



I AM  
DESIGNING  
FOR  
DEMENTIA  
AUG - SEP 2019

DESIGNATHON.IO

# DESIGNATHON

## WE ENGAGE

### Designathon We Engage 2019

Designathon We Engage 2019 looks to empower the community to come together to design for dementia! The event brings together designers, developers, entrepreneurs, students, caregivers, healthcare workers and social service providers to collaborate and identify design solutions for persons with dementia and their caregivers in Singapore.

### Have an idea and would like to bring it to life?

Submit your ideas to participate in the 2-day Designathon We Engage 2019 Hackathon Event.

Shortlisted teams will be selected to join the 2-day makeathon event to design their own products for persons with dementia; speak to industry experts and mentors; work with caregivers and dementia professionals.

Designathon We Engage 2019 is supported by DesignSingapore Council and hosted at National Design Centre. We are also delighted to have OCBC, The Open Vault as our partner sponsor for this year's event.



# How Might We Design Solutions To Increase Social Interaction For Persons With Dementia To Engage Socially And Improve Subjective Well-Being?

## Social Interaction

A social interaction is an exchange between two or more individuals and is a building block of society. Social interaction can happen between groups of two, three or larger social groups. By interacting with one another, people design rules, institutions and systems within which they seek to live.

Dementia is a socially ostracising condition, and the most important task is to bridge the gap between those who are affected and wider society.

## Engage Socially

The goal of treatment for people with dementia involves maintaining their engagement in life, and improving an individual's ability to communicate is an important part of that engagement.

Conversations connect people. Having one's words acknowledged and shared by another person promotes a feeling of well-being. When a person's ability to speak becomes limited, try creating and recognizing other ways to connect. A meaningful utterance, shared smile or even just direct eye contact might be worth a thousand words.

## Subjective Well-Being

Subjective well-being (SWB) is defined as a person's cognitive and affective evaluations of his or her life.

The cognitive element refers to what one thinks about his or her life satisfaction in global terms (life as a whole) and in domain terms (in specific areas of life such as work, relationships, etc.) The affective element refers to emotions, moods and feelings. Affect is considered positive when the emotions, moods and feelings experienced are pleasant (e.g. joy, elation, affection etc.)

# 1 | Guidelines for the Design Proposal

- Page 1  
**Overview**  
*Content page of what will be covered in your proposal*
- Page 2  
**About Your Team**  
*Tell us more about your team members*
- Page 3  
**Understanding your concept**  
*Provide us with a an overview of your concept and your product is designed to meet the needs of the user.*
- Page 4  
**Concept Sketch**  
*Illustrate your idea or product in this page*
- Page 5  
**User Journey Mapping:Empathy Map**  
*Provide us with an overall idea of the experiences of your user*
- Page 5A  
**User Journey Mapping**  
*Sketch how a user to will experience your product*
- Page 6 (Optional)  
**Key Development Timeline | Key Product Features | Others**

## 2| About your Team

# 1

Name | Designation | Organisation/School

Member 1

Member 2

#2

Tell us more about yourself and your interest in this Designathon.

Do you have any experience working with people with dementia?

Member 3

Member 4

Member 5

# 3| Understanding Your Concept

## CONCEPT NAME

Please explain in one sentence or less

## END USER IN MIND

## SOLUTION

How does your concept meet the needs of your end user?

## OPPORTUNITY

What benefits are there to your product?

