



Dominik Kenzler



Process

# Top Design Processes

## Your Essential Resource

With examples from



Find me at  
[dominik.design](http://dominik.design)

2023

Deliver

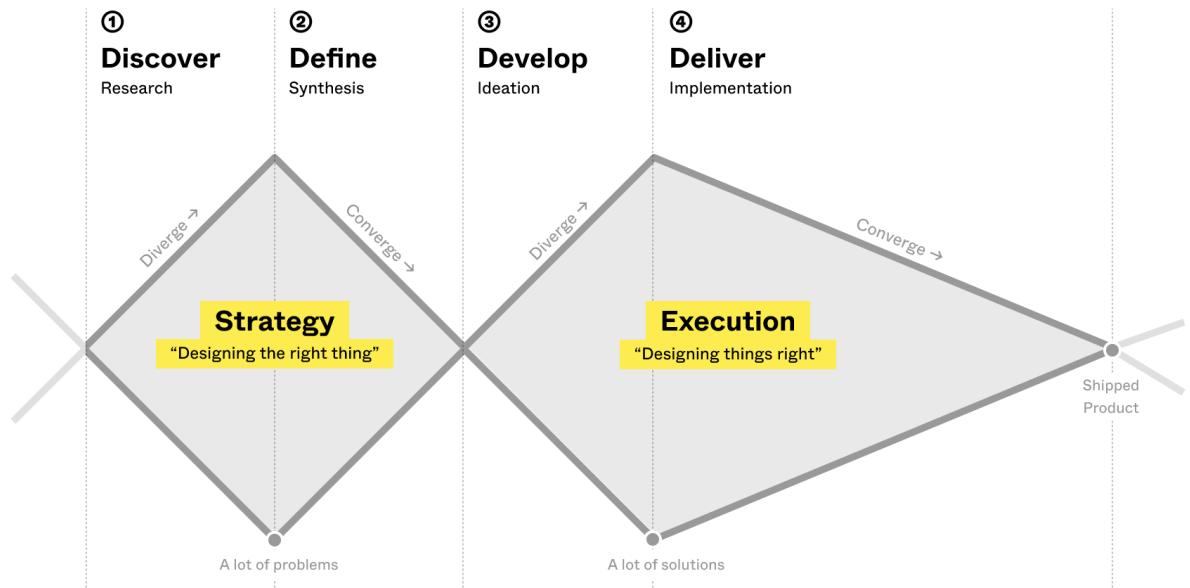
Develop

Define

Discovery

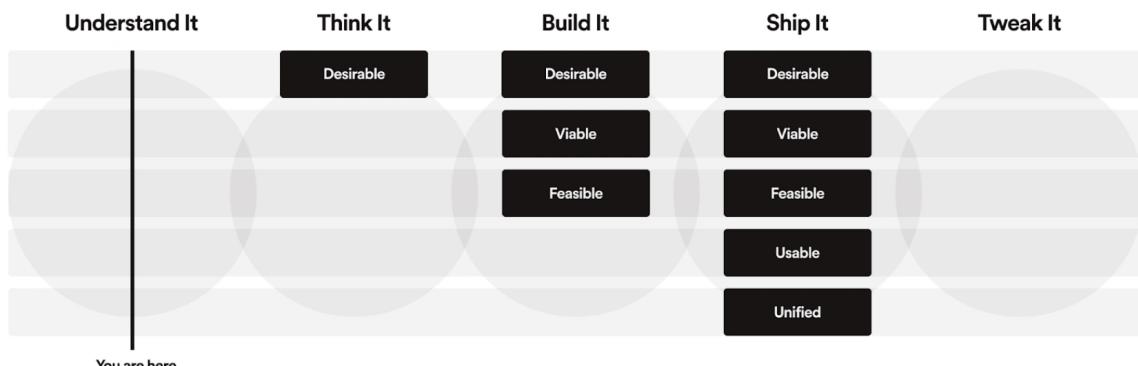


During my research, I discovered unique design process approaches from top startups like Spotify, Airbnb, and Zalando, and I'm excited to share these insights to inspire and inform our own creative methodologies.



