



HOW MIGHT WE STATEMENTS (HMW)

"How Might We" statements reframe problems as opportunities by focusing on the user's experience, not blame.

The words signal curiosity (How), possibility (Might), and teamwork (We), inviting creative, shared problem-solving.

"How Might We" statements should: remove the bad, emphasize the good, and challenge assumptions.

Example 1: Customers find it confusing and frustrating to renew their professional licenses online.

Good

How might we make license renewal clearer and easier?

Better

How might we make renewal as quick and simple as a one-click purchase?

Best

How might we make renewal as automatic as a library book checkout?

Example 2: Residents struggle to find and understand the right public services for their needs.

Good

How might we make it easier for residents to find the services they need?

Better

How might we guide residents to the right services as easily as using a GPS for directions?

Best

How might we create a service experience as personalized and intuitive as a streaming service's recommendations?

Practice: Completing the library's application for after-school programs is complicated and time consuming.

Good

Rephrase the problem as a question

Better

Be specific on a way to emphasize the good or desired future state

Best

Challenge an assumption using an analogy

NEXT STEPS: Write 3 ideas to solve *your* HMW statement, then write 2 more ideas building off your first ideas.

1.

2.

3.

Now you have 9 statements from each person to use in affinity diagramming!