

# Tool: “How might we...”

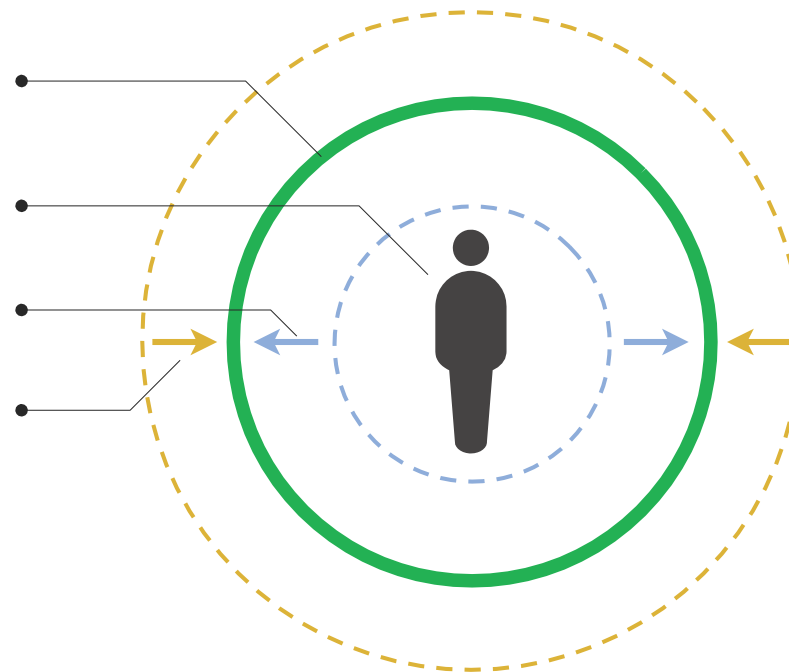
## Framing (& Re-framing) Design Challenges

Whether you're stating the initial problem or framing the opportunity space, a **great design challenge** is...

**User focused** so user desirability is at the core of your efforts

**Broad enough** to allow you to discover areas of unexpected value

**Narrow enough** to make the topic manageable and to ensure you solve a real problem.



### EXAMPLES:

How might we increase sustainable behavior among Los Verdes' citizens?




How might we help boomer moms with kids improve their financial wellbeing?

How might we help the citizens of Los Verdes make productive use of the things they no longer need?

How might we integrate savings into people's everyday lives to help them save effortlessly?

*“Always design a thing by considering it in its next larger context - a chair in a room, a room in a house, a house in an environment, an environment in a city plan.”*

Eero Saarinen, Architect

	Potential Issue	How to Fix
 User Focused	<p>Your challenge may be related to the adoption of new technologies, behaviors, products or services. This may lead to framing a design challenge that is focused on the organization or a specific solution.</p> <p><b>Examples:</b>            "HMW make Los Verdes the recognized green leader by solving its environmental problems?"            "HMW get customers to adopt savings accounts?"</p>	<p>Re-center the HMW statement on the desired user and the underlying behavior or benefit you must achieve.</p> <p><b>Examples:</b>            "HMW increase sustainable behavior among Los Verdes citizens?"            "HMW create a financial safety net for customers?"</p>
 Broad Enough	<p>The need for innovation is often revealed through concrete evidence of a problem. It can be difficult to think beyond that specific evidence when constructing a HMW resulting in a challenge that's too small.</p> <p><b>Examples:</b>            "HMW increase participation in Los Verdes recycling program from 40% to 50%?"            "HMW implement alerts and reminders in users' weekly calendars?"</p>	<p>Ask the question, "Why do we want to do that?" to understand the deeper problem to be solved.</p> <p><b>Examples:</b>            A: It's valuable if Los Verdes reduces its impact on the environment. <i>New HMW:</i> "HMW increase sustainable behavior among Los Verdes citizens?"            A: People find it difficult to keep track of events and to do's.  <i>New HMW:</i> "HMW help people track events that are important to them?"</p>
 Narrow Enough	<p>All-encompassing design challenges are seductive because they seemingly remove restrictions to innovation. However, statements that are too broad can lead to solutions that are detached from a real problem.</p> <p><b>Examples:</b>            "HMW solve all of Los Verdes current and future environmental problems?"            "HMW help people manage their social networks?"</p>	<p>Ask the question, "What's preventing us from doing that?" to understand the real problem to be solved.</p> <p><b>Examples:</b>            A: People don't have a sustainability mindset.  <i>New HMW:</i> "HMW increase sustainable behavior among Los Verdes citizens?"            A: People find it hard to stay aware of all their different social groups at one time.  <i>New HMW:</i> "HMW make people's social networks more explicit to them?"</p>