## CONCEPT WRITE-UP *(under 500 words)*

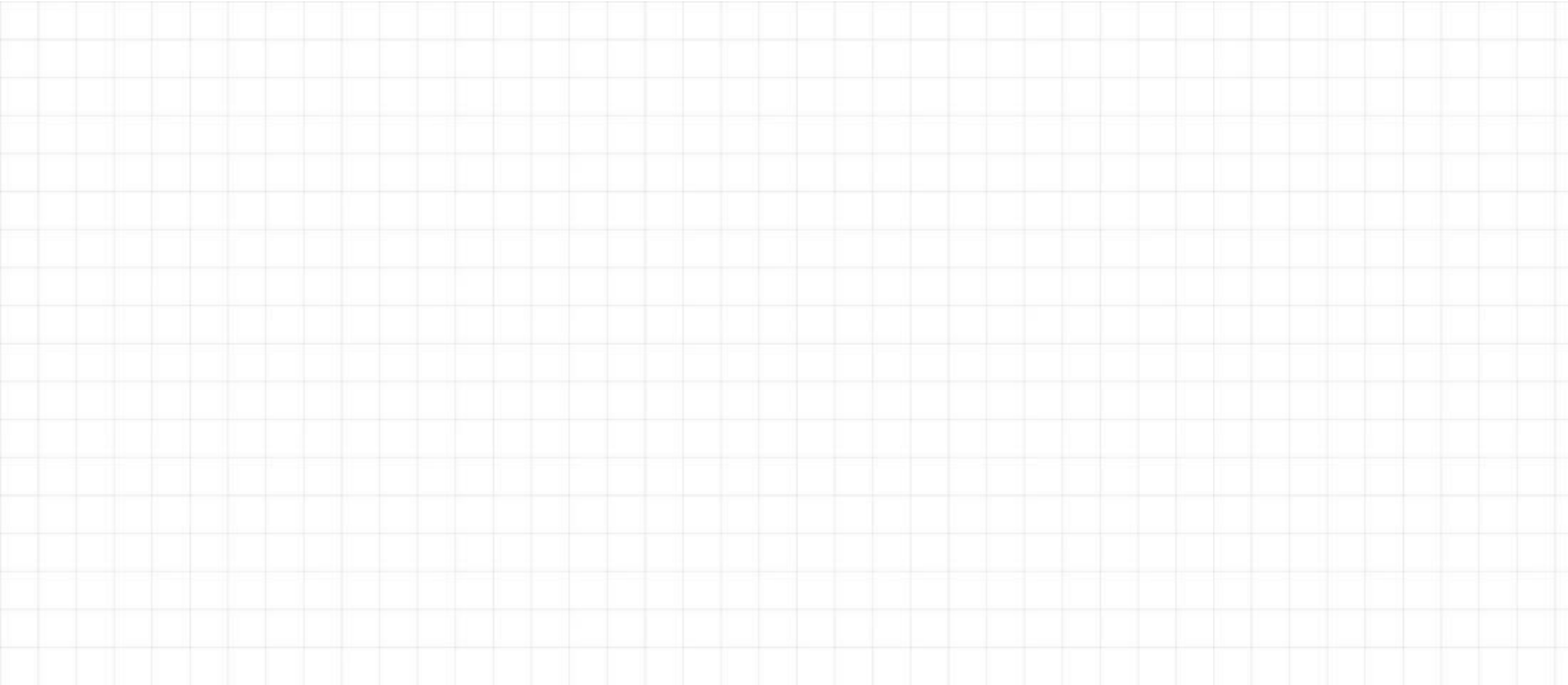
*How Might We Design Solutions To Increase **Social Interaction** For Persons With Dementia To **Engage Socially And Improve Subjective Well-Being**?*

Key Focus:

