

NAME

Double Diamond Design Process

AUTHOR/OWNER

Design Council - UK

SOURCE

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INTRODUCTION

You can use this document to familiarise yourself with a typical process that designers use when developing services. It covers tools and methods that a designer might use and also demonstrates at what stage of a creative process they might be applied.

Discover

insight into the problem

Define

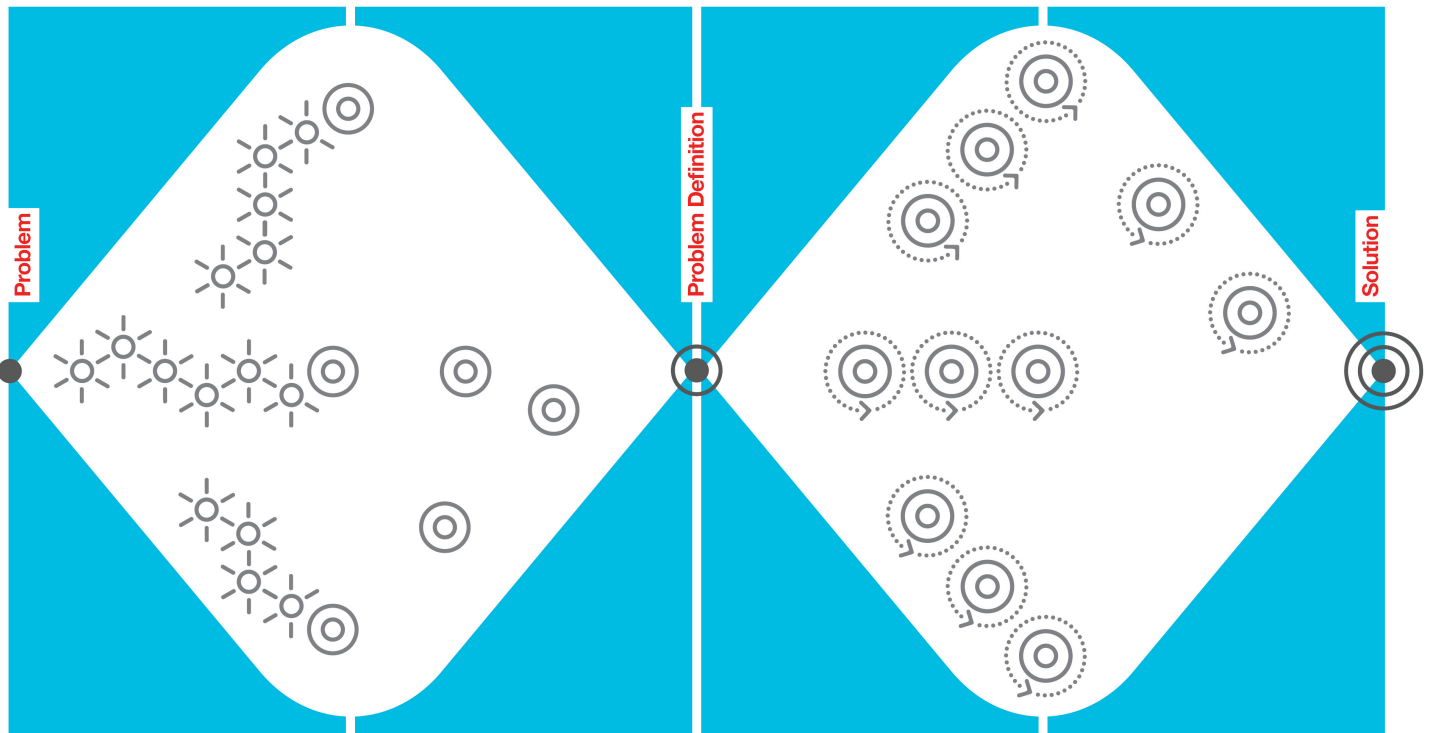
the area to focus upon

Develop

potential solutions

Deliver

solutions that work



NOTES

1. Discover

The start of a project is a period of discovery, gathering inspiration and insights, identifying user needs and developing initial ideas.

Tools in this project phase are:

- User Journey
- Mapping
- User Diaries
- Service Safari
- User Shadowing

NOTES

2. Define

In the Define phase ideas are synthesised and aligned with business objectives, creating a clear brief that frames the design challenge.

Tools in this project phase are:

- User personas
- Brainstorming
- Design brief

3. Develop

Design-led solutions are developed, prototyped, tested and iterated. This process of trial and error helps designers to improve and refine their ideas.

NOTES

Tools in this project phase are:

- Service
- Blueprinting
- Experience
- Prototyping
- Business Model
- Canvas

4. Deliver

In the Deliver phase, the product or service is taken through final testing, finalised and launched.

Tools in this project phase are:

- Scenarios

USEFUL LINKS

- www.designcouncil.org.uk/news-opinion/introducing-design-methods