

### Learn, Investigate, Find and Experiment pathway

At the Alzheimer's Society the Innovation Team use the LIFE Pathway- Learn, Investigate, Find and Experiment.



This approach to innovation can be used to design or improve any service or products.

**Each project has a pilot and a co-pilot from the Innovation team but at every phase of the project a team of people affected by dementia and subject matter experts are integral members of the team.**

#### **LEARN**

This first phase of the project includes:

Research – to help you understand the challenge and what has already been tried

Expert Interviews – understand existing knowledge and what they think about the project

Hunch Workshops – discuss the topic with subject matter experts (including people affected by dementia to download everything they know, think and believe about the brief.

This phase of the project takes circa 4 weeks (depending on the amount of research which exists on the topic).

#### **INVESTIGATE**

This second phase of the project is to fully understand the challenge and the impact it is having on people affected by dementia and includes:

Collating Insights – interview service users, service providers, and find out what they think the root cause of the issue is and how they think things can be improved

Search for Extreme Users at both ends of the scale.

Explore trends – affecting all areas of your challenges

Going and see for yourself – Using ethnographic diaries, service safaris etc

This phase of the project takes 6- 8 weeks (time needs to be allowed for setting up and holding a large number of interviews.)

## **FIND**

This phase of the project is focused on creating innovative solutions to the challenge, which are co-produced by people affected by dementia and subject matter experts.

Run a creative one day workshop to:

- Understand the insights of the challenge from the Investigate phase.
- Create innovative solutions to address the understood issues.
- Choose the best solutions in terms of desirability, feasibility and viability.

After the workshop the top 3-5 solutions are developed into business cases, and will then be posted onto the Brainwaves ideation software for the crowd to help us select the best solutions.

This phase of the project takes 4-6 weeks to complete depending on the complexity of the solutions.

## **EXPERIMENT**

During this final phase of the innovation project, the chosen solutions will be fully developed and piloted. The results of the pilot will be evaluated, and then the solution modified if required.

At the end of the Experiment the decision will then be made to roll out the solution or to stop the pilot

It takes at least 4 weeks to fully develop the solutions and we will test the solutions for at least 3 months to ensure that we have collected enough feedback to be able to hone the design and to be able to measure the impact of the solutions.

## **How can I get involved?**

Please go to our Brainwaves site to vote and comment on our next Sprint LIFE challenge.

If you would like to be involved in a project as a member of the project team, please email [innovation@alzheimers.org.uk](mailto:innovation@alzheimers.org.uk) and let us know which project team you would like to join.