



FRAMING THE PROBLEM

"How Might We" Worksheet

Turn a vague complaint into a sharp, solvable design question

Use this when	You have a problem but no clear direction yet
Time needed	30-45 minutes
Who's involved	Anyone close to the problem
You'll end up with	A short list of solvable design questions

How to use this worksheet

"How Might We" questions turn problems into invitations to solve. The phrasing matters: too broad and you get nothing actionable ("How might we fix the website?"); too narrow and you've smuggled in a single solution ("How might we add a chatbot?"). The sweet spot is a question that opens up several possible answers without prescribing one.

1 · Start from what you observed

What did you see or hear? Stick to the observation, not the fix.

EXAMPLE

First-time visitors land on the pricing page, scroll up and down a few times, then leave without booking.

2 · Reframe as a point of view

Restate it as a need. This shape keeps the user, their need, and the reason in view:

EXAMPLE

[A first-time visitor] needs [a way to understand what a session actually involves] because [the price means nothing without knowing what they get].

Your point-of-view statement

[User]

needs a way to

because

3 · Generate How Might We questions

Take the point of view and spin it several ways. Aim for quantity — ten rough questions beat one polished one. Prompts to push different angles:

- **Go positive** — amplify the good in the experience.
- **Remove the bad** — remove the friction or bad part.
- **Explore the opposite** — what if the opposite were true?
- **Question an assumption** — challenge a constraint everyone takes for granted.
- **Use an analogy** — borrow a solution from a totally different context.

Your How Might We questions

#	How might we...	Angle used

4 · Choose the ones worth pursuing

Mark the questions that are exciting, on-strategy, and actually solvable with what you have. Those move forward to ideation.
