

PHASE 2 | DEFINE

How Might We Questions

Challenge: Make waiting for campus food feel trustworthy and calm

Sample project: A food-delivery app for university students in Islamabad. The blue italic text is an example of a completed sheet.

FACILITATOR INSTRUCTION

"Turn each pain point into a question starting with 'How might we...?'. Not so broad that it's vague, not so narrow that it has one answer. One question per note. Aim for ten in five minutes."

QUESTIONS

Pain point	How might we...?	Too broad / narrow / right?
<i>Late and unpredictable arrival</i>	<i>How might we give students an honest delivery time they can plan around?</i>	<i>Just right</i>
<i>Hidden fees at checkout</i>	<i>How might we show the full price before a student commits?</i>	<i>Just right</i>
<i>Cannot reach the rider</i>	<i>How might we make contact with the rider effortless?</i>	<i>A little narrow</i>
<i>Confusing handover</i>	<i>How might we make pickup on a busy campus obvious?</i>	<i>Just right</i>
<i>Solving food delivery</i>	<i>How might we fix food delivery?</i>	<i>Too broad</i>

OUR TOP THREE

- *Honest delivery time students can plan around*
- *Full price visible before commitment*
- *Obvious, calm pickup on a busy campus*