Double Diamond Method

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1. DISCOVER (Research Phase)

A. Market Research

- Utilize Statista, IBISWorld, and Newzoo to analyse trends in board games and technological integration.

- Identify market segmentation: age groups, spending habits, preferred game mechanics.

- Research existing board games that incorporate technology (e.g., Chronicles of Crime, Unlock! Mansions of Madness).

B. Competitor Analysis

- Analyse successful board games that combine traditional and digital elements.

- Identify common pain points and desires in the market.

C. Interviews

- Conduct structured interviews:

    - Board game enthusiasts (hardcore and casual players).

    - Stakeholders (Petra and Maikel).

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2. DEFINE (Synthesizing Data)

A. Empathy Maps

- Categorize user insights based on:

    - Thinks

    - Feels

    - Does

    - Frustrations

B. Personas

C. Customer Journey Mapping

- How users engage with board games:

    - Discovery

    - Purchase Decision

    - Playing Experience

    - Post-Play Engagement

3. DEVELOP (Ideation Phase)

- Brainstorm solutions based on audience insights.

- Prototype different game ideas.

4. DELIVER (Prototype & Testing)

- Low-fidelity prototypes (paper sketches, digital wireframes).

- Conduct playtesting sessions with target audience.

- Gather feedback, iterate, and refine game mechanics based on user experience.