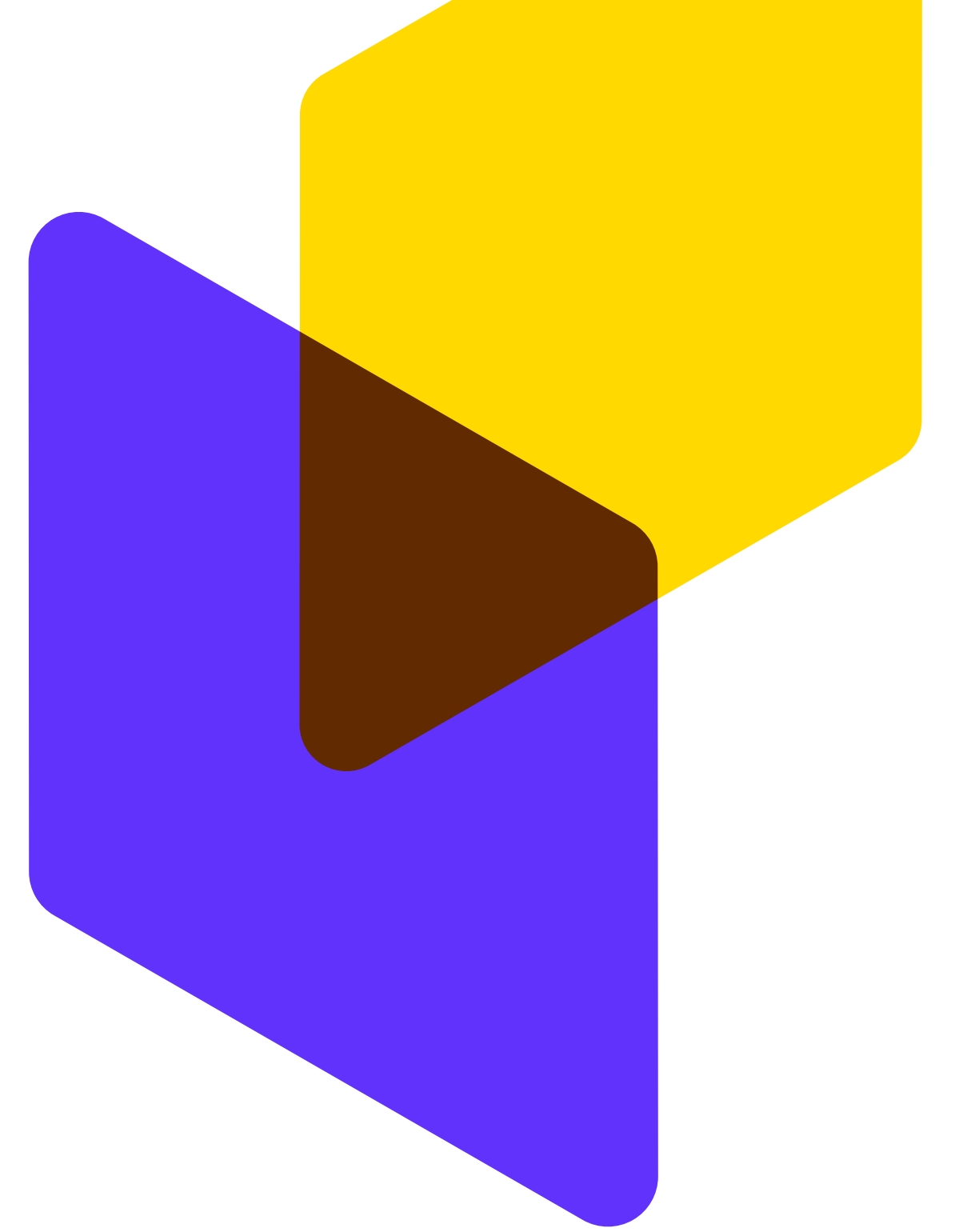



Identify  
opportunities







How Might We...  
(HMW)

## How Might We...

Gather insights from facts and stories in a collaborative way so we can create great solutions together.



The reason we use...

