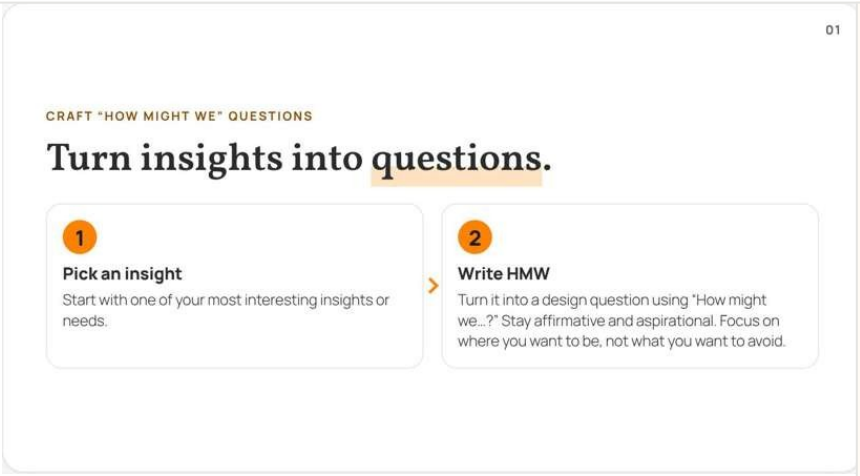
IB 407 · SLIDE NOTES

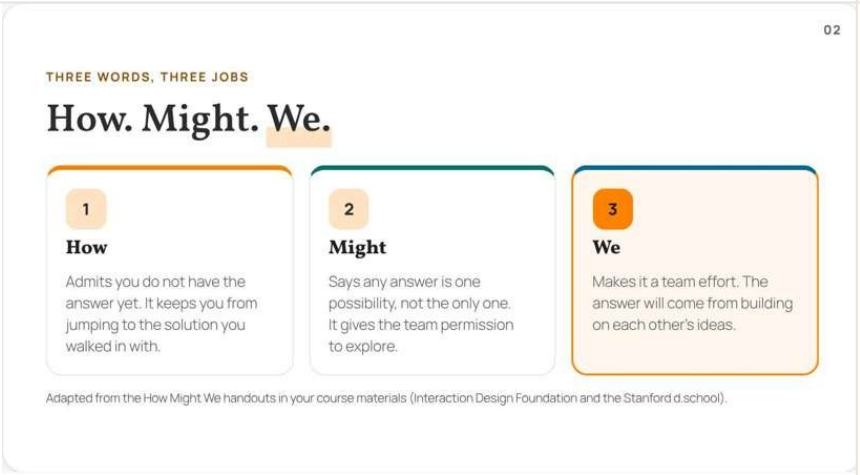
Define: How Might We Questions

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/ib-407/how-might-we/



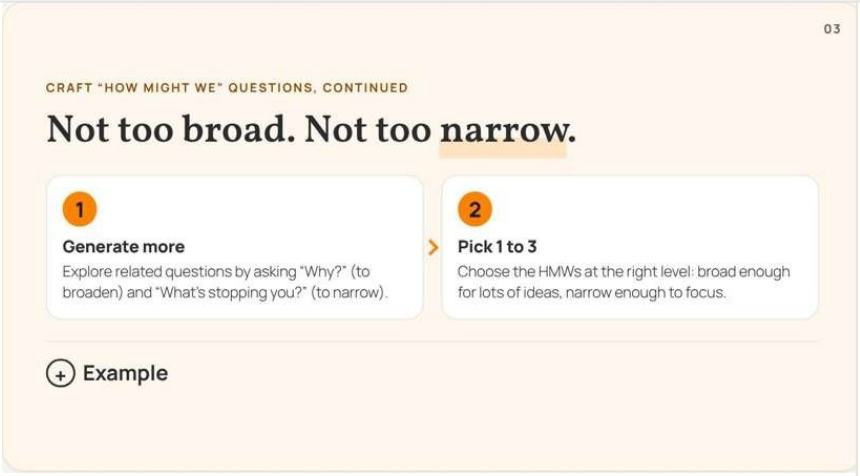
Slide 1

My notes



Slide 2

My notes



Slide 3

My notes

04

FIND THE RIGHT SCOPE

Broad enough for many answers. Narrow enough to start.

1

Too broad

No person, no moment. The team does not know where to start. *Example:* "How might we improve health care?"

2

Too narrow

The solution is already inside. Only one answer fits. *Example:* "How might we build an app that texts patients a pill schedule?"

3

Just right

A person, a moment and a change, with room for wild ideas. *Example:* "How might we take the guesswork out of her first week of pills at home?"

My notes

Slide 4

05

CHECK YOUR SCOPE

Spot a question that is off before you brainstorm.

Signs it is too broad

Fewer than five words after "How might we." Big verbs like improve, fix or transform. A whole system as the object (tourism, health care, education). No user in sight.

Signs it is too narrow

It names a product (app, sign, kiosk, checklist). It says how ("by adding," "using a"). It stacks so many conditions that only one idea fits.