Figma Double Diamond by Noah Levin

Source: <https://tinyurl.com/4eaf4b5m>



Spotify Understand it, Think it, Build it, Ship it, and Tweak it by Ryan Smith

Source: <https://tinyurl.com/zhuakjwd>

## THE 4Ds

A lightweight process to drive **incremental**, **evolutionary**, and **revolutionary** customer experience and, therefore, business growth



**DISCOVER**  
What are your  
**customers' needs?**



**DEFINE**  
What **customer need**  
are we solving for?



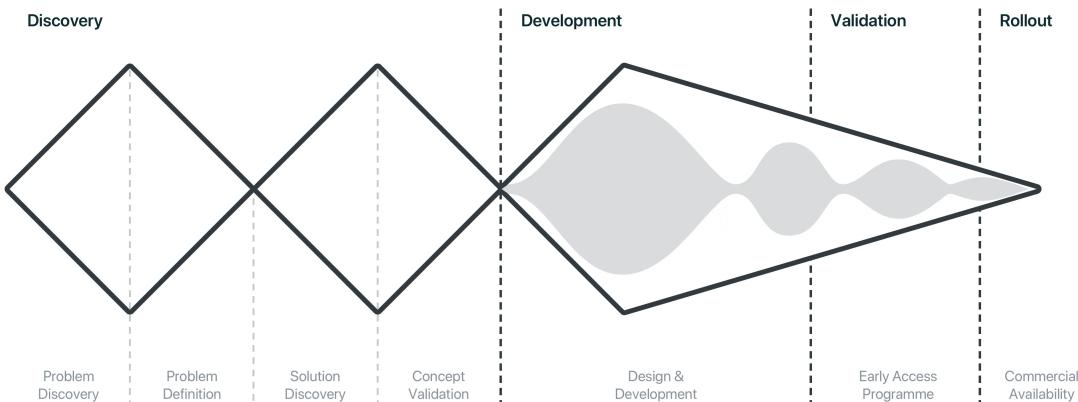
**DESIGN**  
Which of all possible  
solutions is the right  
solution for our  
**customers**?



**DELIVER**  
How do we best build  
and launch the chosen  
solution and measure its  
impact on **customer  
experience**?

