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### Why

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### How

1. **Print the ‘How might we…?’ template in A4 size.** Work on it as a team.
2. **Review your journey map.** Identify key pain points to explore and reframe. These will be tasks your persona is trying or wanting to do, but things the persona is unsatisfied with. The persona may be unhappy with the outcome or feeling emotionally low. Also, check if there are any gains you can enhance.
3. **Create a ‘How might we…?’ question on the template for the most significant pains and gains identified.** Use one worksheet per pain or gain. Complete as many as you like. These will form the focus areas for change.
   - Make sure you do not have a solution in your question.
   - The template provides suggested format, but the exact words may change. Ensure there is:
     - a possible action
     - a target person/audience
     - possible benefit received.
4. **Reframe your starting problem or opportunity.** Discuss the tension/s you have identified with your team.
5. **Discuss as a team** how your reframed question differs from your starting question. Talk about how answering the new question will also solve your original problem or opportunity.

### Time

30 minutes

### Resources

- Personas template
- Journey map template
- How might we…? template
- Pens

### Tips

- Asking “How might we…?” to reframe your perspective highlights the patterns and tensions that exist between your original question about your project’s problem or opportunity, and the unsatisfied needs of the person at the centre of it.
How might we...

<action to take/insight/task or action>

for

<persona, user>

so that

<what it will enable for that user/what is the benefit delivered and how would that make him/her feel?>
How might we make it easier for Barry to attend all needed rehab sessions so that He can still enjoy life & his family and Jean is less tired.
How might we
Help Barry during his rehab treatment

so that
He feels less ashamed, angry and more independent?
How might we

Change Barry’s rehab therapy sessions

so that

He feels connected with the things that used to make him happy?