



Double Diamond in the Age of AI

Evolution or Revolution?

April 22, 2025

Agenda

01

Double Diamond Model

Establishing context and relevance in AI era

02

Transformative Shifts - Discover, Define, Develop, Deliver

Impact of AI on each stage with before/after examples

03

Emerging new Models

Successful AI integration in design processes

04

Enduring Principles

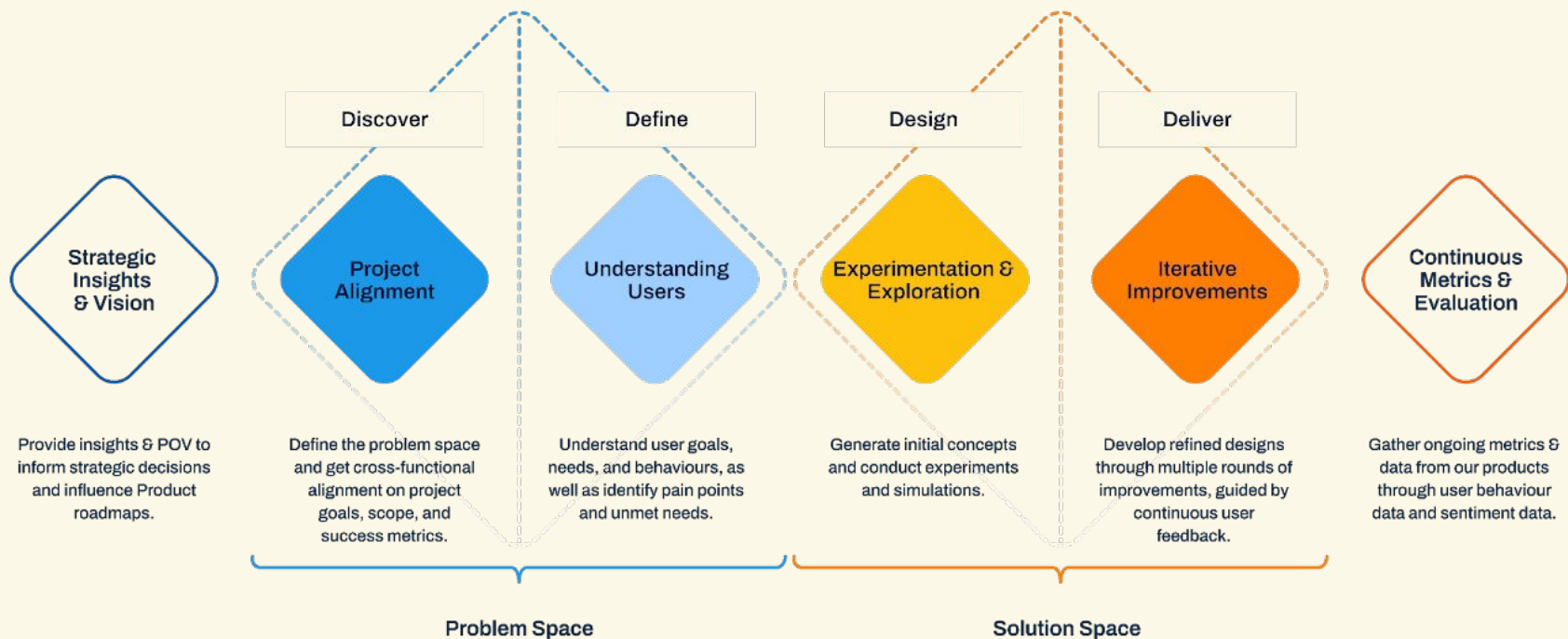
What stays same

05

Key Takeaways

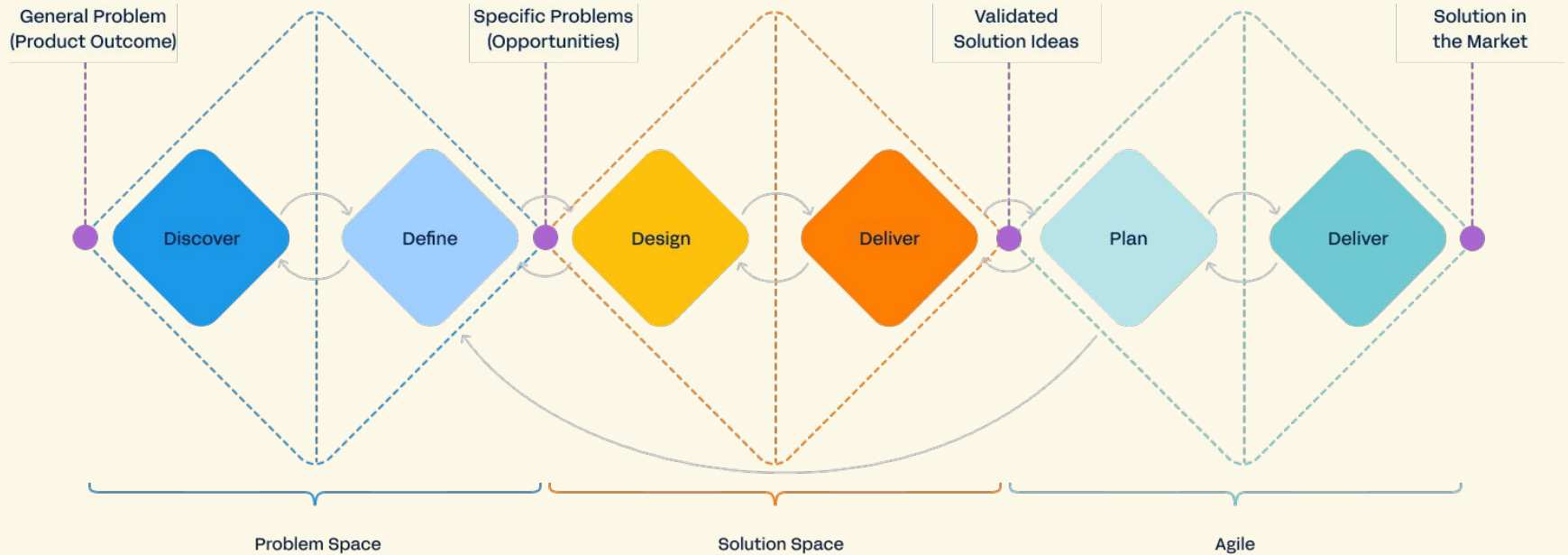
Approaches and Skills in the AI era

The Double Diamond



The Double Diamond was conceived as a simplified thinking model to reveal the often-invisible process of design to non-designers. It provides a common language for discussing the design process, facilitating communication and alignment among team members and stakeholders

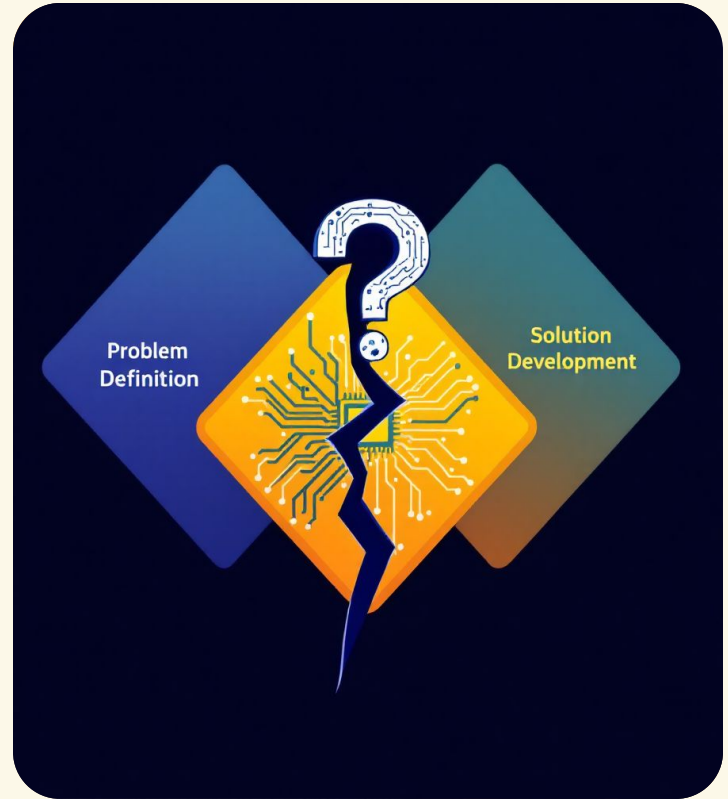
Iterative Process and Product Delivery



Embrace messy creativity with iterative possibilities at every step. Product Discovery validates ideas, it doesn't ship them; Product Delivery is a parallel stream.

AI: Enhancing the Double Diamond, or fundamentally changing it?

