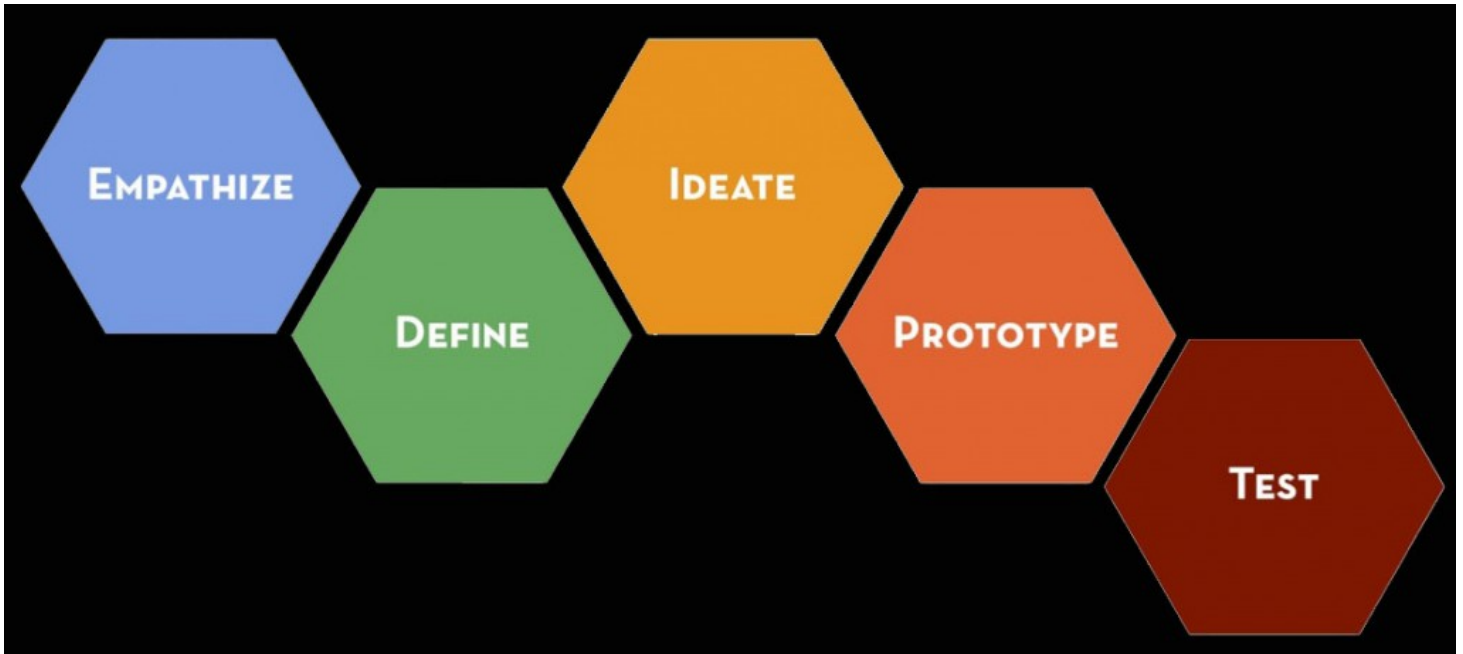


The design thinking process

Between design thinking and the above mentioned process models there are several 1:1 relationships between stages. The other relationships are generally straightforward to delineate. The **design thinking** process consists of five stages and it has the distinct advantage of being applied outside of data science.



[Image from Stanford's design thinking](#)

IBM derived [a specific take on design thinking](#) that involves the use of several key ideas.

Playbacks

Bring stakeholders into the loop in a safe space to tell stories and exchange feedback.

Hills

Are statements of intent written as meaningful user outcomes.

Sponsor Users

Are real-world users that regularly contribute their domain expertise

See the [IBM design thinking framework](#) to understand this process in more detail.