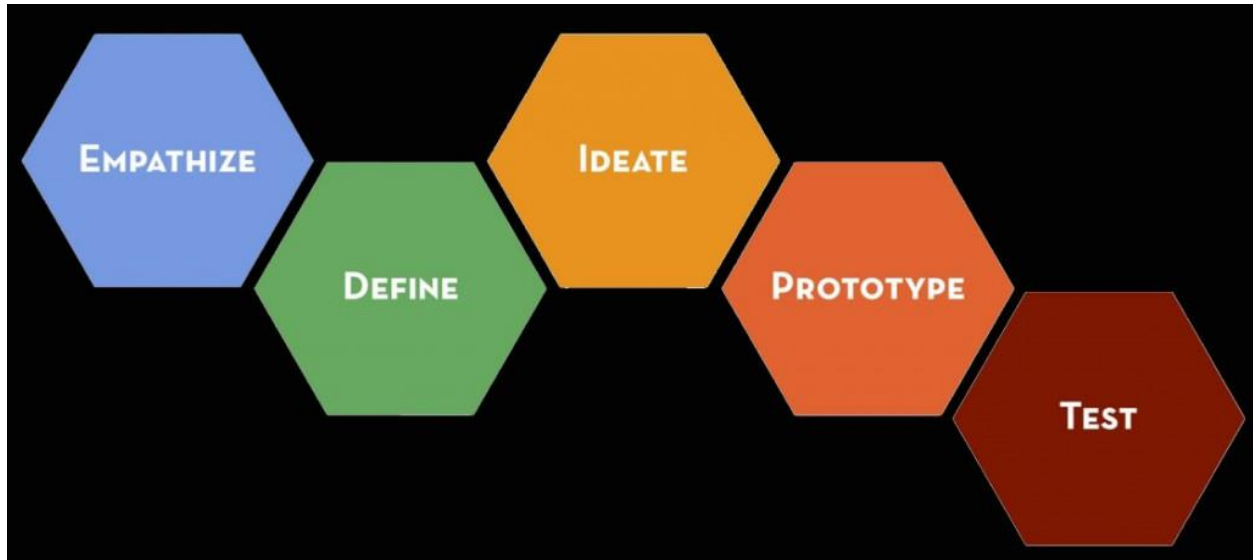


# The Design Thinking Process

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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.

