



Dominik Kenzler

Process

Top Design Processes Your Essential Resource

With examples from



Find me at
dominik.design



Deliver

Develop

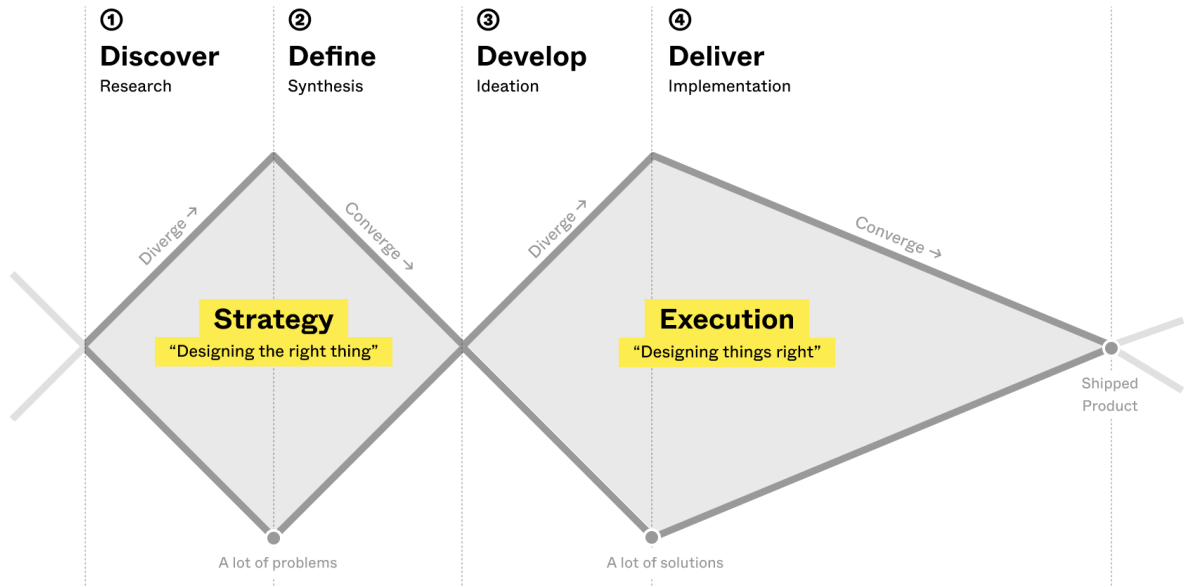
Define

Discovery

2023

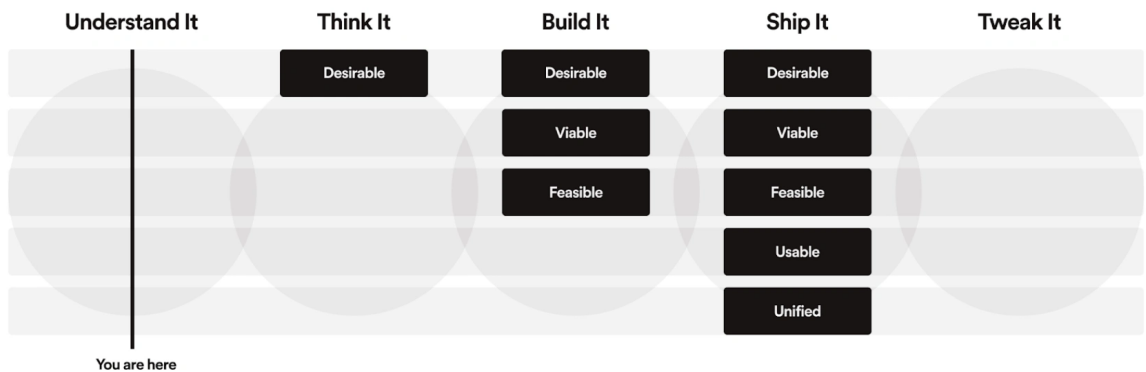


During my research,
I discovered unique
design process
approaches from top
startups like Spotify,
Airbnb, and Zalando,
and I'm excited to
share these insights to
inspire and inform our
own creative
methodologies.



