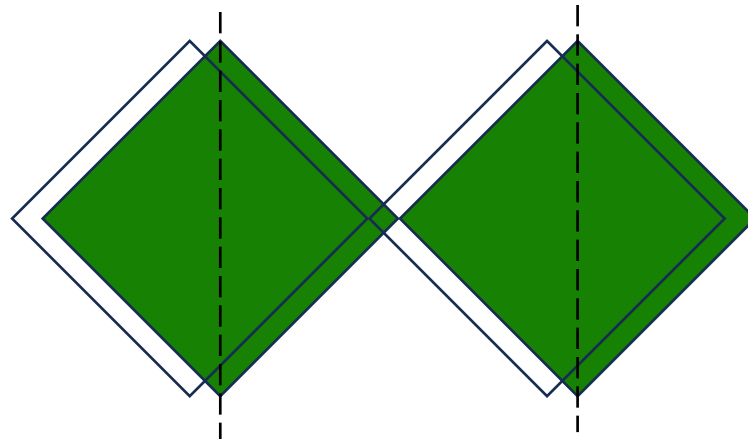


User Experience Design Process

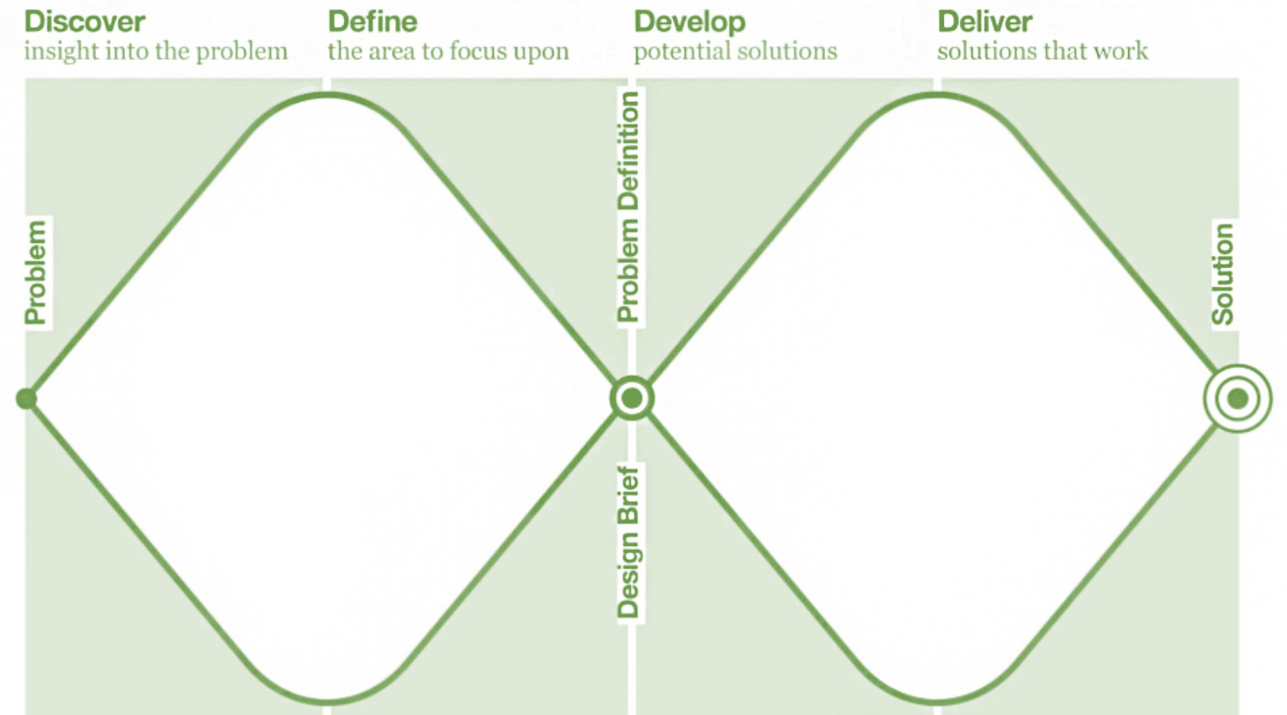
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What is Double diamond?

Double diamond is a design framework for developing digital product's UX and UI design. It is composed of two diamonds that symbolize divergent and convergent thinking. The process involves four stages: discover, define, develop, and deliver; the stages go one after the other, but you can jump between them if needed.

