

HMW Statement Template

This template is designed to support the Define phase of the **Waste 2 Worth Design Thinking workshop**. Use the HMW activity to help synthesise empathy findings into clear, actionable statements.

HMW Statements Framework (convert themes into opportunities)

1. Start from themes: Pick a top insight/theme.
2. Draft many: Write multiple “How Might We...?” variations per theme.
3. Scope check: Not too broad (“boil the ocean”) & not too narrow (“one solution baked in”).
4. Reframe negatives: Turn problems into opportunity language.
5. Vote & refine: Dot-vote, merge similar HMWs, sharpen wording (user + need + outcome).
6. Output: 1–3 selected HMWs to guide ideation in the next phase.

Format: *How might we [design challenge rooted in users' need]?*

Example: *How might we support cafe chefs in transforming leftovers into new, appealing menu items?*

Blank version:

How might we _____?

Blank version:

How might we _____?

Blank version:

How might we _____?



Co-funded by
the European Union

