

How Might We



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from Noun Project

Source

<http://www.designkit.org/methods/3>

Description

This exercise involves reframing challenges or areas of concern for potential customers into 'how might we' questions. These questions then serve as a starting point from which to brainstorm design elements for your product or service that will directly address the customers' needs.

Objectives

- Brainstorming ideas
- Stimulating design thinking
- Formulating a strategy
- Sharing ideas, encouraging openness and reciprocity