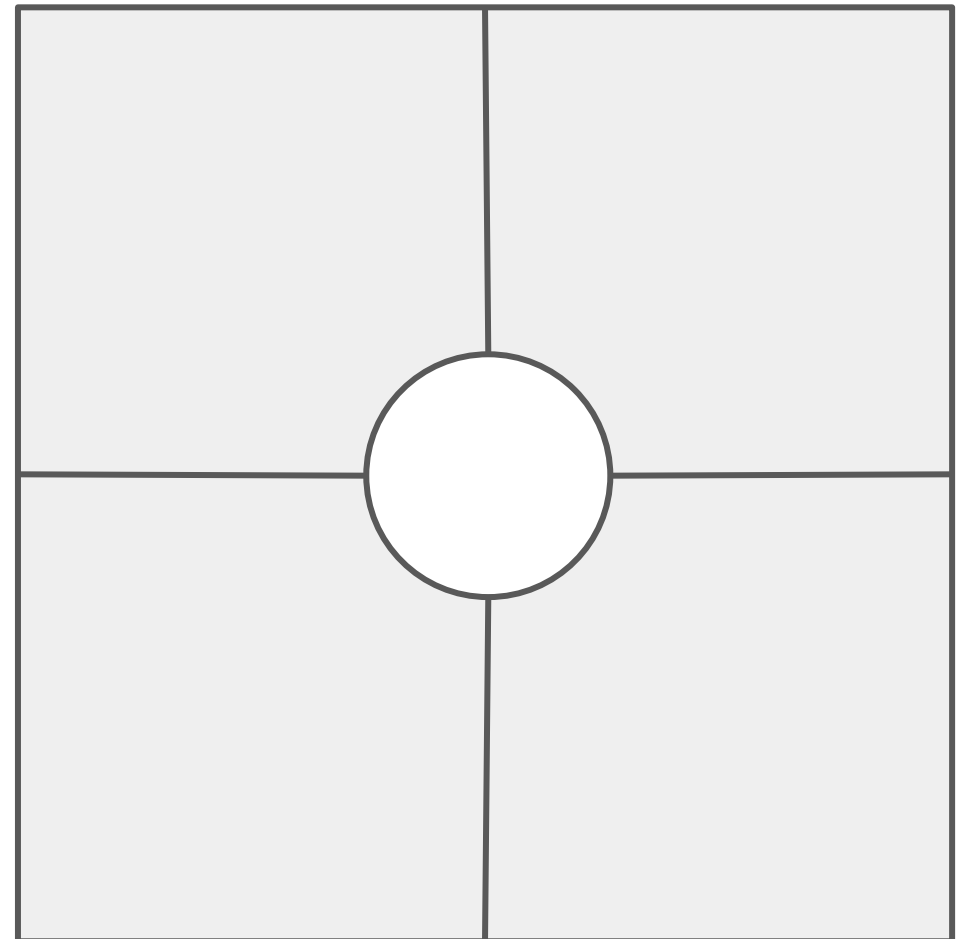
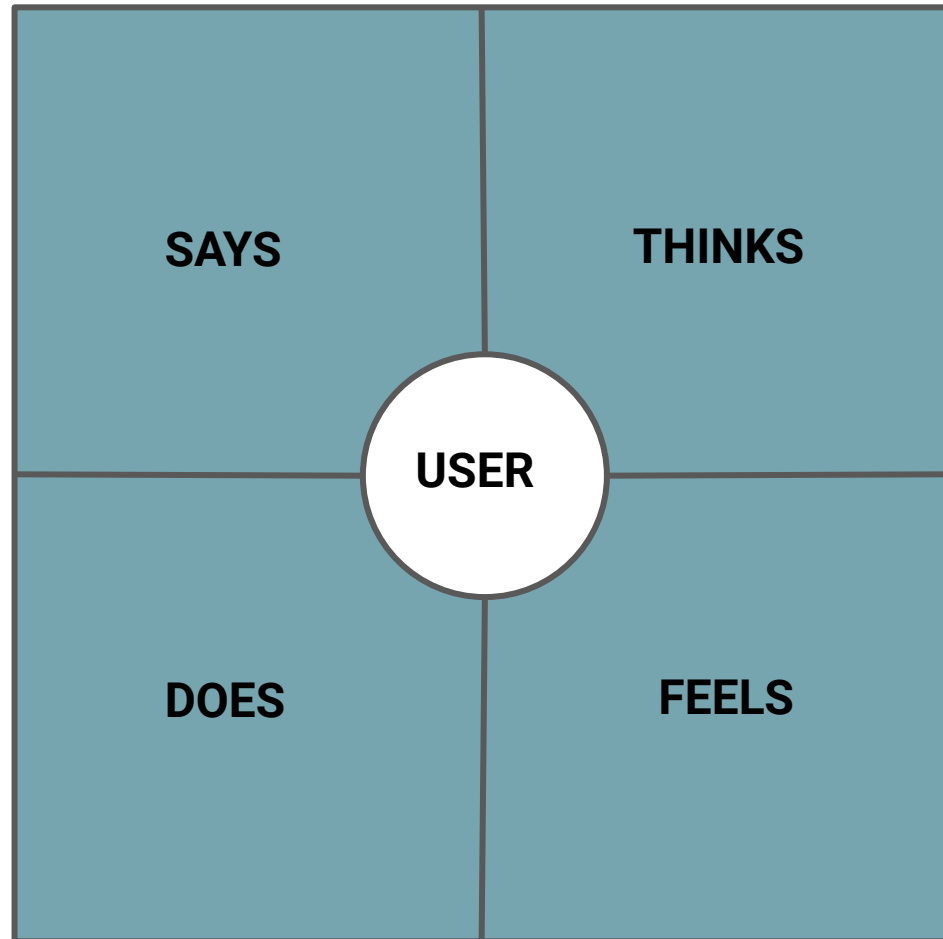
## WHAT ARE YOUR PLANS BEYOND THE DESIGNATHON?

