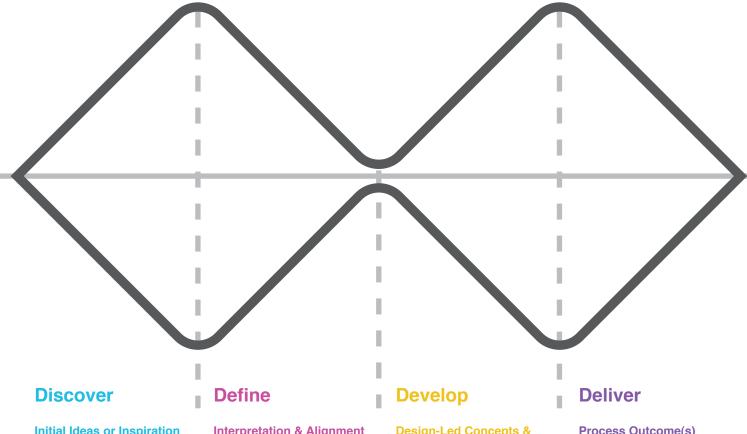
The 'Double Diamond' Design Process Model



Initial Ideas or Inspiration & Establishment of User **Needs**

Market Research User Research Design Research Technology Research Interviews & Insights Gathering Observation & Shadowing **Empathic Modelling** Information Management

Interpretation & Alignment of Findings to Project

Information Analysis Synthesis & Identification Project Refinement Project Management

Objectives

Project Sign-off

Design-Led Concepts & Proposals Iterated & Assessed

Ideation Multi-Disciplinary Working Visual Management & Progress Testing & Prototyping Review & Improvement

Process Outcome(s) Finalised & Implemented

Final Testing & Approval Production Launch of Outcome(s) Evaluation & Further Feedback Future Work