



What are How Might We's?

"How Might We" (HMW) statements are small but mighty questions that allow us to reframe our insights into opportunity areas and innovate on problems found during user research.

The "How Might We" template was first introduced by Procter & Gamble in the 1970s and adopted by IDEO. The technique has become popular in design thinking and is used by design teams worldwide.



Why do we need them?

They are a rewording of the core need, which you have uncovered through user research.

They help teams focus on user needs and problems, rather than just jumping straight to solutions.

These statements help inspire user-centered design!



Why are they called “How Might We’s?”

"How" suggests that we do not yet have the answer.

"Might" emphasizes that there are many different paths we can go down when thinking about solutions.

"We" immediately brings in the idea of teamwork.

Define Problem



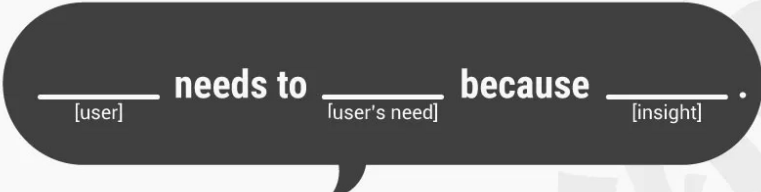
Example of defining user, need, and insights

A model to use for this is: user [fill in user]
needs to [fill in need] because [fill in insight].

For example,

An expecting parent (user) needs to set up
an investment savings account (need)
because they want to plan for their child's
future education, but are overwhelmed by
choice and how to set up a proper savings
account. (insight)

Point of View Madlib



_____ needs to _____ because _____.
[user] [user's need] [insight]

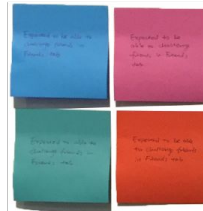
Point of View Template – Example

User	Need	Insight
An adult person who lives in a city	To use a car for 10-60 minute trips 1-4 times per week	The user would not want to own his own car as it would be too expensive compared to his needs. He would like to share a car with others who have similar needs, however, there are no easy and affordable solutions for him. It's important for the user to think and live green and to not own more than he truly needs.

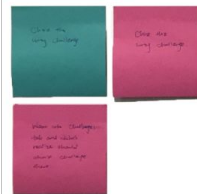
Affinity Mapping

You could also try affinity mapping to organize and prioritize problem areas, pain points, and opportunities you discovered throughout your research.

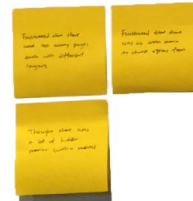
CHALLENGE IN FRIENDS TAB



CHALLENGES TAB



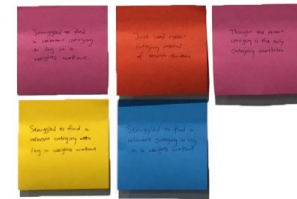
LAYOUT



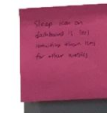
LOG EXERCISE



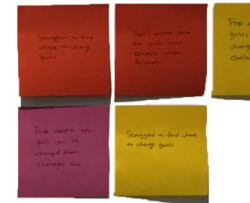
EXERCISE CATEGORY



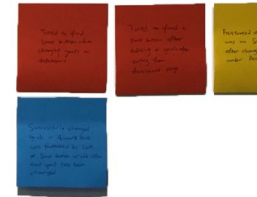
SLEEP ICON



CHANGE GOALS



SAVING CHANGES



ADVENTURES FEATURE



Start “How Might We” Process



How do you create “How Might We’s”?

Reframe as Questions

Now, try reframing your insight statements as “How Might We” questions to turn those challenges into opportunities for design.

We use the “How Might We” format because it suggests that a solution is possible and because they offer you the chance to answer them in a variety of ways.

Example:

Problem: Users aren't aware of the full product offerings.

HMW: How might we increase awareness of the full product offerings?



How Might We Template

Insight statement

How might we

make choosing an investment savings plan easier

for

expecting adults

so that

they feel confident in their choice?



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How Might We Template

Insight statement

How might we

provide education about an investment savings account

for

future parents

so that

they are not so confused?



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Write as many “How Might We’s” as you can

Essentially, you put "How might we" in front of your smaller problem areas using that formula.

How might we [intended experience] for [user] so that [desired effect].

-
- | | |
|--|---|
| ● Helping with <u>choice</u> → | ● How might we make <u>choosing</u> an investment savings plan easier for expecting adults so that they feel confident in their choice? |
| ● Helping with the <u>process</u> → | ● How might we make the <u>process</u> of choosing an investment saving account clear, so future parents are not overwhelmed? |
| ● Helping with <u>educating</u> on investment savings accounts → | ● How might we <u>educate</u> expecting parents about an investment savings account so they are not so confused? |

How Might We (HMW) Statement

Team

ACTION you want to achieve (e.g. verb), **SUBJECT** to be influenced or affected, so that... **WHAT** you would like to ideally achieve (outcome)?