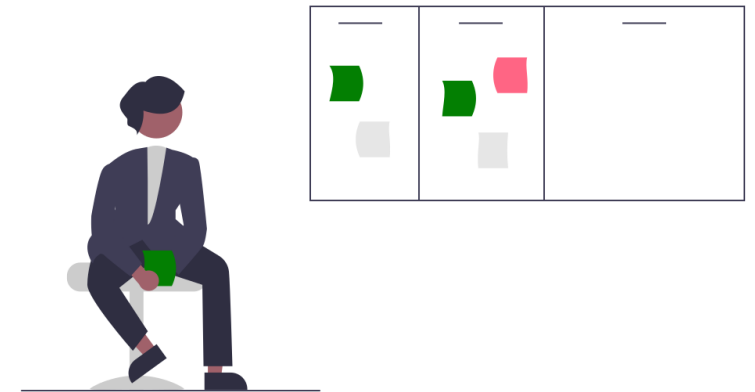
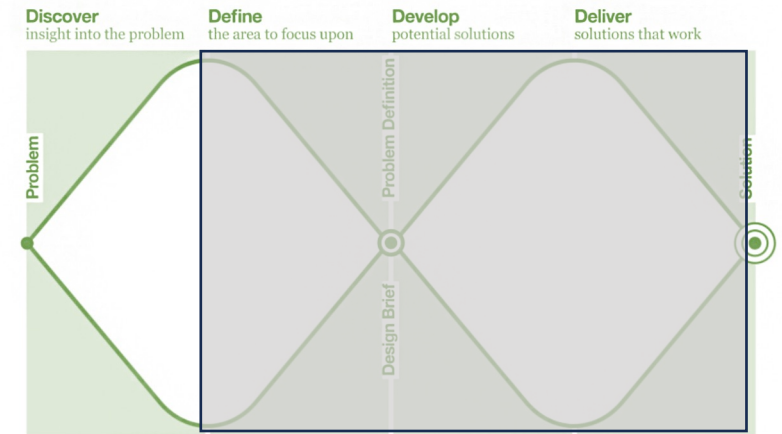


Discovery: gathering data

Learning more about the different variables that affect the problem and its possible solution. Activities in this stage include:

- Market research
- Interviews
- Focus groups
- Ethnography & observation activities
- Gap analysis
- Personas
- And more

Discovery stage will result in a large amounts of potentially diverging information. Knowing how to manage and organize this information is crucial.



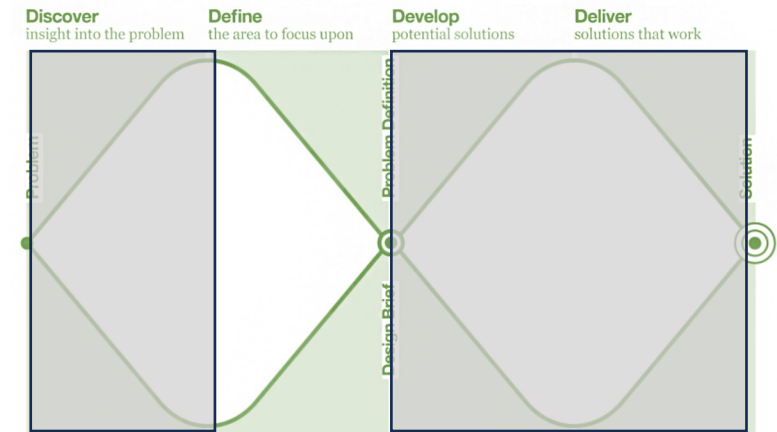
Define: decide on scope and focus

The definition stage aims to elaborate on the different components of the project, understanding what lies within the capabilities (i.e. resources, logistics timeline, legal, ...)

Potential activities in this stage include:

- Focus groups
- Stakeholder interviews
- And more

Define stage represents a filtering of the ideas and data taken from stage one. A requirements list should be one of the main outcomes of the define stage.

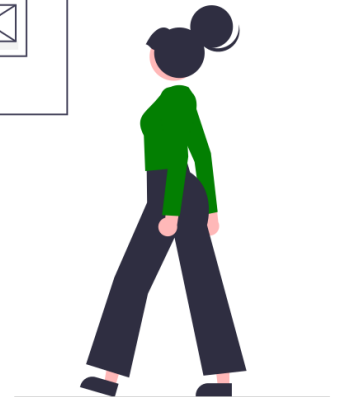
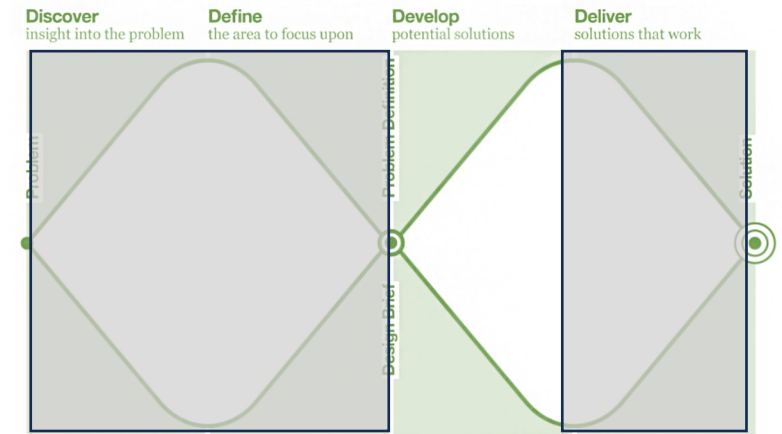


Develop: create potential solutions

The development stage focuses on concept generation and involves a lot of multi-disciplinary work. Activities in this stage include:

- MVP definition
- Brainstorming
- Journey mapping
- Wireframing
- Low and high fidelity prototyping
- And more

For higher efficiency it is recommended that the designers work together with internal partners, such as engineers, and developers.



Deliver: verify & refine the solution for delivery

Includes the final testing of the product for official sign-off to production. This stage includes testing the design against users, brand and regulations.

Activities in this stage include

- Stakeholder walkthroughs
- Cognitive walkthrough
- Heuristic evaluation
- Usability testing
- And other evaluation methods

Keep in mind that in reality the UX process is not linear. There will be many loop backs to previous stages.

