



» Translate your observation of a user's need.

First you want to come up with ideas how to help the user to fulfill the observed need.

TRANSLATION (10 min)

Formulate your How-Might-We-Question.

4 min: **How might we help** Name of your user

to Need or quote that you want to find an answer to. Choose from your interview documentation what inspired you the most.

3 min: **Who is an Extreme Performer** in what you want to achieve for the user?

Think of other fields of life.

3 min: **Come up with three ideas** to solve the How-Might-We-Question.

How would the Extreme Performers solve the problem? Take it as an inspirational springboard.

IDEA (5 min)

Select one idea and give it a name

Description Product, process, service, ...

Key function for user Helps the user to better (functional need) ...

Emotional benefit So that the user feels (emotional need) ...

Your name and contact information optional