



Phase 3 of thorough synthesis: Translating insights into opportunities & recommendations

In this last phase of synthesis, we'll turn each insight into a **How Might We (HMW) question**. HMW questions describe opportunities for us to improve our product, and help us brainstorm recommendations.

Now, let's break down the anatomy of that question:

How might we **enable first-time users** to **set up their account quickly?**

- How might we { verb }** – In the example, we wrote **enable**, but you can use any verb: help, improve, create, increase, decrease, etc.
- { User profile/ segment }** – In the example, we wrote **first-time users**. Use this part to describe the user profile/segment you're researching.
- To { Accomplish this task }** – in the example, we wrote **set up their account quickly**. Use this part to describe the opportunity you have to improve your product.

How to use this template:

1. Copy & paste 1 insight into each box below
(If you created 'customer problem statements', you can place them here as insights).
2. Rephrase each insight as one or more HMW questions (more is better).
3. Choose which HMW question(s) you want to keep for each insight.

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Write here...

Opportunities and recommendations for the Insights

- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations

Insight #2 (need/pain point)

Write here...

Opportunities and recommendations for the Insights

- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations

Insight #3 (need/pain point)

Write here...

Opportunities and recommendations for the Insights

- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations

Insight #4 (need/pain point)

Write here...

Opportunities and recommendations for the Insights

- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations

Insight #5 (need/pain point)

Write here...

Opportunities and recommendations for the Insights

- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations
- How might we {verb}... {user profile/segment}... to {take this action}... ?
+ recommendations