



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 train perspective female driver in Jeddah ?
what outcome are you trying to make possible

How might we decrease the waiting list for Jeddah's driving school ?
what outcome are you trying to make possible

How might we increase the chances of driving training ?
what outcome are you trying to make possible

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



PROBLEM STATEMENT & HYPOTHESIS

PROBLEM STATEMENT

Define the problem that your users are facing.

Amal Mohamed
persona needs a way to
to find a place to train her how to drive less cost
and flexible time because
user's need
she want to be fully independent and save her money
insight .

HYPOTHESIS

What can you do to address the problem?

We believe that by introducing a service speaiclized
in providing private driving training for
doing something/creating a type of experience
Amal mohammed we will achieve
these people/personas
Qualified trained female driver, with less cost and flexible
time and fast for her.
this outcome .

We will know this to be true when she get her
driving license by passing the official test from the first time
we see this feedback/qualitative insight/quantitative measurement .