

“HOW MIGHT WE...?”



The DRLab toolkit

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


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Introduction

Key question form for the generation of ideas and the creative exploration of problems/opportunities. Through the intuitions highlighted in the previous phases of the design process, we make the question “How might we...?” constructed in the form of: “How might we [verb] + [person] + [intuitions/opportunities]?”

For a theoretical study visit the page www.drlab.unitn.it/glossary/#how-might-we

Usage tips

| | | | | | | | | | |
|-------------------------|--|-----|-----|-----|-----|--|--|--|--|
| Main aim: |  Generative | | | | | | | | |
| Prerequisites: |  User journey map | | | | | | | | |
| Process phase: | <table border="1"><tr><td>Dis</td><td>Def</td><td>Dev</td><td>Del</td></tr><tr><td style="background-color: #cccccc;"></td><td style="background-color: #00aaff;"></td><td style="background-color: #00aaff;"></td><td style="background-color: #cccccc;"></td></tr></table> | Dis | Def | Dev | Del | | | | |
| Dis | Def | Dev | Del | | | | | | |
| | | | | | | | | | |
| Difficulty: |  | | | | | | | | |
| Suggested facilitation: |  Complete | | | | | | | | |
| Participants: | Min. 4 people | | | | | | | | |
| Needed material: | Print of the model, colored post-its, pens and pencils | | | | | | | | |



Project title

“HOW MIGHT WE...?”

How might we... [verb] + [person] + [insight/opportunity] ?

.....

.....

.....

.....

.....



Instructions

Premise: focus on the intuitions identified in the previous design phases. The User journey map is one of the useful tools for identifying intuitions. Follow the construction “How might we...”, followed by a verb and a person with an intuition/opportunity:

“How might we [verb] + [person] + [intuitions/opportunities]?”

Example: How might we help Mario to innovate his association’s policies?

1. Indicate the project title.
2. Identify a sufficiently powerful verb that embraces the complementary object [person] with the intuitions [intuitions/opportunities] according to the project goals.
3. Indicate the person being referred to [person], i.e. the person who will benefit from the question and thus also the reply. If previously identified, the person of reference can also be one of the personas profiles.
4. Report the intuitions [intuitions/opportunities] previously identified so that the question is able to find solutions, i.e. replies according to the project goal.
5. Re-read and reflect on the question by trying to understand if its verb, the person to which it refers and the intuitions – taken altogether – are sustainable for the project and, at the same time, whether they are sufficiently inspirational.

N.B. The quality of the question is fundamental. Make sure that it is not too broad, generic or vague. This can be difficult, but a good question must be sufficiently specific so as to indicate the premise from which brainstorming can springboard, as well as being structured in such a way as to suggest the exploration of a range of intuitions.

“HOW MIGHT WE...?”
Tool template

FILL OUT THIS TEMPLATE
IN YOUR COLLABORATIVE ACTIVITIES

Project title

1

“HOW MIGHT WE...?”
How might we... [verb] + [person] + [insight/opportunity] ?

2 3 4

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Project title

“HOW MIGHT WE...?”

How might we... [verb] + [person] + [insight/opportunity] ?

*How might we help Maria to innovate the
policies of her cooperative?*

