

Practice Abstract #39

The 'Double Diamond' in the EU FarmBook design process

The aim of the EUREKA project (<https://www.h2020eureka.eu/>) was to test the feasibility of building an EU-level open-source agricultural knowledge reservoir. Many of the lessons learnt during the project are of interest and relevance to the developers of other similar platforms at a national or sectoral level.

The main focus of EUREKA was the building and testing of an online pilot platform called the EU FarmBook (<https://eufarmbook.eu/>).

When creating the platform, the 'Double Diamond' design process was used. The British Design Council first popularised this process with the two diamonds representing a process of exploring an issue more widely or deeply (divergent thinking) and then taking focused action (convergent thinking).

When applied in practice, this encompasses a **research phase** where the problem under consideration is explored through an elaborate discovery of the user needs and synthesised by defining which user needs are crucial to solving the problem. Subsequently, the project enters a **design phase** during which the information of the previous phase is used to define the scope within which ideas (e.g., platform features) can be generated and prioritised in the ideation stage before moving into the **prototyping phase**, where the most important ideas are made more concrete by developing a prototype of them. The prototype(s) can be submitted to a series of user tests allowing the prototype(s) to be refined after each iteration.