Outline a roadmap for your idea after the designathon

## 4 | Concept Sketch



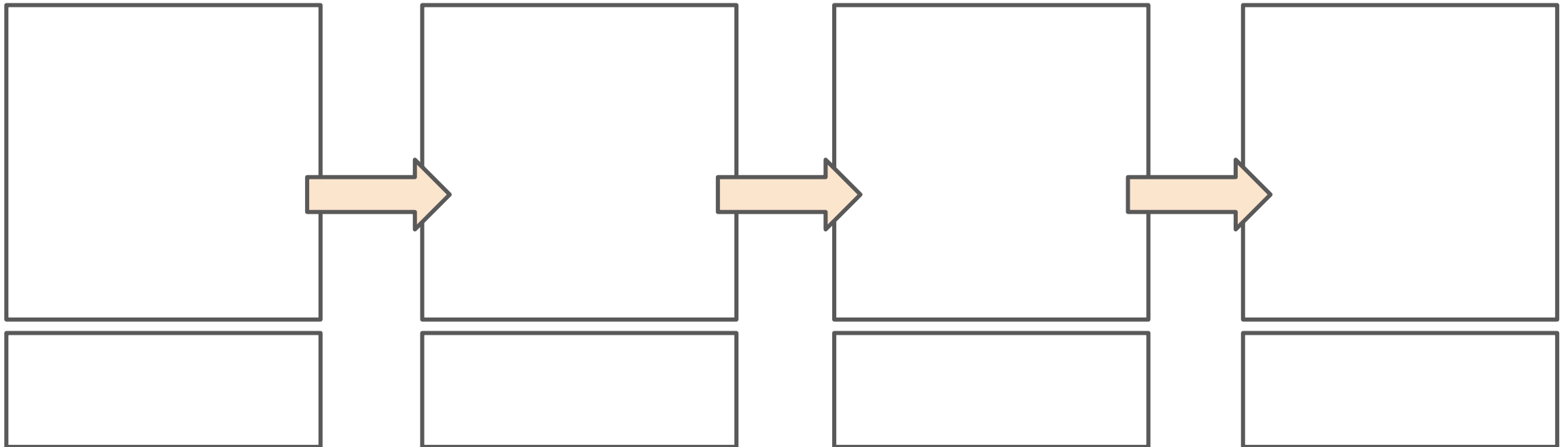
## 5| User Journey Mapping: Empathy Map





# 5A| User Journey Mapping

The user journey is a timeline of user actions that describes the relationship between your product and your intended user. It helps map all of a user's interactions, from their point of view. This information helps you understand what motivates your users and what they're most likely to find helpful.



6| Key Development Timeline | Key Product Features | Others