

20
Year

LEWRICK
& COMPANY

The Importance of the Problem Space

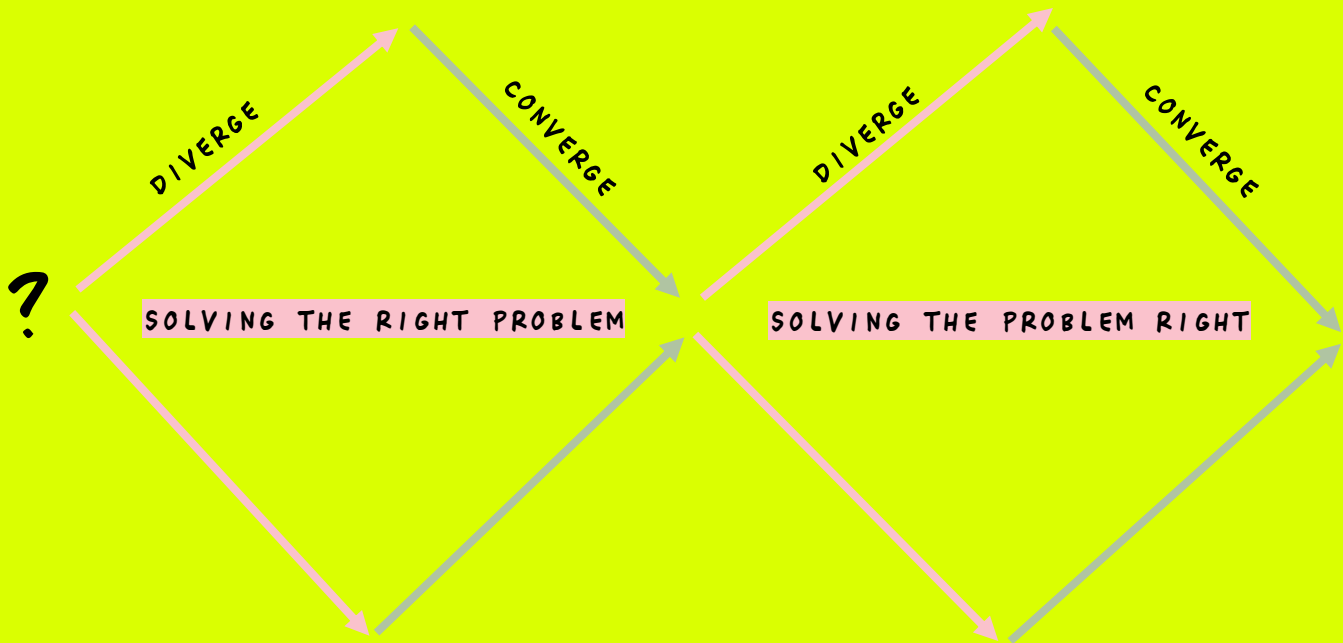
CELEBRATING 20 YEARS OF
APPLYING THE DOUBLE DIAMOND
IN DESIGN THINKING

curious | fearless | inspiring

SWIPE LEFT

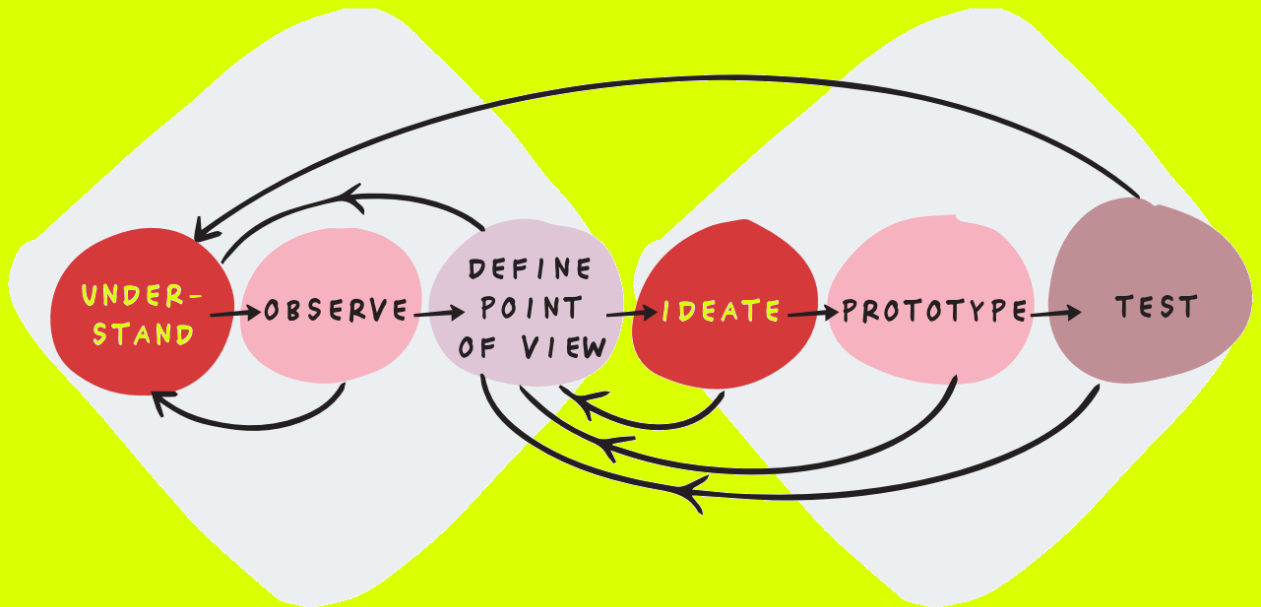


The Double Diamond



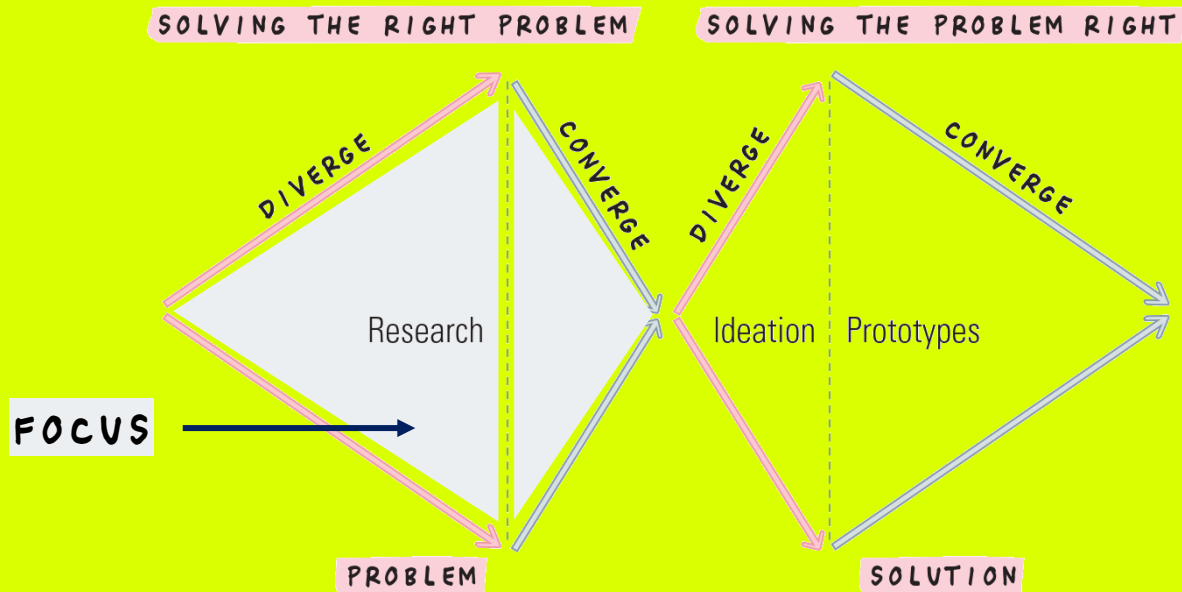
The Double Diamond has been a powerful representation and visual description of the design process for 20 years. It has become an integral part of all books in the Design Thinking series and guides our design thinking teams and customers through the problem and solution space of design thinking.

