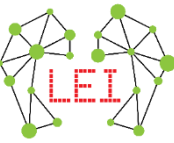


define

HOW MIGHT WE (HMW) STATEMENT

Bad Example: (We need more description for the users and avoid putting a solution as your statement)



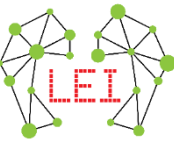
HOW MIGHT WE help / encourage

Farmers

To

Build an organic farm?

Bad Example: (We need more description for the users and avoid putting a solution as your statement)

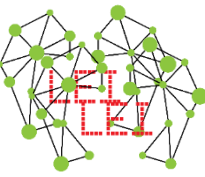


HOW MIGHT WE help / encourage

Farmers

To

Build an organic farm?



Example:

HOW MIGHT WE help / encourage

Farmers, especially mushroom
farmers

To

Learn about the effective ways to
create an organic mushroom farms?

HMW #1: The Basic HMW

:: Flip your POV into a HMW question!

HOW MIGHT WE help / encourage
(circle one)



_____ [specific person x, brief description of x]

to _____?
[verb statement of what it is x needs]

HMW #2: Identify an Untapped Resource

:: Consider the situation and how you might leverage an untapped resource.

HOW MIGHT WE use _____
[untapped resource]

to help _____
[desired outcome]

_____?
[desired outcome, continued]

HMW #3: The Analogous HMW

:: Create an analogy based on the need or context.

HOW MIGHT WE make

_____ [the need/over-arching goal]

feel like

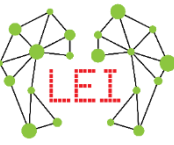
_____?
[a desirable situation in a separate context]

HMW #4: Designer's Choice

:: Create another HMW that leverages an unexpected resource OR uses an analogy.

HOW MIGHT WE

_____?



Other HMW Example:

- HMW make eating healthy the coolest thing to do?
- HMW reduce the size of the recycling pile?
- HMW provide aspiring developers with the resources they need to grow and learn?
- HMW promote the concept of Sustainable Development Goals to the UG students on campus?
- HMW improve the ways to obtain technology resources for the elderly at Tuen Mun District?