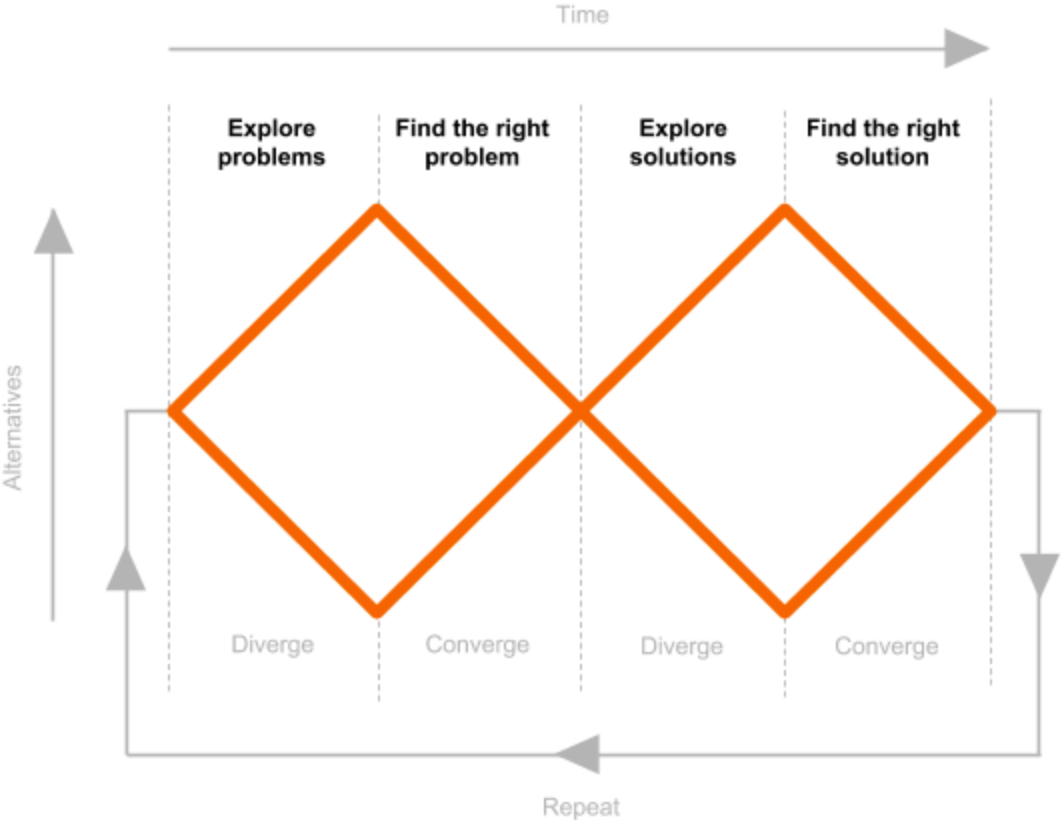


# Double Diamond Model

The double diamond model applies to any type of design thinking. Whether it's for solving a communication problem, figuring out what the label of a button should say, or defining an entirely new product experience. Keeping this model in mind will help you make the right kind of investment in the different stages.



Note: As it usually turns out, the actual process looks a little more like this:

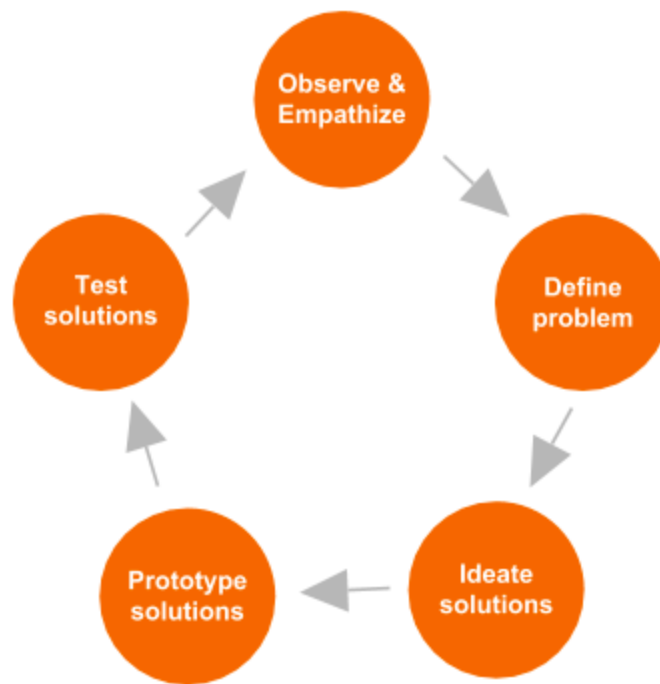


This doesn't have to be a problem. But as the diamonds start looking more like straight lines, it's likely that there is something wrong with the process and you either need to build an

understanding of what work was done there, or take a step back and make a bigger investment in that area.

## Iterative Human-Centered Design

As much as the double diamond model helps with understanding the bigger picture, there are many ways to use it that are not Human-Centered at all. At the heart of Human-Centered design is iteration. It takes many cycles of infographic below to truly create a product experience that meets the needs of the people that use Etsy.



All the different parts of the cycle can be executed on in many ways. Here are some examples:

**Observe & Empathize:** Watching user interviews, panels, data analysis, research reports

**Define Problem:** Opportunity sizing, success definition

**Ideate solutions:** Brainstorm sessions, workshops, sketching

**Prototype solutions:** Paper prototype, video, click through prototype

**Test Solutions:** A/B testing, User testing, Prototype groups, Quantitative surveys

Some links:

Here's an interesting post from Dan Nessler on the "double diamond" design process, building on some work by the British Design Council model and IDEO:

<https://medium.com/digital-experience-design/how-to-apply-a-design-thinking-hcd-ux-or-any-creative-process-from-scratch-b8786efbf812#.to439xo46>

While this might feel a bit process-heavy, it does seem like a nice conceptual framework for teasing apart the product definition and design execution phases of a project, and making room for exploratory research and design during both phases of work.

See also Peter Merholz's take on a variation of this process:

<http://www.peterme.com/2013/09/26/the-double-diamond-model-of-product-definition-and-design/>

<http://www.idmaajournal.org/2015/11/design-thinking/>

<http://christinanoonan.com/blog/a-brief-break-from-finals-to-share-a-bit-from-hugh-dubberly-3/12/2014>

<http://www.slideshare.net/Mapk/design-thinking-by-mark-uraine>