1

Action

Redesign, encourage,
improve, solve,...

2

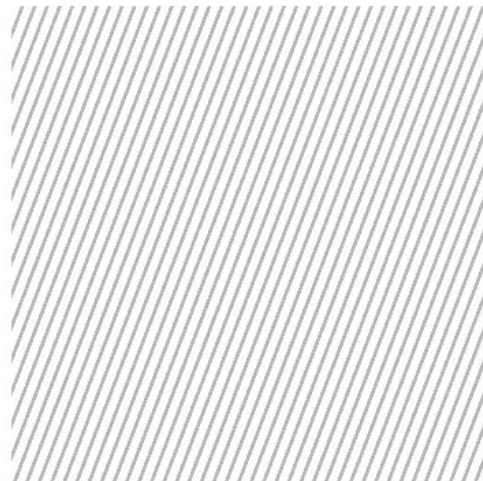
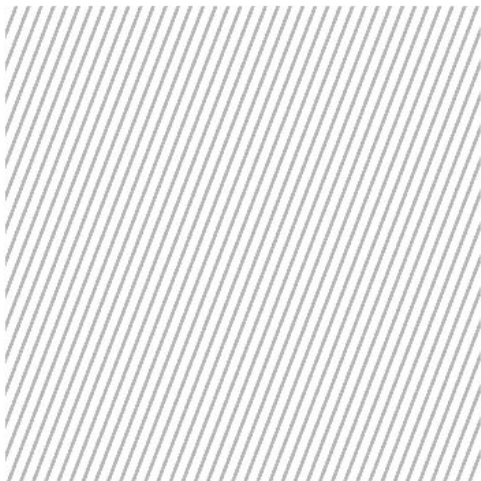
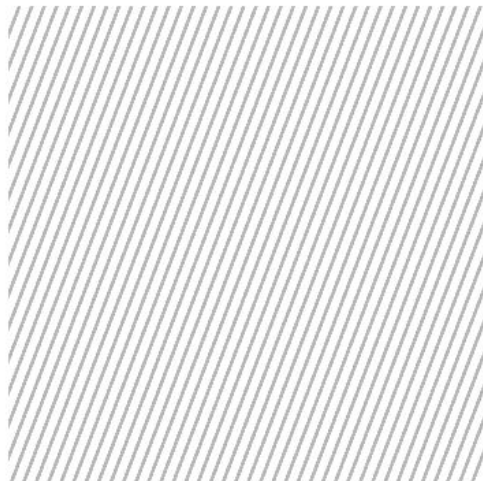
Subject

millennials, sales managers,
retired women, CEOs, ...

3

Outcome

frictionless, affordable, fun,
engaging, ...



Example: HMW redesign the contraceptive buying experience for teenage girls to make it less stigmatising?



If you are feeling stuck, then change the HMW angle

POV/Problem statement: People who like to listen to podcasts need to be able to easily bookmark or save interesting parts of podcasts while commuting because having to find these points afterward is time-consuming and difficult.

Amp up the good: HMW make an entire podcast interesting for users?

Remove the bad: HMW present interesting parts of podcasts to users?

Explore the opposite: HMW make finding interesting parts of podcasts the most exciting part of listening to podcasts?

Question an assumption: HMW make podcasts more tactile or voice-assisted?

Go after adjectives: HMW make bookmarking or saving easy instead of difficult?

ID unexpected resources: HMW use other apps to make searching within podcasts easier?

Create an analogy from need or context: HMW make bookmarking or saving interesting parts of podcasts like a game?

Play against the challenge: HMW make searching for interesting parts of a podcast something people want to do?

Change the status quo: HMW make the search experience inside a podcast more delightful?

Break POV into pieces: HMW make searching entertaining? HMW make it possible for people to bookmark on-the-go? HMW reduce time spent searching for interesting parts of a podcast episode?

Write Themes and Cluster "HMW" Sticky Notes under them. Then Prioritize the "HMW's" and Themes.

Gallery

HMW set up the gallery so matches won't necessarily be chosen on aesthetic alone?

HMW: Reduce the amount of unintended users from the pool of potential matches?

Usability

HMW provide opportunities to help all users to get equal numbers of matches as women currently do?

HMW: Make the user interface more immediately intuitive and easy for beginners to navigate?

HMW: Utilize emerging technology to enhance the pre-existing experience?

HMW: Allow Tinder to remain profitable without restricting necessary features behind a paywall?

HMW address the safety issues presented by the current app?

