Thank you for attending our Ideation Workshop to identify areas of focus in enabling personal mobility across the lifespan. We are excited to bring together experts in Design and other adults from the community to help identify areas of focus for the Design Challenge.

Today’s workshop will feature design thinking instruction, followed by facilitated brainstorming and ideation sessions. Insights will be used to inform the Challenge, and ideas will be shared with student designers to optimize innovation submissions.

**Agenda**

8:30 - 9:00 Coffee and breakfast
9:00 - 9:15 Welcome & Overview by Aging 2.0 and Stanford Center on Longevity
9:15 - 9:45 Design Thinking Primer by IDEO
9:45 - 10:45 Brainstorming (led by IDEO moderators)
10:45 - 11:00 Break
11:00 - 12:00 Group Synthesis
12:00 - 12:30 Lunch and networking

**Design Challenge**
The Design Challenge is a global competition aimed at encouraging students to design products and services to improve the lives of older adults in the area of mobility, fitness and movement. Design teams create innovative solutions to address this focus area. Finalists are mentored and prototypes further developed for presentation at the Finals Event.

**Upcoming Events:**

**September 2014 – Kickoff Event**
The Kickoff Event will be the official launch for the Design Challenge. This evening event will feature speakers and discussion time to inform contestants, sponsors, and the community about the background of the Challenge, establish the need for the current topic, and feature an end-user panel to allow students to ask specific questions to better inform designs.

**April 2015 – Finals Event**
The Finals event is the culmination of the Design Challenge. This daylong event will feature finalists’ presentations, judging and awards; as well as keynotes, panel discussions and networking reception with leading experts from academia, government and industry.