

The Innovation Lab

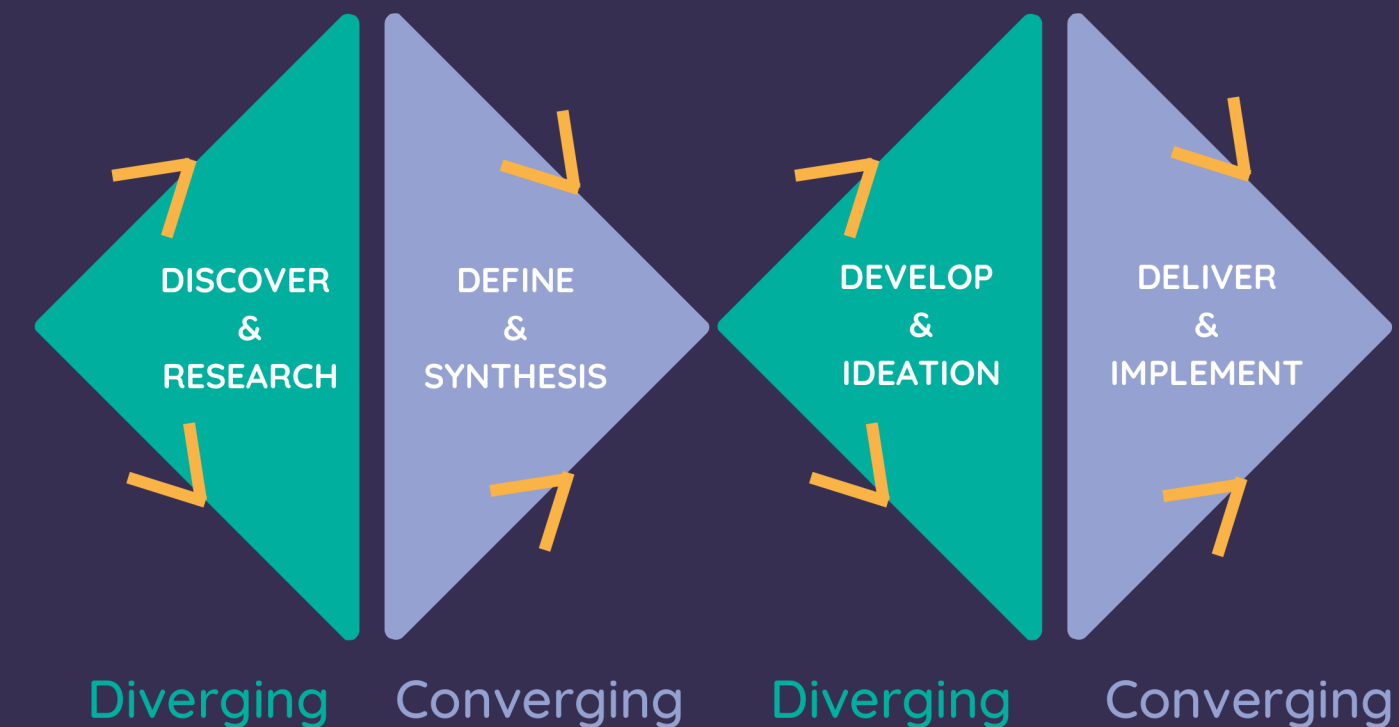
DOUBLE DIAMOND DESIGN

WHAT IS A DOUBLE DIAMOND?

A “Double Diamond” is a structured design tool used by innovators and creators to tackle challenges in a four distinct phase process approach. These four phases are:

- 1 - Discover / research
- 2 - Define / synthesis
- 3 - Develop / ideation
- 4 - Deliver / implementation

Phases 1 and 3 of the process are “diverging” - meaning that the challenge is opened-up through research and discovery, and wide-ranging creative solutions are explored, ideated and developed - and phases 2 and 4 are “converging” - meaning that research findings concerning the challenge are condensed and summarized to narrow the focus, and ideas are prioritized to make them actionable.



WHY SHOULD YOU USE A DOUBLE DIAMOND DESIGN?



