

HMW Questions: Turn POV Challenges into Opportunities

Team/Name

1. Target Audience

Pet owner.

Tourist.

Innovation manager.

Person interested in sustainable produce.

Marketing professional.

Librarian.

...

2. Their Needs

Needs an access to the history of their pet's veterinary care information.

Needs access to public transportation tickets.

Needs a place that would help them with handling employee yearly feedback.

...

3. Insights

Pet owner loves their pet and want to be on time for their recommended check-up, but they cannot find the paper reference written by the vet during the last visit.

City visitors feel compelled to take taxis, which are very expensive, because they don't know how to buy public transportation ticket nor if the short-term tickets even exist.

...

HMW Questions: Template

Recommended formula:

How Might We *[action]* *[do what]* so that *[TA]* *[insight]*.

How Might We create *[action]* an easy method to collect and store information related to our treated animals *[do what]*, so that pet owners *[TA]* could check the information without calling us and saving their/our time?

How Might We...

so that...

How Might We...

so that...

How Might We...

so that...

How Might We...

so that...

How Might We...

so that...

How Might We...

so that...

How Might We...

so that...