For decades, the Double Diamond has guided designers through complex problems. Now, as AI transforms our capabilities, we must question whether this trusted framework remains sufficient.



Innovation's New Duo: Human + AI

Human thinking alone isn't a guaranteed path to innovation. AI partnership is evolving the Double Diamond, moving us beyond pure human-centered processes to a powerful human-AI synergy. How can this collaboration unlock breakthroughs beyond our individual limitations?.



From sequential to parallel

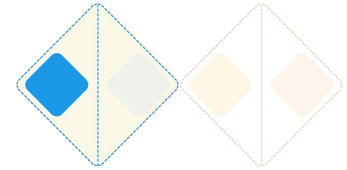
AI turbocharges the Double Diamond, turning linear phases into rapid, interconnected cycles. Discovery, definition, development, and delivery now accelerate in parallel, boosting innovation velocity.



Transformative Shifts

Discover

PHASE



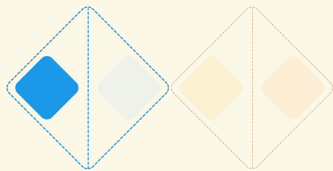
Traditional

- Manual user research
- Limited by researcher capacity
- Time-intensive data collection
- Sample size constraints

AI Enhanced

- Real-time data analysis
- Automated pattern recognition
- Sentiment analysis* at scale
- Cross-cultural insights

* Sentiment analysis to analyze digital text to determine the emotional tone of the message is positive, negative, or neutral.

