

Use one simple question to focus your thinking about potential innovations: **how might we?**

How might we _____
(action verb) (user demographic, behavior, or description)
to _____?
(specific goal, moment, experience, opportunity, or need)

For example: how might we engage employees to adopt healthier eating habits? Or, how might we help oncology patients get a better read on their symptoms?

Why Those Words?

“How might we” is a highly intentional question, with a deliberate choice of words:

- **How**
Assumes there is a way to accomplish our goal, even if we do not know the answer yet.
- **Might**
Opens us up to possibility but acknowledges that our ideas might not always work.
- **We**
Acknowledges that innovation is a team effort.

Tips for Getting Started

Prof. Rottenberg offers some tips for creating an effective “how might we” question:

- **Do not put the solution in the question**
Leave yourself open to solutions you may not have considered.
- **Questions should be generative and inspiring**
Use a positive framing to open up possibilities and encourage creativity.
- **Include whom you are designing for**
Specificity will help you get a handle on the problem.
- **Draw on special insights and inspiration**
If you know something about the problem coming into a project, use that knowledge.