The Design Thinking Process



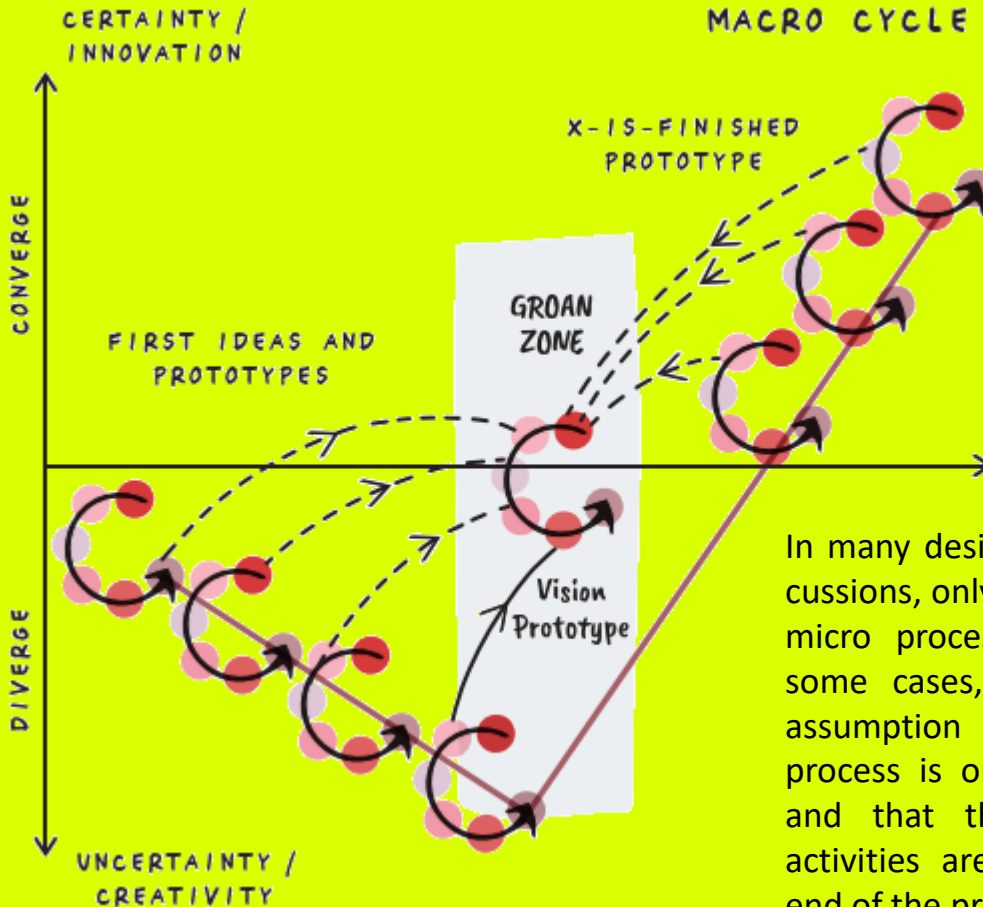
The connecting lines of the **Double Diamond** make it clear that our work is done in several iterations in the process. They also show that the understanding and observing steps form one entity, while the ideation, prototyping, and testing steps form another entity. In both cases, new insights are collected based on real customer needs, which results in a new point of view.

