Double Diamond

The Double-Diamond **is a design process covering four main steps: Discover, Define, Develop and Deliver. Just like an accordion, this process can stretch and expand over time. It can be applied to a one-hour workshop, as well as a 3-month design process.**

This iterative model outlines two diamonds representing convergent and divergent thinking, one diamond setting the problem, and the second the solution. This is how you move a project through each step.

Step 1: Discover
In this phase, participants use different thinking tools such as research interviews, brainstorming, data research, anything to discover as much as possible about the challenge and gather insights from the user.

Step 2: Define
What insights did you gather in Discover? What matters the most? This stage is all about converging and defining a new focus, and the steps to take moving forward. To establish a new focus, methods such as clustering, focus groups, customer journey-mapping and design synthesis techniques may be used. This is where the creative brief really takes shape.

Step 3: Develop
Time to open up the diamond again to develop the project. In this stage, we brainstorm and generate ideas, create, make, test and prototype them. Depending on where you are in the iteration, this can be in the form of paper prototypes, or interactive clickable experiments to validate the product/service with the user.

Step 4: Deliver
In the final stage, the product/service is packaged and delivered. This is where everything comes together to be launched.

Creativity is complex. The Double Diamond is an excellent framework for thinking and aligning team members to co-create. As part of an Innovation process, this framework is great to make sure everybody in the team is heard and has a role in the project. It's worth pointing out, that it's not necessarily a linear process, and in some instances, there may be multiple diamonds depending on the nature of the project.

Go on, give it a try!

The Double Diamond is created by the Design Council.