FIGURE 6.1. The Double-Diamond Model of Design. Start with an idea, and through the initial design research, expand the thinking to explore the fundamental issues. Only then is it time to converge upon the real, underlying problem. Similarly, use design research tools to explore a wide variety of solutions before converging upon one. (Slightly modified from the work of the British Design Council, 2005.)

FINDING THE RIGHT **PROBLEM**

FINDING THE RIGHT **SOLUTION**

ALTERNATIVES

Divergence Convergence Divergence Convergence