Hello and welcome to the Alzheimer's challenge - our collaborative innovation journey with the ultimate goal to find solutions for early intervention!

In this document we have summarised the most relevant information and some instructions for you, with a focus on the current part of the process - development of ideas.

First a short overview of the challenge and then instructions for the coming days.

‘How might we help people with signs of Alzheimer's to overcome denial and seek medical help as early as possible?’

Together with you we want to explore the topic of denial in Alzheimer patients and their caregiver and ease the path to early healthcare intervention with a design challenge.

The first part was all about sharing, collecting and building on each others ideas. This last part is organised as a competition with the a final workshop taking place in Stockholm January 2019.

* We will guide you through each step bit by bit and keep you updated with milestones and instructions and upcoming events!
The Alzheimer’s Challenge
Instructions (Ideation)

Instructions - Development of ideas

You have decided for an idea you think is worth developing. This development phase is all about validating assumptions and refining the idea according to your insights in the process. Assumptions of feasibility, viability and most of all of desirability. Is your idea really delivering the value you are intending to? What is the critical function of the idea without which it would not deliver its value? How could we bring it to life?

Developing ideas 1-0-1

1. Ask yourself some crucial questions to become aware of the status and maturity of your idea
2. Choose direction: Think about suitable next steps.
3. Build a prototype (for testing)
4. Test your idea to validate your assumptions and/or iterate further

1. Questions you have to ask yourself:
As an example, if you are intending to create an online platform…
What does it really do? For example Deliver certain information between certain users, e.g. waiting times to patients who are about to go to their appointment.
What is the effect of this information on the user, from the users perspective? For example Change feeling in a certain situation and thus behaviour, e.g. feeling of security which helps to wait patiently for the treatment to be performed.
Your task now is to find ways to validate exactly this assumption, are you really changing what you are intending with this function?
Remember, this challenge is about Alzheimer's and denial.

2. How to choose the direction:
You have chosen an idea to work with. There could be different reasons for your decision, and all of them may be good ones. Either this idea makes most sense looking at the research data, you have the best resources at hand to make it happen, or a key stakeholder has given you big encouragement.
But, none of these reasons is good enough on its own, if you haven’t talked to users to understand their perspective and needs. Sometimes the story of somebody with first-hand experience can be so impactful that it drives the whole innovation journey and influences many of the decisions along the way. **All this is legitimate in an iterative design process is, as long as you are able to validate your assumptions.**

3. **Prototyping and testing:**

There are multiple ways of testing your assumptions. Talking to users is surely helpful. But, what is better is setting up a way to give them the experience that you are intending and then see what they tell you. This testing is important especially when you are aiming to implement something that is really new and thus difficult to imagine for people. For this you build tangible, experienceable versions of your idea. This is what we call prototyping.

**Example:** Your idea is a café where people meet to talk about Alzheimer’s and you aim to give people more security about this disease and reduce the feeling of stigma? Then, why not inviting some people over to your house for such a conversation? Or, organise an event together with an Alzheimer’s association?

Bringing users together with a new process or object that might change their routines and behaviour is very valuable because you will see the effect. Also the users feel it and they will be able to tell you about their first-hand experience, rather than doing a guessing game into the future. It is difficult imagining the future and this is your task as “designer” after all.

> “If I had asked my customers what they wanted, they would have said faster horses”
>  
> - Henry Ford.

**Iteration - what is that actually?**

Every cycle of (1) gaining insights, (2) choosing direction, (3) developing an idea further by building prototypes, (4) testing and through this finally gaining new insights is called an iteration.

When applying Design Thinking we aim to improve an idea step by step by going through these cycles again and again. Each cycle can last one hour and up to several weeks, the prototypes can be a sketch or a functional mini-version up to a working solution. All this depends on the moment in the project timeline and its properties.
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On the platform

The innovation process lives through your active participation. In this part of the process you even have the chance to participate in a competition. But, how does this work?

Share a snapshot of your development process through making a post. Note: A development post is only possible if you have created a team (but you can also be alone in the registered team)

1. **Title** Give your solution a name/title as it is now, you can of course keep a name that you like.

2. **Image** (sketch, storyboard or photo of prototype) of your idea, or of a testing situation.

3. **Description** of idea in the following format:
   - **Why** is it needed? Share your HMW question and the background to it.
   - **How** does it work? Describe your idea closer.
   - **What** is the essence of your idea? Which function is vital to it? And what are you working on at the moment?
   - You can also say something about **yourself**. Are you searching for team members to complement your team?

Feel free to engage!

- Browse others ideas, leave comments and get inspired for more ideas. Help each other out.
- Contact people with ideas that inspire you. You can still form or join a team!