems affecting the user experience.

During this workshop, the team generates a wide range of ideas for each HMW question. For example, for “How could we make follow-up more engaging?” ideas might include integrating games, challenges between friends or virtual rewards.





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