



UX Activity

02.1 | Write a “How Might We...” Question

🕒 ~10 min | 👤 Pairs

Overview

In this activity, you will use the “How Might We” template to first create an impact statement and then transform it into a “How Might We...” question for your user.

Instructions

Part 1: Set Up

1. Make a copy of the ["How Might We" Template](#).
2. Refer back to your user and be sure that you have your user insight statement on hand for reference as well.

Part 2: Complete the “How Might We” Statement

1. Based on your user insight statement, fill out the “How Might We” template:
 - First, write down the problem you are trying to solve.
 - Example: Students buy water on campus. There is too much plastic water bottle waste on campus.
 - Then write an impact statement.
 - Example: To reduce the number of plastic water bottles on campus.
2. Next, rephrase the problem into a **“How Might We” statement**.
 - Examples:
 - *How might we...* discourage students from purchasing water on campus?
 - *How might we...* promote the use of water bottle filling stations on campus?
 - *How might we...* promote the recycling of water bottles on campus?

Part 3: Wrap-Up and Review

1. Send the link to your Google Doc the Slack #live channel with your team names.

In the Real World

Designers rely on “How Might We...?” questions to make the ideate phase of the design process fruitful. They are a key part of the design process. In the real world, designers actually create a large variety of “How Might We...?” questions for a user, not just one. In doing so, they can cultivate and choose the best of all possible ideas. Over time, you’ll get stronger at creating insightful and thought-provoking “How Might We...?” questions that uncover meaningful and relevant ideas.