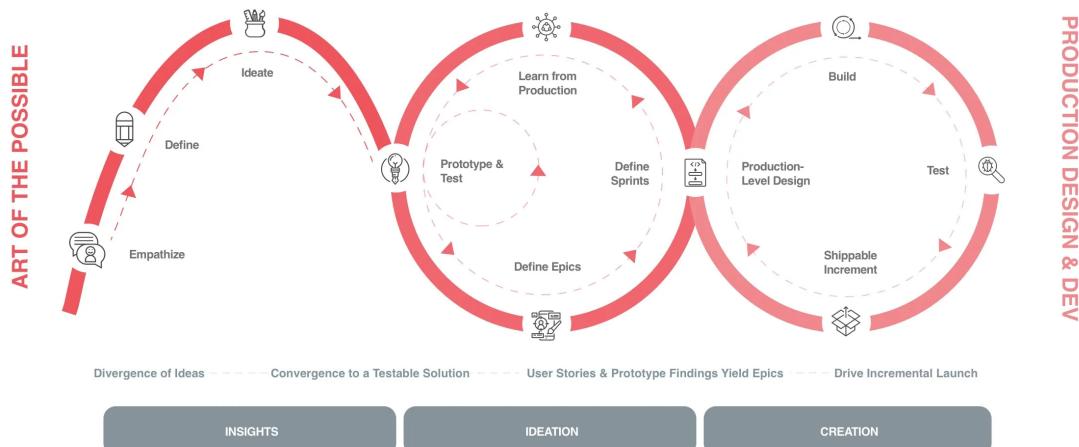
Zalando The 4Ds

Source: <https://tinyurl.com/mvhkxmzp>



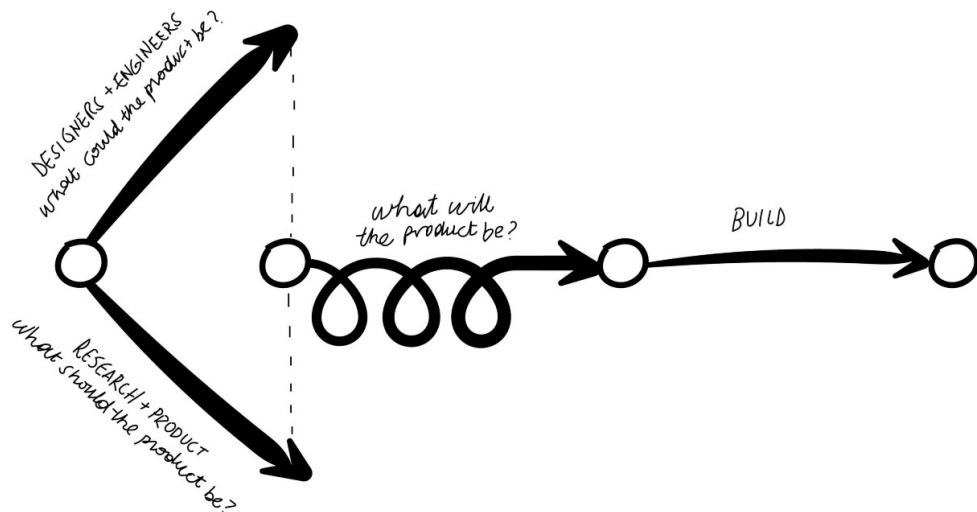
Zendesk Triple Diamond by Mike Chen, Kim Lenox & Jennifer Chang

Source: <https://tinyurl.com/29mw4sx2>



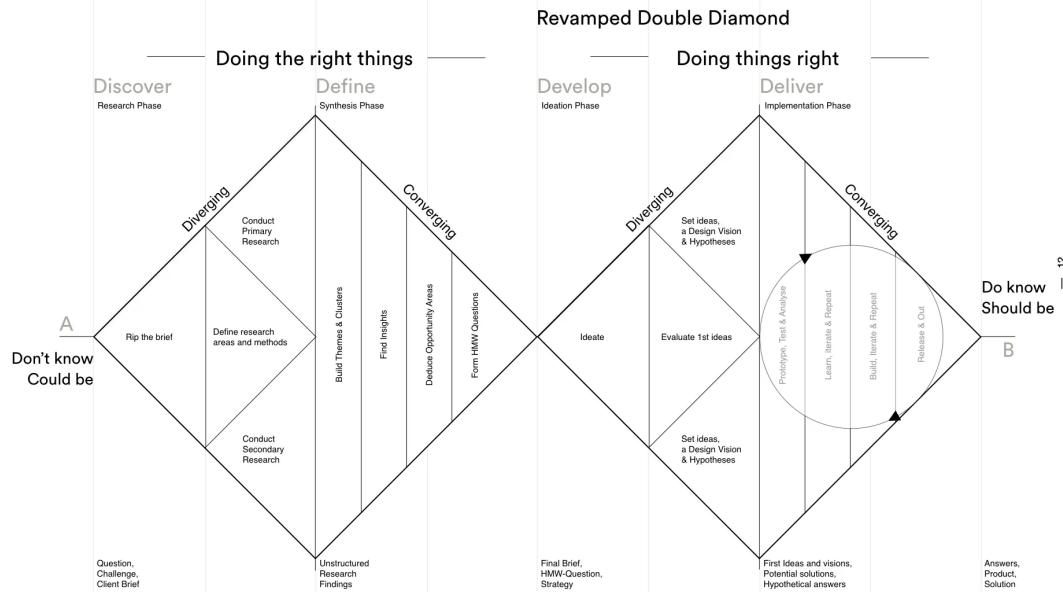
Airbnb design thinking to-agile-model by Eric Ellis & Airbnb

