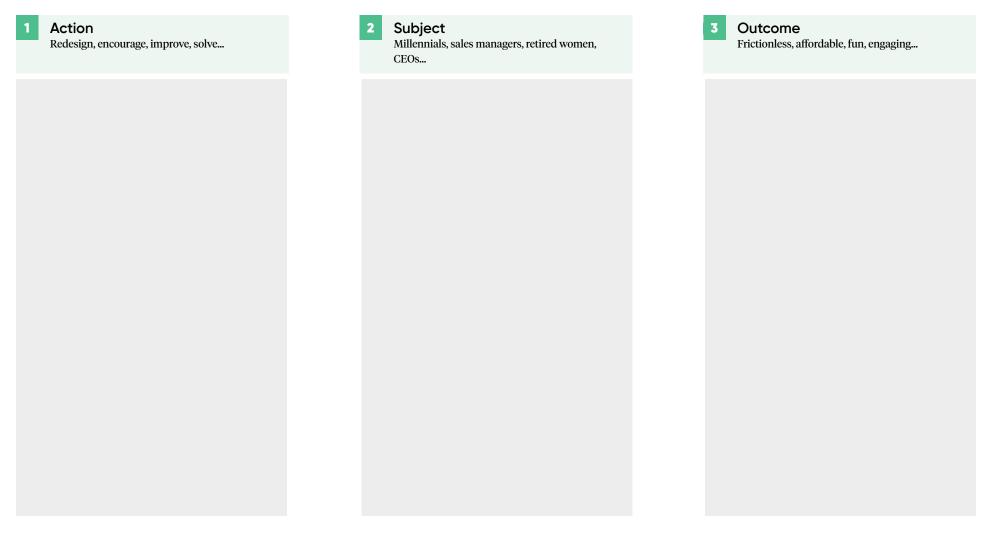
How Might We (HMW) Statement

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)?



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

