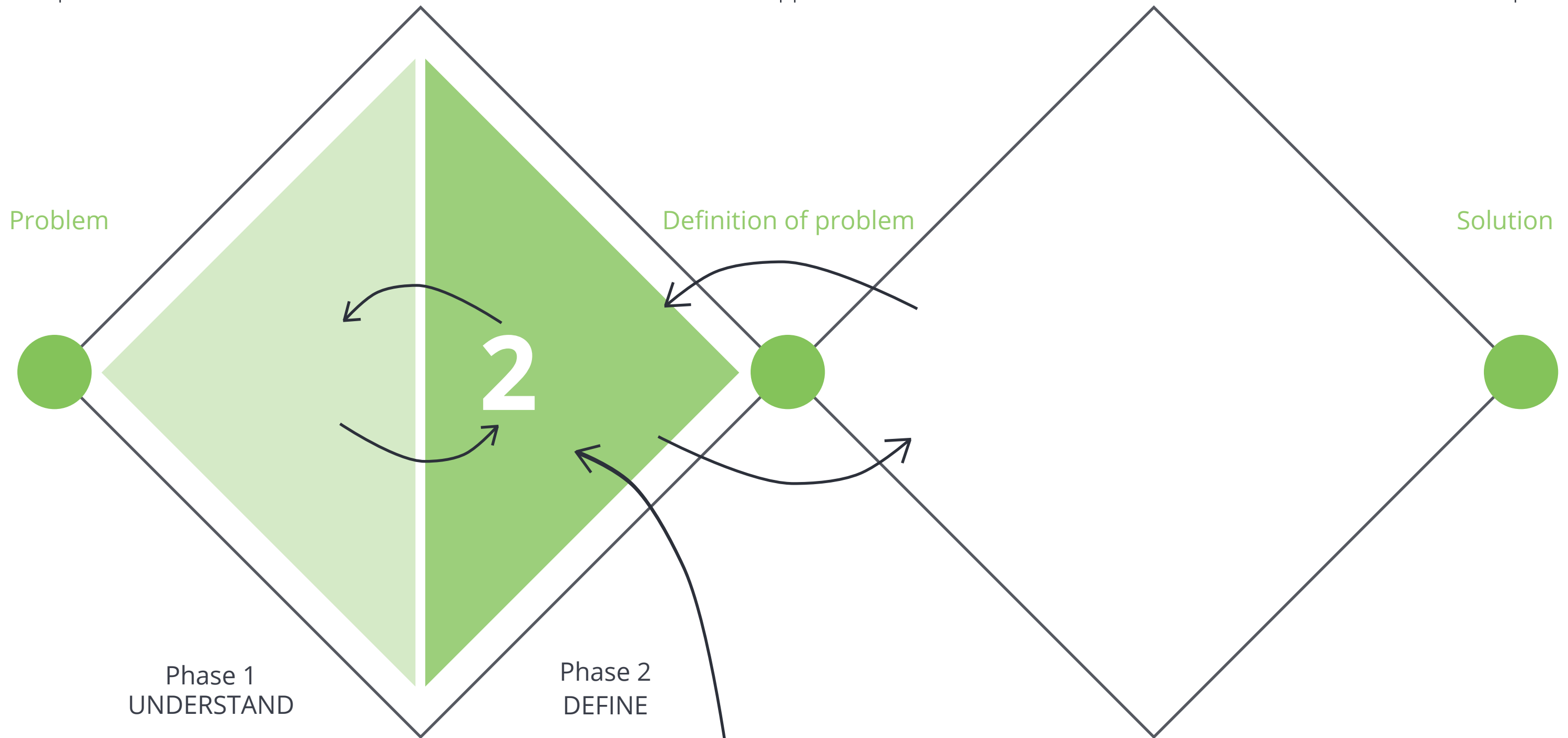


THE DOUBLE DIAMOND PROCESS

UX DESIGN

ASK, LISTEN, SORT

CREATE, TEST, DESIGN



Phase 1
UNDERSTAND

Phase 2
DEFINE

Sticky notes & bulletin board for grouping, sorting
Project plan incl. defined goals and milestones