

# “HOW MIGHT WE” QUESTIONS

## HOW MIGHT WE...?



### WHY create how might we questions

“How might we” (HMW) questions are short questions that launch brainstorm. HMWs fall out of your point-of-view statement or design principles as seeds for your ideation. Create a seed that is broad enough that there are a wide range of solutions but narrow enough that the team has some helpful boundaries. For example, between the too narrow “HMW create a cone to eat ice cream without dripping” and the too broad “HMW redesign dessert” might be the properly scoped “HMW redesign ice cream to be more portable.” It should be noted, the the proper scope of the seed will vary with the project and how much progress you have made in your project work.

### HOW to generate how might we questions

Begin with your Point of View (POV) or problem statement. Break that larger challenge up into smaller actionable pieces. Look for aspects of the statement to complete the sentence, “How might we...” It is often helpful to brainstorm the HMW questions before the solutions brainstorm. For example, consider the following POV and resulting HMW statements.

| USER                  | +       | NEED                         | + | INSIGHT                                                                                                                       |
|-----------------------|---------|------------------------------|---|-------------------------------------------------------------------------------------------------------------------------------|
| An overworked husband | (needs) | to feel good about recycling |   | When things pile up he feels behind. And ultimately the big pile on the curb feels more like generating waste than doing good |

- How to reduce the size of the recycling pile?
- How to make the husband feel good about a big pile?
- How to reduce the amount of work involved in gathering all the house piles?
- How to eliminate overflowing recycling bins?
- How to make the husband feel ahead of the game?
- How to make the husband feel less overworked?
- How to make recycling feel less like waste?