

HOW MIGHT WE

IDEO, Danish Design Center

Complexity: medium

Time required: 30-60 minutes, participants divided in groups

Material required: Persona canvas, pens

What is it for?

“How might we” questions are an effective tool when moving from conclusions or challenges to new ideas and opportunities. These questions translate problems identified in positive challenges e.g. if the problem identified is the lack of customer toilets the How-might-we question could be “How might we provide sufficient washrooms for all customers?”. What seems to be a small detail in articulation can help to transform problems into opportunities.

Instructions/Tips

- Each participant writes down one individual How-might-we (HMW) on a post-it.
- The individual HMW's are presented to the rest of the group, and the group decides which one to use. It is also possible to combine two or more HMW's into one.
- Each group gets a “How Might We” canvas and answers the three questions.
- Concretize the How might we by defining the target group and the value of answering the question and solving the challenge

HOW MIGHT WE

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FOR WHOM... (TARGET GROUP)

WHY... (WHICH VALUE)