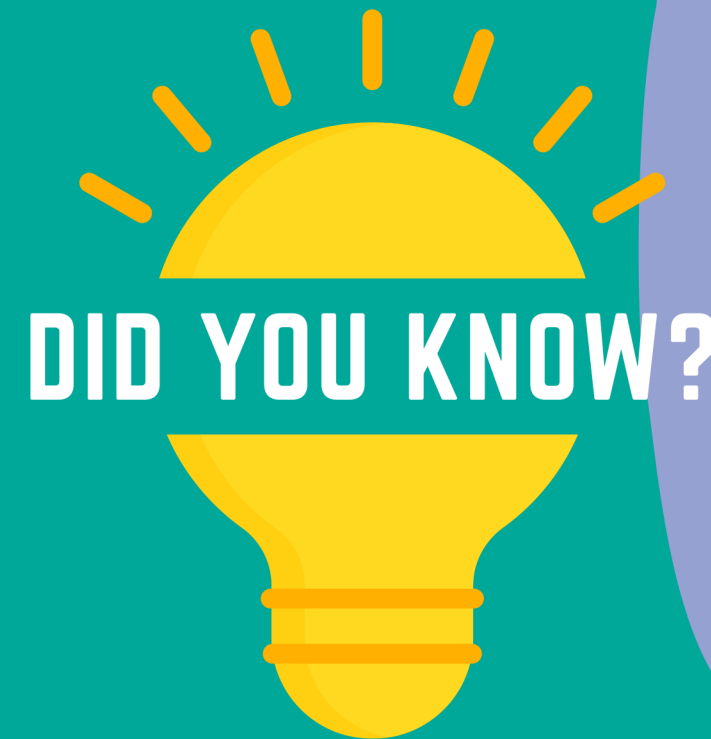
The point of this exercise is to help you to start to solve a problem or challenge in a versatile and effective way.

There are several benefits to using the Double Diamond Design to support the development of user-centered innovative solutions. For example, the Double Diamond can enhance users' problem-solving and critical thinking skills, encourage creativity and adaptive responsiveness, and experimentation and resilience through its structured and iterative methodology.

Furthermore, as collaboration is required throughout the whole process mandates and in essence facilitates effective and transparent communication between participants, helping them to build a shared understanding about the challenge they face and corresponding solution they wish to ideate.

