



# HOW MIGHT WE...

## A good How Might We statement...

...is generative, doesn't suggest a solution, and provides ample room to explore wild ideas

**Tip:** Test yours out by seeing if you can come up with 5 radically different ideas right away. .

How Might We...

Test ideas...

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Test ideas...

How Might We...

Test ideas...



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# RAPID SKETCHING



Use your *How Might We* questions to inspire quick concepts.

# RAPID BRAIN- STORMING: CONCEPTS

## Brainstorming Rules

1. Defer judgement
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. Be visual
6. One conversation at a time
7. Go for quantity

