Simplify/summarize information

Recommended topics / Trends

Save searches, research, & content

Simple navigation

Seamless research-to-creation flow

Personalization (tone of voice, format, style)

Credible sources

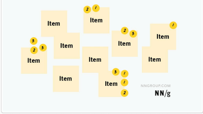
Links to sources

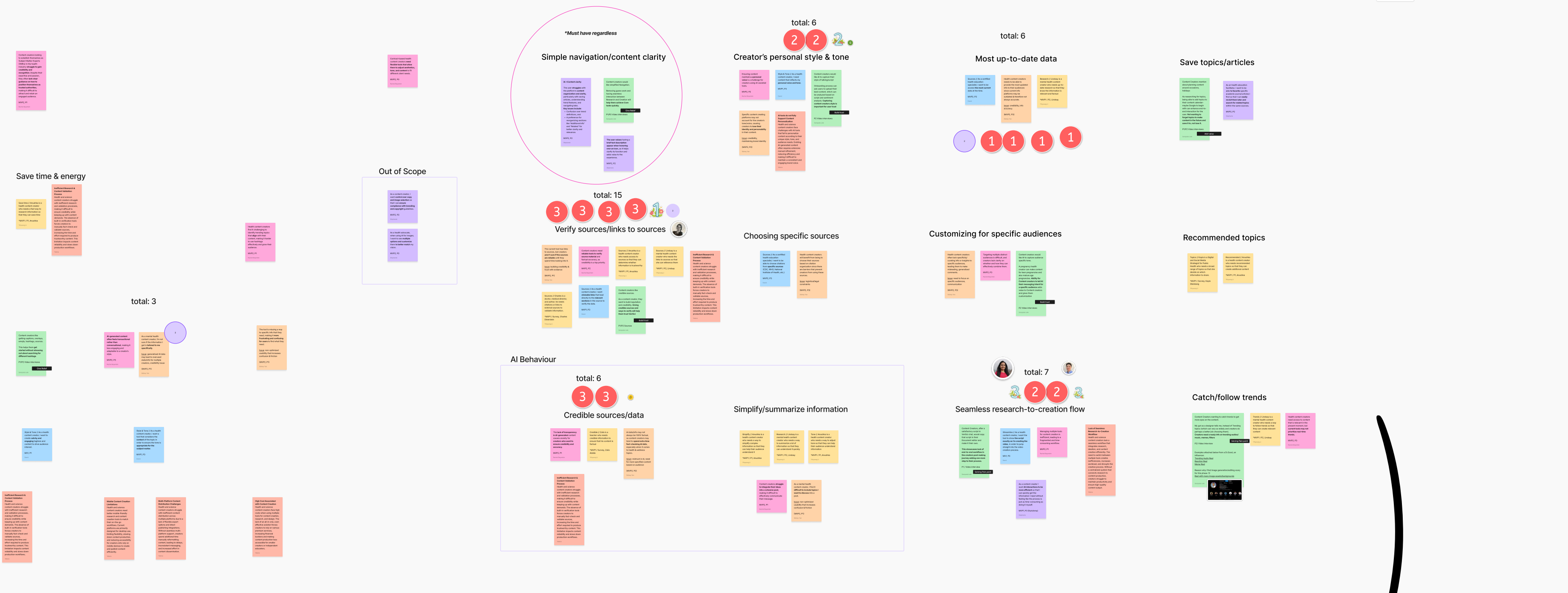
Save time & energy

Feel free to add more

If this problem isn't solved, how will it impact user experience? 3 = most important

3 2 1





Problem Statement

Example 1 (need):
[Alieda, a multitasking, tech-savvy mother of 2] needs **[to quickly and confidently compare options without leaving her comfort zone]** in order to **[spend more time doing the things that really matter]**.

Example 2 (problem):
[Sellers on our second-hand clothing app] are **[unable to see where buyers are located, and buyers are unable to filter sellers by location]**. This often results in **[unfulfilled or cancelled transactions due to high postage costs, leaving both sellers and buyers unhappy.]**

HMW

Constructing how-might-we questions generates creative solutions while keeping teams focused on the right problems to solve.

Example:

Problem/Insight	Users often spend a long time checking their submission for mistakes.
HMW (good)	How might we make it quick and easy for users to check their work for mistakes?
HMW (better)	How might we support users to efficiently draft submissions that they're happy with?

Hypothesis

We believe that [this outcome]
Will be achieved if [these people]
Attain this [goal/benefit]
With [this feature].

Example:

We believe that we can [reduce cart abandonment rates] if [users] have a [simplified checkout process] by [removing unnecessary form fields, streamlining the steps, and improving error messages].

Example

Problem	People forget to water their plants, which leads to unhealthy plants and frustration.
HMW	How might we help people remember to water their plants without being intrusive?

Hypotheses

If we create a simple mobile app that sends gentle, customizable plant-watering reminders, people will be more likely to water their plants regularly and report seeing healthier plants.

Hypotheses voting

Team members will vote on hypotheses using two criteria: **impact** (value for the end user) and **effort** (resources required for implementation).

Stars ⭐ = high impact and dots ● = high effort.

