

ysdn_
_4003

How
Advanced Topics
Might
in Interactivity
We

Week 2

September 17 2019

IDEO

ideo.com

Initially developed by the American multi-national Procter & Gamble in the 1970's and highly leveraged by the design agency IDEO, the "How Might We" technique allows

How Might We

September 17

IDEO

ideo.com

participants to
generate potential
design opportunity.

Definition

Definition

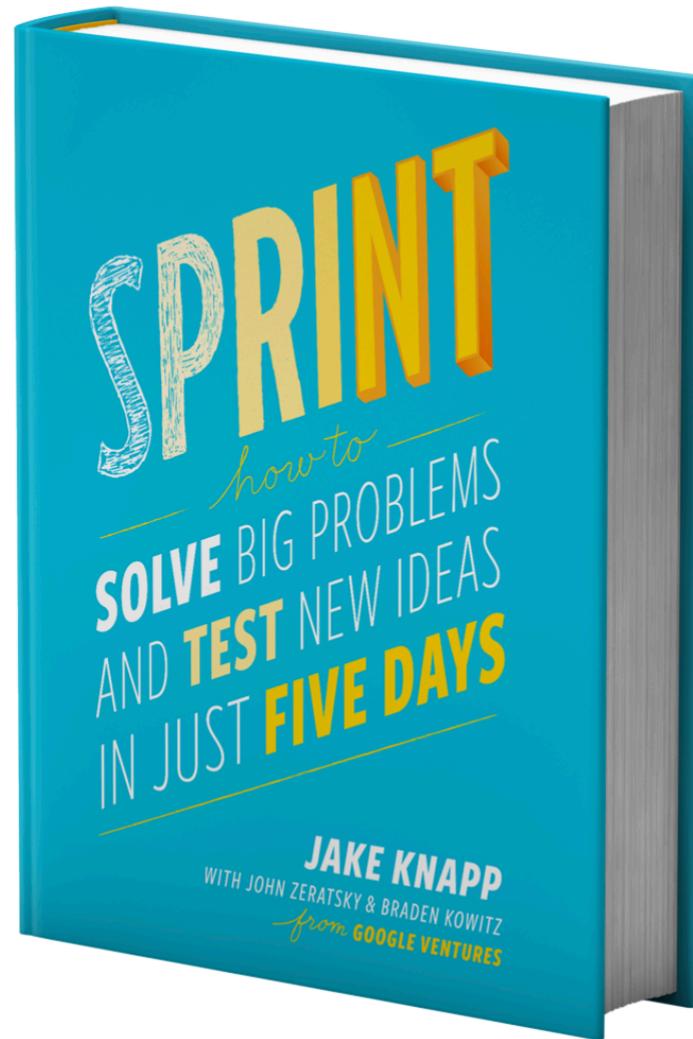
Every problem is an opportunity for design. By framing your challenge as a How Might We question, you'll set yourself up for an innovative solution.

From Design Kit, <http://www.designkit.org/methods/3>

It's important to mention that, this framework has no intent to suggest a particular solution, rather, it provides you with a perfect idea for thinking about the solution.

The Design Sprint

The Design Sprint

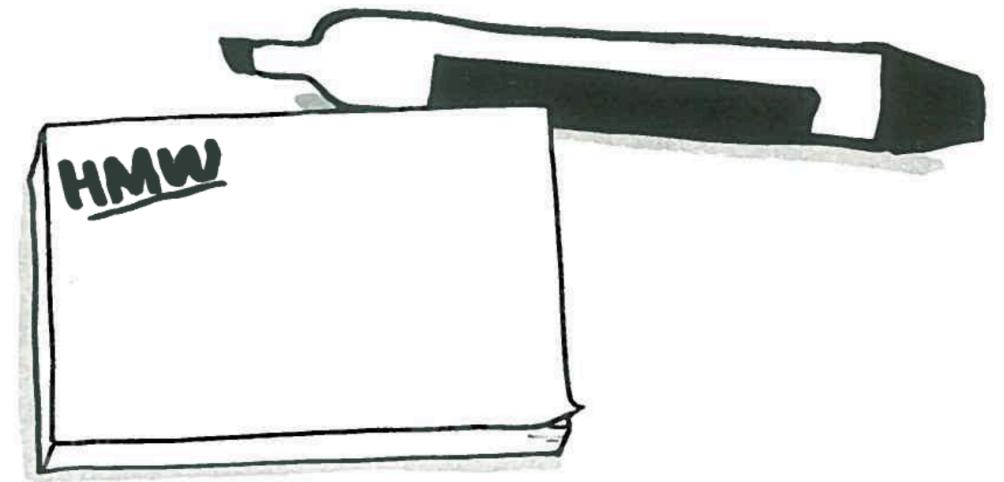


The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers.

