The Alzheimer’s Challenge

Instructions (Ideation)

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 phase - Ideation. We will first give you a short overview of the challenge and then guide you through the process of these coming weeks until the next milestone.

Overview of the process

‘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 is all about sharing, collecting and building on each other's ideas. Later we will move into a competition with the finals taking part in Stockholm January 2019.

But this is not all!
Stay tuned for satellite events happening at partnering hubs around Europe. Join ideation workshops, get guidance and meet peers who are up for taking this innovation journey with you.

We will guide you through each step bit by bit and keep you updated with milestones and instructions and upcoming events!
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Open ideation - all ideas welcome! 8th Oct - 5th Nov
Open Idea collection ends and transition to the competition begins. After this milestone you will be encouraged to start selecting one idea and forming a team to register.

UPCOMING MILESTONE: 5th November

Instructions Phase 2 - Ideation

This is the time for collecting ideas from the Alzheimer's Challenge community, from you! You are encouraged to share as many ideas as you can and we want to build on each others ideas. So let's open up to the variety of possibilities to tackle this challenge together!

*Remember not to judge your ideas too hard in this phase. You are moving into unknown territory. The really good ideas often lie very close to the most crazy ones. Also, consider that there might be other users you haven’t thought of yet such as caretakers, nurses, colleagues etc.*

Your next steps:

1. **Have a look at the following documents**
   - Detailed challenge description
   - Design Thinking guide: Introduction to mindset, methodology and suggestions for your project. A helpful read to get an idea of why we are basing this journey on DT

2. **Revisit your findings** - now that you’ve had the time to let your findings sink in a little, are there any more that you want to add? Or maybe there are some new insights that surfaced that you want to add?

3. **Choose which opportunity areas (OA's) you want to work with.** With opportunity areas we mean areas which feel rich in terms of number of solutions that can come out of it and where you see great potential for solutions. These could be:
   - a moment in time of a user (patient) journey,
   - a theme that emerged when clustering your insights and findings,
   - a clear need or problem that would be game changing to be met, or
   - a certain user story (experience) that touched you and you feel is important to improve

4. **From these OA's rephrase the challenge statement into other “How-might-we” (HMW) - sentences.** Our challenge was “HMW help people with signs of Alzheimer's to overcome denial and seek medical help as early as possible?”. Now, how would you rephrase this sentence to focus on the underlying need and user you identified? (e.g. HMW give caregivers the mental resilience of braveheart when dealing with an upcoming diagnose?)
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5. **Start to Ideate! Brainstorm** on a few different HMW questions. There are many brainstorming methods out there and you should try out what works in your team. See the method and tool collection below. *Remember to set a time limit for raising the brainstorming tempo and consider these rules while you’re at it:*

   - Defer judgement or criticism, including non-verbal
   - Encourage weird, wacky and wild ideas
   - Aim for quantity
   - Build on each others' ideas
   - Be visual

6. **Sort and evaluate your ideas.** There are many ways to do this. Please see our recommendations in the Design Thinking guide and further below!

7. **Share** your ideas on the platform

8. **Give and get feedback** on your ideas!

**Tips/extra:**

- Be visual and put all findings up on a wall (including interviewees, observations, insights, quotes, inspirations and scientific literature). Try to get an overview before you start sorting anew. Are there gaps you want to learn more about? Mark them for now, maybe you can fill them later on if you feel there is a need for it.

- Users and ideas. Who do you focus on in your HMW questions? Consider your insights from the understand phase and think if there is another user who might be more relevant. You can also ideate with your users.

**Tools and methods for Ideation:**

A good collection with descriptions is the [Bootcamp Bootleg by the D.School Stanford](#) or can also be found [here](#). Please also see our Design Thinking guide for a list of methods we recommend.

And [here](#) you can find a collection of tools specifically for evaluating ideas after Ideation.

**Please note!** You are responsible for an ethical process.

Please consider the [Little Book of Design Research Ethics from IDEO](#).
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On the platform

The innovation process lives through your active participation. In this phase this means sharing your ideas and building on ideas of others and sharing more ideas. But, how does this work?

Share your idea through making a post. An idea post should contain:

1. **Name** of your idea
2. **Image** (sketch, storyboard or photo of prototype) of your idea
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?
   - You can also say something about **yourself**. Are you a team? Are you searching for team members? (you can build on your profile to add onto this).

Feel free to engage!

- Browse others ideas, leave comments and get inspired for more ideas. This is open innovation!
- Contact people with ideas that inspire you. You could form a team!