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?



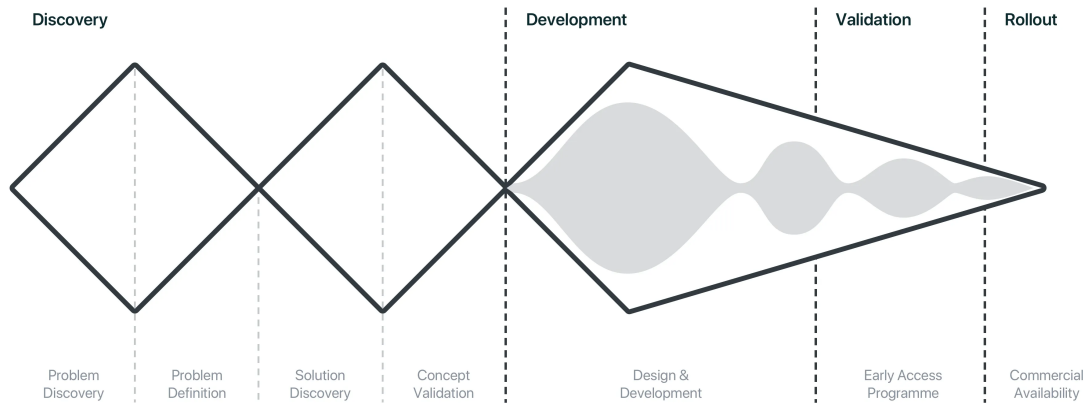
DESIGN
Which of all possible
solutions is the right
solution for our
customers?



