

ACED How Might We... Example

This tool will help you define the key audience development challenge for your target audience and stay focused through experimentation.

Key insights about persona and needs

Example insight:

Anna is time and cash poor. She has never visited our organisation – she likes drama on TV but she’s not confident about visiting our venue . She thinks she is too busy, it might be expensive and doesn’t like the idea that she can’t “switch off” when she’s had enough!

Example:

How
Might
We...

Action/ verb

How might we... create

What/ activity

An affordable introduction

For whom

for Anna - to make her feel at home, give her the freedom she wants

For what change?

To make her want to return in a way that is sustainable for us.

ACED How Might We... Canvas

Key persona insights and needs

How
Might
We...

Action:

What:

For whom, why:

For what change?