How Might We

Transform a problem or observation into a solvable question that will open up things for ideation and exploration.

BEFORE THIS WORKSHOP:

1. HMW questions are best used after pain points are identified in journey maps or other tactics (e.g., Five Whys User Testing, etc.). Note: if done as part of journey mapping, you can structure a journey mapping session around the different swimlanes in the journey map (e.g., Tasks, thoughts and feelings, opportunities as one segment; HMW question formulation as a separate segment; Opportunities (ideation) as another segment). Document everything on the journey map, afterwards.

RUNNING THIS WORKSHOP (30-60 minutes)

Participants: Key stakeholders, project team members

Instructions:

1 EXPLAIN HOW THIS WORKSHOP WILL RUN

1. Whoever did the research (e.g., interviews) or generated the insights and input (e.g., journey map) will play them back to the group
2. As the playback is happening, participants will use stickies to note down any problems that they hear as ***How might we...*** questions
3. Solo work: participants will then take some additional time to finish noting HMW questions and also place them beside the relevant research/insights
4. Facilitator: will lead the group in sorting the notes to find common themes, start with one and ask if participants have put down a similar note
5. The themes will be prioritized

2 EXPLAIN HOW TO WRITE A "HMW" QUESTION:

Rephrase a problem you hear as a question, so that it asks for a solution, e.g.:

Problem: customers aren't contacting us when they have an issue with their product

Question: How might we get customers to contact us when they have an issue with our product?

Tip: ask yourself if you questions allows for a variety of solutions. If it doesn't broaden it.

3 GO!

Follow steps 1-5 in #1, above.

AFTER THIS WORKSHOP:

1. Use the Crazy Eights or T-Bar Format for brainstorming to generate ideas for solving your problems and answering the question(s)

1 REVIEW THE RESEARCH/INSIGHTS

[Research findings, insights here and pain points here]

HOW MIGHT WE.... QUESTIONS

2 IDENTIFY HMW THEMES

3 PRIORITY MAP

HIGH COST

SMALL PROBLEM — BIG PROBLEM

LOW COST

Pick criteria participants find important. Here are some commonly used examples (remove this before the workshop):

- Impact vs. Effort
- Risk vs. Knowledge
- Urgency vs. Importance
- Business Needs vs. User Needs
- Business Value vs. Value
- Cost vs. Problem

Rank against the criteria, if people get stuck as "is this more or less than this one?" to get a sense of relativity between items.

Tip: the value of this criteria is not in the absolute rankings but in the discussion you have around it. Make sure to also capture notes on the arguments used in the discussion as well.