

Poster inspired by “Improving The Double Diamond Design Process”
by Andy Budd in Smashing Magazine, August 2023

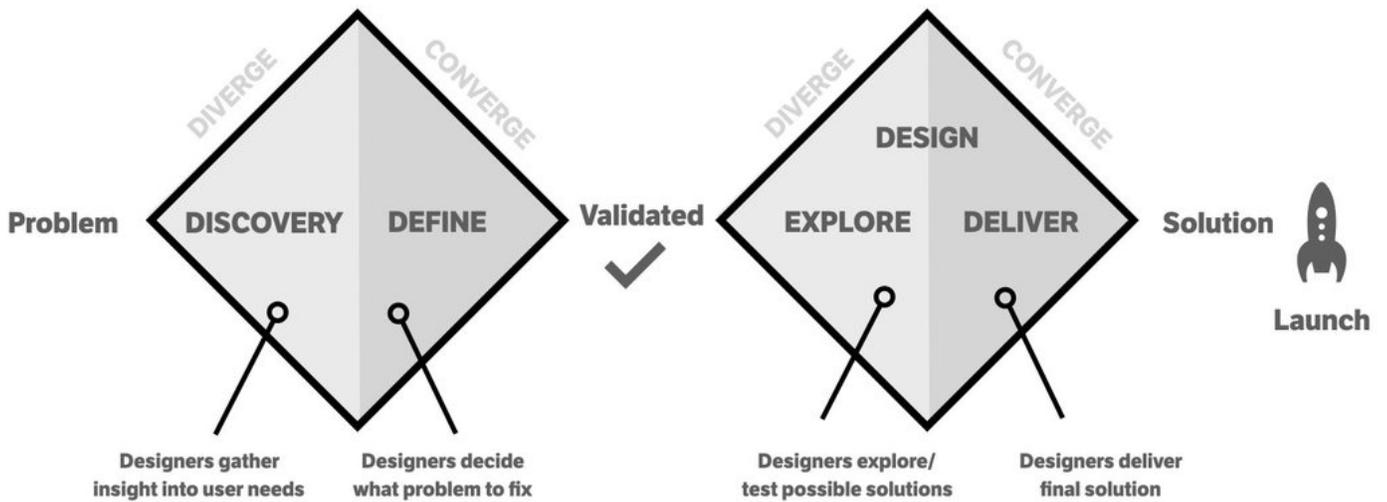


My poster aims to build on Andy’s wise words, with a twist. There are some circumstances where a ‘reverse double diamond’ is not just a concession to stakeholders and a pragmatic way of working. It can be an ideal way of working in times of seismic technological change, as long as we set up thoughtful, user-centered learning and measurement to help filter through the noise of shiny new technology and get to the signals of where it can provide innovative value to our users.

The Traditional “Designer Centric” Double Diamond

#1 DESIGN THE RIGHT THING

#2 DESIGN THE THING RIGHT



The “Reverse” Double Diamond

#1 DESIGN A THING

#2 IMPROVE THE THING