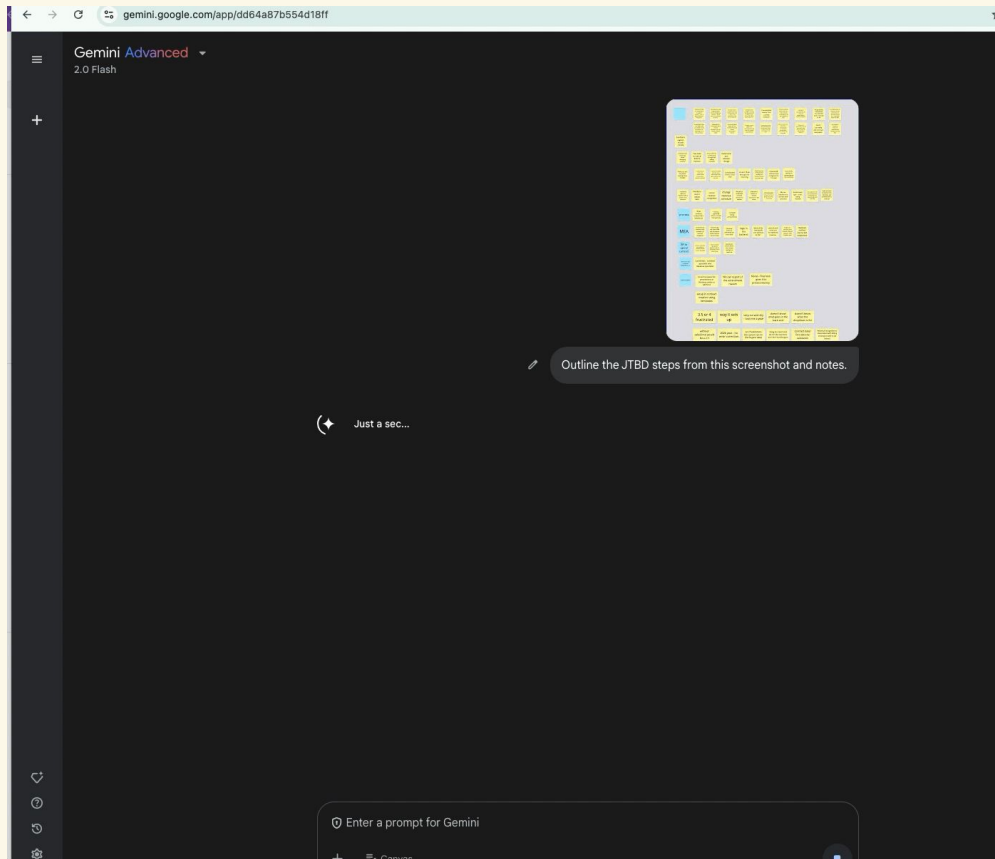


Jobs-to-be Done

Moving from raw qualitative data captured in Miro boards and interview transcripts to actionable Jobs to Be Done (JTBD) steps



From the attached image of user feedback summarize the Jobs to be Done.

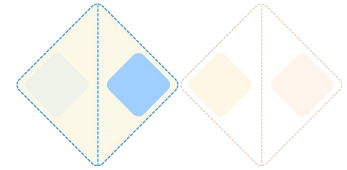


Define

PHASE

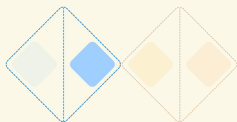
Traditional

- Workshop-based ideation
- Limited concept exploration
- Manual sketching & prototyping
- Sequential iteration cycles
- Solutions limited by team's creative capacity



AI Enhanced

- Generative design exploration
- AI-suggested solution alternatives
- Rapid prototyping with AI assistance
- Parallel iteration paths
- Instant visualization of concepts

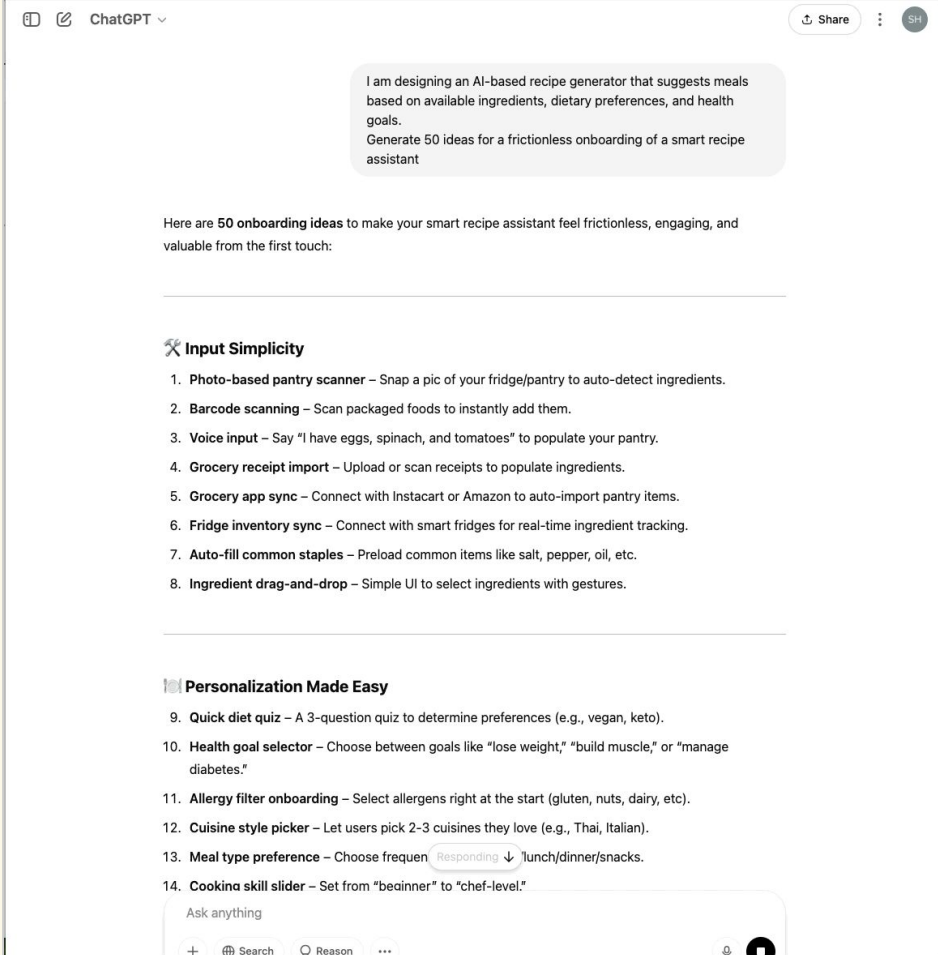


Accelerating the Ideation phase

AI excels at generating a high volume of diverse ideas in brainstorming, overcoming human exhaustion and avoiding repetitive suggestions.



Generate 50 ideas for a frictionless onboarding of a smart recipe assistant.



