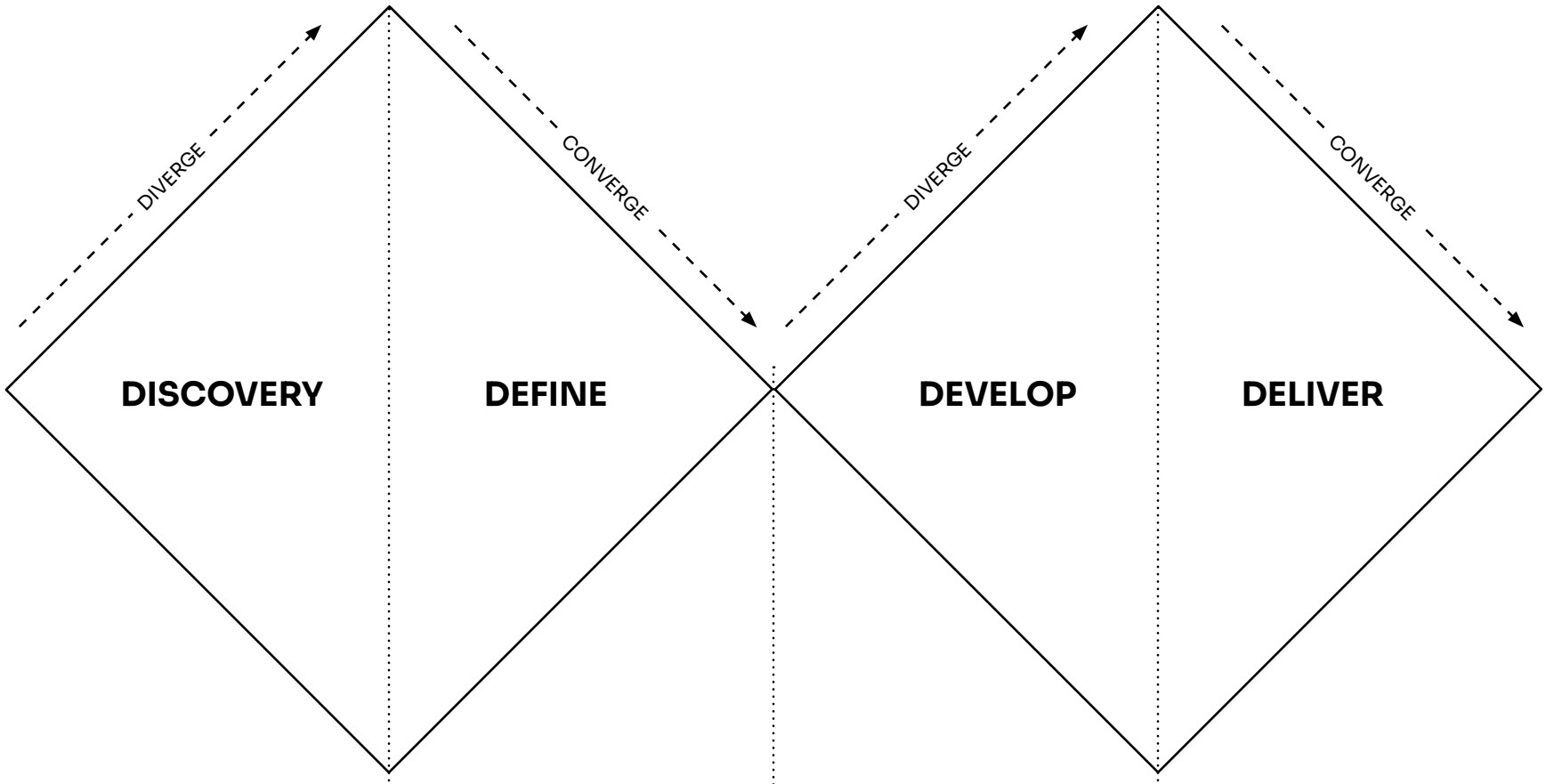
DOUBLE DIAMOND



DISCOVERY

- Research user needs and context
- Identify pain points without assumptions
- Observe and interview users

DEFINE

- Synthesize research findings
- Frame the core problem clearly
- Align on a focused design challenge

DEVELOP

- Generate multiple solution ideas
- Build and test low-fidelity prototypes
- Iterate based on user feedback

DELIVER

- Finalize and polish the chosen solution
- Test usability and performance
- Launch and monitor for improvements