

## HOW MIGHT WE?

### TRY WRITING A FEW VERSIONS

FOCUS ON THE OUTCOME YOU WANT, NOT HOW YOU MIGHT GET THERE.

REMEMBER: ASK "HOW?" TO NARROW SCOPE, AND "WHY?" TO BROADEN SCOPE.

How might we \_\_\_\_\_?  
explain what outcome are you trying to make possible

How might we \_\_\_\_\_?  
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## PROBLEM STATEMENT & HYPOTHESIS

### PROBLEM STATEMENT

DEFINE THE PROBLEM THAT YOUR USERS ARE FACING.

\_\_\_\_\_ needs a way to \_\_\_\_\_  
user's need

because \_\_\_\_\_ .  
insight

### HYPOTHESIS

WHAT CAN YOU DO TO ADDRESS THE PROBLEM?

We believe that by \_\_\_\_\_ ,  
doing something/creating a type of experience

for \_\_\_\_\_ we will achieve \_\_\_\_\_ .  
these people/personas this outcome

We will know this to be true when \_\_\_\_\_ .  
we see this feedback/qualitative insight/quantitative measurement