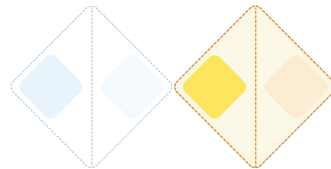
Design

PHASE

Traditional

- Extensive static mocks for stakeholder alignment
- **Linear development process:**
Idea>Mocks>PRD*>Code>Launch
- Learning user reactions primarily at launch

*Product Requirement Document



AI Enhanced

- AI building dynamic and interactive live versions
- **Non-linear development process:**
Idea>Prototype>Polish>Launch>Refine
- Ability to learn and iterate much faster through rapid prototyping



AI-Assisted UX Design

AI design tools eliminate the **blank canvas syndrome** by streamlining the creation of core and user flows, significantly accelerating the design process.



Help me generate basic use cases with core UX flows and user flow diagram for a recipe assistant

Smart Recipe Assistant



Ask AI anything...

Current page - 100%

Suggested

- ↳ Draft anything...
- ↳ Draft an outline...
- ↳ Make a table...
- ↳ Make a flowchart...

Write

- ↳ Write anything...

Think, ask, chat

- ↳ Brainstorm ideas...
- ↳ Get help with code...

- 3. Recipe Customization Flow
 - Select recipe to modify
 - Adjust serving size
 - Choose ingredient substitutions
 - Preview nutritional changes
 - Save custom version
- 4. Weekly Meal Planning Flow
 - Calendar view for meal scheduling
 - Automatic shopping list generation
 - Nutritional balance overview
 - Batch cooking suggestions

Key Features to Consider

- Real-time ingredient substitution suggestions
- Photo recognition for ingredient inventory
- Voice-controlled recipe navigation
- Integration with smart kitchen devices
- Social sharing and community recipe contributions
- Personalized learning from user preferences and feedback

Success Metrics

Metric	Description
Recipe Success Rate	Percentage of suggested recipes actually prepared
User Engagement	Frequency of app usage and recipe searches
Customization Rate	How often users modify suggested recipes
Health Goal Achievement	Progress towards user-defined health objectives



Generate User flow diagram

Current page - 100%



Vibe coding: The New Prototyping Approach

Vibe coding is a new paradigm where coding is done by "vibing" with AI—giving natural language instructions and letting the AI generate and refine code.

10x

Iteration Speed

Going from 8 hours to 45 minutes.

Quick Sketching

Capture whiteboard sketches, simple Figma screens or PRD'S.

01

AI Code Generation

Transform sketches into functional code without manual programming.

02

Prompt Refinement

Iteratively improve through conversational AI guidance.

03

Rapid Testing

Experience realistic interactions that static mockups cannot provide.

04

Continuous Evolution

Achieve previously impossible iteration velocity.

05

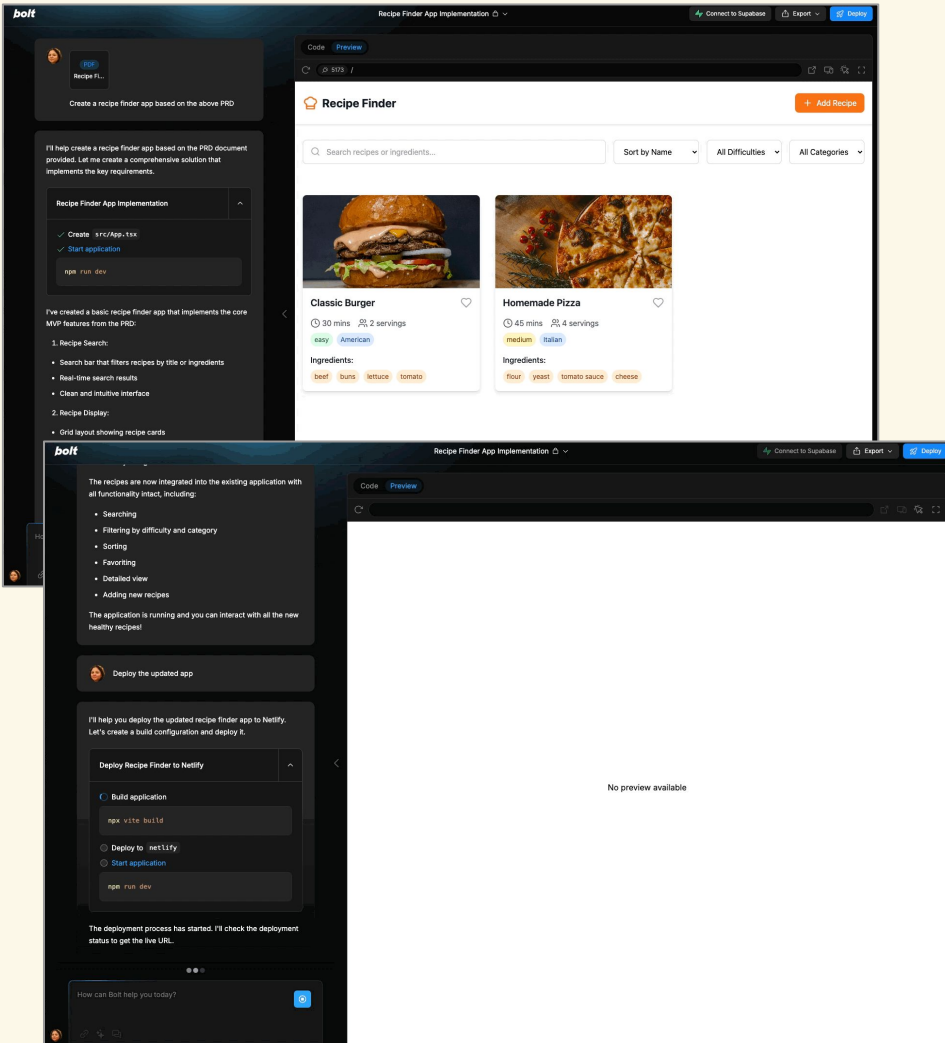


AI Prototyping

Prototyping has never been easier. From Product Requirement Documents (PRD) to code and deploy in minutes with a new breed of tools powered by AI and LLMs that can write code from natural language (**Vibe coding**) by giving instructions and letting the AI generate and refine code.



