

# 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](mailto:analysis@exploreyourdata.com)> 2023-04-07

last modified: 2024-01-25

### 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:
-