

How Might We (HMW) Statement

Team

6

ACTION you want to achieve (e.g. verb), **SUBJECT** to be influenced or affected, so that... **WHAT** you would like to ideally achieve (outcome)?

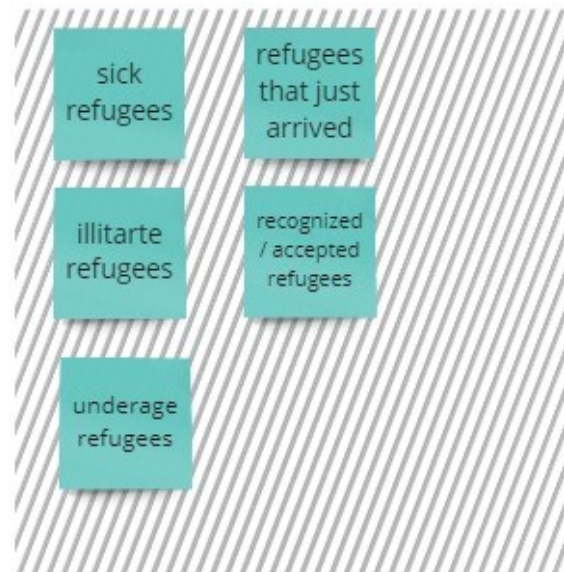
1 Action

Redesign, encourage,
improve, solve,...



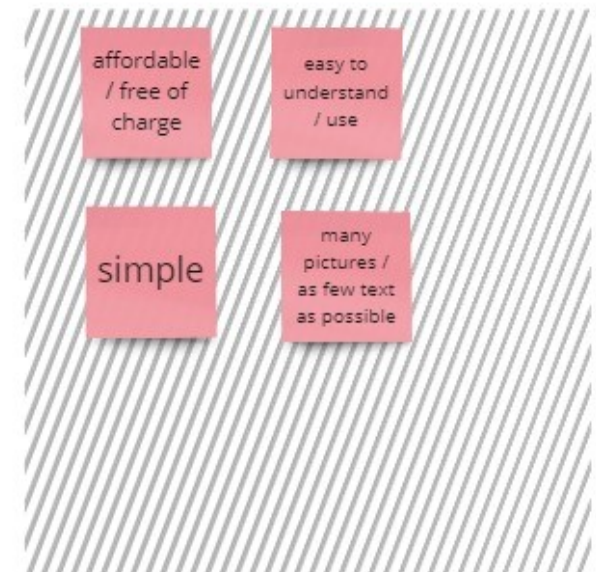
2 Subject

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



3 Outcome

frictionless, affordable, fun,
engaging, ...



Example: HMW redesign the contraceptive buying experience for teenage girls to make it less stigmatising?