

How Might We Questions

Enterprise Enablement Toolkit

Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

How Might We Questions

Time: 5 - 15 min

Group Size: 3-5

Why and When to Use This Exercise

How Might We (HMW) questions are used to transform identified problems into actionable design opportunities by reframing constraints as open-ended challenges.

This is a critical exercise during the transition from the Define phase to the Ideate phase, ensuring the team moves away from "solution-bias" and toward a mindset that encourages creative, diverse, and scalable brainstorming.

How Might We...

Quickstart Guide

Time: 5-15 min Group Size: 3-5

Materials: Whiteboard, Pens, Post-its

Why?
To formulate a question that helps brainstorm focused ideas later.

1. Reflect on findings from previous observe/understand exercises.
2. Identify the core user needs.
3. Frame them as "How might we [verb] [noun] for [persons]?" questions. (Examples in notes)
4. Ask "Why?" or "How?" to broaden or narrow the focus as needed.
5. Choose a question that inspires many ideas without being vague.

HMW Questions Selection

Write down as many as possible

How might we... _____ Context: what?
for _____ Actor: for whom?
(re)design, _____ Need: what? is satisfied.

Sorting		
Too Broad	Just Right	Too Narrow
How?		Why?
Most Relevant HMW Question	Outcome Final question which is to be pursued further	

CARDANO FOUNDATION Workshop: _____ Date: _____
Adapted from d42book.com/ide



Materials You Need

- ❑ **Pens:** Use pens for individual work and detailed documentation across brainstorming grids. They allow you to translate personal thoughts into readable contributions on your research templates.
- ❑ **Whiteboard:** Find a whiteboard to serve as the central hub for team collaboration and collective alignment. This surface helps you wall-mount answers and conduct group-wide voting rounds.
- ❑ **Paper and Templates:** Gather paper and print the templates to provide a structured roadmap for your sessions. These materials are the physical foundation for everything from sketching to strategic mapping.

Best Practices

- ❑ **User-Centric:** Keep users central by sharing their stories and formulating from their points of view.
- ❑ **Build on Ideas:** Use "Yes, and..." to expand on teammates' suggestions rather than dismissing them.
- ❑ **Strike the Right Balance:** The template should help you and the team to think and discuss the right level of specificity.
- ❑ **Practice on Simple Questions:** HMW questions and way of thinking take time to get used to. Practice with easy HMW questions before going to more complex ones.

How Might We Questions

Time: 5 - 15 min

Group Size: 3-5

1. Reflect on findings
from previous
observe/understand
exercises.

HMW Questions Selection

Write down as many as possible

How might we... _____

for _____

(re)design, _____ Need: which

Sorting

**What have you
learned about
users in previous
exercises?**

to Narrow

Most Re

Final question which is to be pursued further

How Might We Questions

Time: 5 - 15 min

Group Size: 3-5

2. Identify the core user needs.

HMW Questions Selection

Write down as many as possible

How might we... _____

for _____

(re)design, _____ Need: which

**Add most
important user
needs up here.**

How?

Why?

Most Relevant HMW Question

Outcome

Final question which is to be pursued further

How Might We Questions

Time: 5 - 15 min

Group Size: 3-5

3. Frame "How might we"
questions as
"How might we use
[constraint] for [persona]
so that they feel/dont feel
[opportunity / want]?"

MW Questions Selection

'te down as many as possible

How might we... _____ Co

for _____ Acto

(re)design, _____ Need: which? is

Sorting

HMW use BC
for our
Supply Chain?

Just Right

HMW use BC-
QR codes on
our products?

How?

Why?

ost Relevant HMW Question

Outcome

Final question which is to be pursued further

How Might We Questions

Time: 5 - 15 min

Group Size: 3-5

4. Ask "Why?" or "How?" to broaden or narrow the focus as needed.

HMW Questions Selection

How might we...

**Narrow or broaden
as needed**

HMW use BC
for our
Supply Chain?

HMW use BC to
convince skeptical
customers that our
"organic" claim is true?

HMW use BC -
QR codes on
our products?

How?

Why?

Most Relevant HMW Question

Outcome

Final question which is to be pursued further

How Might We Questions

Time: 5 - 15 min

Group Size: 3-5

5. Choose a question that inspires many ideas without being vague.

IMW Questions Selection

Write down as many as possible

How might we... _____

for _____

(re)design, _____

Sorting

HMW use BC
for our
Supply Chain?

Just Right

HMW use BC-
QR codes on
our products?

How?

Why?

Most Relevant HMW Question

Outcome

Final question which is to be pursued further

HMW use BC to
convince skeptical
customers that our
"organic" claim is true?

Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [*The Design Thinking Playbook & Toolbox*](#) (Lewrick, Link, Leifer)
- [*IBM's Enterprise Design Thinking Toolkit*](#)
- [*Collaboration by Design*](#) (Coullomb, Collingwood-Boots)
- [*Tools from the Stanford d.school*](#)
- [*The Lean Startup*](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please visit cardanofoundation.org or write to venturehub@cardanofoundation.org.