**Block Five: Primary Data Best Practices Summary Document**

The purpose of Block Five: Primary Data is to give you an introduction into the art of question development. This is a very complex topic that people study specifically in Masters and PHD programs. I just want to give you a good starting point to avoid the most common mistakes I see, and to also give you a lighter content section after the (in my opinion) more difficult competition and market size blocks.

**General Note**

After this section you should be able to create a short survey and interview guide to collect your own primary data for market research applications. The goal is having a clear research goal statement and data collection tools that align with your statement so that you can make good inferences using your data. Garbage in, garbage out.

**Block Five Deliverable**

*Description*

A document that includes:

* A research question statement. This is a statement identifying what you are trying to learn through your research. This could mean checking assumptions, collecting usage data, verifying pain points, etc.
* A 10 question survey following the best practices. This survey should be a direct extension of your research question. The questions should be formatted so that they can be collected using an online survey tool.
* An interview guide that has five key open-ended questions, with at least two prompts for each question. This should also be an extension of your research question and collect *different* information than what you include in your survey.
* Include a short paragraph on how you would actually collect this information so that your sample is as representative as possible. I’ll be looking for a reasonable best fit. E.g. if your target population is elderly men, you can’t say your collect your data at the local dance club.
* This will be three pages max. If you find you need more space, your questions are too wordy.
* A successful project will be structured so that you can give it to someone who isn’t very familiar with your business concept and they will still be able to collect good data for you. Think of this deliverable like a recipe or the building instructions that you get with a piece of Ikea furniture. Simple, to the point, but still clear enough that anyone can follow along and end up with the same outcome.

*Rubric*

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|  **Evaluation Criteria** | **Value** |
| Research Goal Statement | 3 |
| Interview Guide | 5 |
| Survey | 5 |
| Sampling procedure | 2 |
| **Total Value** | **15 points** |