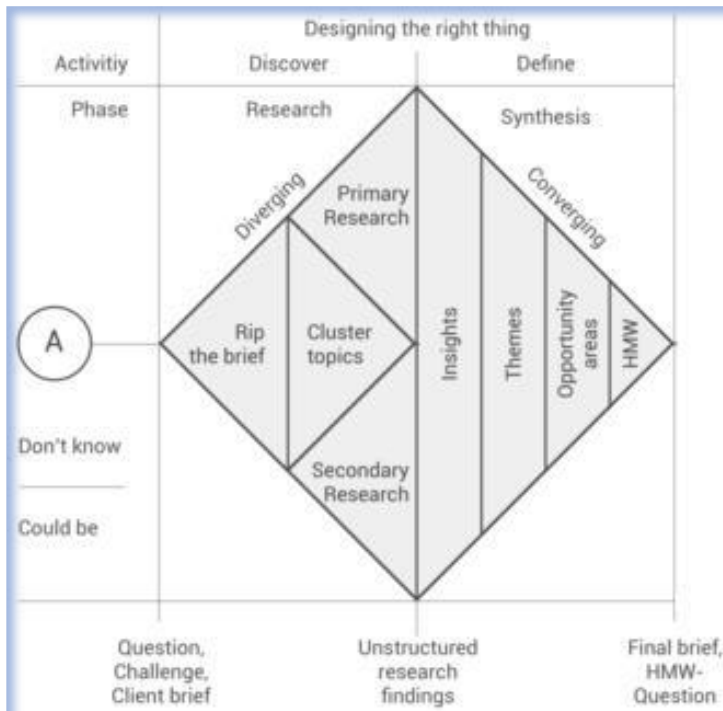


Double Diamond – Design Methodology



Diamond 1:

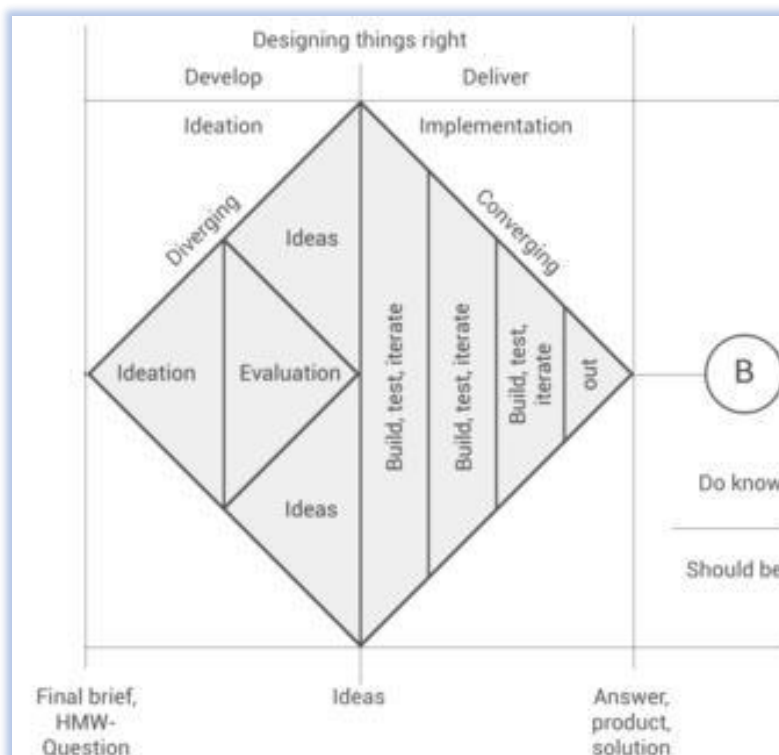
Discover and Define

- is about 'what you do'.

Doing the right thing. Defining the right question or the right problem to solve first.

1. Discover / Research - insight into the problem (diverging) - a diverging phase is about exploring and opening up.

2. Define / Synthesis - the area to focus upon (converging) - a converging phase focuses on condensing and narrowing ideas.



Diamond 2:

Develop and Deliver

- is about 'how you do it'.

Doing things right. Making sure the right question to answer or the right problem to solve, is answered or solved the right way.

3. Develop / Ideation - potential solutions (diverging)

4. Deliver / Implementation - solutions that work (converging)