Design Thinking: Double-Diamond

Explore problems

The first diamond helps people understand, rather than simply assume, what the problems are. It involves speaking to and spending time with people who are affected by the issues.

Define the problem

The insight gathered from the discovery phase can help you to define the problem in a different way and identify opportunities.

Explore solutions

The second diamond encourages people to give different answers to the clearly defined problem, seeking inspiration from elsewhere and co-designing with a range of different people.

Make the solution work

Delivery involves testing out different solutions at small-scale, rejecting those that will not work and improving the ones that will.

Connect

The process seeks to connect people related to the probem and share their perpsectives as well as contribute to solutions.

Principles

1. Human centred
2. Communicate (visually and inclusively)
3. Collaborate and co-create
4. Iterate, iterate, iterate

Problem

Discovery

Solving the right problem

Delivery

Solving the problem right

Solution

Leadership

Creates the conditions that allow for this process including culture, skills and mindset.