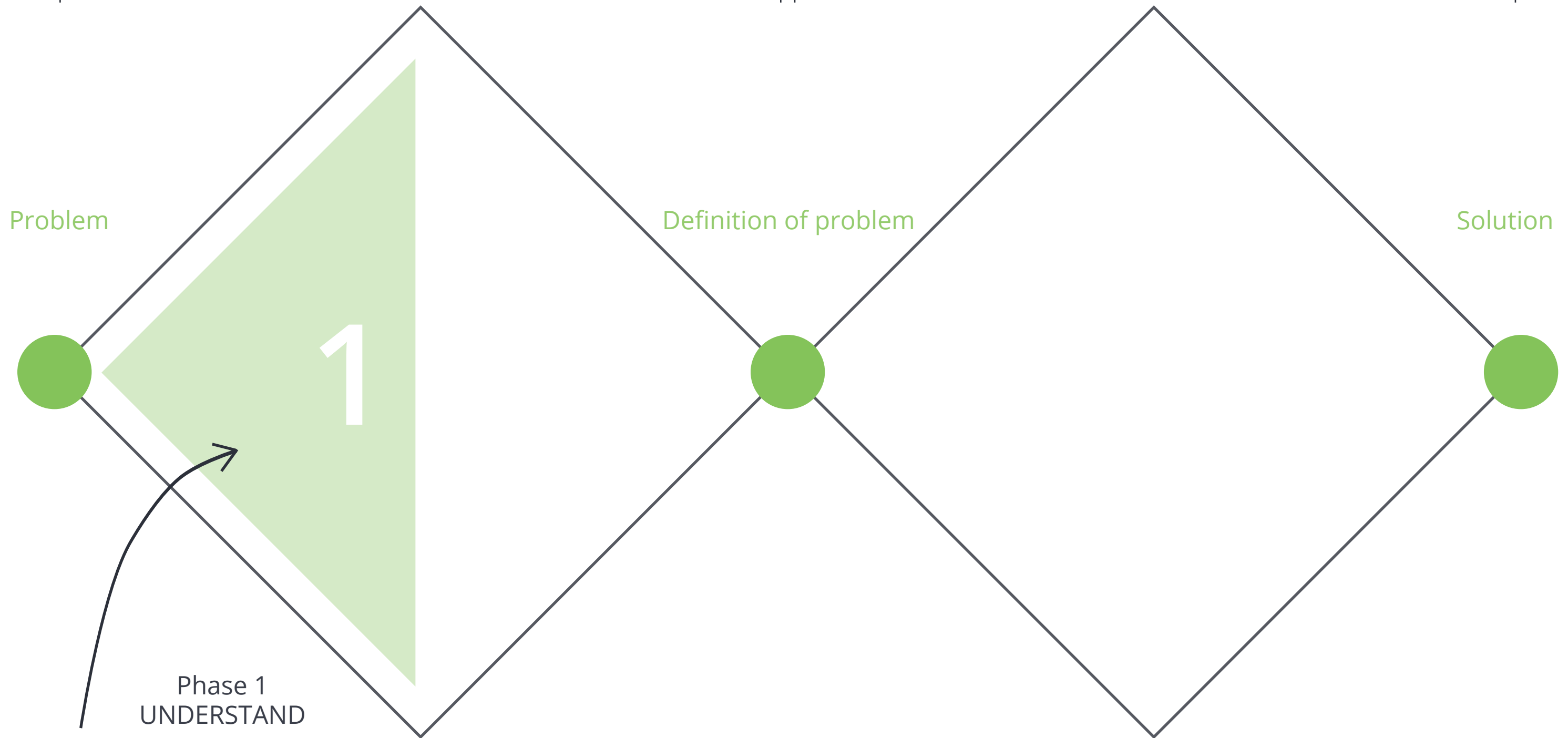# THE DOUBLE DIAMOND PROCESS
UX DESIGN

ASK, LISTEN, SORT

CREATE, TEST, DESIGN

Problem

Definition of problem

Solution

1

Phase 1
UNDERSTAND

User interviews
Cultural probes
User journey visualization
Surveys / quantitative data acquisition