How might we...?

DesignKit
www.DesignKit.online
Tooltorial @ bit.ly/HMWtool

1 Action

Redesign, encourage, improve, solve,...

- How might we specifically develop unique selling points? (Develop/innovate features that the competitors don't provide)

- How might we strengthen the users´ sense of security no matter where you are and what time it is

- How might we offer immediate support so that we can respond as quick as possible

- How might we keep usability as simple and intuitive as possible?

Goals

What do we want to achieve as a group? What are our key goals that are feasible, measurable and time-bounded?

- increasing a sense of security in our everyday life

- influence the health of our users in a positive way through recommendations and instructions
- .
- grow together as a team and develop our skills by l

2 Subject

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

- How might we convince customers that their data is safe with us?

- How might we convince customers that our product offers significant added values in terms of their safety and health?

- How might we give parents a piece of mind by being able to surveill their childrens activities

- How might we establish a cooperation with public authorities?

3 Outcome

frictionless, affordable, fun, engaging,...

- How might we develop our product at minimum cost?

- How might we reach a positive ROI?

- How might we make the app available for download and provide necessary software updates?

- How might we ensure that our customers data is safe from unauthorized access?

4 How Might We...?

- How might we develop an app that leaves all established solutions far behind, is profitable and creates added value, and simultaneously puts all stakeholders in the foreground in an equal way in order to satisfy all needs equally?

Format: **ACTION** you want to achieve (verb), **SUBJECT** to be influenced or affected, so that **WHAT** you would like to achieve (outcome)?
Example: HMW redesign the contraceptive buying experience for teenage girls to make it less stigmatising?

Board of Innovation

How can we come up with a clear and inspiring Creative Question (How might we..?) for our challenge?

board of innovation