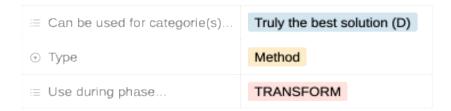


HOW MIGHT WE...?





WHAT

How Might We (HMW) questions are a structured brainstorming technique used in design thinking and problem-solving processes. They are open-ended questions that reframe challenges or problems as opportunities for creative solutions (e.g. how can we deliver healthy food to our customer?). You can also combine it with your Persona (e.g. how can we support X to be more active?).

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