**How might we…**

This method can help in bridging the needs analysis phase and the next phase, where your team is searching for possible solutions.

Make sure that your team has a clear statement of what you or your specific target group needs. The team working on the needs analysis should have clear statements ready by identifying the target group, the need and the reasons for the specific need.

**Example of a good statement from needs analysis**

| **Young people volunteering at our centre…** | **need to be recognised for their contribution and prove their skills to others** |
| --- | --- |
| *(target group)* | *(needs)* |
| **Because…** | **They seek a sense of perspective and usefulness of what they do.** |
| *(insights from the needs analysis)* | |

When clear statements are there, then ‘How might we…” method will help moving into the right direction of ideating solutions:

**"How"** suggests that we do not yet have the answer.

**"Might”**  empathises that there are many different paths that we can go down, not the only solution.

**"We"** immediately brings in the element of collaboration and teamwork.

| **Name of the method** | **How might we...** |
| --- | --- |
| Objectives | 1. To transform needs into project ideas; 2. Formulate constructive and open-ended questions that facilitate targeted brainstorming and ideation for innovative project ideas |
| Duration | 15 – 20 minutes |
| Materials | Whiteboard or flipchart, markers, post-it notes, timer |
| Step-by-step | Steps:  1. Start with a clear challenge or problem you want to address.  2. Break down the main challenge into smaller challenges or facets.  3. Motivate the project development team to come up with several “How might we...” (HMW) questions that address the identified needs or opportunity field.  3. For each facet, begin by writing "How might we..." followed by the challenge in question form. E.g., "How might we promote inclusivity in our youth project?"  4. Each question should adhere to the logic of “How might we...” followed by a verb (e.g. develop), a noun (e.g. a set of tools), and the type of ‘user’ (e.g. young people in rural areas).  5. Each participant writes their "How might we..." questions on post-it notes.  5. Read the"How might we..." question aloud and ask if the team is inspired by the question to find many solutions. If not, the question might be too narrow or the HMW question is too broad.  To deal with this dilemma, there are two question techniques: “WHY (should it be done)” in order to expand the focus and “HOW,” in order to narrow down the focus of consideration.  6. Cluster similar questions together on the whiteboard.  7. Prioritise the questions based on importance or feasibility.  8. Begin brainstorming solutions for the top prioritised questions. |
| Author | Business consultant Min Basadur, consulting Procter & Gamble in the 70s and later on the method was adopted by design thinking agencies like IDEO. |