

HOW MIGHT WE?

TRY WRITING A FEW VERSIONS

FOCUS ON THE OUTCOME YOU WANT, NOT HOW YOU MIGHT GET THERE.

REMEMBER: ASK “HOW?” TO NARROW SCOPE, AND “WHY?” TO BROADEN SCOPE.

How might we Help animals get adopted/get people connected with animals ?
explain what outcome are you trying to make possible

How might we _____ ?
explain what outcome are you trying to make possible

How might we _____ ?
explain what outcome are you trying to make possible

PROBLEM STATEMENT & HYPOTHESIS

PROBLEM STATEMENT

DEFINE THE PROBLEM THAT YOUR USERS ARE FACING.

Users needs a way to See nearby animals available for adoption with a native app
user's need

because Many people use websites that aren't the most user friendly or social media
insight

HYPOTHESIS

WHAT CAN YOU DO TO ADDRESS THE PROBLEM?

We believe that by creating an android app showing nearby animals available for adoption,
doing something/creating a type of experience

for pet owners or potential owners we will achieve increased adoption rates for local shelters/pet stores.
these people/personas this outcome

We will know this to be true when Most people are willing to travel to meet potential animals up to 30 miles.
we see this feedback/qualitative insight/quantitative measurement