

Workshop

User Experience Design III

Day 4 - UX Tools & Methods

Session 2 - HMWs

Lecturer: Alexander Wiethoff & Beat Rossmly

Tutorials and Organization: Beat Rossmly

External Lecturers: Marin Zec (Celonis)



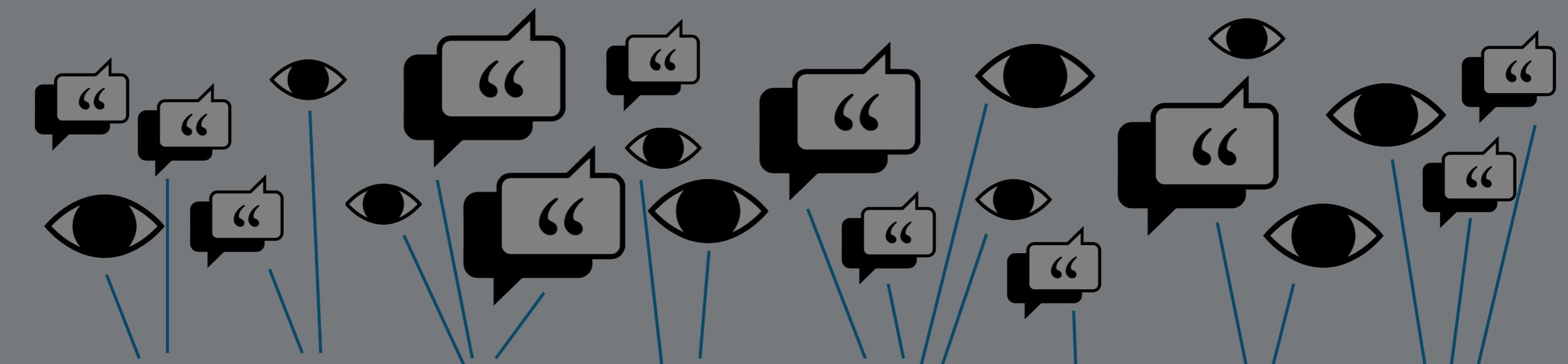
How Might We...?

How might we ...?

It is a way to translate insights from your research into opportunities.

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I N S I G H T S

O P P O R T U N I T Y A R E A

I D E A S I D E A S

C O N C E P T

How might we ...?

People often talk about the challenges they're facing by using language that can inhibit creativity instead of encouraging it.

How might we ...?

Sentences like:

„How can we do this?“

or „How should we do that?“

How might we ...?

Sentences like:

„How can we do this?“

or „How should we do that?“

Destroy creativity! Because they are
implying judgment.

How might we ...?

It starts with a simple question based on an insight you have found.

How might we ...?



„I have to go to several supermarkets to get everything I need in an organic quality.“

How might we ...?

Your insight: „Buying organic is not as convenient as regular food“



„I have to go to several supermarkets to get everything I need in an organic quality.“

How might we ...?

„How might we design better food packaging?“

How might we ...?

How might we design better food packaging?

How might we help people to manage using up food before expiry?

How might we ...?

How might we design better food packaging?

How might we help people to manage using up food before expiry?

How might we improve access to a broad range of organic food?

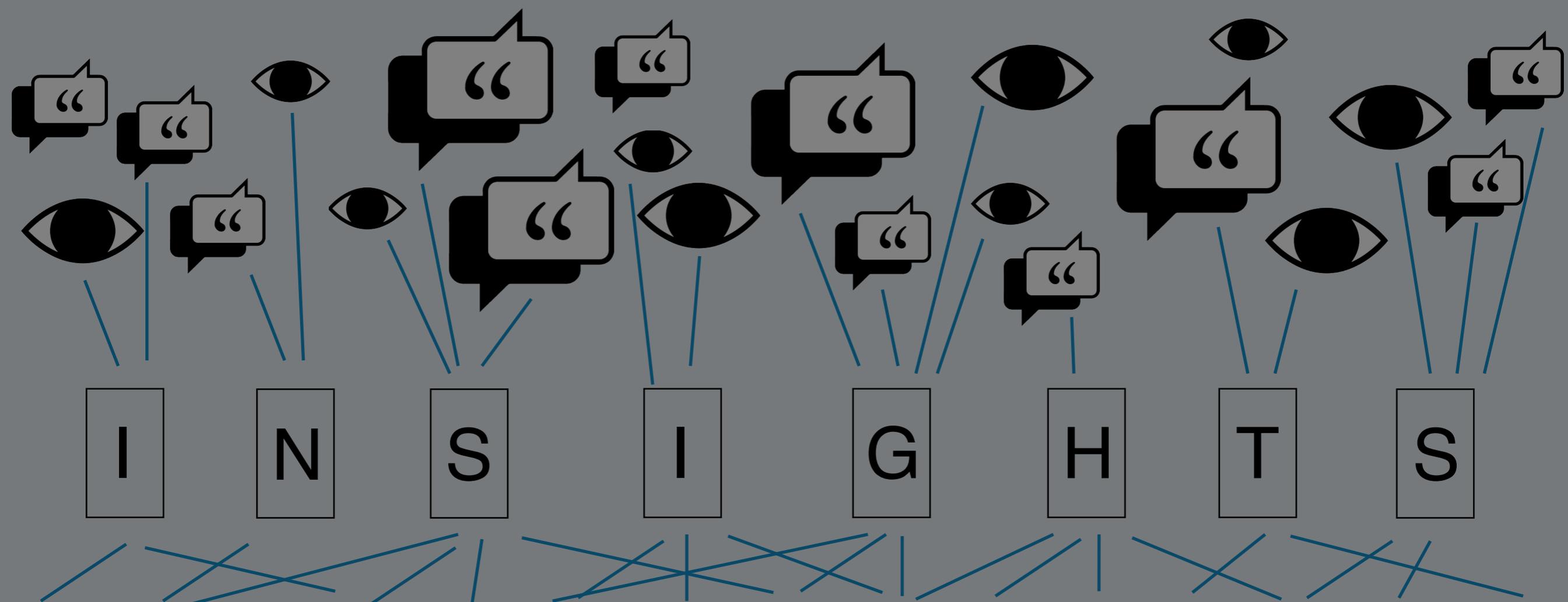
How might we ...?

These are all fields to innovate in!

How might we ...?

These are all fields to innovate in!

We call them „opportunity areas“.



O P P O R T U N I T Y A R E A

I D E A S I D E A S

CONCEPT



How might we ...?

How might we design better food packaging?

How might we ...?

How might we design better food packaging?

... by investigating in bio-degradable plastics

How might we ...?

How might we design better food packaging?

... by investigating in bio-degradable plastics

... by freezing milk and selling it in ice cube blocks

How might we ...?

How might we design better food packaging?

... by investigating in bio-degradable plastics

... by freezing milk and selling it in ice cube blocks

... by offering a home delivery service

How might we ...?

„How Might We“ translates user research findings and insights into opportunity areas as a first step towards ideas. It helps to create a broader perspective on a topic and challenge an insight in different ways first - before creating ideas.

How might we ...?

In summary

1. Take an insight from your research and use How Might We to tackle it.
2. Come up with as many HMWs you can come up with - always challenging your insight.

Now:

Each team 3 slides:

1 Slide = 1 Insight + 1 HMW

Send PDF Slides to Beat

beat.rossmy@difi.lmu.de

no later than 8:30 tomorrow

2min Presentation