## **How Might We (HMW) Statement**

**Team** 

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

- Action
  Redesign, encourage,
  improve, solve,...
- 2 Subject
  millennials, sales managers,
  retired women, CEOs, ...
- **Outcome** frictionless, affordable, fun, engaging, ...

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

