








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# Learn more about How Might We and Crazy Eights

You're in the middle of the ideation phase of the design process. Ideation is critical in your role as a UX designer, in order to come up with lots of design solutions for the problems that users are experiencing.

One way to generate ideas is by conducting a competitive audit, which you just completed. Now, you'll use design thinking activities, like How Might We and Crazy Eights, to get your ideas flowing.

As a reminder, **How Might We** (HMW) helps you reframe a problem statement into questions that prompt you to come up with ideas for design solutions. If you want to learn more about HMW, revisit this video about [using How Might We to ideate](#)  and this reading about [best practices for HMW](#)  from earlier in the certificate program. You can also check out Stanford University d.school's tips on [How Might We questions](#) .

In addition, with the **Crazy Eights** activity, you sketch ideas for eight different designs, each with a new idea for solving the user's problem. For a refresher on Crazy Eights, check out this video about [using Crazy Eights to ideate](#)  and this reading about [best practices for Crazy Eights](#)  from earlier in the certificate program.

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