

How Might We (HMW) Statement

Team:

About this tool:

ACTION you want to achieve (e.g. verb), **SUBJECT** to be influenced or affected, so that... **WHAT** you would like to ideally achieve (outcome)?

1

Action

Redesign, encourage, improve, solve...

2

Subject

Millennials, sales managers, retired women,
CEOs...

3

Outcome

Frictionless, affordable, fun, engaging...

Example: HMW redesign the contraceptive buying experience for teenage girls to make it less stigmatizing?