

# Define

INSTRUCTION BOOKLET



# Define Instructions

When we find a problem or an unmet need, we're also uncovering an opportunity. A clear way to state these opportunities is as "How might we..." (HMW) questions. This phrasing invites many potential solutions without jumping to conclusions about which solution is best. This kit will help you define lots of opportunities and get you ready to generate ideas.

## **BY THE END OF THIS KIT, EACH TEAM MEMBER WILL:**

Generate 3–5 "How might we..." (HMW) questions. You'll decide on the top 3 the group is most excited to work on.

## **STRETCH GOAL:**

Generate at least 40 HMW questions as a group.

**Number of players:** 3 – 8

**Time:** 2 hours

## **Materials:**

- Services Deck (blank—for now!)
- Sticky Note Pads
- Sharpies
- Dot Stickers

# Steps

## 1) Choose team roles.

You'll need a Design Lead, a Note Taker and Designers. Have the instruction booklet open to the Roles & Rules page for reference.

**Pro-tip:** When choosing a Note Taker for this kit, choose someone with good penmanship.

Decide on these roles now.

## 2) Build the Services deck.

Working together, generate a list of some of the services and/or programs your organization currently offers for older adults and caregivers. For example, you might list "outpatient services" and "social programming". Alternatively, if everything your organization does is social programming, you might list specific events and programs.



Note Taker

**NOTE TAKER:** Print the names of these services on the Service cards. There are 10 blank cards in the Services deck.

When complete, shuffle the Services deck and place it face down on the table.

## 3) Pass out materials.

Each person gets a sticky note pad and a marker.



**DESIGN LEAD:** Make sure each person also has their completed Persona Mat visible.

#### **4) Choose a service.**

Beginning with the red Designer, have each person draw a Service card (if there aren't enough cards for everyone, people can share a card).

#### **5) Generate HMW questions.**

HMW questions help Designers view problems as opportunities. To generate HMW questions, start by choosing a need from your Persona Mat (or an insight you carried forward from the reflection) and pair that need with the Service card you drew.

**HMW questions don't have to rigidly follow this format, but you can use it as a helpful starter:**

*"HMW help [persona name] meet [need] as part of our [service]?"*

E.g. *"HMW help Gail meet and connect with people as part of our volunteer drivers program?"*

**Remember:** One HMW question per sticky note.



**DESIGN LEAD:** Gently remind the team that this is meant to be time to work solo—the space should be quiet for this step. When everyone is finished writing, collect all the sticky notes and begin sticking them to a blank wall—reading each one aloud as you post it.

**Pro-tip:** To reach your stretch goal of 40+ HMW questions, have everyone pass their Services card to the person on their right, and repeat step 5.

## 6) Dot vote to narrow down HMW questions.



**DESIGN LEAD:** Give everyone 3 dot stickers.

Each Designer uses their dot stickers to vote on their favourite HMW questions—the questions that they would be the most excited to work on. Designers can vote on three different HMW questions, or cast three votes for the same question.



**NOTE TAKER:** Snap a few pictures of the group voting.



**DESIGN LEAD:** When everyone has finished voting, count up the total dots and identify the top 3 HMW questions.



**NOTE TAKER:** Snap a picture of all the HMW questions, and another picture of the top 3.

## 7) Reflect.



**DESIGN LEAD:** Remind the Note Taker to jot down the responses of the team—reflections are often where some of the best learnings come to light.

**Read these questions out loud to the group and encourage people to share their answers aloud:**

- a. What do you notice about the HMW questions you've generated?
- b. What words stand out to you?
- c. Which HMW questions feel like the most difficult to solve?
- d. Of the top 3, which HMW question has your mind racing with possible solutions?

## **Congratulations**

**You've identified meaningful HMW questions!**

You've now reviewed the needs of your personas and identified opportunities by pairing them with services you provide. You may have even started to think of solutions—improvements to existing programs and services or maybe even new services all together.

**This custom toolkit was  
designed by Overlap Associates**

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If you have any questions or feedback,  
contact us at **[info@overlapassociates.com](mailto:info@overlapassociates.com)**  
and we will do our best to help!