

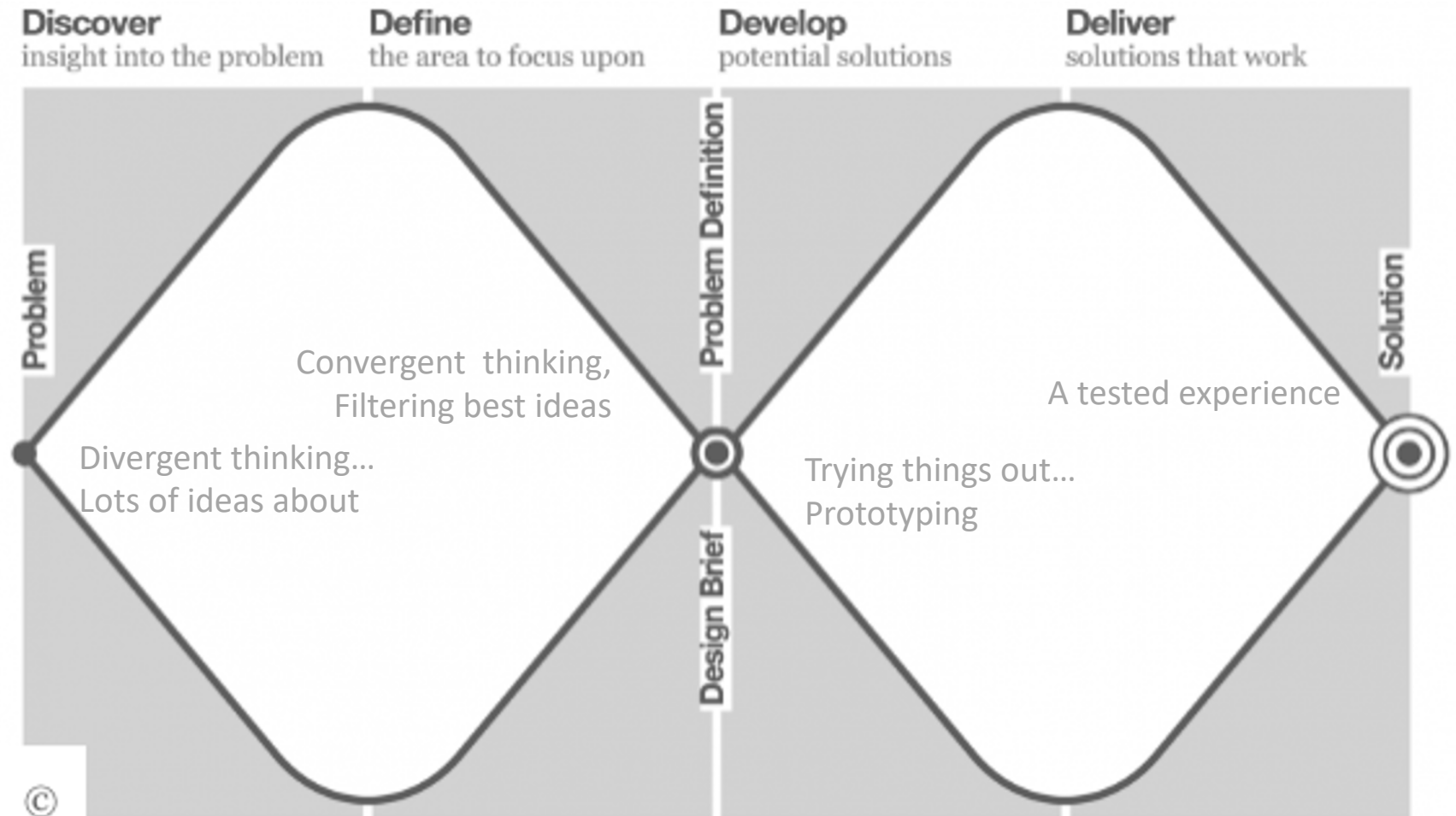
The Design “Double Diamond” in ACED (Audience Centred Experience Design)

Developed by the [UK Design Council](#), this claims to be a universal model to describe the way that all design works, across a so called “problem space” and “solution space” each represented by a diamond.

Why a diamond? In each space, designers open up a lot of possibilities – divergent thinking - before selecting and prioritising certain ideas - convergent thinking. In the first diamond, the potential ways to identify a problem are explored, in the second, many potential solutions are found before the best are selected. What is critical in each phase is to start with a diversity of possibilities and then have rigorous criteria for selection and prioritisation.

HUMAN-CENTRED design, or “design thinking” puts users, PEOPLE at the heart of the process, ideally involving them at each stage.

The ACED programme applies design thinking to audience development challenges.



Design Thinking in ACED: shaping a process model for audience development

