

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, ...

improve the
way
informations
are available

for overwhelmed
and confused
refugees that
have problems
with reading and
writing

to support and navigate
the information jungle
intuitively, easy, free of
charge and fast with
concrete and personalized
information like addresses.

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