

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

HMW #1: The Basic HMW

:: Flip your POV into a HMW question!

HOW MIGHT WE help / encourage
(circle one)



[specific person x, brief description of x]

to _____?
[verb statement of what it is x needs]

HMW #2: Identify an Untapped Resource

:: Consider the situation and how you might leverage an untapped resource.

HOW MIGHT WE use _____
[untapped resource]

to help _____
[desired outcome]

[desired outcome, 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

[a desirable situation in a separate context] ?

HMW #4: Designer’s Choice

:: Create another HMW that leverages an unexpected resource OR uses an analogy.

HOW MIGHT WE

?