

# COACH: Idea

**INDEED**

Innovation for  
Dementia in the Danube Region

Project co-funded by the European Union  
A stream of cooperation

# Idea: Summary



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.

