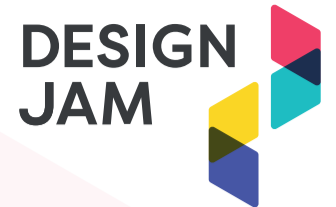


# Know Your Business

Spend time with experts from your business to understand their value offering, how data is currently used to deliver their service and how that data usage is communicated to users. From that input – identify your brief for today's jam.



## Round 1: Our Business 5 mins

- What services do you provide?
- Who are your customers?
- How do you monetise your service?
- What stage of growth are you at?

## Round 2: Our Data 15 mins

- What data do you use?
- Why do you need it?
- When do you use it?
- How do users benefit from it?
- How does the business benefit from it?

## Round 3: Our Current Practices 10 mins

- How do you communicate data usage during sign up?
- How do you communicate data usage in the context of use?
- How do you communicate data usage on demand?

## Next Steps 5 mins

- What is your brief for today?