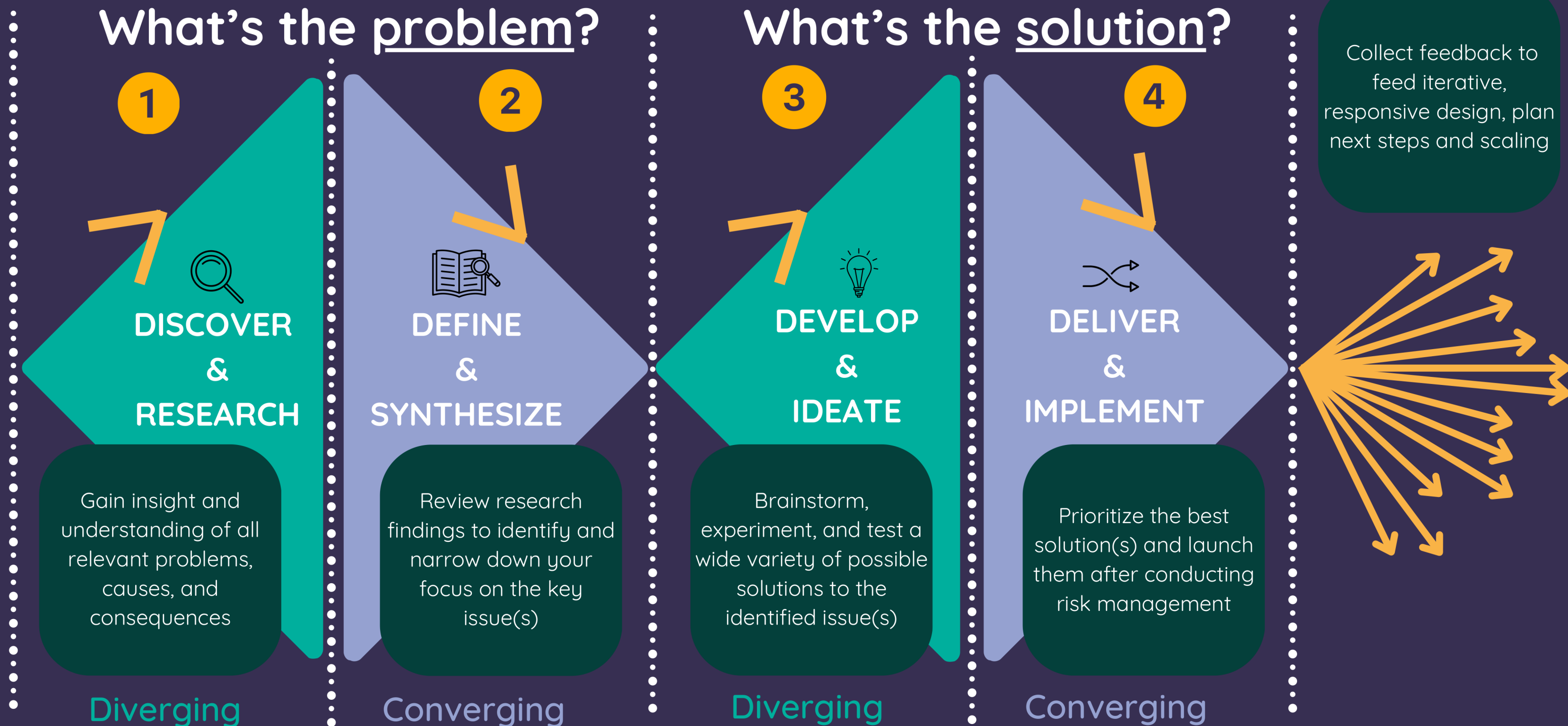
The Double Diamond is based on three key principles: empathy (placing those who are affected by the challenge at the centre of the problem-solving process), collaboration (involving diverse stakeholders in research and design), and iteration (repeating the four phases as often as needed, incorporating lessons learned along the way to generate the most positively impactful innovative solution possible).

Application of these principles means that innovators can generate more holistic, well-thought out solutions to complex problems.



The “Double Diamond Framework” was first introduced by the British Design Council in 2005 as a response to the growing need for a structured approach to problem solving. Through years of research and experimentation, the Double Diamond has evolved into a widely adopted methodology for tackling complex problems, especially in innovation contexts.

THERE ARE 4 PARTS TO A DOUBLE DIAMOND DESIGN



4 PHASES IN PRACTICE

1

Discover & Research

In practice, discovery and research around identified problems or challenges means that you can utilize tools to aid you in your exploration journey, such as questionnaires, interviews, meetings, user experience observations and more.



2

Define & Synthesize

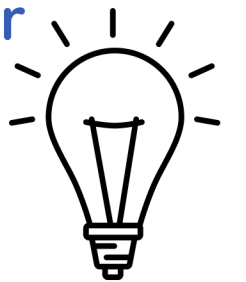
When reviewing the findings from your research, try to find meaning through identifying emergent themes and highlighting important insights, analyzing and interpreting the data, and then collating it. Synthesis will help you to generate actionable, feasible solution(s) with the resources you have at your disposal later on.



3

Develop & Ideate

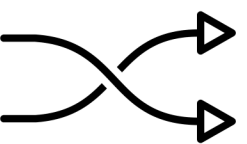
To dream up innovative solutions responsive to the needs of those experiencing your identified challenge(s), you can use any and all tools and resources available to support creativity and experimentation (for example, see the Innovation Lab's [Solution Statement Template](#) and [Business Model Template](#) for inspiration).



4

Deliver & Implement

Now you have finished ideating, it is time to choose from the contending solutions to select the innovation idea with the most potential to generate positive, lasting impacts. Develop this solution into a tangible innovation product, process, service, or otherwise and test it with your target audience(s) to gather their feedback, capture learnings and plan your next steps.



 CONGRATS! 

You have completed your Double Diamond Design.