



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

UXD Lesson Lab
Problem Definition

PROBLEM STATEMENT & HYPOTHESIS



PROBLEM STATEMENT

Define the problem that your users are facing.

Amal Mohammed

needs a way to

persona

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

We believe that by introducing a private one to one

driving training service that is based on the user's availability and

with an affordable price for

doing something/creating a type of experience

HYPOTHESIS

What can you do to address the problem?

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 lic

ense. s

we see this feedback/qualitative insight/quantitative measurement