

YSDN 4003 - Advanced Topics in Interactivity

# How Might We

How Might We

# Introduction

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## How Might We

Initially developed by the American multi-national Procter & Gamble in the 1970's and highly leveraged by the design agency IDEO, the "How Might We" technique allows participants to generate potential design opportunity.



[ideo.com](http://ideo.com)

How Might We  
**Definition**

*Every problem is an opportunity for design. By framing your challenge as a How Might We question, you'll set yourself up for an innovative solution.*

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From Design Kit, <http://www.designkit.org/methods/3>

Generating an area of opportunity by using the “How Might We” format allows designers and teams to find answers in a variety of ways.

It's important to mention that, this framework has no intent to suggest a particular solution, rather, it provides you with a perfect idea for thinking about the solution.

How Might We

# The Design Sprint - Example

How Might We

*The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers.*

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The Design Sprint, <http://www.gv.com/sprint/>

**Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days**

<https://www.amazon.ca/Sprint-Solve-Problems-Test-Ideas/dp/150112174X>



## How Might We

The Blue Bottle is a coffee roaster retailer based in San Francisco. They are a coffee shop that specializes in providing various bean choices to their customers. They also began to open coffee shops located around the San Francisco area.

Their unique value is the customer experience they offer in their store either for the purist barista or coffee beans amateur. Their mission is to educate, discover and sell various roaster beans around the world.



Blue Bottle Coffee <https://bluebottlecoffee.com/>



## How Might We

For this context of their design workshop, they established one problem and the accompanying goal they wanted to achieve.



Blue Bottle Coffee <https://bluebottlecoffee.com/>

How Might We

How can we share our in-store value across a website and ultimately increase online coffee bean sales?



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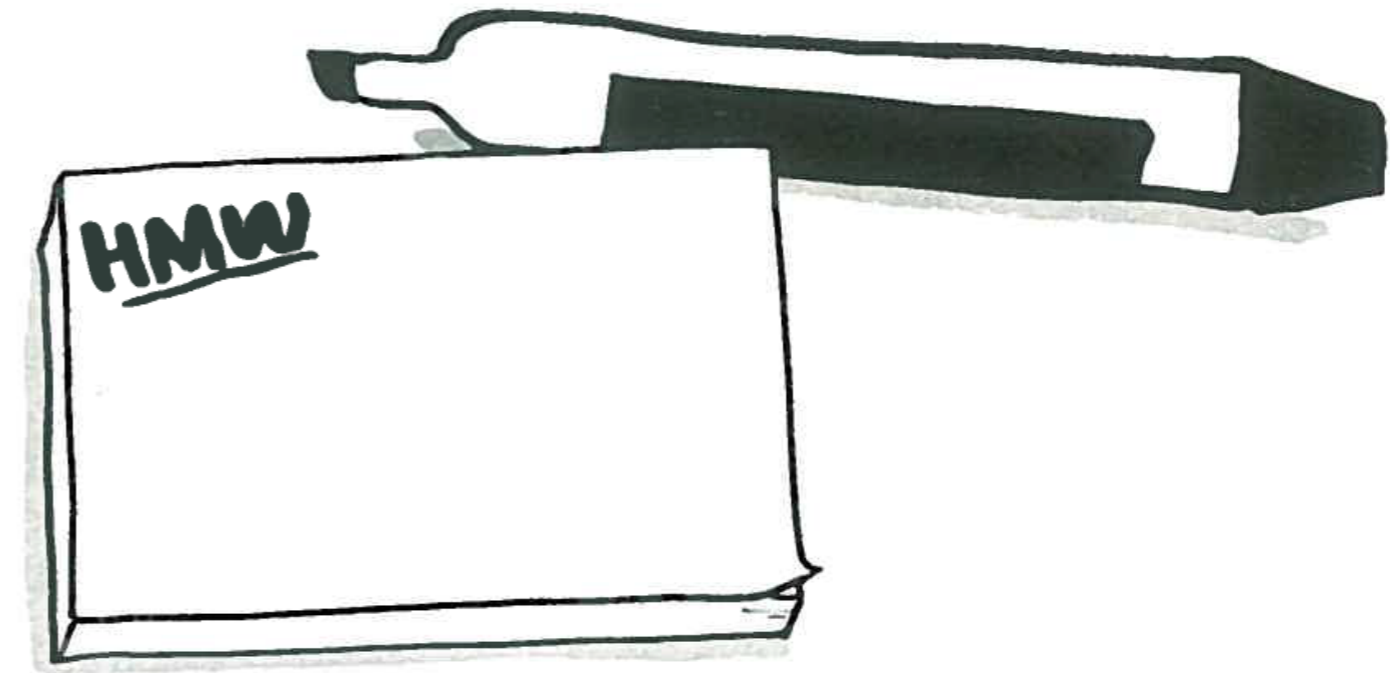
How Might We

# Instruction

## How Might We

Every person got one pad of sticky notes and pen and was instructed to do the below:

- Put the letters “HMW” in the top left corner of your sticky note
- Wait
- When you hear something interesting, convert it into a question (quietly)
- Write the question on your sticky note.
- Peel off the note and set it aside.



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How Might We

HMW  
Make web experience  
a delight? (you  
want to visit)

HMW  
Make the site like a  
**FRIENDLY  
BARISTA**

HMW  
**GROUND THE  
EXPERIENCE/STORY  
IN THE CAFE**

HMW  
**USE IMAGERY  
TO TELL  
OUR STORY?**

HMW  
Make you feel  
like a "regular"  
on the site

HMW  
Help people  
realize they can  
buy coffee online

HMW  
**COMMUNICATE  
VALUES OF  
BLUE BOTTLE?**

HMW  
Recreate Serah  
on the web?

HMW  
Ensure no customer  
who loves us in-  
store is unaware  
of the website

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Some of Blue Bottle Coffee's How Might We notes.

## Here some example of HMW questions

- \_ HMW... Make web experience a delight?/ A place you want to visit
- \_ HMW... Make the site like a friendly Barista
- \_ HMW... Ground the experience/story in the cafe
- \_ HMW... Use Imagery to tell our story
- \_ HMW... Make you feel like a regular on the site
- \_ HMW... Help people buy coffee online through user-friendly interface
- \_ HMW... Communicate the value of Blue Bottle
- \_ HMW... Recreate Sarah on the web

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## How Might We

Keep in mind that, at this stage, no HMW question is right or wrong. If you do have a lot of post-its, it means the topic is original and inspiring.



Blue Bottle Coffee <https://bluebottlecoffee.com/>