Focused on the Problem Space



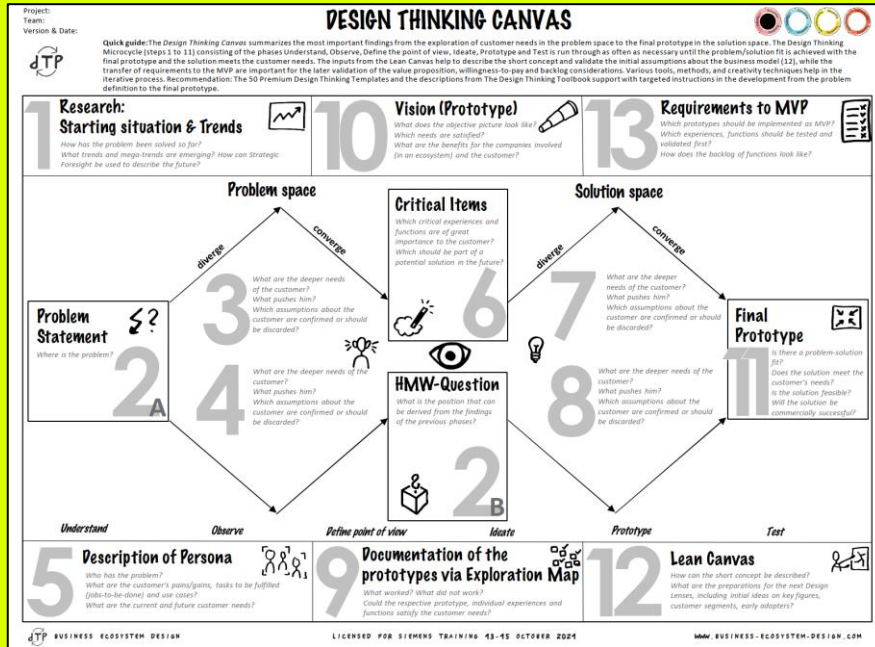
In our Design thinking work we primarily focus on the customer/user and solution risk. Our proficient design thinking and innovation teams spend usually 80 percent of their time trying to better understand the customer problem (problem space). Our core believe is that without a deep understanding of the customer needs, the efforts in the solution space quickly fizzle out.

The Macro Design Process



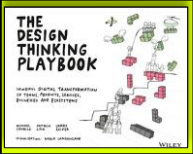

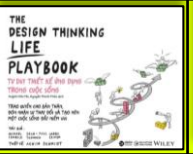
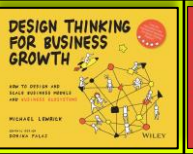
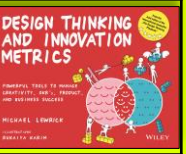
In many design thinking 101 discussions, only the design thinking micro process is presented. In some cases, this leads to the assumption that the micro process is only completed once and that the design thinking activities are completed at the end of the process.

Documentation of Outcomes



The "Design Thinking Canvas" supports our work in documenting the results across the double diamond and each iteration through the entire design thinking cycle. It includes documenting the problem statement, describing personas, all the way to the final prototypes. At the same time, the canvas supports the documentation of additional assumptions to be tested with the Lean Canvas and the requirements for the creation of an MVP.

Application in DT Books

BOOKS FOCUS					
Double Diamond	●	●	●	●	●
Tools & Methods	◐	●	◐	●	●
Personal/Career Development	○	○	●	○	○
Digital Transformation	●	◐	○	●	◐
Business Ecosystems Design	◐	○	○	●	○
Innovation Metrics	○	○	○	○	●
Beginners	◐	●	●	○	◐
Practitioners	●	●	○	◐	◐
Managers/Decision Makers	◐	◐	○	●	●
Innovation Teams	●	●	○	●	●
Life/Career/Self Coaches	○	○	●	○	○
Customer Reviews	4.5 out of 5	4.7 out of 5	4.6 out of 5	4.6 out of 5	5.0 out of 5

Here to Help & Collaborate

- ADVISORY & COACHING
- HIGH IMPACT TRAININGS
- PROJECT BASED LEARNING
- CERTIFICATION PROGRAMS
- BOOTCAMPS & RETREATS

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