Christian Watson

The Double Diamond Strategy

IDEA ABOUT A PROBLEM

SOLUTION TO THE PROBLEM

CONDUCT RESEARCH — Understand potential problems

NARROW THE SCOPE — Focus in on one problem

Begin research

Define problem statement

IDEATE — Explore possible solutions

VALIDATE APPROACHES — Create and test prototypes

Implement & Deliver

Iterate

Iterate

DISCOVER **DEFINE** **DEVELOP** **DELIVER**

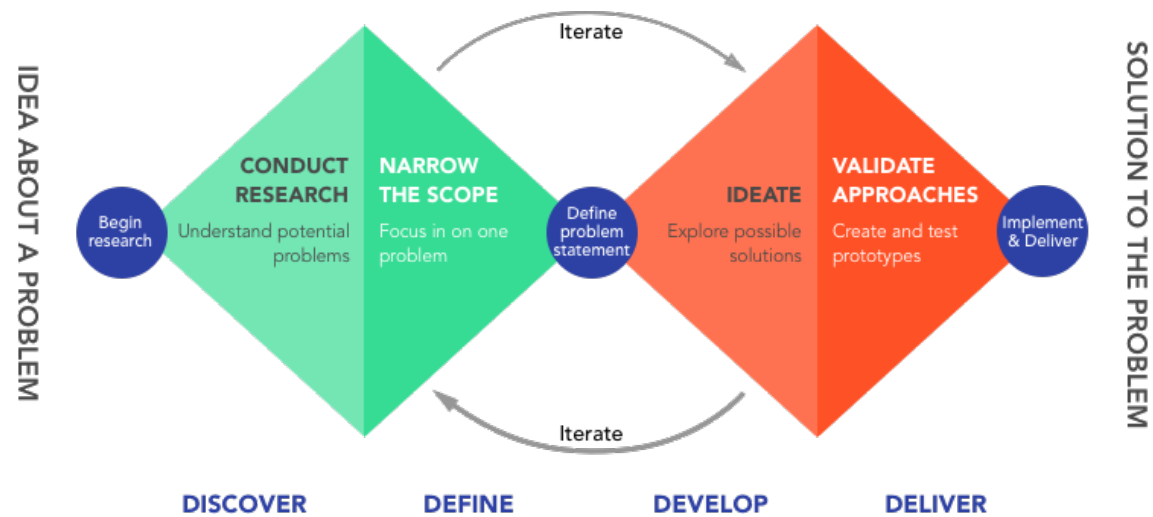## List of possible problems

-Existing apps don't use Augmented Reality in their scavenger hunt games

-Existing apps make it difficult to engage in hunts with others

-Existing apps do not offer incentives for users to incorporate businesses as stops in their hunt

Craft your problem statement

Our scavenger hunt users need a way to [do a scavenger hunt that incorporates augmented reality technology] because [they want to be more engaged and have more elaborate clues in their scavenger hunts].
We will know this to be true when we see [many hunts being made and done by many users (tracking user engagement)].

Description of potential solutions

An app that allows gamers to create and participate in hunts alone or in groups. These hunts would heavily incorporate augmented reality to engage players in new ways. It will be simple to make or join an existing hunt with any sized group. There will also be support for solo hunts.