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COACH: Idea

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Innovation for
Dementia in the Danube Region

A stream of cooperation

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WHY
do you do
what you do?

What is your
mission?

HOW
do you do what you do?

What is your **strategy**?

WHAT
do you do?

What are your **activities**?

When developing a new project it is essential to keep the **WHY** – the mission of a project – in mind. This can help in taking **strategic decisions** and in **planning** operational activities.

Only, when you know what is the change you would like to see in society you can develop a strategy – the **HOW** – as well as your daily activities – the **WHAT**.

Idea:
Design Thinking

Design thinking is a process of developing new **innovative solutions** or project ideas which strongly takes into account the **needs of your target group** in an **interdisciplinary team**.

Design thinking understands innovation as a circular process of five steps:

- **Empathise:** understanding of the needs, habits and feelings of your target group by observing and talking to them.

- **Define:** defining the problem and the needs of your target group.

- **Ideate:** collecting as many ideas as possible on how to meet the need of your target group.

- **Prototype**: developing a prototype for one or two ideas. A prototype is a preliminary or simplified version of your product or service.

- **Test:** testing whether your idea and prototype has the expected impact and ask your target group about it.

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