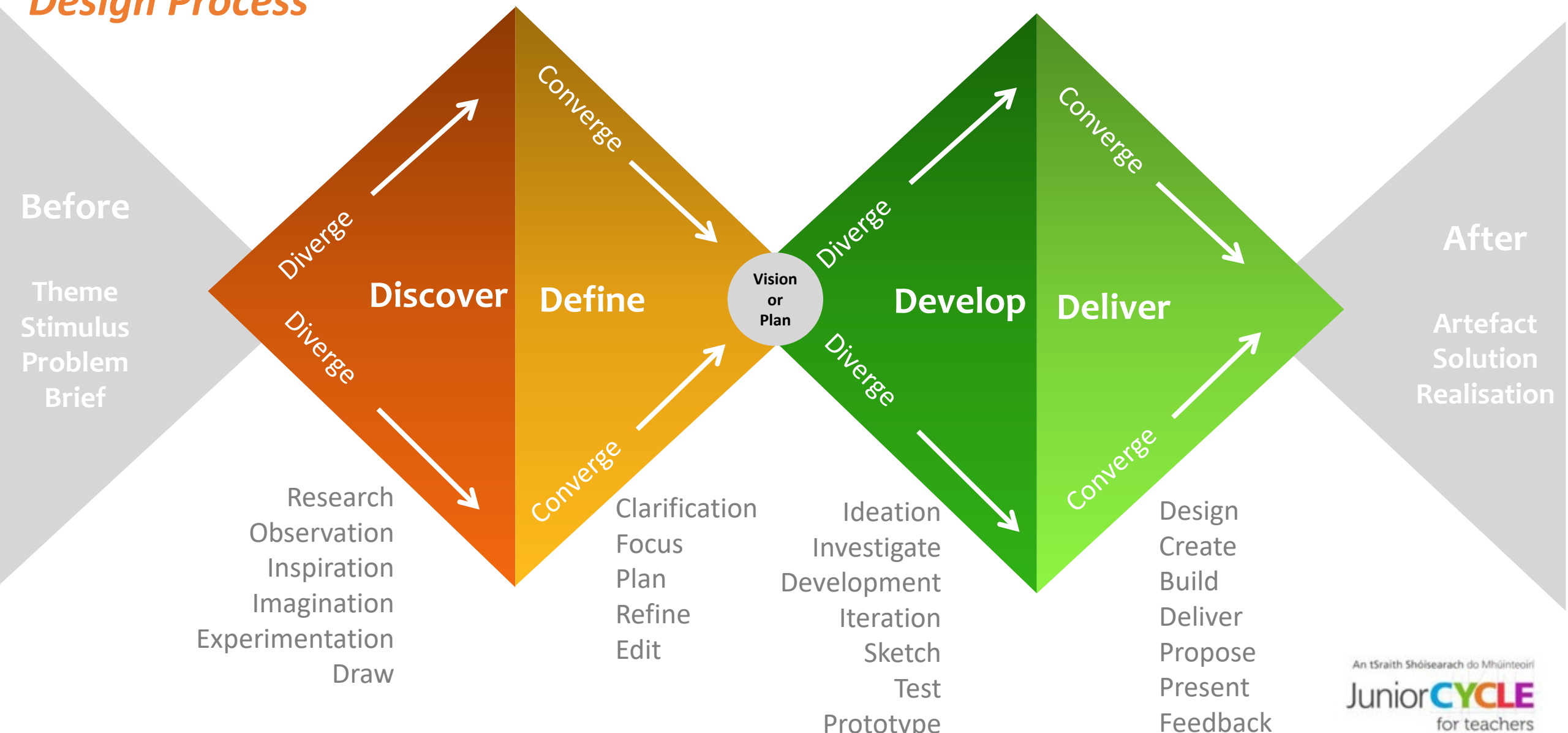


Double Diamond Design Process

Exploration Phase
What and why?

Design Phase
How?



Before

After

Theme
Stimulus
Problem
Brief

Artefact
Solution
Realisation

Research
Observation
Inspiration
Imagination
Experimentation
Draw

Clarification
Focus
Plan
Refine
Edit

Ideation
Investigate
Development
Iteration
Sketch
Test
Prototype

Design
Create
Build
Deliver
Propose
Present
Feedback

Adapted from *The Design Council Double Diamond*

