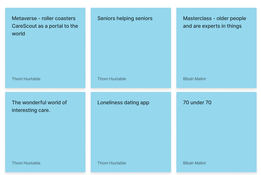
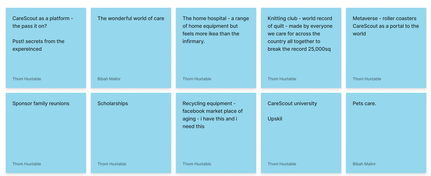
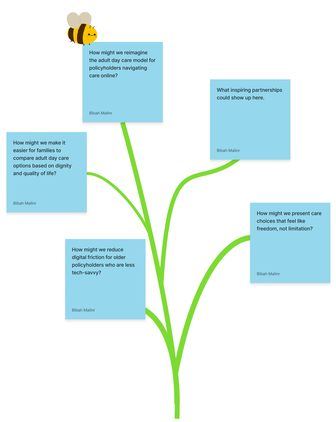
# CareScout Ideation Garden

## From Insight to Impact - Growing Ideas Rooted in Dignity, Trust, and Care



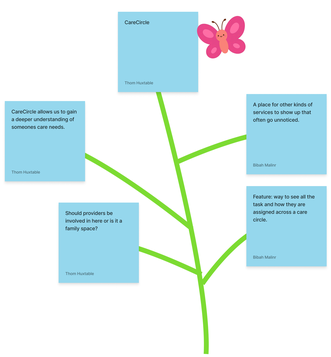



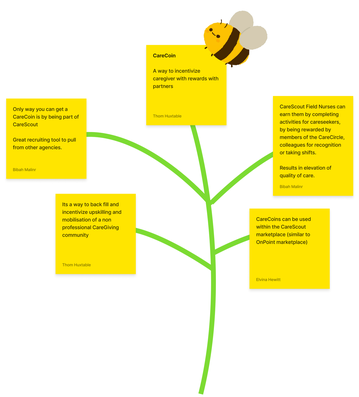

What does dignity look like for policyholders when interacting with adult day care online and how can the experience reflect that?



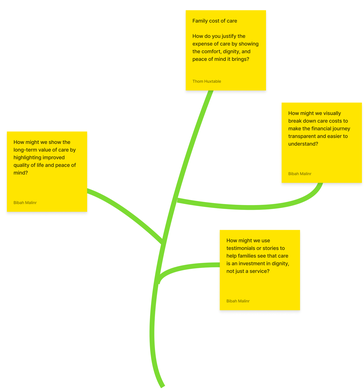

Design a referral system that grows CareScout's community of trust, not just its network of leads.



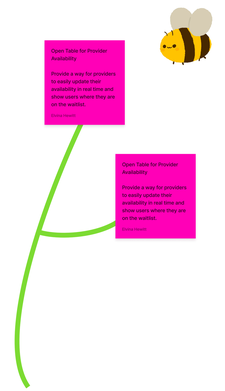

How might we design a platform for the family to coordinate care



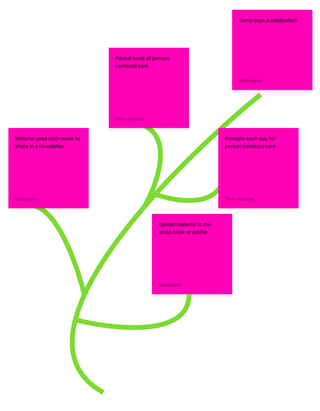

How might we incentivize caregiving and drive connections




How might we incentivize caregiving and drive connections?




How might we provide users with availability of providers services?




How might we support the understanding and delivery of person centered care?

## User Insights

Defining how CareScout feels through tone, visuals, and storytelling that inspire confidence, empathy, and connection across every interaction.

## Opportunities & Ideas

Turning insights into ideas, How might we simplify in journey, reward trust, and design tools that reflect dignity and care

## Brand & Emotions

Defining how CareScout feels through tone, visuals, and storytelling that inspire confidence, empathy, and connection across every interaction.