**"How Might We..."** instead of

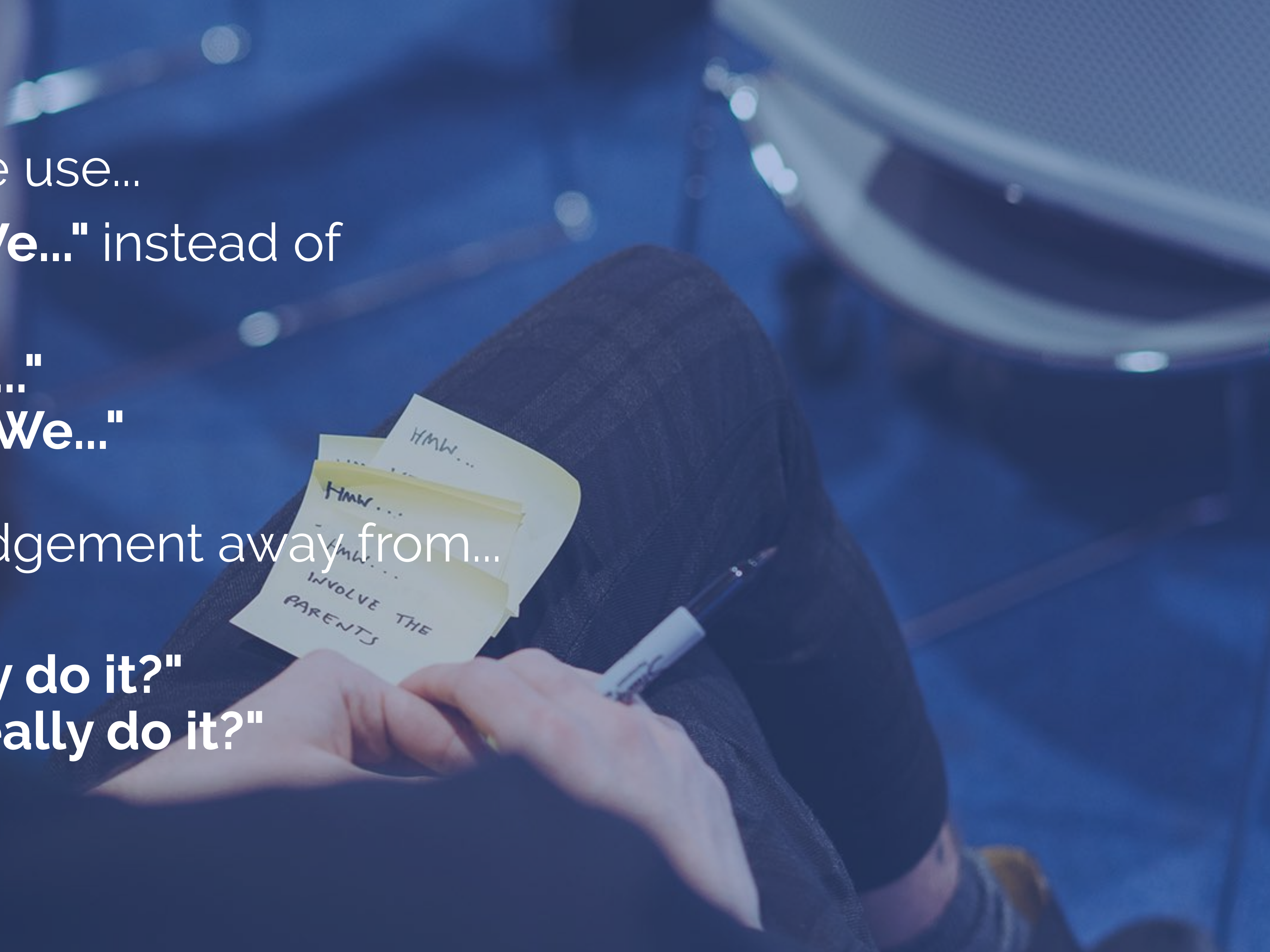
**"How Can We..."**

**"How Should We..."**

...is to defer judgement away from...

**"Can we really do it?"**

**"Should we really do it?"**







**Write your post-its while you hear the speaker..., e.g.**

*“Citizens have grown increasingly irritated by the continuous requests for consent online and most likely click them away to get rid of them.”*

*- Commission Impact Assessment, 2017*

**HMW...**make consent more fun and less irritating

**HMW...**allow people to give longer term consent for some content vs. continuous request

**HMW...**make the consent engaging & informative to invite deeper consideration



Instead of being too broad...

HMW...

Fix consent  
issues

...or too narrow!

HMW...

click to  
dismiss consent  
requests

...we have open ideas

HMW...

make consent  
more fun and  
less irritating

HMW...

allow people  
give longer  
consent for  
content  
control

HMW...

make the consent  
engaging & informative  
to invite deeper  
consideration