Create a recipe finder app based on the attached PRD.

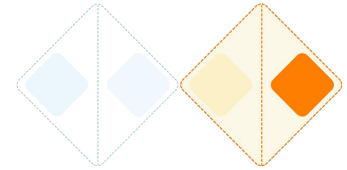


Deliver

PHASE

Traditional

- Handoff to developers
- Manual component generation
- Extensive documentation
- Provide UI copy



AI Enhanced

- AI-assisted code generation
- Intelligent component generation
- Automated accessibility documentation
- AI generated UI copy



Designer-Developer Workflow

Dramatically accelerate documentation work by generating initial component documentation including props, variations, and usage guidelines. Create accessibility documentation that explains WCAG compliance considerations. Generate usage examples that show components in different contexts ensuring it matches team's voice and covers all relevant use cases.



Generate an input component that can be used for entering static value or dynamic expressions.

← Expandable Input Component Documentation

Expandable Input Component Documentation

The Expandable Input component is a versatile form control that allows users to toggle between static values and dynamic expressions. It supports multiple input types and provides an expandable modal editor for complex expressions.

Features

- Toggle between static values and dynamic expressions
- Support for multiple data types (number, text, currency, percentage, date, time)
- Expandable modal for editing complex expressions
- Built-in validation
- Fully accessible (WCAG 2.1 AA compliant)
- Keyboard navigation support
- Responsive design

Props

Prop Name	Type	Default	Description
value	string	''	The current value of the input
onChange	function	required	Callback function that is called when the value changes
initialMode	string	'static'	Initial input mode ('static' or 'expression')
initialType	string	'number'	Initial static value type ('number', 'text',

label

placeholder

disabled

required

className

inputClassName

errorMessage

helpText

← Expandable Input Component: Usage Examples

Expandable Input Component: Usage Examples

Example 1: E-commerce Product Pricing

This example shows the component in an e-commerce context where product managers can set both static prices and dynamic pricing formulas.

Product Base Price

\$ 50

Discount Calculation

\$ 50

Save Product Pricing

Example 2: Checkout Form

This example demonstrates integrating the component within a standard form workflow, showing different input types.

Product Price (\$)