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

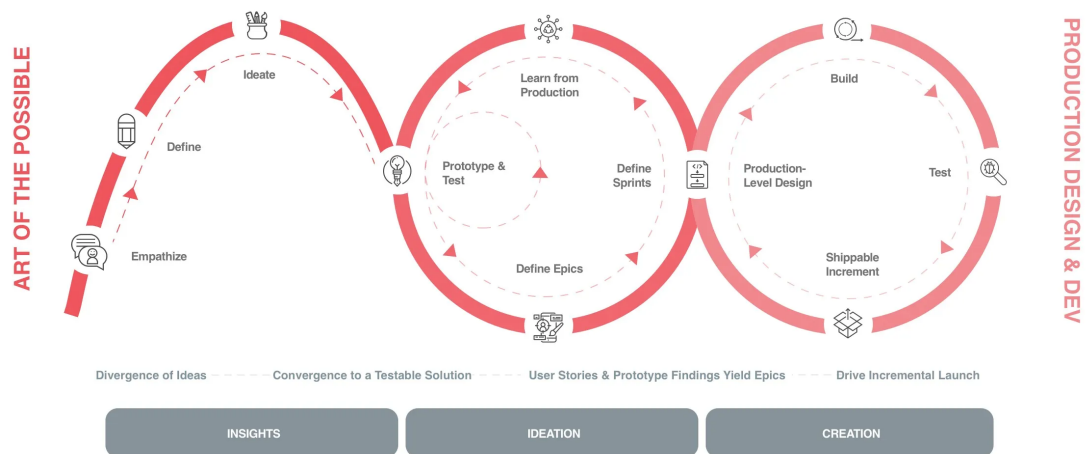
Zalando The 4Ds

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



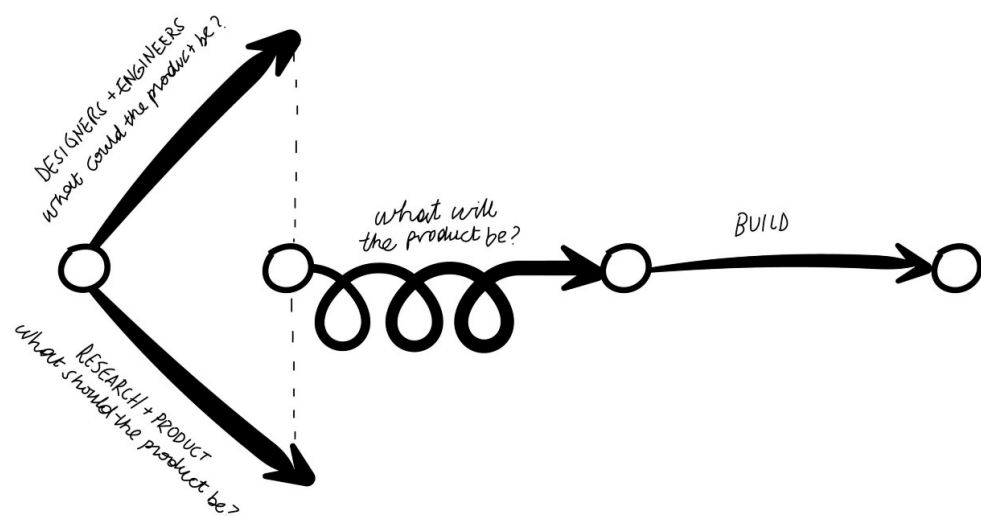
Zendesk Triple Diamond by Mike Chen, Kim Lenox & Jennifer Chang

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



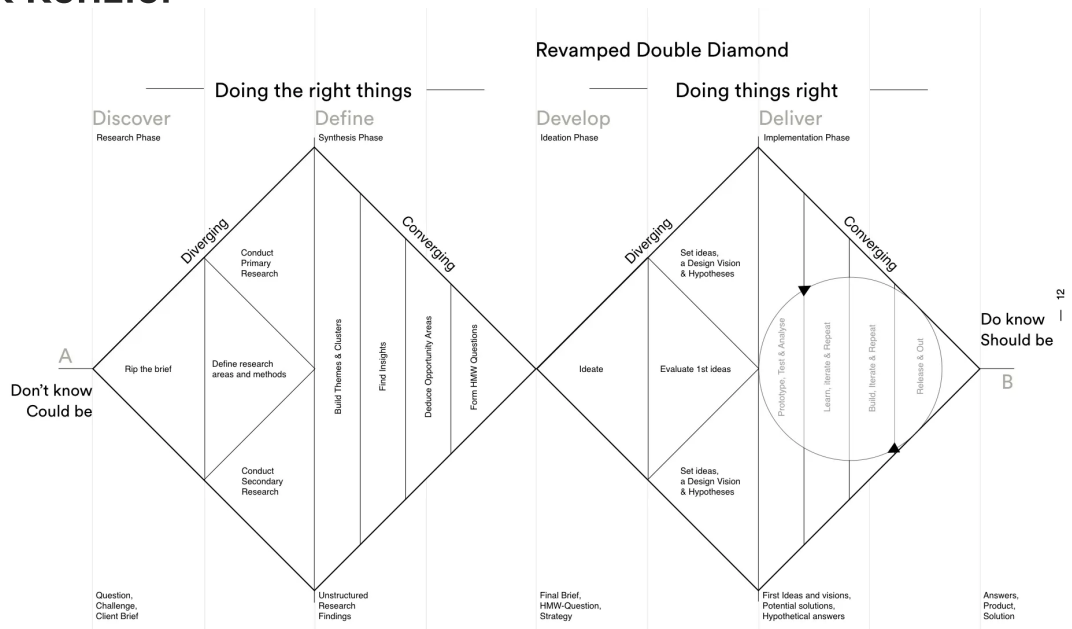
Airbnb design thinking to-agile-model by Eric Ellis & Airbnb

