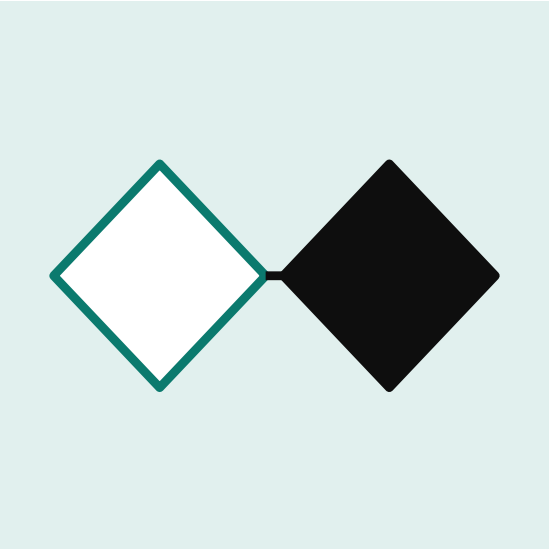
Process

Double Diamond

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



> **Not to be confused with Design thinking.** The double diamond is how you order the project's steps; design thinking is how you think.

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. It is a map of phases, not a way of thinking, which is why it is often used to organise design thinking.

Phases

Discover
Research the challenge with the people affected.

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

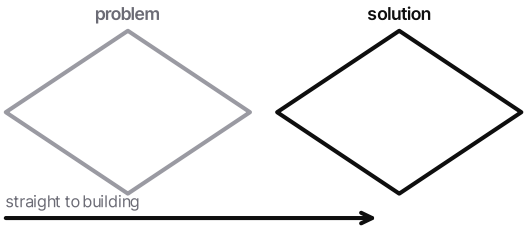
Develop
Generate and test several solutions.

Deliver
Choose, refine and launch the one that works.

An example

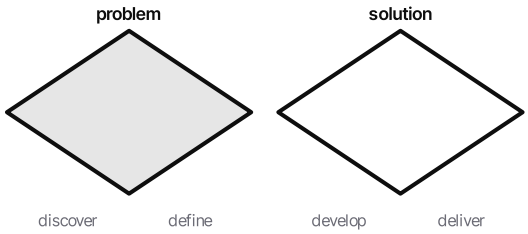
Two ways to start a project.

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

1 

Diverge: open up options without judging.

2 

Converge: choose and narrow down.

3 

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

- Problem–solution co-evolution
- Problem framing
- Design studies
- Design synthesis

Used by

- Service design
- Food design
- Design management

Related to

- How might we...?
- Design thinking
- Design sprint

Authors and works

2003–2004	**Design Council**	Its design and innovation team, led by Richard Eisermann, 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/)
- Banathy, B. H. (1996). Designing social systems in a changing world. Plenum Press.

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