

Process

Double Diamond

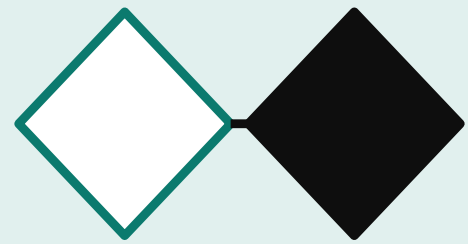
A four-phase process model (discover, define, develop and deliver) that alternates divergent and convergent thinking twice.

In Spanish

Doble diamante

Origin

Design Council (2003–2004), building on earlier divergence–convergence models such as Banathy's (1996)



What it's for

It helps you avoid jumping to the solution before you properly understand the problem.

Phases

Discover

Research the challenge with the people affected.

Define

Make sense of what you learned and pin down the problem.

Develop

Generate and test several solutions.

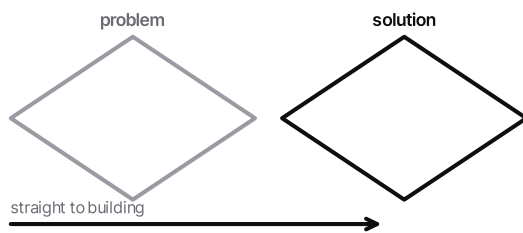
Deliver

Choose, refine and launch the one that works.

An example

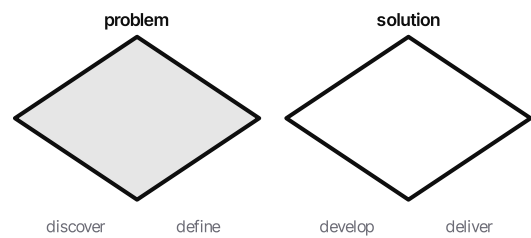
Two ways to start a project.

Straight to the solution



An idea is chosen at the first meeting and building starts. **Fast, but blind.**

Double Diamond



First research opens up and the problem is defined; then solutions are opened up and tested. **The right problem gets solved.**

The first diamond looks for the right problem; the second, the right solution.

How it's done



Diverge: open up options without judging.



Converge: choose and narrow down.



Doing it twice separates understanding the problem from solving it.

Applications in design

✓ When to use it

When it isn't clear what the problem is: the first diamond helps you understand it before looking for solutions.

✗ Avoid

Following it as a rigid waterfall: in practice you go back many times.

👁 Don't fall for it

Set aside time for the first diamond and make the team's current phase visible, so no one argues about solutions while still researching.

Connections

Builds on

■ Design studies

■ Design synthesis

Related to

■ How might we...?

■ Design thinking

■ Service design

■ Design sprint

Authors and works

2003–2004	Design Council	Its design and innovation team, led by Richard Eisemann, shaped the model in 2003 and began spreading it in 2004.
1996	Béla H. Banathy	One of the authors who earlier proposed alternating divergence and convergence, in the design of social systems.

Sources

Original sources

- Design Council (n.d.). History of the Double Diamond. Design Council. [View source \(https://www.designcouncil.org.uk/our-resources/the-double-diamond/history-of-the-double-diamond/\)](https://www.designcouncil.org.uk/our-resources/the-double-diamond/history-of-the-double-diamond/)
- Banathy, B. H. (1996). Designing social systems in a changing world. Plenum Press.

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