

# HOW MIGHT WE (HMW) STATEMENT

**ACTION** you want to achieve (e.g. verb), **SUBJECT** to be influenced or affected, so that...**WHAT** you would like to achieve ideally (outcome)?

1

## Action

Redesign, encourage, improve, solve,...

2

## Subject

Millennials, sales managers, retired women, CEOs,...

3

## Outcome

Frictionless, affordable, fun, engaging, ...

Example: HMW redesign the contraceptive buying experience for teenage girls to make it less stigmatising?

