



# HOW MIGHT WE...

## Preparation & Instructions



### Description

'How Might We', or short HMW, questions are used by designers to transform problem statements or challenges into opportunities throughout the initial phases of the process of solutions finding.

It is meant to rephrase previously stated problems and challenges as opportunities as an ideal starting point to then solve the initial challenges.

Take care that questions are neither too broad nor too narrow to ideate solutions later on like this:

*"How might we design a product that makes our users feel confident and secure during their online financial transactions?"*

A too narrow HMW question is this one:

*"How might we design a product that helps users deposit their paycheques in three easy steps by using a guided workflow?"*

A too broad HMW question could be

*"How might we design the world's most innovative banking app?"*

**How** guides team members to believe the answer is out there.

**Might** lets everyone know that there's the possibility (and opportunity) of failure

**We** reminds that solution finding and service design is teamwork

### How to conduct

**Duration:** 30min

#### Resources:

- Previously defined challenges
- Other research data (if available) like slides, graphs and insights (paper-based or digital)

**Material:** Pens, post-its

**Participants per team:** 3-10

#### Instructions:

1. Introduce the template to the participants and the goal of the exercise. Define the focus of what is the reasoning behind moving from challenges to 'How might we's...?'
2. Divide participants in groups, if necessary
3. Ask the teams to fill up to 5 HMW statements for each challenge. Ensure that it is clear that at this point the team is starting to look for solutions instead of challenges.
4. A quick discussion or voting session can finally help to identify the final HMW question to be used for the generation of ideas



# HOW MIGHT WE... TEMPLATE

Transform the previously identified challenges into opportunities by rephrasing them as 'How might we...?' questions

HOW MIGHT WE...

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HOW MIGHT WE...

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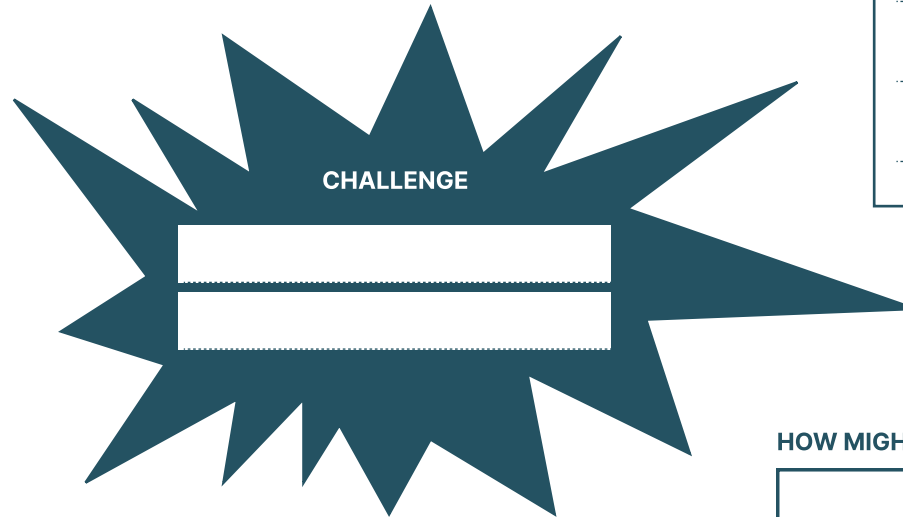
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HOW MIGHT WE...

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CHALLENGE

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