

WHS UX Process

Double Diamond Model



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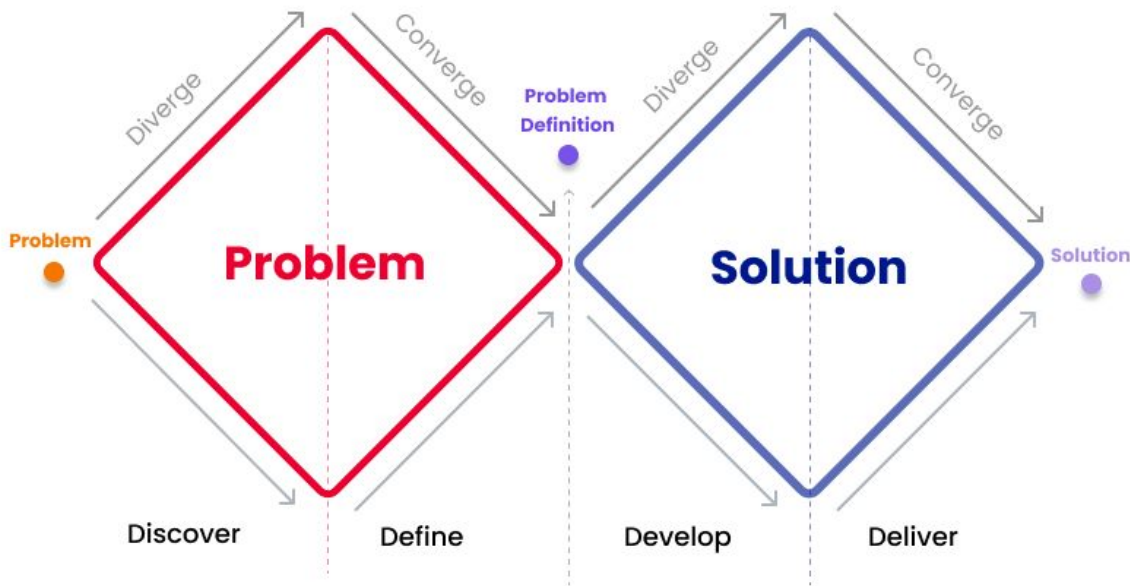
How WebMD Health Services approaches user-experience

This method emphasizes divergent and convergent thinking.

It encourages designers to explore a wide range of possibilities before arriving at the best solution.

The four main stages:

- Discover
- Define
- Develop
- Deliver



The 4 Stages of the Double Diamond Method

Discover

Goal: Understand the problem by exploring it broadly.

Activities: User & client interviews, surveys, market research, analytics.

Outcome: Insights into user needs, pain points, and behaviors.

Define

Goal: Narrow down the research findings to define the core problem.

Activities: Synthesize insights, identify key issues, reference personas, frame the design challenge.

Outcome: A clear problem statement that guides the next steps.

Develop

Goal: Generate a wide range of potential solutions

Activities: Brainstorming, ideation, sketching, prototyping, and exploring different design directions.

Outcome: Multiple concepts that can be tested and refined.

Deliver

Goal: Refine and implement the best solution.

Activities: Usability testing, iteration, finalizing the design, and preparing for launch.

Outcome: A final product or service ready for deployment

Why the Double Diamond is Effective:

This process helps ensure that the design solutions are well-informed, user-centered, and thoroughly tested before implementation through:

- **Structured Creativity:** It encourages both creative exploration and focused problem-solving.
- **User-Centered:** This process is deeply rooted in understanding and meeting user needs and helps ensure that the design solutions are well-informed, user-centered, and thoroughly tested before implementation.
- **Iterative:** It allows for feedback loops and iterative refinement, leading to better design outcomes.