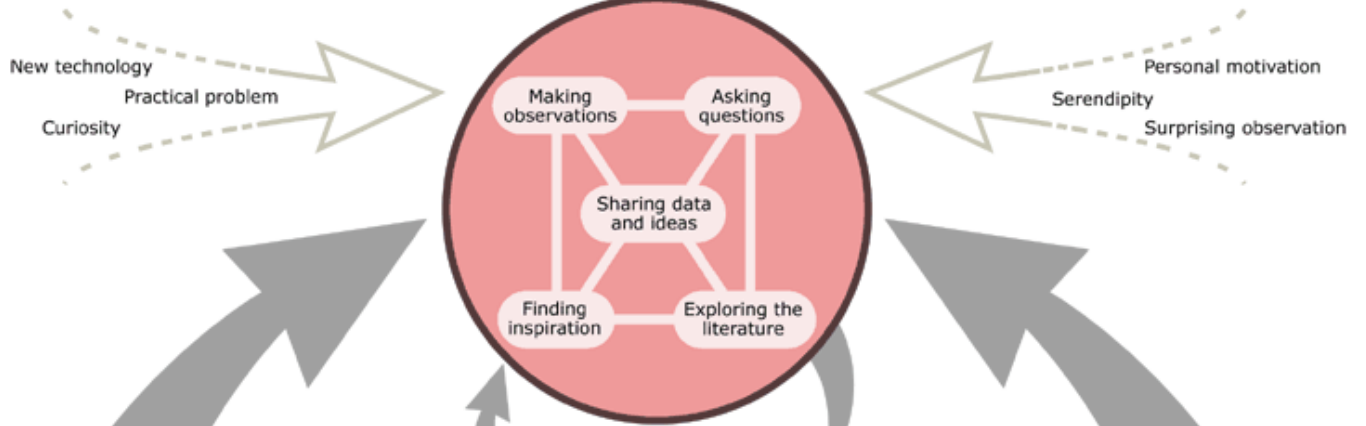


EXPLORATION AND DISCOVERY



Gathering data

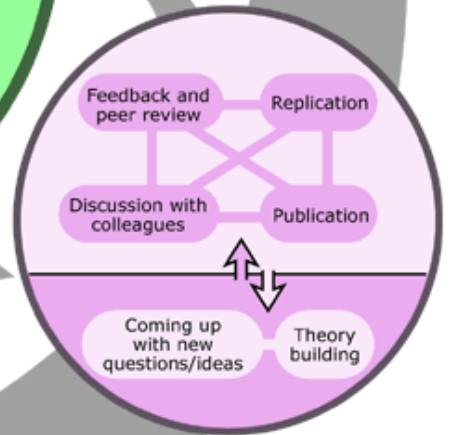
Hypotheses Expected results/observations Actual results/observations

Interpreting data

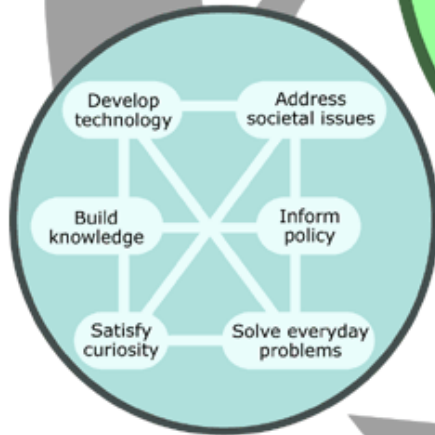
Supportive, contradictory, surprising or inconclusive data may...

- ...support a hypothesis.
- ...oppose a hypothesis.
- ...inspire revised assumptions.
- ...inspire revised/new hypothesis.

TESTING IDEAS



BENEFITS AND OUTCOMES



COMMUNITY ANALYSIS AND FEEDBACK

