

# 1. Primary, Secondary, and Tertiary Data Sources

Primary Data Sources	Secondary Data Sources	Tertiary Data Sources
<ul style="list-style-type: none"><li>● <b>User Surveys:</b> Collect direct feedback from users about their satisfaction with the Horizon Mobile app.</li><li>● <b>Interviews:</b> Conduct one-on-one interviews with a select group of app users to get in-depth insights.</li><li>● <b>Usability Tests:</b> Observe users interacting with the app to identify any issues or pain points.</li><li>● <b>Focus Group Sessions:</b> Gather qualitative data from focus group discussions, recorded in text/audio and sentiment formats.</li></ul>	<ul style="list-style-type: none"><li>● <b>App Store Reviews:</b> Analyse user reviews and ratings on app stores (Google Play, Apple App Store).</li><li>● <b>Customer Support Data:</b> Review common issues and complaints logged with customer support in SQL format.</li><li>● <b>Website Feedback Form:</b> Collect feedback from users via forms on the bank's website in CSV format.</li><li>● <b>Social Media Opinions:</b> Analyse user opinions from social media platforms like Facebook and Instagram.</li></ul>	<ul style="list-style-type: none"><li>● <b>Industry Reports:</b> Review reports on mobile banking trends and user satisfaction.</li><li>● <b>Academic Research:</b> Analyse research papers on mobile app usability and user satisfaction.</li><li>● <b>Market Surveys:</b> Use data from market surveys conducted by third-party firms focusing on the banking sector.</li></ul>

# 2. Tools/Software Used for Data Collection

Tools	Tools/Softwares	Format
<b>Primary Data Sources</b>		
<b>Survey Tools</b>	Google Forms, SurveyMonkey for collecting survey data.	CSV or Excel format.
<b>Interview Tools</b>	Zoom, Microsoft Teams for conducting and recording interviews.	Transcripts in text files or Word documents.

<b>Usability Testing Tools</b>	UserTesting, Lookback for observing user interactions.	Video recordings and annotated transcripts.
<b>Focus Group Tools</b>	Transcription software (Otter.ai), sentiment analysis tools (MonkeyLearn).	Text/audio files, sentiment analysis reports.
<b>Secondary Data Sources</b>		
<b>Social Media Opinions</b>	Facebook,Instagram	JSON format.
<b>Social Media Analysis Tools</b>	Hootsuite, Sprout Social for collecting and analysing social media data.	JSON format
<b>Customer Support Tools</b>	Zendesk, Freshdesk for analysing support tickets stored in SQL databases.	SQL format
<b>Website Feedback Tools</b>	Google Forms, Typeform for collecting website feedback.	CSV format.
<b>App Store Reviews</b>	Sentiment analysis tools (MonkeyLearn, Lexalytics)	Exported to CSV or Excel format
<b>Competitor Analysis Tools</b>	App Annie, Sensor Tower for competitor data.	Reports in PDF or Excel format.
<b>Tertiary Data Sources</b>		
<b>Industry Reports</b>	Various sources	PDFs or summarised in text/Excel files

<b>Academic Research</b>	Various sources	PDFs or summarised in text/Excel files
--------------------------	-----------------	--