\$ 50

Discount

\$ 50

Shipping Date

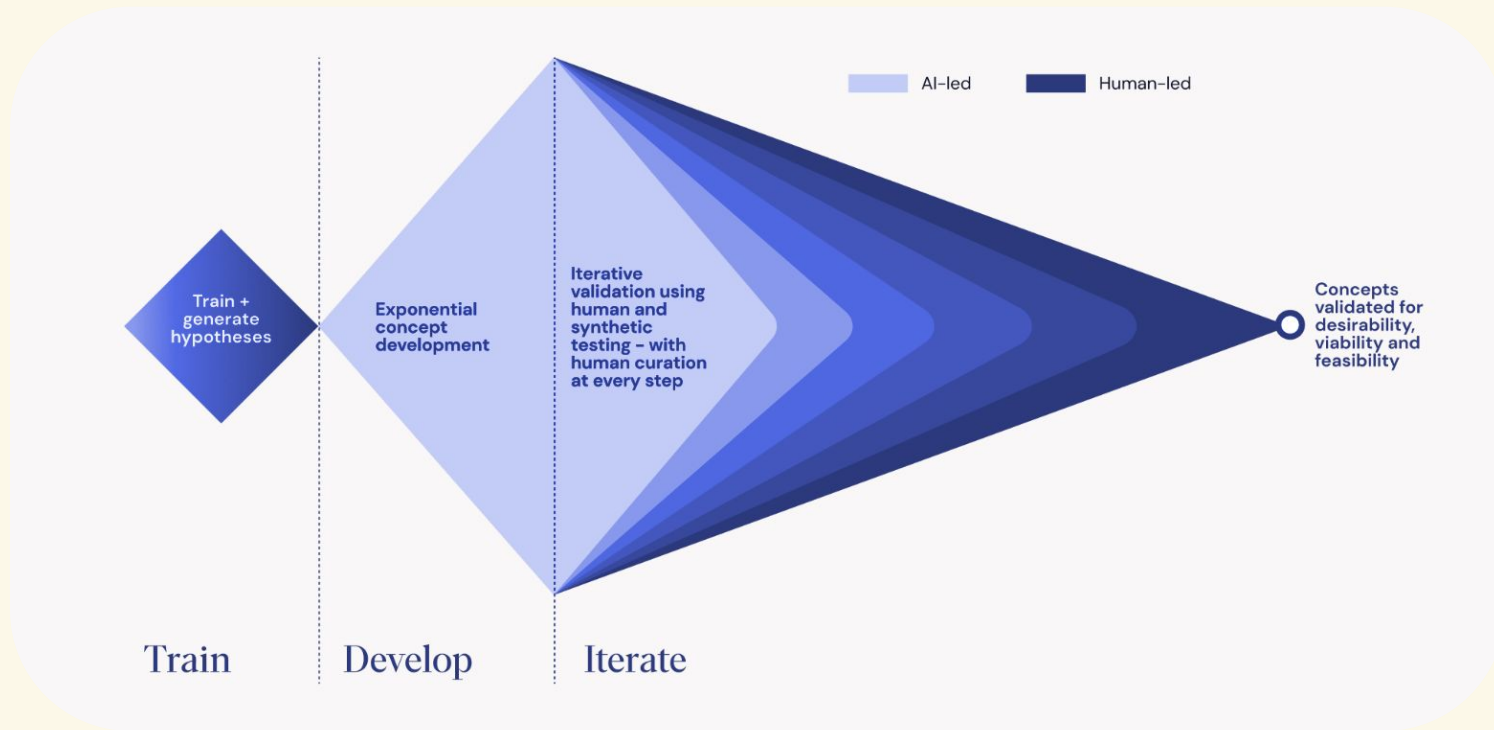
\$ 50

Quantity

\$ 50

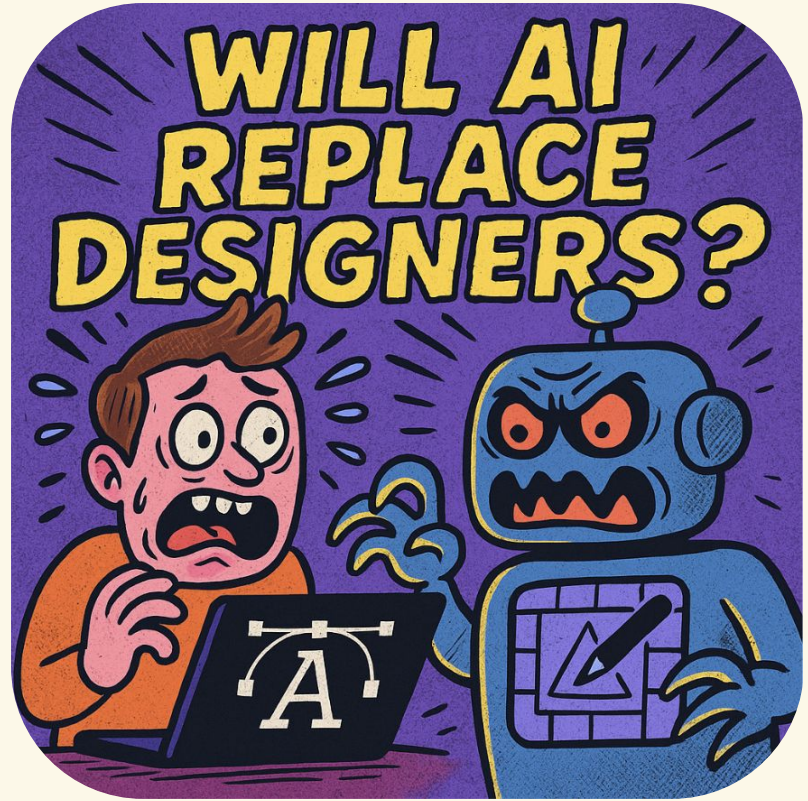
Emergence of New Models

Stingray Model - Designed for the AI Era



A pivotal question

AI is rapidly integrating into UX and design. Can it replace the insights from human connection?

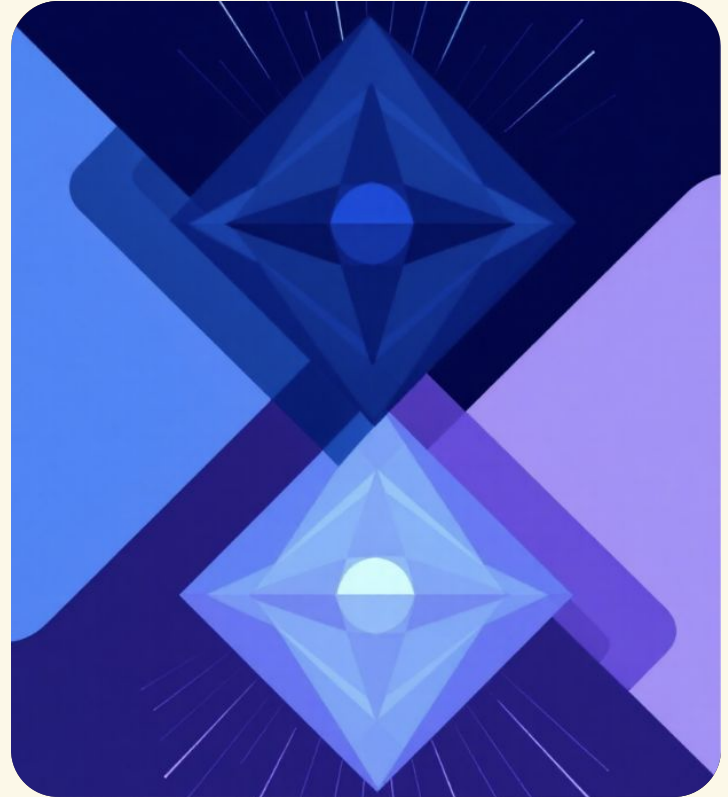


Enduring Principles

Convergent-Divergent Thinking Pattern

Divergent thinking: Exploring many different possibilities and options with generating choices.

Convergent thinking: Focusing on finding one correct solution or answer and making decisions.