Each team member has up to 5 ⭐ and 5 ● to distribute across the hypotheses. You can decide how to distribute them.

🔔 Please wait until all hypotheses have been finalized before starting to vote.

~~Verify sources/links to sources~~

Source Verification & Research Credibility

Problem	Content creators need **verifiable source material that they can reference for their content**, as factual accuracy is a top priority to lead to their credibility.
HMW	How might we ensure that **content creators can identify** and **reference** their source material?

HMW

Hypotheses

Core Userflow

Seamless research-to-creation flow

Problem	Health content creators **lose a lot of time and energy** using multiple tools for research and content creation
HMW	How might we enable health content creators to move fluidly from research to content creation?

HMW

Hypotheses

~~Creator's personal style & tone~~

AI Personalization & Content Customization

Problem	Many AI assistance tools fail to personalize/account for health content creators' unique style & voice, which causes creators to lose trust, personability, and engagement from their audiences.
HMW	**How might we** ensure AI tools provide specific & tailored information or suggestions to health content creators that include their unique voices & styles?

HMW

Hypotheses

Most up-to-date data

~~Most up-to-date data~~

Reliable & Updated Information Access

Problem	Health content creators need reliable access to the most up-to-date and accurate research to ensure the information they share remain relevant and actual, as existing platforms may be outdated or inaccurate.
HMW	How might we ensure AI tool provides reliable access to up-to-date and accurate research, ensuring the information they share is actual and relevant?

HMW

Hypotheses

~~Credible sources/data~~

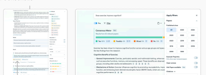
Data Integrity & Content Trust

Problem	Health content creators need credible and information to ensure that their content is factual.
HMW	How might we enable content creators to **trust the credibility** of the data shared by our platform?

HMW

Hypotheses

Inspiration: Consensus



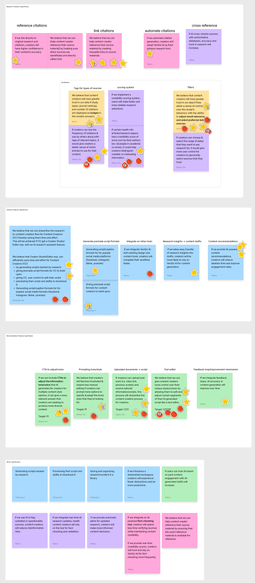
Hypotheses voting

Team members will vote on hypotheses using two criteria: **impact** (value for the end user) and **effort** (resources required for implementation).

Stars ⭐ = high impact
Dots (colour doesn't matter) ● = high effort.

Each team member has up to 5 ⭐ and 5 ● to distribute across the hypotheses. You can decide how to distribute them.

🔔 Please wait until all hypotheses have been finalized before starting to vote.



Must / Should / Could / Won't Prioritization Matrix

Use this matrix to prioritize work that's being planned based on level of effort and impact to users / business.

Place hypotheses according to their effort and impact votes.

The x-axis represents impact (more ⭐ = higher impact)
The y-axis represents effort (more ● = higher effort).

Low level of effort

Could do
(Low impact / low effort)

These features add value but are not essential in the initial release.
- Saving Top Sources/Articles – Users can bookmark and organize frequently used sources.
- Choosing Specific Sources – Users preselect preferred sources for AI fact-checking.
- Customization for Specific Audiences – Adjusting content format to fit different audience demographics.
- Following Social Media Trends – AI recommends content ideas based on platform trends.
- Upvote/Downvote System for AI Suggestions – Users rate AI-generated outputs to improve relevance.

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Must do
(Low effort / high impact)

These hypotheses provide significant user and business value while requiring minimal development effort.
- Reference Citations – Users need clear and verifiable sources for credibility.
- Link Citations – Ensuring AI-generated content links back to verified sources.
- AI Personalization & Content Customization – Tailoring AI-generated content to match tone, style, and audience.
- Seamless Research-to-Creation Flow – Reducing friction between research and content generation.
- Credible Sources & Data Integrity – Improving trustworthiness by integrating vetted sources.

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Low impact

High impact

Won't do
(Low impact / high effort)

These features require extensive effort but provide minimal return at this stage.
- Real-time AI Behavior Transparency – Providing detailed AI decision-making explanations.
- Full Content Workflow Integration – Connecting AI to multiple third-party platforms (e.g., CMS, social schedulers).
- Voice & Video AI Capabilities – Expanding AI to support audio/video content generation.
- Comprehensive Long-Form Content Generation – AI writes full blog posts and reports.
- AI Sentiment Analysis for Content – AI evaluates emotional tone and impact of generated text.

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Should do
(High effort / high impact)

These features are highly valuable but require more development time and resources.
- Automated Citations – AI automatically generates and verifies citations for content.
- Source Verification & Cross-Reference Feature – AI should validate claims with multiple sources.
- Most Up-to-Date Data – AI must pull recent, relevant information for content generation.
- Advanced Customization for Fact-Checking – Allow users to control and refine AI fact-checking.
- Comparison Tool for Content Variations – Users should be able to compare different AI-generated content versions.

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High level of effort