

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)?

1 Action

Redesign, encourage,
improve, solve,...

Create

2 Subject

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

adult
refugees

3 Outcome

frictionless, affordable, fun,
engaging, ...

easy, understandable,
visual explanatory
application that doesn't
require a high level of
education and helps to
effectively manage
authority mail

Create a user-friendly
digital tool that helps
adult refugees with
limited German
language skills to
effectively manage
authority mail

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