



# How might we...?

## 1 Action

Redesign, encourage,  
improve, solve,...

- Redesign safety monitoring for parents
- Encourage responsible independence in children
- Solve the challenge of balancing safety and freedom
- Improve real-time tracking and alerts for parents
- Develop seamless integration of safety features in children's accessories

## 2 Subject

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

- Parents juggling work and family life
- Young children with set daily routines
- Families concerned about digital well-being
- School-aged kids who travel independently
- Parents who value safety and independence equally

## 3 Outcome

frictionless, affordable, fun,  
engaging,...

- Stress-free, intuitive safety management
- A secure yet enjoyable experience for children
- Affordable and user-friendly technology
- Engaging, child-friendly wearable designs
- Minimising screen time while maximising safety

## 4 How Might We...?

How might we redesign child safety solutions to give parents peace of mind while empowering children to explore their surroundings confidently?

**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?

