

HOW MIGHT WE...?

A deliberate reframe of your original challenge to focus on what is important

Why

Reframing your original project question from by creating the perspective of a persona highlights the real problem to be solved and why it exists.

By exploring the problem from this perspective, you are more likely to uncover fresh and valuable solutions that matter to people.

When

Experience based codesign (EBCD) approach (inner circle)

Start up & engage, improve phases

Redesign Model (outer circle)

Initiation, solutions and implementation phases

How

1. **Print the 'How might we...?' template in A4 size.** Work on it as a team.
2. **Review your journey map.** Identify key pain points to explore and reframe. These will be tasks your persona is trying or wanting to do, but things the persona is unsatisfied with. The persona may be unhappy with the outcome or feeling emotionally low. Also, check if there are any gains you can enhance.
3. **Create a 'How might we...?' question** on the template for the most significant pains and gains identified. Use one worksheet per pain or gain. Complete as many as you like. These will form the focus areas for change.
 - Make sure you do not have a solution in your question.
 - The template provides suggested format, but the exact words may change. Ensure there is:
 - a possible action
 - a target person/audience
 - possible benefit received.
4. **Reframe your starting problem or opportunity.** Discuss the tension/s you have identified with your team.
5. **Discuss as a team** how your reframed question differs from your starting question. Talk about how answering the new question will also solve your original problem or opportunity.

Time

30 minutes

Resources

- Personas template
- Journey map template
- How might we...? template
- Pens

Tips

- Asking "How might we...?" to reframe your perspective highlights the patterns and tensions that exist between your original question about your project's problem or opportunity, and the unsatisfied needs of the person at the centre of it.



HOW MIGHT WE...? TEMPLATE



How might we

.....
.....
<action to take/insight/task or action>

for

.....
.....
<persona, user>

so that

.....
.....
<what it will enable for that user/what is the benefit delivered and how would that make him/her feel?>

HOW MIGHT WE...? EXAMPLE GAIN



How might we
make it easier

for

Barry to attend all needed rehab sessions

so that

He can still enjoy life & his family
and Jean is less tired

How might we
Help Barry during his
rehab treatment

so that

He feels less ashamed, angry
and more independent?

How might we
Change Barry's rehab therapy sessions
so that
He feels connected with the
things that used to make him happy?