

# Research Commitment

Start by exploring existing data, then explore in depth by collecting your own data, finally validate your findings.

## EXPLORATION

- / secondary research
- / scouting
- / mapping

## EXPLORATION

- primary research /
- diving deep /
- understanding /
- discovering /

## VALIDATION

- / primary research
- / going wide
- / confirming
- / testing
- / getting feedback

- ..... /
- ..... /
- ..... /