

# D4

## Dive in: activating the "digital" mindset

# How Might We

Every problem is an opportunity for design. By framing challenges as "How Might We" questions, the team will be paving the road for innovative solutions.



TIMEFRAME

45 – 90 minutes



GROUP SIZE

5 - 25



FACILITATION LVL.

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COMFORT ZONE

●○○

### Use it to...

- Provides a systemic view of the external environment
- Provides tools to respond proactively to the landscape
- You may want to use the results of this activity as inputs for the main activity in the afternoon session. If so, ask participants to save all the post-its from this activity for further use.



### MATERIALS AND OTHER REQUIREMENTS

- Context Map Canvas (template)

### LEARN MORE

- [Examples of HMW questions](#)
- [Summary + movie](#)
- [History](#)



# How Might We (HMW)

## Walkthrough

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### 1. Preparation

You should previously choose a specific purpose to work on: something that involves the use spatial data in the context of public services and a digital world for instance: "improving the experience of being an urban commuter across Europe. You'll also need to ensure a wall with enough free space to perform a brainstorm using post-its

### 2. Setup

Grab enough post-its and thin-markers for all participants and make them form a semicircle facing the free wall space

### 3. Dump ideas

The two TRENDS categories can be qualified by the group, so take a quick poll to determine what kinds of trends the players would like to discuss. These could be online trends, demographic trends, growth trends, and so forth. As you help the participants find agreement on qualifiers for the trends (conduct a dot vote or have them raise their hands if you need to), write those qualifiers in the blanks next to TRENDS. Then continue the process of requesting content and writing it in the appropriate space.

### 4. Pick an issue to work on

Ask participants to, one by one, read all ideas and to pick the one he/she would like the most to work on. Give 3 minutes to do this.

### 5. Present the HMW method

Present the HMW method value as follows: "You've just picked an insight statement that points to problem areas which pose challenges to the people you're supposed to be designing for.

And challenges tend to be difficult to start tackling with when formulated as problems. But if you reframe your insight statements as "How Might We" questions, you'll turn those challenges into opportunities for design. We use the How Might We format because it suggests that a solution is possible and because they offer you the chance to answer them in a variety of ways. A properly framed How Might We doesn't suggest a particular solution, but gives you the perfect frame for innovative thinking." Then provide cues about how to get the HMW questions right, illustrating with previously prepared post-its. You may use the example from link provided as reference.

### 6. Reframe problems as HMW questions

Ask participants to organize in teams of 4 and seat each team around a table. One-by-one, participants share the issue they picked and have all group members to reframe it as HMW questions. Each team member should write at least one HMW question per issue (1 question per post-it). After a complete round, covering all issues within the team, the group should choose one question for further refinement. Give 15 minutes to complete this step

### 7. Refine one HMW question

Hand each team a guideline with cues for improving HMW questions and ask them to refine their HMW question accordingly. Give 5 minutes to complete this step

### 8. Share

Each team should present their refined HMW question to the group and share what they learn in the process.