IDEO Model

Design Brief ← Research → ← Analysis → Reframe ← Ideation → ← Prototypes → ← Test & Launch → Innovation

1 DISCOVERY
I have a challenge.
How do I approach it?

Understand the Challenge
Prepare Research
Gather Inspiration

2 INTERPRETATION
I learned something.
How do I interpret it?

Tell Stories
Search for Meaning
Frame Opportunities

3 IDEATION
I see an opportunity.
What do I create?

Generate Ideas
Refine Ideas

4 EXPERIMENTATION
I have an idea.
How do I build it?

Make Prototypes
Get Feedback

5 EVOLUTION
I tried something new.
How do I evolve it?

Track Learnings
Move Forward

5E's Design Thinking Framework

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1 ENGAGE
Having identified a potential problem you need to engage with the target user(s). The aim is to gain a deeper understanding and insight into their needs. Undertaking secondary and primary research - use ethnographic methods to collect this new data.

2 EVALUATE
Now evaluate the data (make sense of it). Look for themes, patterns and relationships. Reframe (define) the initial problem into an actionable and manageable problem statement (POV) i.e. the real problem. Use the "How might we ... " statement tool.

3 EXPLORE
Having defined the real problem it is now time to explore / get creative and think of possible solutions that might be desirable, viable and feasible. Do this using tools / techniques such as brainstorming, brain writing, mind maps, visualization and storyboarding.

4 EXPAND
Having explored numerous concepts it is now time to expand them. Bring them to life. Start with prototyping, working towards a final pre production sample. Consider the fidelity versus resolution plus what, why and how you are going to develop prototypes.

5 EXECUTE
Test the prototypes. Introduce them to your users (show them) and start a conversation.Get feedback, reflect, refine and reiterate. Now launch via a well constructed program ensuring your innovation meets the identified need(s) of the target user.

Double Diamond (UK)

Design Brief ← Research, interpretation and alignment → ← Ideation → ← Prototype and Test → Innovation

DISCOVER
Initial Ideas or Inspiration and Establishment of User Needs

DEFINE
Interpretation and Alignment of Findings to Project Objectives

Reframe

DEVELOP
Design-Led Concepts & Proposals Integrated and Assessed

DELIVER
Process Outcome(s) Finalised and Implemented

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