

***<Preliminary title>***

*Firstname Lastname*

Haaga-Helia University of Applied Sciences

Thesis Plan, Master education

*<Degree Programme>*

*<Specialisation>*

*<This is the template of a thesis plan. The template presents the content and structure of the plan consistently. You can add other material relevant to your thesis plan, such as the target organisation’s possible project plan to which your thesis is related. For example, it is a good idea to add a separate chapter where technical issues are covered. It is usually not necessary to discuss the budget in the thesis plan, but it can also be specified if necessary.>*

***<Remove all italicised help texts from the plan (also from this page)* *before returning it to the teacher in charge of the Applied Design Research course/your specialisation.>***

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# Introduction

*<Please indicate which problem, need or development task the thesis is intended to solve. Introduce the background of the topic and help the reader to understand which larger entity the thesis is related to.>*

*<Define the objectives of the thesis: What benefit, information and / or competence is the aim of the thesis? What kind of concrete outputs does the thesis aim to achieve (for example, a renewed process, tool, development proposals)? Also tell what is excluded from the thesis.>*

# Development task (research questions)

*<Define the questions related to the development task that you need to answer in order to achieve the objectives of the thesis. There are usually 2-5 questions. They are intended to structure the objectives of the work in more detail. Use the numbering Q1, Q2…>*

# Theoretical framework

*<List the relevant themes that you think need to be addressed in the theoretical framework (literature review, theories, models). Under each theme, find the most interesting sources you plan to use (books, research articles). Write a brief literature review based on the sources you provide to demonstrate your familiarity.>*

*<Consider the demarcation(s) of the thesis when you form the framework. Explain what the framework should include from the point of view of demarcation and what will be left out. Justify your choice. (The demarcation, like the rest of the content of this chapter and the entire plan, is updated and structured as the thesis progresses.)>*

# Methodology (research and development methods)

## Research approach

*<Describe the approach of your work (e.g., case study or action study). Justify your choice.>*

## Methods of data collection

*<Introduce data collection (e.g., survey or interview) or production (e.g., brainstorming or other workshop) method(s), and explain why you chose these methods.>*

## Methods of data analysis

*<Describe the methods you plan to use to analyze the data (e.g., thematic analysis or cross-tabulation) and justify why you chose these methods.>*

## Other development methods

*<Describe which other possible methods you use to complete the development task (e.g., creating a prototype) and justify why you chose these methods.>*

## Evaluation of the development task

*<Consider how you will evaluate the results of your development task in relation to the objectives you have set. Justify your approach.>*

## Data management plan

*<* *Discuss the following issues, considering the ethical principles related to the management of data in a thesis:*

* *What kind of data/material will you utilize in your thesis?*
* *How do you address the ethical considerations of the research, such as handling personal information throughout all stages of the study?*
* *How do you ensure and document the participant's consent for the research?*
* *Where will you store the research data?*
* *How will you handle the data?*
* *What will be done with the data once the thesis is completed?*
* *How will you inform the participants about these matters?*

*Please complete and update this plan as your thesis progresses. If you are collecting data from individuals (e.g., interviews, observations, surveys, workshops), you need to create a research information sheet and a consent form to provide to the research participants before their involvement in the study. You can find template forms in* [*instructions for Master’s Thesis*](https://www.haaga-helia.fi/en/master/thesis-masters-degree)*.>*

# Organisation

*<Introduce the target organisation which has commissioned the development task. Also, introduce the thesis steering group as far as it is known. In addition to yourself, the steering group includes a contact person / mentor representing the target organisation, and a thesis supervisor from Haaga-Helia. The steering group may include other people whose names and / or roles you should mention here, too.>*

# Work plan

*<Present a concrete work plan showing the different steps of the research / development work and their content. For example, visualise the process in a picture showing the different stages forming the whole development task (e.g., GANTT)>.*

# Risk analysis

*<Analyse potential risks to your thesis work and ways to manage them.>*

# References

*<Make a list of references of the sources you have used in your plan at the end of the report.>*