

## **Group Exercise: Using and Applying Location Data**

Part 1 (10 mins): Imagine you work for Boo, a firm that sets up ghost kitchens in cities to rent to local restaurants and chefs. Ghost kitchens, or dark kitchens, are commercial kitchens designed for food delivery. They are used by brick-and-mortar restaurants to handle online orders and by chefs who do not offer dine-in service. What location data information would you want to help you determine the best location within a city for your ghost kitchen? What specific questions could location data help you answer? Assume cost and access to location data are not a constraint. Feel free to think outside the box. You may want to brainstorm a list and then organize it in order of priority. It may help to note the reason you would like each piece of information you come up with.

Alternative: Imagine you work for Voltaic, a firm that provides advertiser-funded electric vehicle charging stations in and around cities. What location data information would you want to help you determine the best locations within a city and its surroundings for your charging stations?

Alternative: Imagine you work for VizVerse, a firm that provides customized augmented and virtual reality software to retail firms. What location data information would you want to help you determine the features you offer in your software?

Part 2 (20 mins): Select one of the companies represented at your table to focus on for this part. How could this company use location data to build or enhance its products, services and applications by better understanding where people go? If the company already uses location data, what questions are location data helping the company answer? What are ways the company could use location data that it has not yet considered? If the company does not use location data, how could location data help it better understand its current and/or target firms/consumers?