

how might we

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How might we statements are an active way of framing insights as opportunities. HMWs create the space to respond and explore different creative responses

They include:

The challenge or issue framed in a positive way as an opportunity

Who is impacted or benefits

The outcome we are trying to achieve (without naming a solution)

Tips

- Frame it around a user need
- State the challenge in a way that opens up space for creative responses (is it inspiring?)
- Don't include the solution, but do name the key stakeholders and what the outcome or creative tension is that we are dealing with

Consider

- What is the issue we are trying to respond to?
- What is the benefit we are trying to bring for stakeholders?

For example:

How might we enable champions to continue their work beyond the project end date?

Can you identify:

The who?

The outcome?

The tension/opportunity/
challenge?

