MGD421: Workshop Deliverable

Upload a document to the portal with the results of this six-step exercise:

Deliverable #1
- Create a Google or Word Doc.
- Identify and list three sections of your current business model canvas that you think would benefit from some research – one of these must be Customer Segments.
- Generate at least one question per segment.

Deliverable #2
- Review your three questions.
- Identify which ones would be best answered by primary research.
- Replace those questions (if any) with ones that are best answered by secondary research.

Deliverable #3
- Review your three questions. Brainstorm at least five keywords for each of your questions – alone or with your table. Categorize these keywords as:
  - synonyms (S)
  - broader terms (BT)
  - narrower terms (NT)
  - related terms (RT)

Deliverable #4
- Review your three questions and your keywords.
- Connect your keywords using Boolean connectors and other search language to create at least one search string per question.

Deliverable #5
- Use your three search strings (modified as appropriate) in at least two library databases and two public resources listed on the slides and handouts.
- Record what, if any, answer(s) did you find to your questions using these searches.
- Reflect on and record what you learned from these searches.

Deliverable #6
- Cite at least two of your search results in full APA Style, using the online course guide for help and examples.