



How might we...?

TEAM NAME:

DATE:

THE ONE PAGE HOW MIGHT WE

1. Identify your HMW ingredients

Challenge What do you want to achieve?	Stakeholders Who is involved, directly or indirectly?	Insights What's your interpretation of observed patterns?	Context Where and how does it happen?

2. Formulating HMWs

Intention Statement <i>What do you do?</i>	User / First Actor <i>Who are you solving the problem for?</i>	Action <i>What should the user do?</i>	Object / Second Actor <i>Who, what, when, where?</i>	Goal / Context <i>What should be achieved?</i>
HMW...				
<i>enable</i>	<i>Tom, a stressed out dad</i>	<i>find time</i>	<i>with his kids</i>	<i>during a busy day full of boring online meetings?</i>

Tips : Try HM We, You, Our team...

Be aware: verbs might focus on fixing the current (improve), or doing something new (re-think).

Change focus between involved parties and environments that are part of the POV.

Who or what is involved in this situation? When is the situation taking place. Try switching the second actor(s) with your user and see what happens.

You can set a goal to narrow down the question. However, this should not be a solution but a direction that lets you come up with many ideas.

3. Evaluating HMWs

<i>Inspiring</i>	<i>...</i>	<i>...</i>
<i>OK</i>	<i>dig into 'time usage'</i>	<i>OK</i>

Evaluate HMWs and note how you can improve them to lead to a more diverse set of ideas.

SUGGESTED EVALUATION CRITERIA

- A Insightful / Unexpected
- B Inspiring
- C Uncomfortable / Provoking

- D Clear / Plain language
- E Emotional / Drastic
- F Believable / Realistic

- G Spatial / Contextual
- H Memorable / one idea
- I Impactful / big

- J Gut feeling
- TB Not Too Broad
- TN Not Too Narrow

Also see booklet for criteria details.