HMW maintain Tinder's identity while also introducing useful new features?

Inclusivity

HMW make the app more open to casually curious relationships?

HMW make the platform more inclusive to all gender/age/sexualities?

HMW: Allow users to accurately represent themselves to potential matches?

Human Connection

HMW better narrow down the potential matches so the end results are more compatible?

HMW encourage users to make the first move/connection?

HMW: Make the introduction process exciting and less intimidating?

HMW allow users to feel safer going to meet matches in person?

Write "How Might We's"

Zoom Users want to be able to easily share the meeting when necessary.

How might we make the meeting easier to share from within the zoom?

Zoom Users would feel much more confident with the app if the product offered a tutorial and instructions.

How might we onboard zoom users so they feel confident in how to use the application?

Zoom Users are more likely to use the Raise Hand function if told that they had to dismiss the have after use.

How might we offer explanations for the different features in Zoom ?

Zoom Users are unsatisfied with the inconsistent UI across multiple devices.

How might we make Zooms interface behave similarly across any and all devices.

Zoom Users want closed captions as an option for their audio output.

How might we present and provide closed captions for the our zoom users' audio?

Zoom Users believe that the product does not offer closed captioning because the settings for it are too hidden.

How might we make it clearer to find closed captioning options?

Zoom Users wish to have interpretable audio in their meetings.

How might we make distribution of audio more interpretable to our users?

Zoom Users want to be able to copy and paste from the chat.

How might we make it so that zoom users can copy and paste in the chat?

Zoom Users wish the chat function made it easier for them to communicate.

How might we make the chat function more accessible?

Zoom Users wish to be able to see the presenters video and the other members.

How might we restructure the layout of the gallery and speaker view options?

Zoom Users would think more highly of the app if a link took them to it directly, rather than a browser window.

How might we streamline the journey from link to application?

Zoom Users wish the chat function was more helpful.

How might we improve the chat function of zoom?

Zoom Users wish they could communicate their status during a zoom.

How might we

Zoom Users would benefit from a central location for their zoom meetings.

How might we organize the users

Write Themes and Cluster "HMW" Sticky Notes under them. Then Prioritize the "HMW's" and Themes.

Chat

How might we make the chat function more accessible?

How might we make it so that zoom users can copy and paste in the chat?

How might we improve the chat function of zoom?

Accessibility

How might we make it clearer to find closed captioning options?

How might we make distribution of audio more interpretable to our users?

How might we present and provide closed captions for the our zoom users' audio?

Onboarding

How might we onboard zoom users so they feel confident in how to use the application?

How might we offer explanations for the different features in Zoom ?

Improving zooms social aspect

How might we provide options for zoom users to add status communicators during a zoom?

How might we make the meeting easier to share from within the zoom?

How might we organize the users personalizations and meetings?

How might we restructure the layout of the gallery and speaker view options?

Improving zooms social aspect

How might we make Zooms interface behave similarly across any and all devices.

How might we streamline the journey from link to application?

Asking the Group

HMW:
Help the organisers
promote their
syndicates?

Collecting Money

HMW:
Own the conversation
around payments
and due dates?

HMW:
Remove responsibility
from the organiser
to chase people up?

HMW:
Let joiners pay via
the method they
find convenient?

Getting the ticket

HMW:
Work out what the
group can get with
the \$\$\$ raised.

HMW:
Let everyone in the
group pick their
favourite numbers

Sharing the Ticket

HMW:
Make it easier to
share ticket details?

HMW:
Make the process
more transparent?

Having "if we won" chats

HMW:
Facilitate these 'if we
won' conversations?

HOW

MIGHT

WE?

STAFF

Ensure staff
are well trained

Help staff
prepare for
in store vs app
orders

Get buy-in
from store staff

HMW...
make a users
day easier + more
objective?

HMW...
MAKE CUSTOMERS
LEAVE FEELING
HEALTHY WHILE
STILL CAFFEINATED

HMW... ✗
~~we~~ create
trust between
the user + Barista

HMW...
make ingredients
more accessible
to users?

Group 1
Users

Group 2
Barista

Group 3
Menu

HMW...
make users
more aware?

HMW...
educate our
Barista's ~~to~~
create empathy

HMW...
TAKE NOTE
OF RESTRICTIONS
& PREFERENCES
(vegan, "light"
dietary restrictions)
IN AN EASY WAY

HMW... 2
MAKE OUR
USER FEEL
CONFIDENT
ABOUT THEIR
CHOICES

HMW... 2
~~we~~ make the
user trust the
Barista more.

HMW... 1/2
MAKE OTHER
CAFFEINATED
DRINKS A
REALISTIC
ALTERNATIVE?

HMW... 1/2
generate
suggestions?