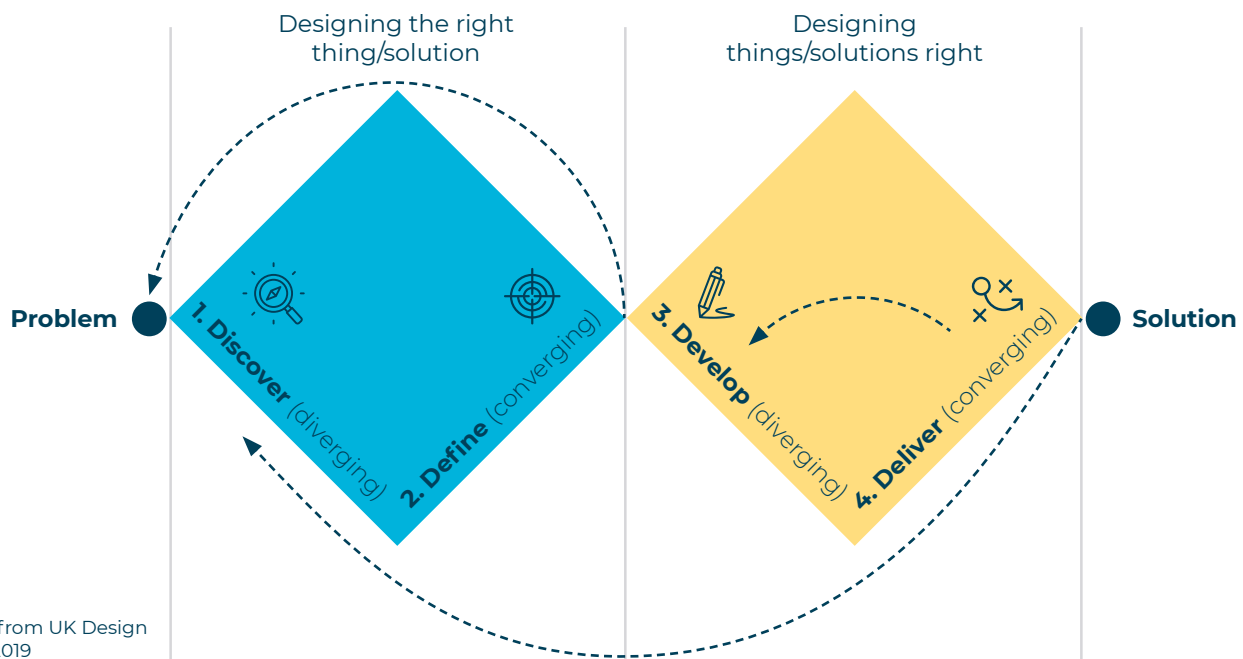
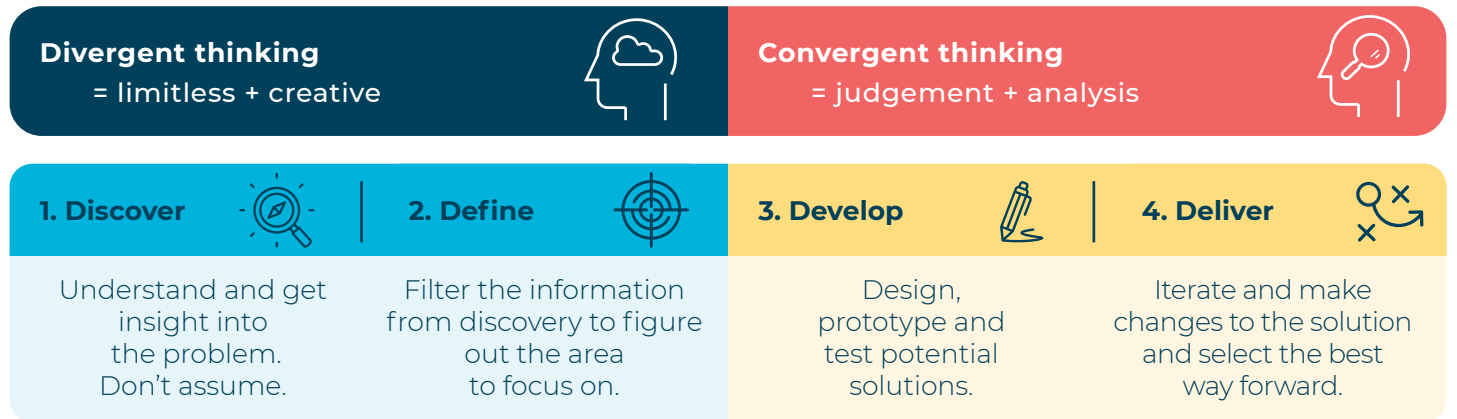


The Double Diamond



Developed by the UK Design Council, the double diamond is a four-step framework that combines divergent and convergent thinking to solve a problem. Essentially, it's about ideation and implementation; using both styles of thinking to explore possibilities, identify opportunities, validate these opportunities and decide on the right solution.

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Adapted from UK Design Council, 2019

REFLECTION: USING THE DOUBLE DIAMOND

This framework is used to structure idea generation and work through problems, giving yourself or your team room to think out of the box. It's then about implementation, where the team synthesises their ideas into something actionable. Let's try it out!

1 Think about a recent issue you want to solve and work through the first diamond.

Discover: Write down as many possible causes for the problem as you can.

Define: Reflect on the list of causes and decide on the cause that is most likely.

2 Work through the second diamond to come up with a solution.

Develop: Identify as many possible solutions to address the cause of the problem as you can.

Deliver: Evaluate the options and single out your best solution.