# Learn more about ideating with Crazy Eights and How Might We

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 program.

In addition, with the **Crazy Eights** activity, you sketch ideas for eight different designs, each with a new idea for solving the users' problem. For a refresher about 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 program.

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