Source: <https://tinyurl.com/yrrbpbps>



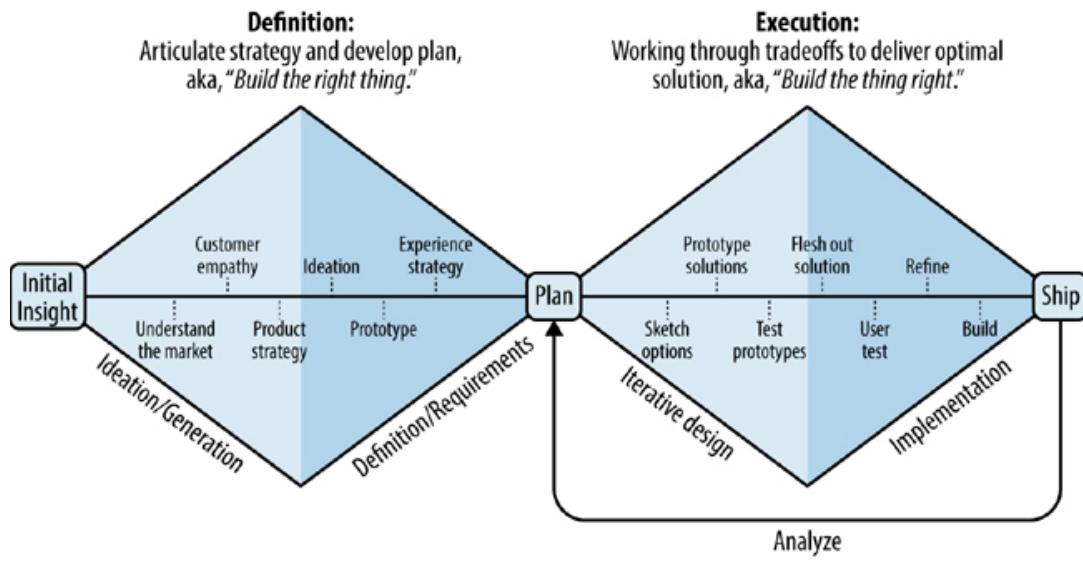
Metabase experimental approach on the Double Diamond by Edy Goulet & Sean Lynch

