



PARKINSON'S UK DESIGN SPRINT

VIDEO TRANSCRIPT

UK INNOVATION PROGRAMME PARKINSON'S UK DESIGN SPRINT

FROM PROBLEM STATEMENT TO TESTED PROTOTYPE IN 5 DAYS

Paul Seymour Manager Accenture Interactive
A friend of mine, James, is a musician, a musical director and he also has Parkinson's unfortunately.

Parkinson's treatment hasn't really changed for 50 years and that stuck in my head as something that I thought needed to be fixed. The work I do within Accenture is all around fixing difficult problems and bringing in innovative methods to actually fix those problems.

So I went and spoke to our Innovation team to kind of put a project together. I told them the story and they were absolutely bought into the idea, loved it and this is how the process came about.

Julie Dodd Director of Digital Transformation
Parkinson's UK

We're Parkinson's UK.
We're the biggest Parkinson's charity in Europe. We provide both support for people living day-to-day with Parkinson's but also we're working to find a cure.

One of the things that we have been looking at is how to help people manage their Parkinson's day-to-day.

We've heard anecdotally over the years that people who do quite a bit of exercise and particular kinds of exercise seem to do better with their Parkinson's than people who don't. So we've been working, looking at bringing together all of the research that's out there around exercise to see what really could work

We were in a place where we had developed what we call the exercise framework, a document that helps capture the right kinds of exercise for people at different stages of Parkinson's, but that wasn't something that people could really easily grasp and relate to. Tyna Brych Head of Local Networks Parkinson's UK

What we were really hoping that Accenture's Innovation Programme could help us with would be to look at how we could communicate to people with Parkinson's, that really clear framework that said, "For your specific stage of Parkinson's this is the exercise that would be good for you."



And how we would be able to make that easily accessible for people to understand.
Charlotte Jackson Head of Content and Creative
Parkinson's UK

We started off by talking to Accenture about obviously what the problem was so that they could do some research into Parkinson's.
Catharine Renney Digital Strategy Analyst
Accenture

Our research showed us what a big deal exercise was to people with Parkinson's. After seeing the data we organised a 5-day sprint to see how we could go from ideation right through to creating a tangible prototype.

The sprint process is a week's worth of intense effort looking at generating ideas, narrowing down those ideas, and then rapidly creating a prototype that you can test with real people to see whether it's going to work.

First of all we defined the problem that Parkinson's wanted to address, which was how we can get more people with Parkinson's to do the right kind of exercise for them.

It was great just to get a really wide range of different disciplines into one room and give everyone that focus for a week.

Accenture brought lots of different skills into the mix that we perhaps don't have here.

Any idea that came up with had to be technically feasible, business viable and also have a user-desirability element added to it
Which basically meant that people with Parkinson's would actually benefit from the prototype we created.

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From all of the ideas that we came up with, we ended up with an Exercise Finder, almost an exercise prescription service.
The prototype allows people to click through and see different exercise options for them based on their preferences and their symptoms and stage of Parkinson's they're at.

It sort of delivers like a menu of appropriate exercise.

Our prototype was tested by a number of people who had Parkinson's as well as a carer. We were able to make changes to the prototype as they were speaking so the next lot of people would have those adjustments and those improvements to look at.

We're really hoping that we can find some funding from an external funder so that we can develop this tool into something big.

Working with Accenture's Innovation Programme has been fantastic for our team.

Not only have we started to solve one of the critical issues for us, we've been able to teach some of our senior staff how the sprint process works.

That is so valuable for us, it's a methodology, a process that we can apply to lots of different challenges we face as a business.

Day-to-day we unlock problems for our clients and it was really interesting in this project to actually see that we could bring those methods and actually change the culture of the organisation to really think about how they attack their problems and this was a really good example of how we brought decision thinking into a company and they have now embraced it and taken it onto the future.

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