

"How Might We" Approach



Using the approach
Template
Example

"How Might We" Approach

This approach helps you to facilitate collaborative and innovative thinking, and to generate user-centric solutions by framing challenges as opportunities. This approach is valuable if you are looking for effective ways to engage stakeholders in problem-solving, structured approaches to creating innovative solutions, and enhancing user experience by focusing on user needs. To be able to start, you must have a clear understanding of the challenge or problem at hand, gather a diverse group of stakeholders and users.

Tips for use

You can use this approach in a group setting or individually as a brainstorming exercise. To start, you need a defined problem or challenge, a collaborative environment (physical or virtual), and materials for note-taking and brainstorming, such as sticky notes or whiteboards.

How to use

You need to frame your problem in a way that invites creative solutions and encourage open-mindedness and active participation from all participants. You should gather participants with diverse expertise and perspectives. You need to invite users or gather information and insights from users and their needs.

Step 1: Define the Problem

Clearly articulate the problem you are trying to solve. Ensure that all participants have a shared understanding of the problem.

Step 2: Understand User Needs

Next, gather data and insights about your users through interviews, surveys, and observations. Create user personas to represent your target audience.

Step 3: Frame "How Might We" Questions

Transform the problem statements into "How Might We" questions. Ensure these questions are open-ended and inviting creativity. For example, instead of saying "We need to improve our product," ask "How might we make our product more user-friendly?"

Step 4: Brainstorm Solutions

Encourage participants to brainstorm answers to the "How Might We" questions. Use techniques like mind mapping or free writing to generate a wide range of ideas.

Step 5: Organize and Prioritize Ideas

Group similar ideas together. Evaluate and prioritize ideas based on feasibility, impact, and alignment with needs.

By following these steps, you can effectively use the "How Might We" approach to foster user-centric innovation with participants, ensuring that the solutions developed are aligned with needs and preferences.

