

How might we...?

Use this format to frame the challenge.

Project name:

Re-formulate your problem statement into a "How Might We..." challenge for you to solve. The three words "how", "might" and "we" set a direction that is: solution-oriented (how), optimistic (might), collaborative (we).

These should be the guiding principles in how to frame such challenge:

- A. Is the question focused on ultimate impact?
- B. Does the question allow for a variety of solutions?
- C. Does the question take context and constraints into account?

How might we
[verb]

for the
[persona]

so that they?
[insight]

How might we...?

What is it and how to use it?

How might we...? is a format for formulating the challenge that you are addressing. The How might we...? question should provide direction and be inspirational. Importantly, for it to spur qualitative and innovative ideas it has to be quite specific, yet not so narrow that it embeds a solution.

When to use it?

Use this framework after you have done the PoV statement to re-formulate your problem into a challenge to solve. This is just a different way of saying what you uncovered in the PoV exercise.

How to use it?

A too broad challenge will not give any direction and no guidance where to start, and typically render either very high level or shallow ideas.

A too narrow formulation often render solutions that does not achieve the intended impact, only addresses a subset of the problem space, or does not even respond to the challenge at all as it is limited by an assumed "solution" in the formulation.

Below is an example.

Challenge formulation (good):

How might we prolong and optimize battery usage and circularity/recycling of their scarce resources on a global scale?

Too narrow:

How might we connect and locate batteries to monitor their status in a centralized platform to improve how those are being used, prolong their life cycle and improve recycling?

Focusing on just connectivity and a platform makes this too specific. The solution is already being dictated. It may be a part of the solution, but to state it already in the challenge limits the wider set of ideas that could be generated.

Too broad:

How might we track batteries?

It is a nice challenge, but this question does not point towards an ultimate impact, neither does touch upon why batteries should be tracked, i.e. it does not provide any direction. The aim here is to improve the life cycle of batteries, not to just keeping track of them.