Source: <https://tinyurl.com/mr25fcb3>



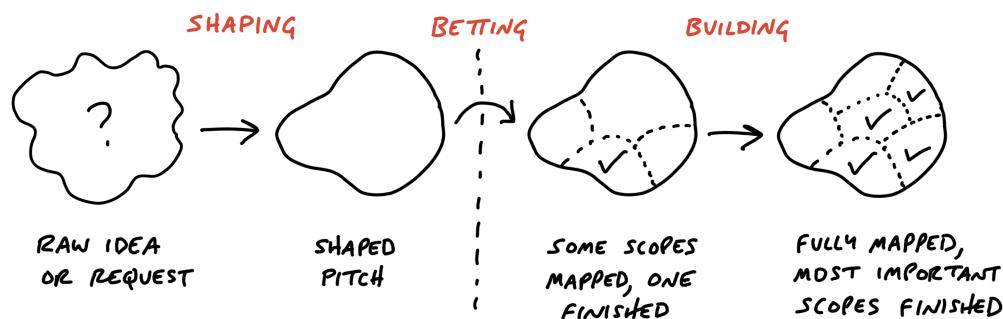
Revamped Double Diamond by Dan Nessler

Source: <https://tinyurl.com/4epjntu7>



Double Diamond by By Peter Merholz and Kristin Skinner

Source: <https://tinyurl.com/yuwc7283>

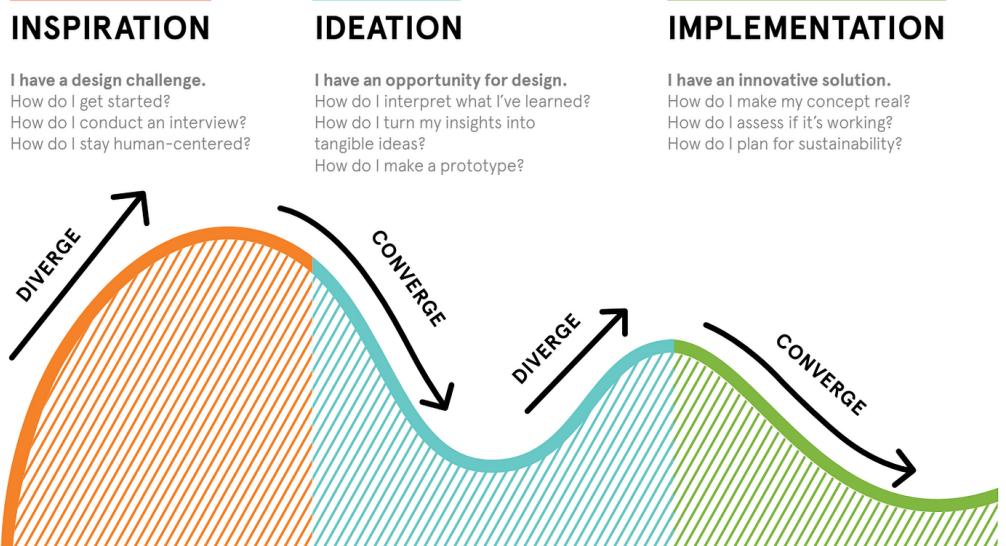


37 Signals Shape Up by Ryan Singer

Source: <https://basecamp.com/shapeup>



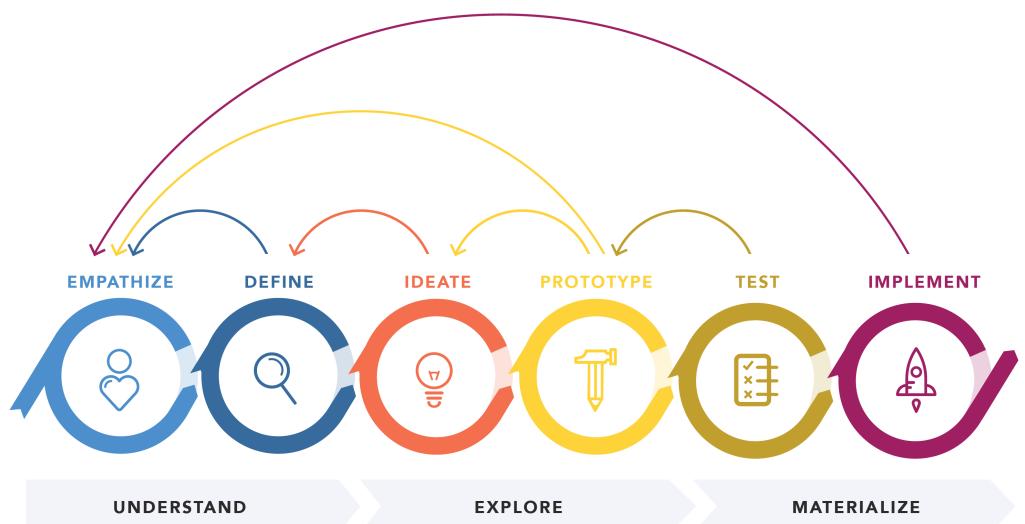
# IDEO



Human-Centered Design (HCD) Design Process by IDEO

Source: <https://www.ideo.org/tools>

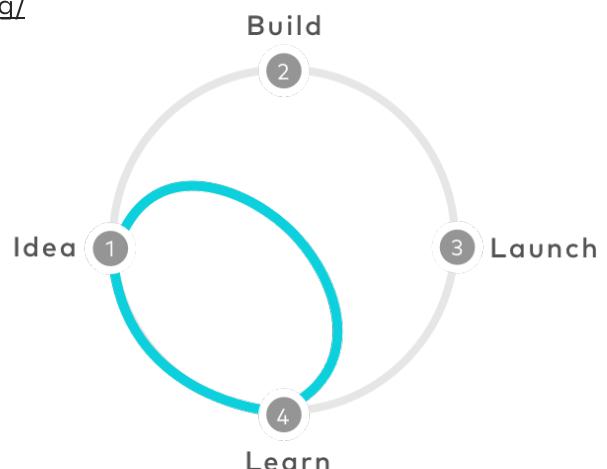
# NN/g



Design Thinking Process by Nielsen Norman Group

Source: <https://www.nngroup.com/articles/design-thinking/>

# G/



The Design Sprint by Jake Knapp and John Zeratsky

Source: <http://www.qv.com/sprint/>



Dominik Kenzler

Save for Later



**Follow for Weekly Inspiration**  
on Product, Design & Leadership



Find me at  
[dominik.design](http://dominik.design)

