



YOUR GUIDE TO

**THE TROUBLE
DIAMOND**



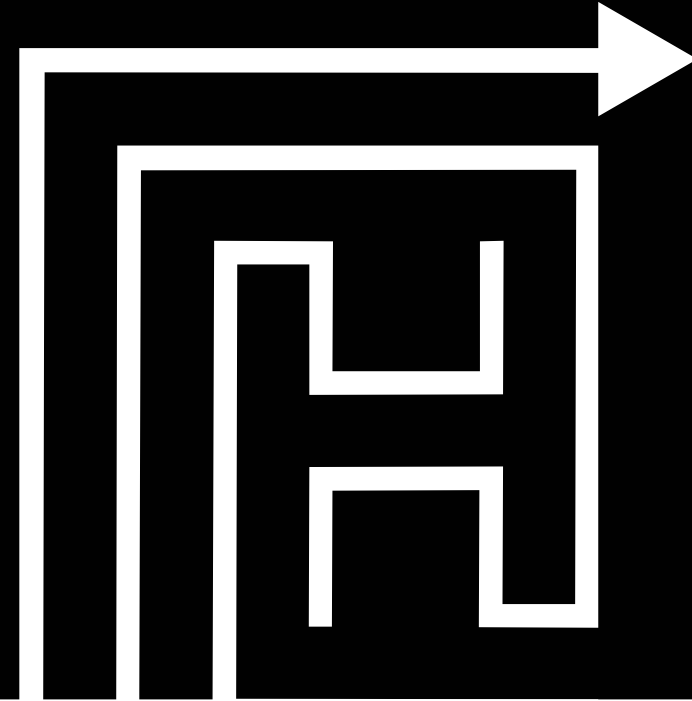
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USE THE TROUBLE DIAMOND TO

LOOK FOR THE BLIND SPOTS AND

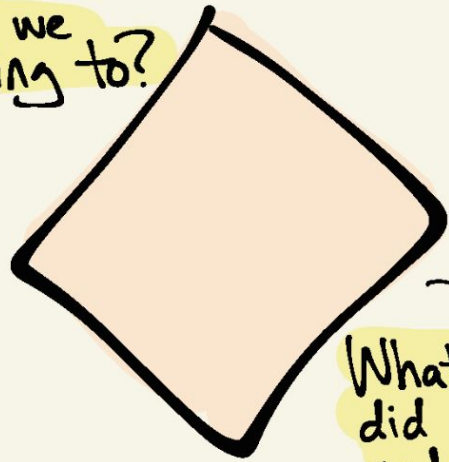
BIASES OF A DESIGN PROCESS



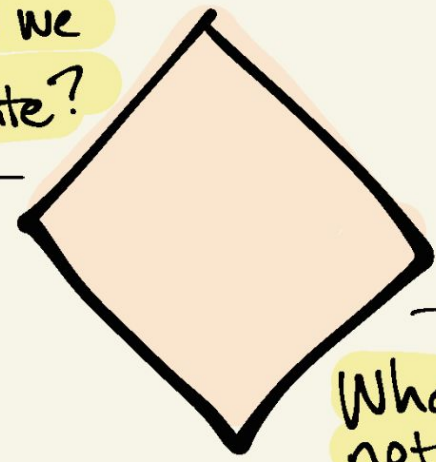
As the world constantly becomes more complex CHOs need to be aware of their own biases and blind spots to stay relevant in their community. The Trouble Diamond takes the frame of the design tool the double diamond and relocates the focus to what we might forget to take into account.

THE TROUBLE DIAMOND

Who are we not talking to?



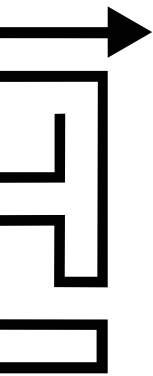
What did we fail to communicate?



What needs did we not understand?

Who are we not including?

THE MORAL DILEMMAS OF THE DOUBLE DIAMOND illustration by @axbom
LATEST VERSION: axbom.com/trouble-diamond





DESIGN PROCESS FRAMEWORK

Creating change within the organisation, developing a new service or planning an activity all require a contextual understanding. Using the framework of the double diamond we will zoom in on the following four stages of a design process to investigate possible flaws:

1. Discovery
2. Definition
3. Development
4. Delivery

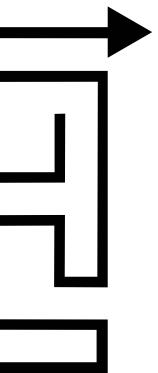
DISCOVERY QUESTION

Who are we not talking to?

In the discovery stage, it is important to adopt an open and divergent approach to gain a better understanding of one's context. However, it's important to acknowledge that choosing to engage with certain individuals also means not engaging with others, whether consciously or unconsciously.

If we fail to recognize biases, monoculture, or irrelevant insights that we collect during the process of selecting participants, it can lead to incorrect decision-making in the future.

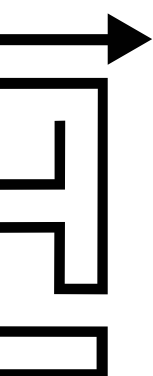
To mitigate such risks, it is useful to hold sessions that focus on the individuals who are not being engaged. By doing so, we can identify opportunities to make informed decisions and address any previously unnoticed risks.



DEFINITION QUESTION

What needs did we not understand?

During the definition stage, it's important to have a convergent approach to analyze the insights gathered in the discovery stage. However, it's crucial to keep in mind that different individuals with diverse experiences may interpret the same data differently. The meaning of the same words can vary based on various factors, such as culture, background, work slang, current state of mind, and more.



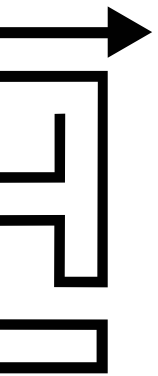
It's essential to acknowledge that others may perceive the same thing differently than you do. Therefore, it's advisable to have an open discussion about the data collected and what it signifies to each person involved.

DEVELOPMENT QUESTION

What did we fail to communicate?

As a project advances, it typically involves more people, which adds complexity to communication. While you may comprehend how and why a design should be executed, the individuals who are responsible for its implementation may not have the same level of understanding.

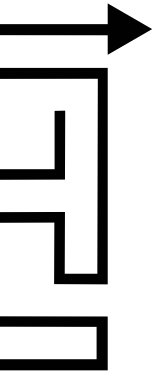
Organizing a regular session that concentrates on considering everything that could have been "lost in translation" presents an opportunity to detect misunderstandings before they become entrenched.



DELIVERY QUESTION

Who are we not including?

Failing to actively discuss individuals who are outside the usual target group or whose needs may be considered uncommon or specific would prevent them from having access to the same benefits that are designed for the target group. This would result in further inequality instead of reducing it. Hence, it is important to initiate discussions about such individuals to ensure that they are not left behind and that efforts are made to minimize inequality.



Source: Per Axbom

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