

Table of Contents

Roadmap for a thesis	1
1. The broad topic I would like to investigate is	1
2. This topic is relevant in a professional perspective because	1
3. Within this topic, a question that needs to be studied is	2
4. The model that is most commonly used to frame this research question is	2
5. *To study this question, my methodology will be ... *	2
6. This methodology will make use of this empirical material	3
7. I will collect this empirical material by doing	3
8. These are the precise steps or tools I will use for the collection of data....	3
9. To analyze this data, I will do:	3
10. My intention is to synthetize my results by:	4

Roadmap for a thesis

Clément Levallois <analysis@exploreyourdata.com> 2023-04-07

last modified: 2023-05-01

1. The broad topic I would like to investigate is ...

(1 sentence)

2. This topic is relevant in a professional perspective because ...

(1 sentence)

3. Within this topic, a question that needs to be studied is ...

(1 sentence)

4. The model that is most commonly used to frame this research question is ...

(1 sentence)

example: the [purchase funnel](#)? the [value chain](#)? the [business model canvas](#)? a model in [consumer psychology](#)? [Gartner's hype cycle](#)?

5. *To study this question, my methodology will be ... *

(1 sentence)

6. This methodology will make use of this empirical material ...

(1 sentence)

7. I will collect this empirical material by doing ...

(1 sentence)

8. These are the precise steps or tools I will use for the collection of data...

(bullet point list)

9. To analyze this data, I will do:

(bullet point list)

10. My intention is to synthesize my results by:

(choose an option)

- adapting the model that I had identified in step 4
 - creating a different model
 - describing different scenarios
 - using another method, which is:
-