

The Future System Double Circle

The classic double diamond from Design Thinking is here readapted for a systemic approach, the ultimate goal being not just to deliver a product or service, but to anticipate a full system while looking forward to the future that we want to happen. Diamonds become two circles as a reference to the circular economy, but also to accept the fact that from one phase to another one does not necessarily have to converge, since divergence is often a source of richness and creativity.

Discover and research

Challenge the brief

Does the idea come from a human need? Or is it purely business-oriented? What principles does it enhance?

Map the stakeholders

Take into account the point of view of users, but also non-users, partners, non-humans, communities and persona non grata.

Understand systems

Examine your own corporate and team system, but also the complexity around the concept you are designing for.

Identify trends

What happened to similar technologies? Are there any social or environmental trends that may influence your design? What do people say about it?

Identify harms

Who could be hurt from your technology? Physically, mentally, in terms of privacy or safety, etc.

Search for innovation

Given the context, what approaches may facilitate innovation for this concept? Frugal, inspired by nature, design-thinking,...

Define the assets

Choose your questions

You will answer to throughout your process: How to...? Why...? What does it take to...? Etc.

Set your targets

Think about diversity and dissent, focus on behaviours and mindsets rather than specific social profiles.

Align stakeholders

Make sure your personae as well as your team members share values and agree upon goals.

Identify opportunities and outcomes

Which direction to go? What is the vision? In what form will you materialize your concept?

Explore the possibilities

Anticipate externalities

What will happen at launch? What effects will it have in society and on the environment, in the short as in the long term? Any rebound effects?

Explore systemic interventions

Map causes and effects, identify the most effective leverages and design strategies to act upon them.

Evaluate impact & efficacy

Analyse the lifecycle of your concept, look for alternative ways to reduce impacts.

Imagine possible futures

Explore future scenarios according to different trends, values and scales.

Deliver an ethical system

Define the ideal experience

Represent the system of your concept, determine the MVP, script your preferable future.

Design for circularity, justice and inclusivity

Translate inputs from the previous phases in a fully consistent value-sensitive user experience.

Identify partners

Explore responsible partnerships that will help you to produce, distribute, manage or dismiss your service.

Measure outcomes

Set mutually destructive KPIs to measure the success of your concept, interview stakeholders, check on energy consumption, search for unpredicted impacts to correct.

