



HOW MIGHT WE \_\_\_\_\_ *[what: goal]*

SO THAT \_\_\_\_\_ *[who: stakeholder]*

CAN \_\_\_\_\_ *[why: insight]* ?

## “HOW MIGHT WE”?

*What solution options we can think of depends on how we understand the problem or task at hand. A frame guides what we notice, what we see as relevant to the challenge and what is background noise. Framing your goal with a “how might we” question helps to explicate your understanding of the issue.*

*Play around with multiple frames, trying out different what, who and why options. Have everyone in your team write a few alternative ones, and discuss your different versions.*

### TIP!

*You can construct the questions also from bottom to top, starting from a user research insight you felt was compelling and working your way up.*

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SO THAT \_\_\_\_\_

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