

How Might We



1. How might we? (HMW statements)

This will help you create ideas around any Challenge Statement you have created.

2. What is a HMW statement?

These are short sentences that help launch brainstorms. HMWs are created from your point-of-view statement or design principles as seeds for further ideas or concepts. Try and create a seed that can encompass a wide range of solutions but also creates helpful boundaries for the team.

