

Twist to the opposite

Ask the HMW by changing it to the opposite.

Roll the dice



Remove the superfluous

Try to remove as much as possible, when you formulate the HMW.

Roll the dice



Exaggerate

Take your HMW
Question to the
extreme.

Extreme doing, feeling,
motivations...

Roll the dice



Doubt the rationale

Phrase a HMW

Question that doubts
the rationale behind
the need.

Roll the dice



Focus on a detail

Phrase a HMW that is constructed around a detail out of the problem.

Roll the dice



Delight

Phrase a HMW that highlights and celebrates the positive feelings.

Roll the dice



Form an Analogy

Ask a HMW, by
comparing it's potential
result, felling to
something you know?

Roll the dice



Fisher Price

Write your HMW so
that a five year old
understands it.

Roll the dice



Transform the task

Imagine how you can change the activity and write your HMW?

Roll the dice



Replace objects

Reimagine your HMW
by transforming an
object into a new one.

Roll the dice



Doubt the assumption

Change the ultimate
objective of the user.

Roll the dice



Flip emotions

Flip the emotions you are trying to solve for and ask the HMW question.

Roll the dice



Evil devil

Be the architect of a
evil question. Don't
limit yourself, you are
the devil!

Roll the dice



Remove Emotions

Phrase your HMW
purely rationale.

Roll the dice



Gamify

Imagine your HMW as aiming to provide a playful experience.

Roll the dice



Surprise your user

Ask how you could surprise in a given situation. State it as a HMW question.

Roll the dice



Elevate it to a service

What if the need was a full service and not limited to this product.

Roll the dice



Let the user do the job

What if we could
leverage what the user
creates for other
users?

Roll the dice



Illusion

Think about ways to create illusions of solutions. Ask the HMW?

Roll the dice



Superhero

Introduce a hero in
your HMW-Question.

Roll the dice

