

The How Might We (HMW) Reframing Sprint

This is a self-guided sprint to help you (or your team) reframe a problem and generate more innovative, actionable **"How Might We..." (HMW)** statements.

This guide walks you through the **5-step process**. You will use the "HMW Reframing Canvas (Worksheet)" as your main workspace for Steps 1 and 2.

Step 1: Reviewing insights or problem statements

Find your "HMW Reframing Canvas (Worksheet)". In the first box, write down your starting point. Don't overthink it.

- What is your starting point? (A user insight, a problem statement, or a team blocker)

Step 2: The HMW Reframing Sprint (5 Mins)

This is the core "doing" part, and it happens right on your canvas.

1. Read the "HMW Statement Guide" on your canvas to see how to format a strong question.
2. Write Your Initial HMW: Based on your answer from Step 1, write your first HMW question. This is just a launchpad.
3. Set a 5-Minute Timer: Look at your initial HMW, look at the **"Action Verb Guide"** on the right, and generate as many new HMWs as you can in 5 minutes.
4. Go for quantity. Don't judge your ideas. Write everything down in the "Write as many HMW statements..." box.

Step 3: Cluster & Converge (5 Mins)

Now, look at the list of HMWs you just generated. This step is about finding the new directions you've unlocked.

- Quickly group the ones that feel similar. You're looking for themes or "opportunity areas."
- (Solo User): Use highlighters or just circle the 3-5 clusters you see.
- (Team): Have everyone silently cluster the HMWs on your shared board.

Step 4: Calibrate Your HMW (The "Just Right" Slider)

Before you pick one, use this guide to test your best HMWs from each cluster. This is the key to making them actionable. Re-write your best HMWs until they feel "Just Right."

Too Broad (Too "Blue Sky")	"Just Right" (Actionable)	Too Narrow (Solution in Disguise)
HMW... solve teen nutrition?	HMW... make healthy food as convenient as junk food?	HMW... put an apple in every lunchbox?
(Feels impossible)	(Sparks new, specific ideas)	(Is just one single solution)

Step 5: Voting (3 Mins)

Select your final, "Just Right" HMW.

(Solo User): Which HMW makes you feel the most energised? Which one excites you and invites ideas from multiple perspectives? Which one feels like a real breakthrough? That's your winner.

(Team): Give everyone four "dot" votes. They can place them on the HMWs that they feel are the most inspiring and actionable. The HMW with the most votes is the statement that you will move forward with.

Reflection

We learn from reflecting on experience, not just from experience itself. Here are some questions for you to reflect on.

- What new perspective surprised you?
- Which Action Verb category was hardest? Which was easiest? Why?
- How did this process feel different from your usual problem-solving?

How Might We (HMW) Canvas

A self-guided sprint to reframe problems and spark new, actionable ideas.

Your insights or problem statement.

HMW Statement Guide

A well-formed HMW question is actionable and inspiring. Try using this simple formula: **HMW + [an action] + for [a user/context] + so that [a desired outcome]?**

Example Problem 1: "Teenagers eat too much junk food."

A good "Initial" HMW: "How might we provide healthier meals for teenagers so that they stay away from junk food?"

Example Problem 2: "Our users are dropping off at the signup page."

A good "Initial" HMW: "How might we redesign the signup process for new users so that it feels rewarding?"

Write as many HMW statements in 5 minutes.

HMW + [an action] + for [a user/context] + so that [a desired outcome]?

Action Verb Guide



AMPLIFY

- Amplify or Magnify the good part?
- Exaggerate the problem to see it more clearly?
- Maximise the emotional impact?
- Extend the experience?
- Strengthen the user's motivation?

INVERT

- Invert or Reverse the process?
- Flip the frustration into a reward?
- Subvert the user's expectation?
- Do the opposite of what everyone else does?
- Reverse the roles (e.g., have the user teach us)?

ELIMINATE

- Eliminate this step entirely?
- Remove the friction?
- Shrink or Minimize the problem?
- Simplify to its absolute core?
- Automate this task?
- Bypass this step?
- Reduce the number of choices?

SHIFT

- Shift the perspective?
- Swap the user's role with our own?
- Relocate the problem to a new context?
- Transfer this responsibility to someone else?
- Re-focus on a different user?
- Re-order the steps?
- Change the timing (e.g., do it sooner, later)?

COMBINE

- Combine this need with another one?
- Merge two features into one?
- Integrate this with an existing tool?
- Blend this service with another?
- Bundle these ideas?

RE-IMAGINE

- Re-imagine the entire experience?
- Challenge the core assumption?
- Break the rules of this system?
- Design for 10x the scale (or 1/10th)?
- Make this analog (or digital)?
- Personify the problem?
- Make it magical?

EMPOWER

- Empower the user?
- Enable them to do it themselves?
- Give control back to the user?
- Build trust and transparency?
- Teach a new skill?
- Provide better tools?