

Tool 9a Template Plan of Approach

Block A. Description of the problem	Assessment / illustration
<p>1. Orientation context</p> <ul style="list-style-type: none"> In the orientation phase, getting a general situation sketch regarding the assignment is the focal point. Orientation takes place partly before writing the Plan of Approach. In the Plan of Approach the following is at least included: <ul style="list-style-type: none"> the client (identify briefly) the assignment - from the client's perspective - the context (identify briefly) 	
<p>2. Exploration of the problem</p> <ul style="list-style-type: none"> To structure this exploration, tools are available such as:¹ <ul style="list-style-type: none"> Use of the 6 Ws² Cause-Effect diagram Fishbone diagram The problem may also be an opportunity instead of a problem. It could also be a sequel to previous research in which the problem was investigated already (think of a redesign). Capture "the problem" in one or two sentences, but don't include: <ul style="list-style-type: none"> 'How can...' questions (for the 'how' is not known yet) Solutions (for it is not known yet if there is a solution; unless previous research has already been conducted) 	
<p>3. Objective</p> <ul style="list-style-type: none"> Focal point is: What do you want to achieve with this project? Don't mention solutions in the objective Aiming at the objective leads to the solution/leads partly to the solution / tackling the problem exploration (to be demarcated clearly) The objective is formulated SMART and this has been checked explicitly 	
<p>4. Research model</p> <ul style="list-style-type: none"> A research model needs to be built/chosen This model leads to the objective; you have been reasoning backward from the objective, and therefore the model gives insight into the main questions that need to be answered. 	
<p>5. Definition of the main questions, sub questions and research questions</p> <ul style="list-style-type: none"> From the research model, the main questions 	

¹ For example. There are more possibilities

² The 6 W's:

1. What is the problem / opportunity?

2. Who has the problem / opportunity?

3. When did the problem / opportunity start?

4. Why is it a problem / opportunity?

5. Where does the problem arise?

6. What is the possible direct cause of the problem / opportunity?

<p>become clear</p> <ul style="list-style-type: none"> • The main questions are divided into sub questions • The sub questions are further split into research questions • So it is NO loose collection of questions without any logical order or structure! Describe the order logic briefly. 	
<p>6. Definitions</p> <ul style="list-style-type: none"> • The most important definitions from the exploration of the problem, objective, and research model have been explained. 	
Block B. Research technical design	
<p>7. Research details: should be indicated per research question</p> <ul style="list-style-type: none"> • How does it contribute to the sub and main question(s). • Which models and theories you expect to use (if possible) 	
<p>8. Research strategy; per research question it should be indicated</p> <ul style="list-style-type: none"> • Which technique do you expect to use (interview, literature study, etc.). Please discuss: • Which other techniques you have considered. • Support the choices (discuss pros and cons) • Which information you expect to obtain from the research questions 	
<p>9. Research planning</p> <ul style="list-style-type: none"> • Indicate clearly when you have answered the main questions (make a detailed planning for the sub questions as well) • Indicate per main question what you are going to produce (what is termed, 'deliverables') • The deliverables are clearly indicated in the planning, including the <i>form</i>. Think of: <ul style="list-style-type: none"> ○ Presentation of the current situation analysis (communication moments) ○ A report of the redesign options ○ Table of Contents of final report ○ Concept of final report 	
Block C. Process Management	
<p>At every meeting, the research planning needs to be present and needs to be used. Questions that are dealt with are:</p> <ul style="list-style-type: none"> • Are you working out the research questions according to plan? And in relation to this: • Are you going to deliver the deliverables on time? • Do the research questions still contribute to the objective? • Are there any changes in the questions (main, sub or research) (if yes, see step 7 et seq)? 	