My notes

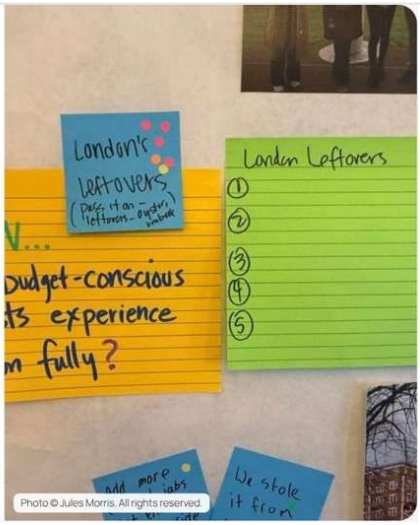
Slide 5

YOUR DESIGN CHALLENGE IS BROAD ON PURPOSE

The class challenge is a starting frame.

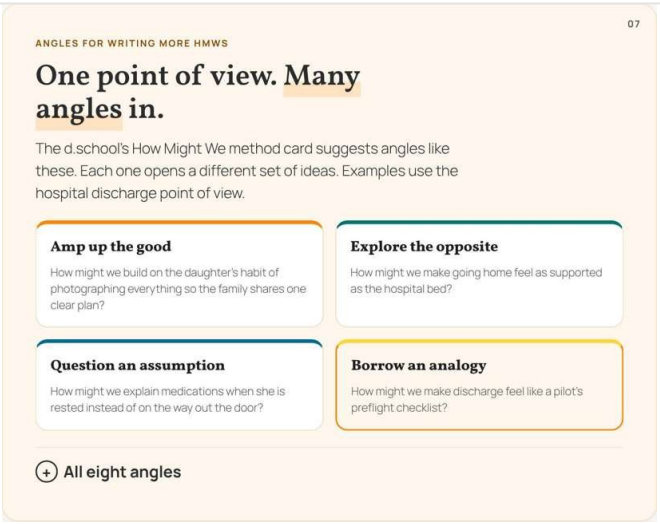
A class challenge like "How might we delight London tourists?" is a starting frame, not your brainstorm question. Fieldwork and your point of view narrow it.

- Then you write many smaller HMWs from that point of view.
- The right scope also shifts as your project moves forward.



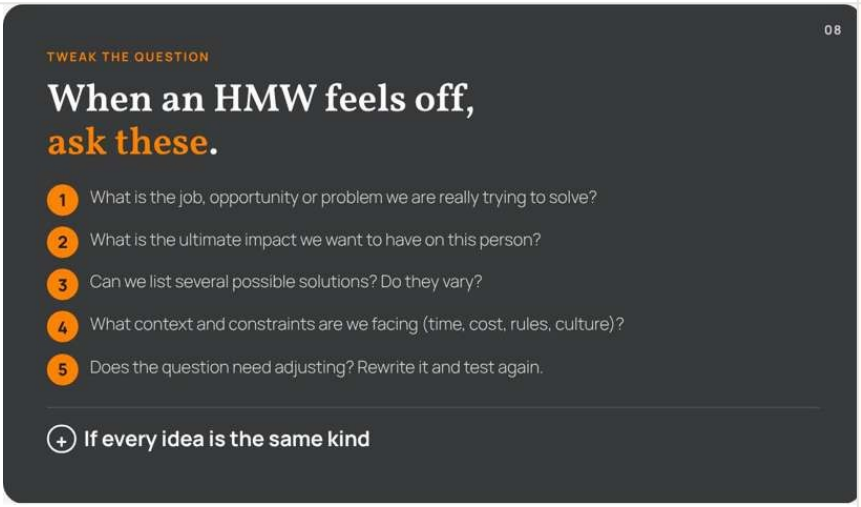
My notes

Slide 6



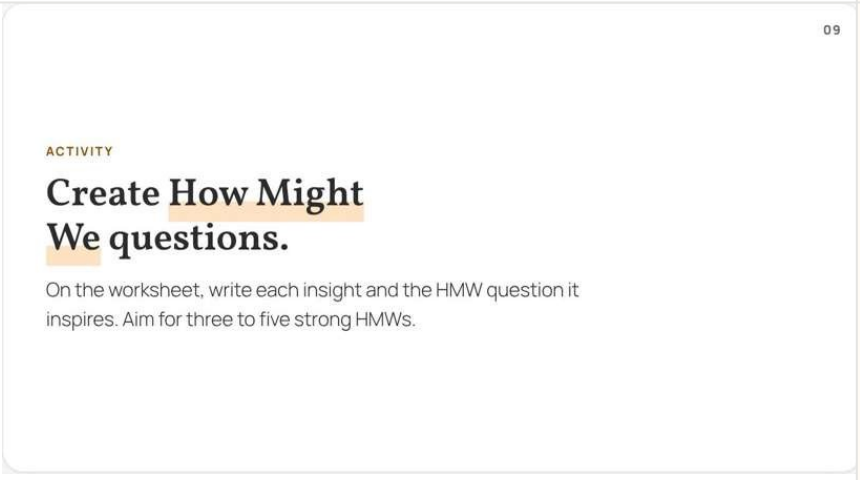
Slide 7

My notes



Slide 8

My notes



Slide 9

My notes



Slide 10

My notes