

Crafting awesome HMW statements

Team:

1

Main goal: Turn identified insights into opportunities

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,...for investment.

transform
encourage
improve
incentivize
clarify
implement
empower

2. Subject

Millennials, sales managers, retired women, CEOs, ...

locals
local business owner
private WSB representative
private GEFAC representative
Green City e.V
ZAK
KVR München
Neuperlach Mayor (Kandala Nzanzala)

3. What

Frictionless, affordable, fun, engaging, ...

affordable
engaging
inclusive
community-centered
sustainable
decentralized

2

Find variations on your HMW statement to broaden your ideation space

Highlight the good

HMW add extra value/reward a need to make it extra good

Remove the bad

HMW entirely remove the frustration/pains

Explore the opposite

HMW turn the pains in to the most exciting part of their journey?

Question an assumption

HMW take a job to be done and change it (e.g. in time, space, medium,...)

Add in adjectives

HMW make a pain easier and less of a hassle? HMW make a gain more fun and engaging?

Leverage unexpected resources

E.g. HMW turn the time for planning a social moment into a social occasion?

Make use of analogy

E.g. HMW make planning and organizing more like a road trip?

Change the status quo

E.g. HMW connect millennials with their friends without having the hassle of organizing a social activity?

HOW MIGHT WE STATEMENTS:

1. HMW transform our urban green space so that it becomes an inclusive area where locals of all backgrounds feel welcome to gather and participate in cultural events?
2. HMW encourage local business owners to support and maintain sustainable practices within the newly developed green space for cultural events and hangouts?
3. HMW clarify the role of Green City e.V in the development of a community-centered green space that facilitates diverse cultural activities and events?
4. HMW implement engaging technologies that align with ZAK's initiatives to enhance the green space for cultural expression and community participation?
5. HMW empower KVR München to create policies that ensure the modernized green space remains an affordable and accessible venue for cultural events for all city residents?
6. HMW transform the urban green space in tandem with the Neuperlach Mayor's vision to make it a beacon of community-centered activities and multicultural engagement?
- 7.