Imagine you are a small start-up technology business that wants to develop a new app for both iPhone and Android platforms.

**Below, answer the questions 1-4** on which apps you all find most useful. Use the boxes below to answer.

1. What are the most common apps?

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2. Do you pay for any of them?

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3. Have you removed any recently?

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4. What were the last apps you each downloaded?

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5. Feed your ideas back to the rest of the class.

6. How could your technology business use this information?

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7. How important is market research to the business?

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