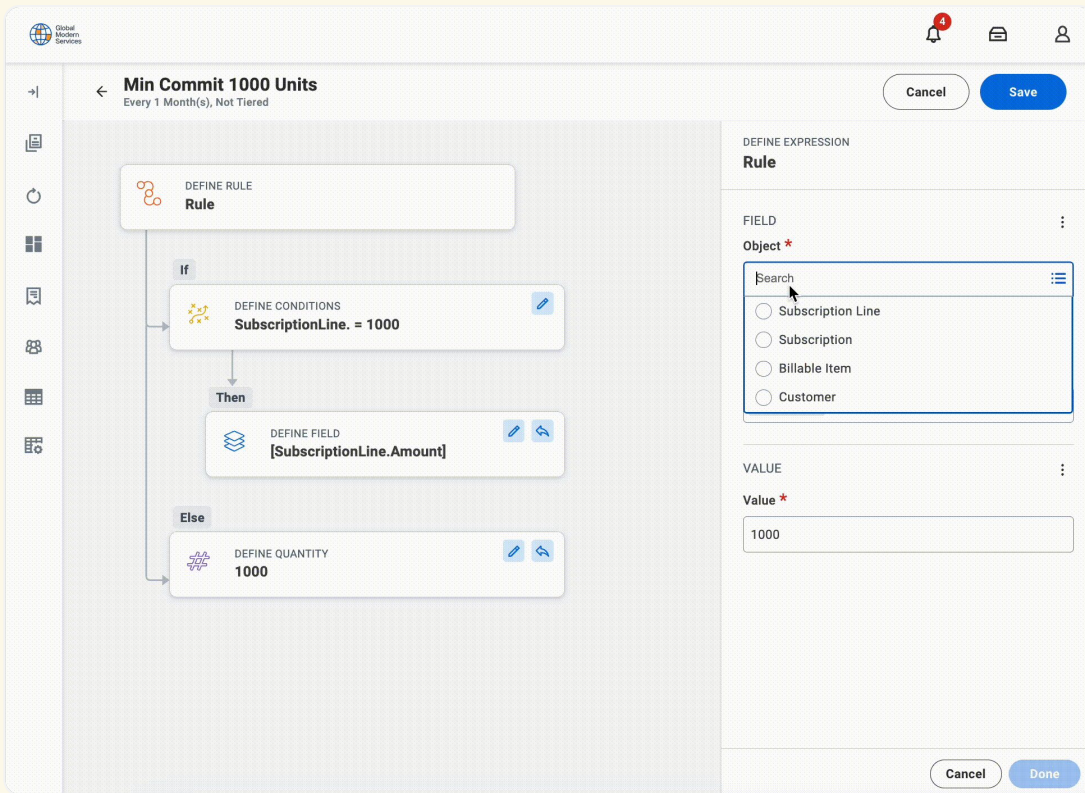


CASE STUDY

Charge Models

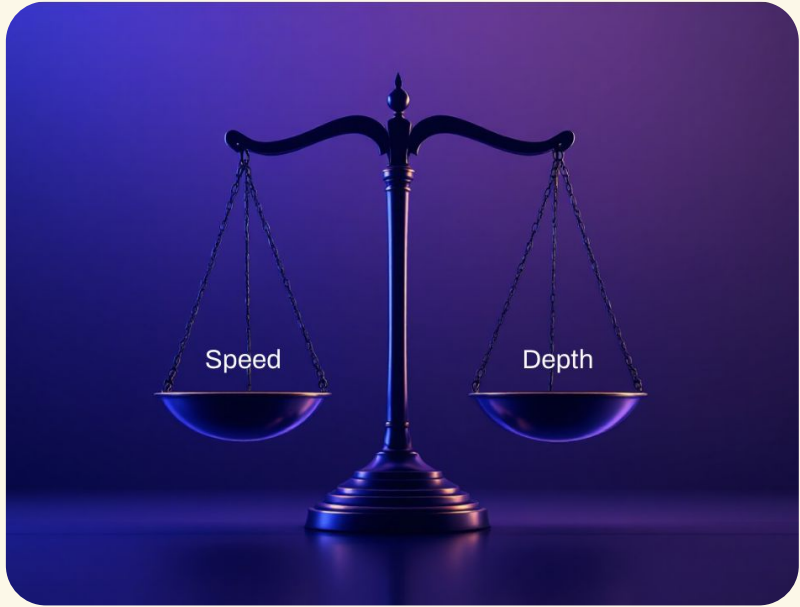
AI can generate simple prototypes but struggles with complex interactions, like those required for Charge Models. A Charge Model defines how much a customer pays for a product via a series of calculations and logic.

This "dynamically configurable query engine with a visual expression builder" is a brand new concept and is currently patent-pending.

