

How Might We (HMW) Statement

Team Potatoe Titans

ACTION you want to achieve (e.g. verb), **SUBJECT** to be influenced or affected, so that... **WHAT** you would like to ideally achieve (outcome)?

1 Action

Redesign, encourage,
improve, solve,...

2 Subject

millennials, sales managers,
retired women, CEOs, ...

3 Outcome

frictionless, affordable, fun,
engaging, ...

encourage

citizens

sustainable
transportation

HMW encourage citizens to use the folding bikes for sustainable transportation?