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



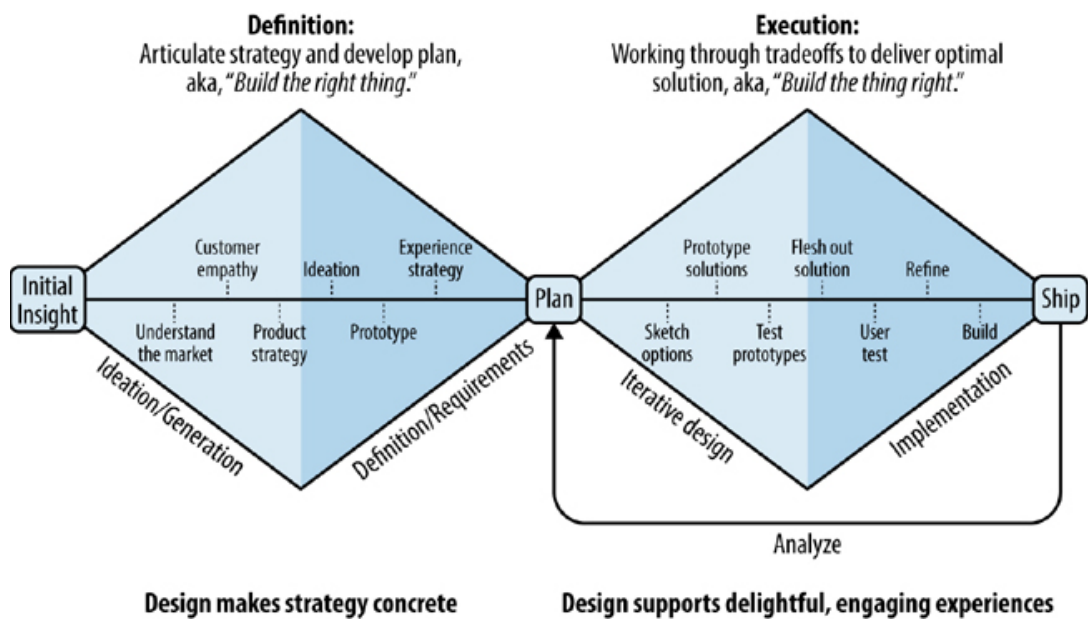
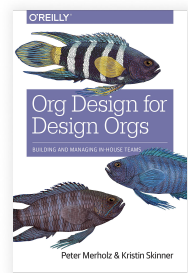
Metabase experimental approach on the Double Diamond by Edy Goulet & Sean Lynch