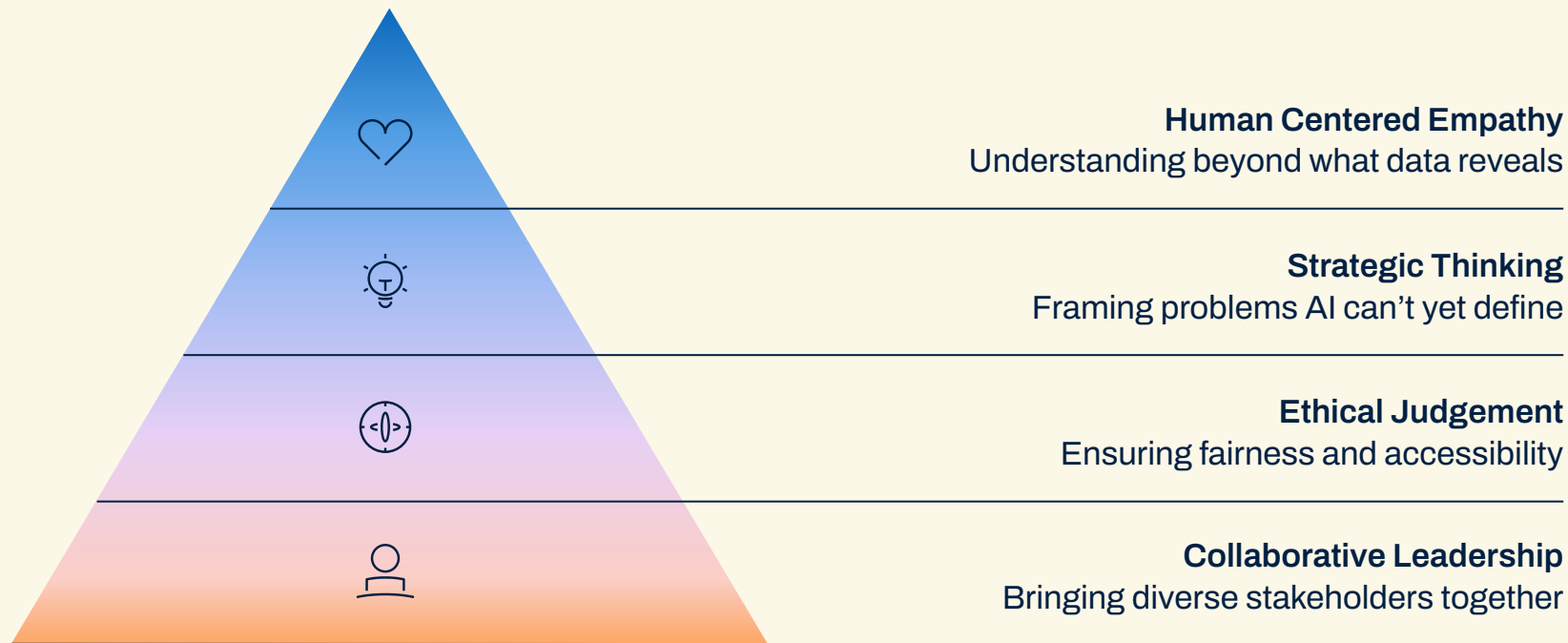


Balancing Speed and Depth

While AI can accelerate prototype generation, there's a risk of prioritizing speed over depth of understanding. Designers must carefully balance rapid iteration with thorough problem-solving to ensure that AI-generated prototypes truly address user needs and align with strategic goal.



Enduring Principles



The Hybrid Designer

The future belongs to designers who combine human wisdom with AI capabilities. The partnership amplifies strengths of both.

Human Strengths

- Empathy
- Creativity
- Ethics
- Context

AI Strengths

- Speed
- Pattern recognition
- Iteration
- Optimization

Essential Skills for the AI Era



AI Literacy

Understanding beyond what data reveals



Prompt Engineering

Framing problems AI can't yet define



Data Fluency

Ensuring fairness and accessibility



Ethical Design

Bringing diverse stakeholders together

Embrace the future of the design process

The Double Diamond evolves, but designers remain at its heart.

Embrace AI as your collaborator, not your replacement.

Learn

Develop AI literacy and technical skills.

Experiment

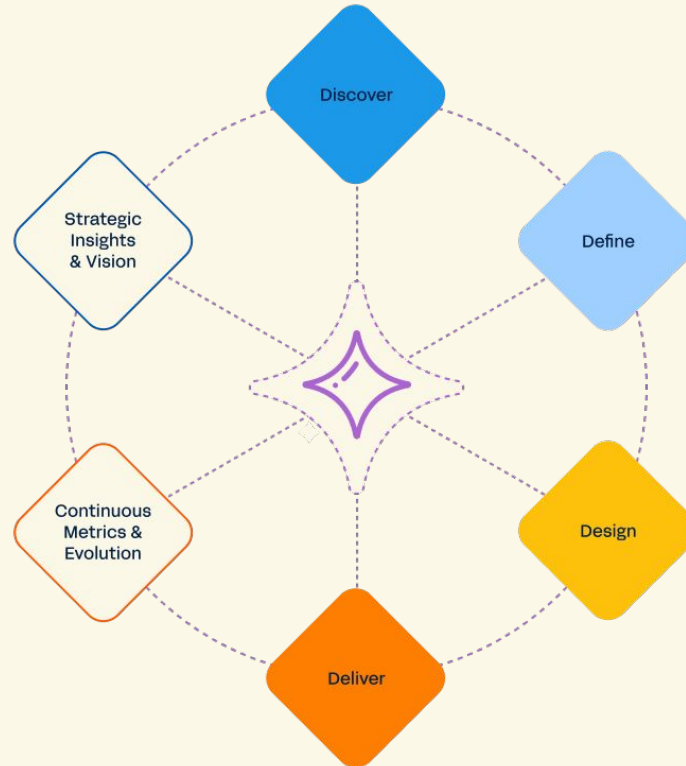
Try AI tools alongside traditional methods

Lead

Guide your team through this transformation

AI Enhanced Adaptive Model

AI-Enhanced Design Model transforms linear processes into a dynamic ecosystem where AI connects all activities, enabling teams to work in parallel with continuous feedback that makes each iteration smarter than the last.



“I feel more empowered to take **bigger bets** and explore bigger ideas because we can get to them faster. I feel more than ever like this is like **a golden era of software design.**”

Henry Modisett
VP of Design at Perplexity



April 22, 2025

RAD AI Summit

Thank you!



Shanthi Acharya

Product Design Manager

Analytics



Kassie Paulin

Product Designer

oCFO, Subscription Management

Q & A

Appendix

Popular AI Tools

Capabilities of the Most Popular AI Tools

Best ★ Yes ✓ No ✗

	ChatGPT	Claude	Grok	Gemini	perplexity
Everyday answers	★	✓	✓	✓	✓
Writing	✓	★	✓	✓	✓
Coding	✓	✓	✓	★	✓
Math	★	✓	✓	✓	✓
Reasoning	★	✓	✓	✓	✓
Web search	✓	✓	✓	✓	★
Deep research	★	✗	✓	✓	✓
Voice chat	★	✗	✓	✓	✓
Image gen	★	✗	✓	✓	✗
Video gen	✓	✗	✗	★	✗
Live camera	★	✗	✗	✓	✗
Computer use	★	✓	✗	✗	✗

Updated April 2025

creatoreconomy.so

Source: [Creator Economy](https://creatoreconomy.so)

Resources

[Tutorial of Top 5 AI Prototyping Tools: Bolt, Lovable, v0, Replit, and Cursor](#)

AI & the Double Diamond

