

The Ideal Design Process

The Double Diamond Design Process



<https://youtu.be/0IycEB10qKs>

Double Diamond in the Real World



<https://youtu.be/3bV6FvifZMo>

Other Challenges Along the Way

Fatigue and Burnout - Some sprints will be quick and yield immediate results; others might alternate between research and synthesis for what feels like forever. In these cases, there's a risk that you and your team hit burnout—you get fatigued or lose interest. **This isn't a good reason to deviate from the process.** Instead, you might want to have frequent conversations to ensure the team is still motivated or address why the process is taking so long to begin with.

Deadlines and Deliverables - There may be situations where you absolutely must deliver something by a deadline—companies often need to pitch investors or clients, and in such cases you may find yourself crunched for time. You may find that you simply have to skip some steps of the process. When you find yourself doing this, be especially careful to note what biases you have and what assumptions you're making when skipping steps—and, ideally, make a concrete plan to check into (or test) these assumptions as soon as possible.