"How Might We" Statements open up and reframe market problems for creative exploration, so your cross-functional team can identify potential solutions. Generate multiple How Might We statements with your designers to indicate the desired impact of the solution, without specifying how the solution will work.

**To Use How Might We Statements:**

1. Create multiple How Might We statements for your problem, reframing the problem as an aspirational challenge to support your persona.
2. Use the statements as prompts in an ideation session with your cross-functional team. Remind team members of the persona, provide a How Might We statement, and have them individually draw or write potential solutions on sticky notes.
3. Have everyone share their ideas and look for the seeds of innovative solutions.

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| How might we … *[support verb]*  *[persona]* to *[action verb]*  *[something persona cares about]*? |

**Pro Tip**: Once your team is familiar with How Might We statements, shorten the opening phrase to "HMW..."

Some potential "support verbs" to choose from: *help, enable, support, empower, give*

Problem: Sarah has difficulty selecting the courses that will allow her to graduate on time.

HMW Examples:

HMW… enable Sarah to plan all the way to graduation?

HMW … help Sarah to choose classes that fit in her schedule?

HMW … give Sarah a clear understanding of her graduation requirements?

HMW … help Sarah to feel a sense of enjoyment when she selects her classes?