


# Problem statement & How might we...?

 120 minutes

 Pens, post-it notes, paper

 Group (with invitees from the various phases)



## What?

A good problem statement is crucial in determining how to proceed, and is the basis for How might we...? (HMW). HMW is a technique that better prepares you to focus on development work.

## Why?

You are not aiming to come up with concrete solutions, but to develop a shared understanding of what the problem actually is and expand the scope for moving forward.

## How?

### Problem statement

1. Start by looking at the most important PLUS & MINUS experiences identified while gathering insight.
2. Using post-it notes, formulate the problem you want to solve for the customer. Prepare several statements and try yours out with regard to how narrow/broad they are. A good problem statement is broad enough to allow numerous different solutions and narrow enough to provide direction during the idea generation phase.
3. The problem statement should include:  
What does the target group want to achieve?  
In what situation does the target group want to achieve this?  
What MINUSES will the target group experience in achieving this?
4. Choose the problem statement that you want to continue working on.

### How might we...? (HMW)

1. Read the problem statement and reformulate it as a question that starts with 'How might we...?' (HMW).
2. Formulate a number of HMW questions. Use one post-it note per question and put them up on the wall.
3. Reach an agreement about the questions you want to continue working on and reformulate as one HMW question.
4. Record the HMW question in the template.

## What do you get out of this?

A good foundation for work on developing specific ideas.

## Examples

### Problem statement

When the farmer wants to water crops on hot summer days [situation], he/she expects the mobile irrigators to distribute the water effectively [what he/she wants to achieve], but they keep tipping over [functional MINUS] and he/she is late home to the children [emotional MINUS].

When the farmer has to water crops at night [situation], he/she expects irrigation to start and stop automatically [what he/she wants to achieve]. He/she sleeps badly because he/she is worried that something will go wrong [emotional MINUS], which could have major financial consequences [functional MINUS].

### How might we...?

How might we help farmers to get stable mobile irrigators [linked to functional MINUS], which gives them more time for other things [linked to emotional MINUS]?

How might we help farmers to get an overview of the mobile irrigators [linked to functional MINUS], thereby reducing stress and uncertainty [linked to emotional MINUS]?

## Problem statement & How might we...?

### 1. Formulate the problem

#### Example:

When the farmer wants to water crops on hot summer days [situation], he/she expects the mobile irrigators to distribute the water effectively [what he/she wants to achieve], but they keep tipping over [functional MINUS] and he/she is late home to the children [emotional MINUS].

### 2. Formulate HMW questions

#### Example:

How might we help farmers to get stable mobile irrigators [linked to functional MINUS], which gives them more time for other things [linked to emotional MINUS]?