Double Diamond

A Design Process Framework

Doing the right things   Doing things right

Discover
Research Phase

Define
Synthesis Phase

Develop
Ideation Phase

Deliver
Implementation Phase

Diverging

Converging

Diverging

Converging

A

**Don't know
Could be**

**Do know
Should be**

B

Rip the brief

Conduct
Primary
Research

Define research
areas and methods

Conduct
Secondary
Research

Build Themes & Clusters

Find Insights

Deduce Opportunity Areas

Form HMW Questions

Ideate

Set ideas,
a Design Vision
& Hypotheses

Evaluate 1st ideas

Set ideas,
a Design Vision
& Hypotheses

Prototype, Test & Analyse

Learn, iterate & Repeat

Build, Iterate & Repeat

Release & Out

Question,
Challenge,
Client Brief

Unstructured
Research
Findings

Final Brief,
HMW-Question,
Strategy

First Ideas and visions,
Potential solutions,
Hypothetical answers

Answers,
Product,
Solution