Ideation
HMWs
“How Might We” Questions

**METHOD**

**“How Might We” Questions**

**WHY create how might we questions**

“How might we” (HMW) questions are short questions that launch brainstorms. HMWs fall out of your point-of-view statement or design principles as seeds for your ideation. Create a seed that is broad enough that there are a wide range of solutions but narrow enough that the team has some helpful boundaries. For example, between the too narrow “HMW create a cone to eat ice cream without dripping” and the too broad “HMW redesign dessert” might be the properly scoped “HMW redesign ice cream to be more portable.” It should be noted, the proper scope of the seed will vary with the project and how much progress you have made in your project work.

**HOW to generate how might we questions**

Begin with your Point of View (POV) or problem statement. Break that larger challenge up into smaller actionable pieces. Look for aspects of the statement to complete the sentence, “How might we...” It is often helpful to brainstorm the HMW questions before the solutions brainstorm. For example, consider the following POV and resulting HMW statements.

**Challenge:** Redesign the ground experience at the local international airport

**POV:** Harried mother of three, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because “annoying little brats” only irritate already frustrated fellow passengers.

**Amp up the good:** HMW use the kids' energy to entertain fellow passenger?

**Remove the bad:** HMW separate the kids from fellow passengers?

**Explore the opposite:** HMW make the wait the most exciting part of the trip?

**Question an assumption:** HMW entirely remove the wait time at the airport?

**Go after adjectives:** HMW we make the rush refreshing instead of harrying?

**ID unexpected resources:** HMW leverage free time of fellow passengers to share the load?

**Create an analogy from need or context:** HMW make the airport like a spa? Like a playground?

**Play **POV against the challenge:** HMW make the airport a place that kids want to go?

**Change a status quo:** HMW make playful, loud kids less annoying?

**Break **POV into pieces:** HMW entertain kids? HMW slow a mom down? HMW mollify delayed passengers?
How might we ...?

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Iterative: General overall concepts
Granularity: General overall concepts

Iteration 1: exploratory
Coarse significant alternatives
Iteration 2: clarification
Medium intermediate development
Iteration 3: resolution
Fine detailed refinement

Concept generation

Initial number of concepts
Initial number reduced
New ones added
Further reduction
Further addition
Further reduction
Further reduction
Convergence
Convergence
Convergence
Convergence

Concept selected
Extreme long shot (wide shot)
A view showing details of the setting, location, etc.

Long shot
Showing the full height of a person.

Medium shot
Shows a person’s head and shoulders.

Over-the-shoulder shot
Looking over the shoulder of a person.

Point of view shot (POV)
Seeing everything that a person sees themselves.

Close-up
such as showing details of a user interface a device the person is holding.
Next Steps
prepare 3 Storyboards for next Monday.
send Slides to matthias.hajek@tum.de before 12 a.m. on Monday