

## The Double Diamond Design Process

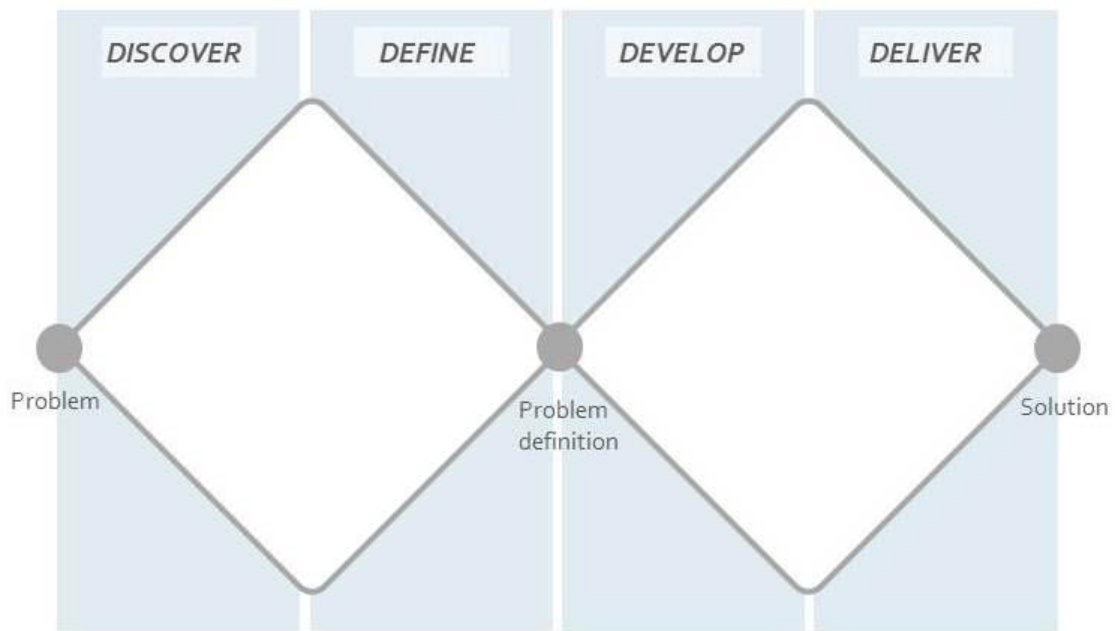


Image: [https://innovationenglish.sites.ku.dk/files/2016/08/Double-diamond\\_ENG.jpg](https://innovationenglish.sites.ku.dk/files/2016/08/Double-diamond_ENG.jpg)

*"If at first the idea is not absurd, then there will be no hope for it."* - Albert Einstein)

Tags:Holistic. Whole system design

### Challenge:

In all creative processes a number of possible ideas are created ('divergent thinking') before refining and narrowing down to the best idea ('convergent thinking'). Research shows that successful designers across all fields do this twice – once to confirm the problem definition and once to create the solution. One of the greatest mistakes is to omit the first half and end up solving the wrong problem.

### Solution:

The Double Diamond is a process model created by Design Council, a British organization, in 2005. The model provides a graphic representation of a design process. The model presents four main stages across two adjacent diamonds. As illustrated in the Double Diamond model's first diamond, the problematisation and understanding of a problem are equally important. Each of the four stages is characterised by either convergent or divergent thinking. These stages are:

Discover – identify, research and understand the initial problem.

Define – limit and define a clear problem to be solved.

Develop – focus on and develop a solution.

Deliver – test and evaluate, ready the concept for production and launch.

In each stage of the design process a variety of different tools can be used to boost the creative process and help a person or team prototype innovative solutions to well-researched and often surprising problems.

### References:

- Overview and introduction: <http://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond>

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- Information and many creative methods for each stage: <https://innovationenglish.sites.ku.dk/model/double-diamond-2/>

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