- The Design Sprint, <http://www.gv.com/sprint/>
- Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days
- <https://www.amazon.ca/Sprint-Solve-Problems-Test-Ideas/dp/150112174X>

Instruction

The Design Sprint



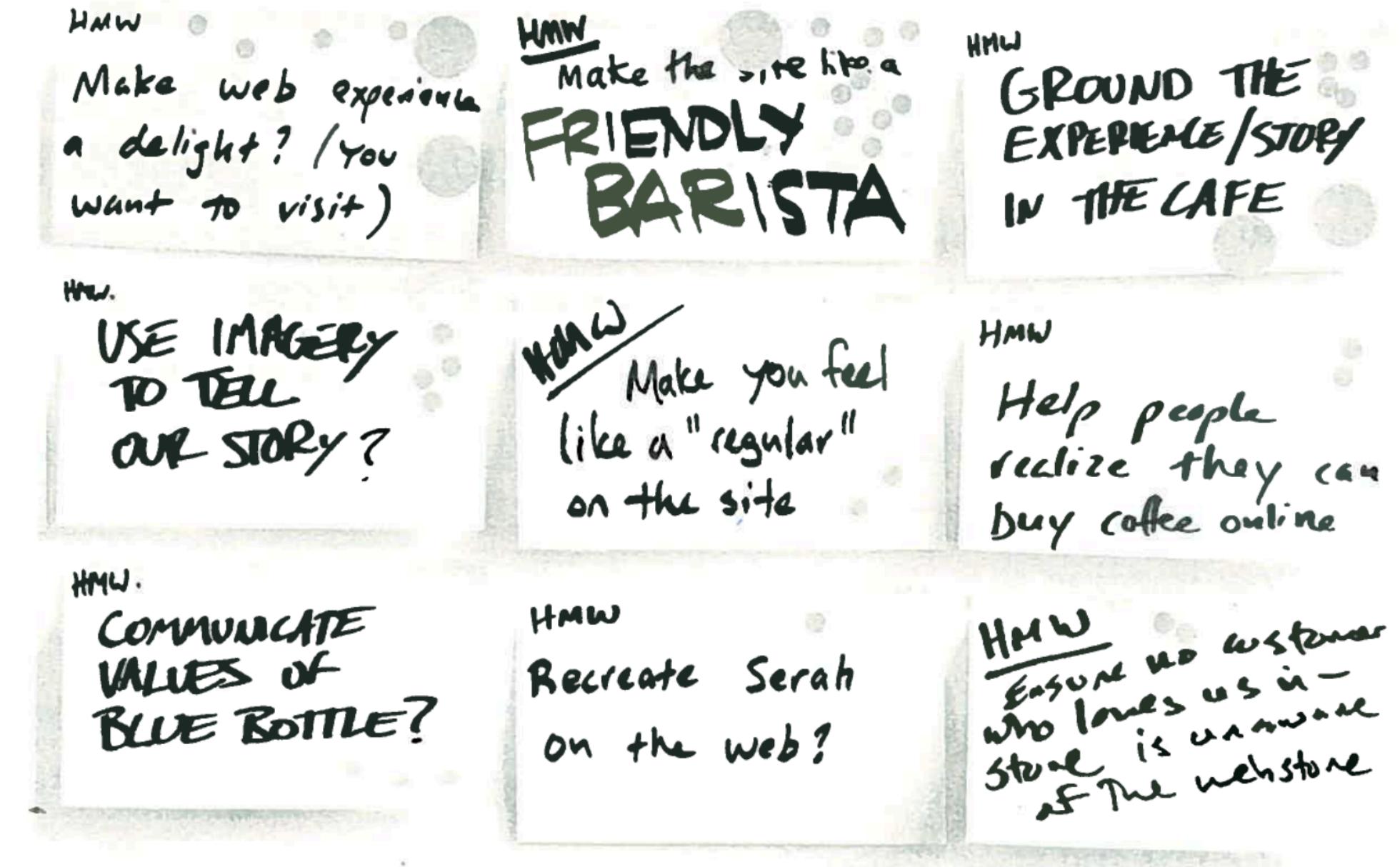
Sprint: How to Solve Big Problems and Test New Ideas
in Just Five Days - Page 75

Every person got one pad of sticky notes and pen and was instructed to do the below:

- _ Put the letters “HMW” in the top left corner of your sticky note
- _ Wait
- _ When you hear something interesting, convert it into a question (quietly)
- _ Write the question on your sticky note.

Examples

Sprint: How to Solve Big Problems and Test New Ideas
in Just Five Days - Page 74



Some of Blue Bottle Coffee's How Might We notes.

Reminder

Keep in mind that, at this stage, no HMW question is right or wrong. If you do have a lot of post-its, it means the topic is original and inspiring.