

# Comparison: Double Diamond vs. IDEO Framework

This guide compares two popular models used in human-centered design: the Double Diamond (UK Design Council) and IDEO's Design Thinking Framework.

## Double Diamond Framework:

1. Discover - Research to understand the problem.
2. Define - Narrow down and define the core issue.
3. Develop - Generate and prototype ideas.
4. Deliver - Test and implement solutions.

## IDEO Design Thinking Framework:

1. Empathize - Understand the users and their needs.
2. Define - Frame the right problem to solve.
3. Ideate - Generate ideas.
4. Prototype - Build solutions.
5. Test - Gather feedback to refine.

## Key Differences:

- IDEO emphasizes empathy as the foundation; Double Diamond starts with research.
- Double Diamond divides the process into divergent and convergent thinking stages.
- IDEO's model is more prescriptive in user research and iteration.
- Both are iterative and collaborative, promoting innovation through user-centered exploration and validation.