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



Revamped Double Diamond by Dan Nessler

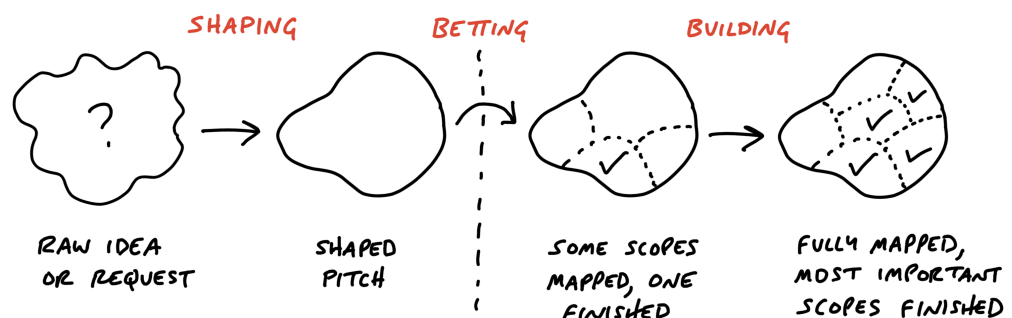
Source: <https://tinyurl.com/4epjntu7>



Double Diamond by By Peter Merholz and Kristin Skinner

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

37signals

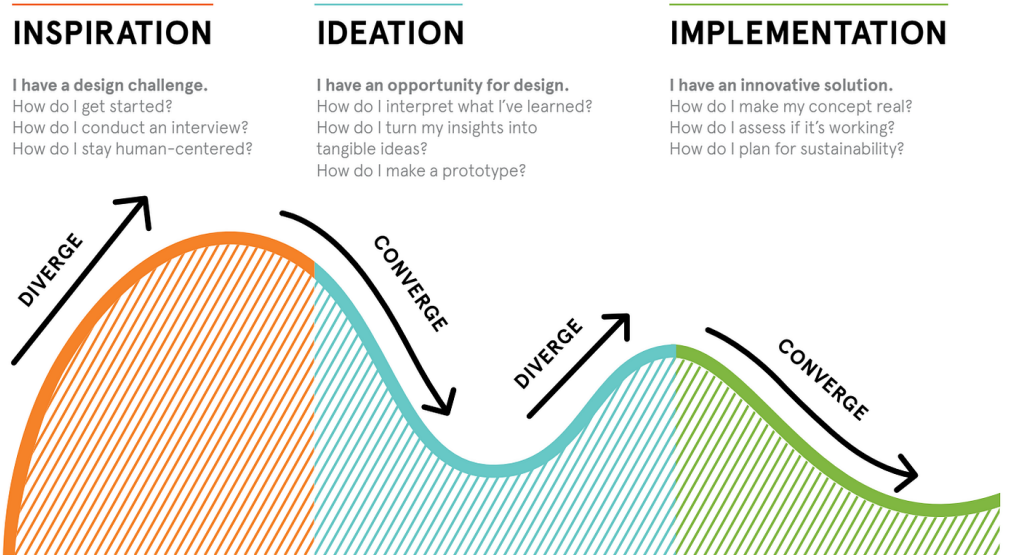


37 Signals Shape Up by Ryan Singer

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



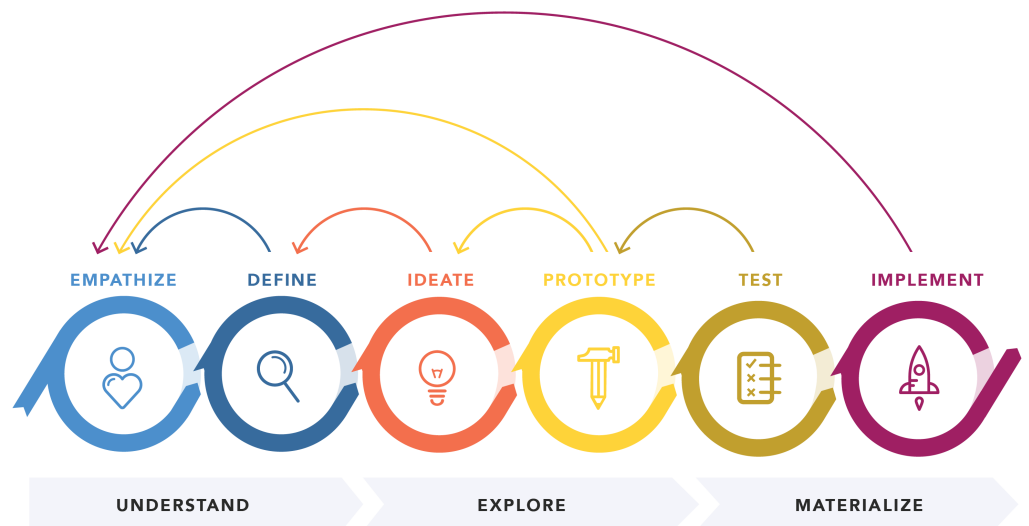
IDEO



Human-Centered Design (HCD) Design Process by IDEO

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

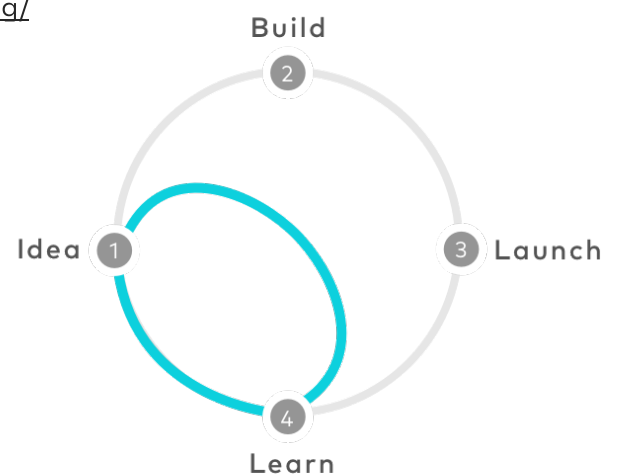
NN/g



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.gv.com/sprint/>



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