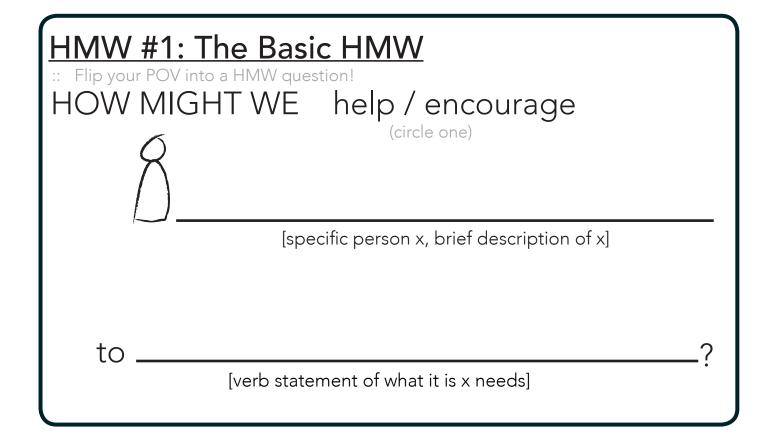
III. Going from POV to "How Might We" (HMW)



HMW #2: Identify :: Consider the situation and how			
HOW MIGHT WE	use		
		[untapped resource]	
to help ———		[desired outcome]	_
		[desired outcome]	
[desir	ed outco	me, continued]	?
[desir	ca outco	me, continued	

HMW #3: The Analogous HMW :: Create an analogy based on the need or context. HOW MIGHT WE make	
[the need/over-arching goal]	
feel like	
	?

HMW #4: Designer's Choice : Create another HMW that leverages an unexpected resource OR uses an analogy. HOW MIGHT WE	
	?