



# HOW MIGHT WE...?

## FORMAT

How might we (explain what outcome are you trying to make possible) ?

## TRY WRITING A FEW VERSIONS.

Focus on the outcome you want, not how you might get there. Remember: Ask “How?” to narrow scope, and “Why?” to broaden scope.

How might we make learning to drive more accessible & affordable ?  
what outcome are you trying to make possible

How might we decrease the number of female applicants on waitlist at the driving school ?  
what outcome are you trying to make possible

How might we increase the chances of women to apply to the license test directly ?  
what outcome are you trying to make possible

How might we have more qualified & confident female drivers on roads ?  
what outcome are you trying to make possible



# PROBLEM STATEMENT & HYPOTHESIS

## PROBLEM STATEMENT

Define the problem that your users are facing.

Amal

Amal Mohammed

persona

needs a way to

to be properly trained how to drive so she can

obtain the license in timely fashion

because

user's need

she wants to commute to work, save money & be fully

independent

insight

## HYPOTHESIS

What can you do to address the problem?

We believe that by introducing a private one to one

driving training service

for

doing something/creating a type of experience

potential female drivers

we will achieve

these people/personas

having more qualified & confident female drivers on the street

this outcome

We will know this to be true when

nearly 80% of our trainees apply for the license test immediately

after finishing our training program and obtain their licenses

we see this feedback/qualitative insight/quantitative measurement