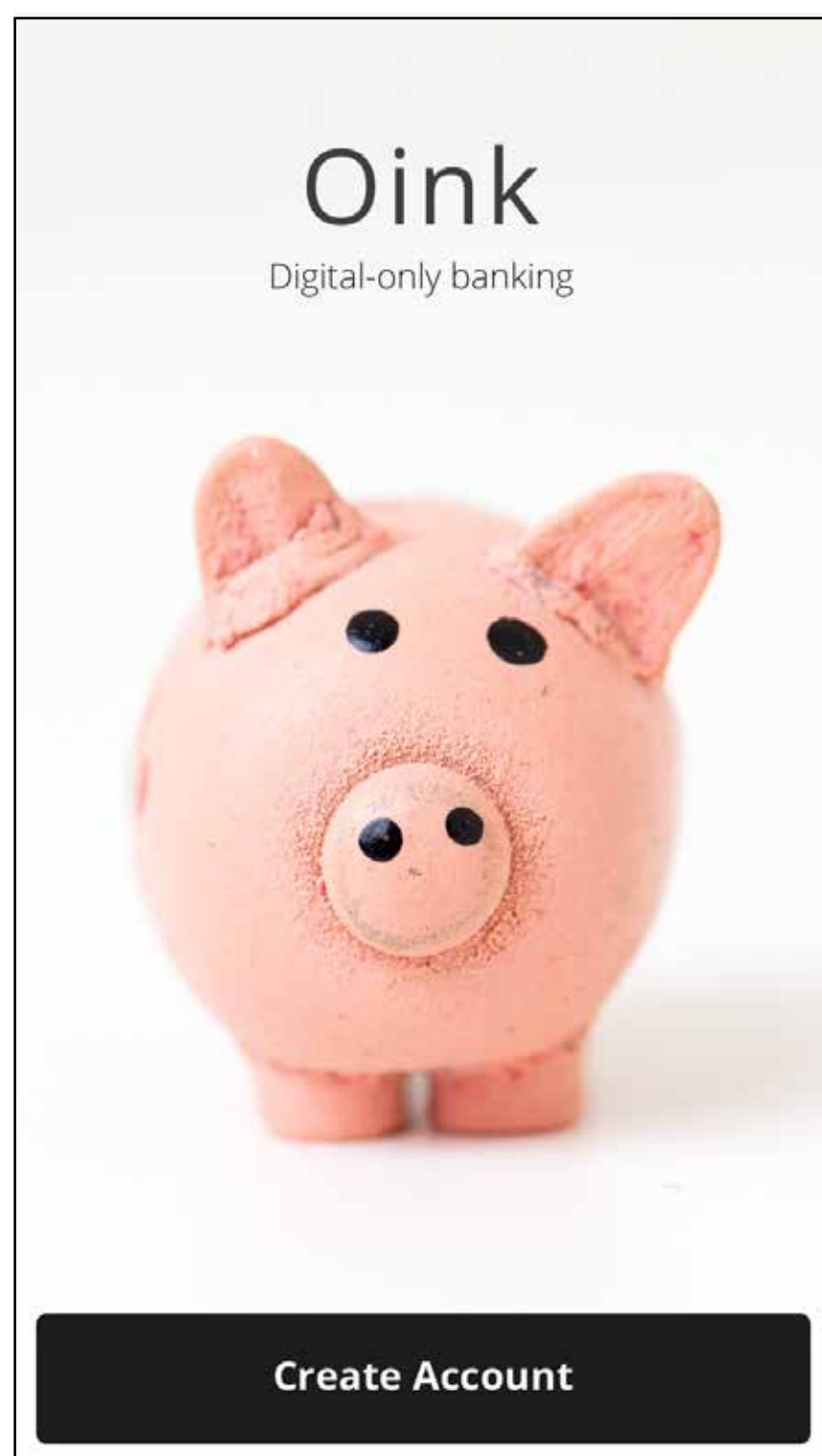


OINK - Digital Banking



What is OINK?

Oink is a challenger bank aimed at a younger market who don't rely on branch-based banking services. Oink aim to make people's spending habits more visible to them and to encourage short and long term saving.

Challenges to solve:

#1 Sign Up

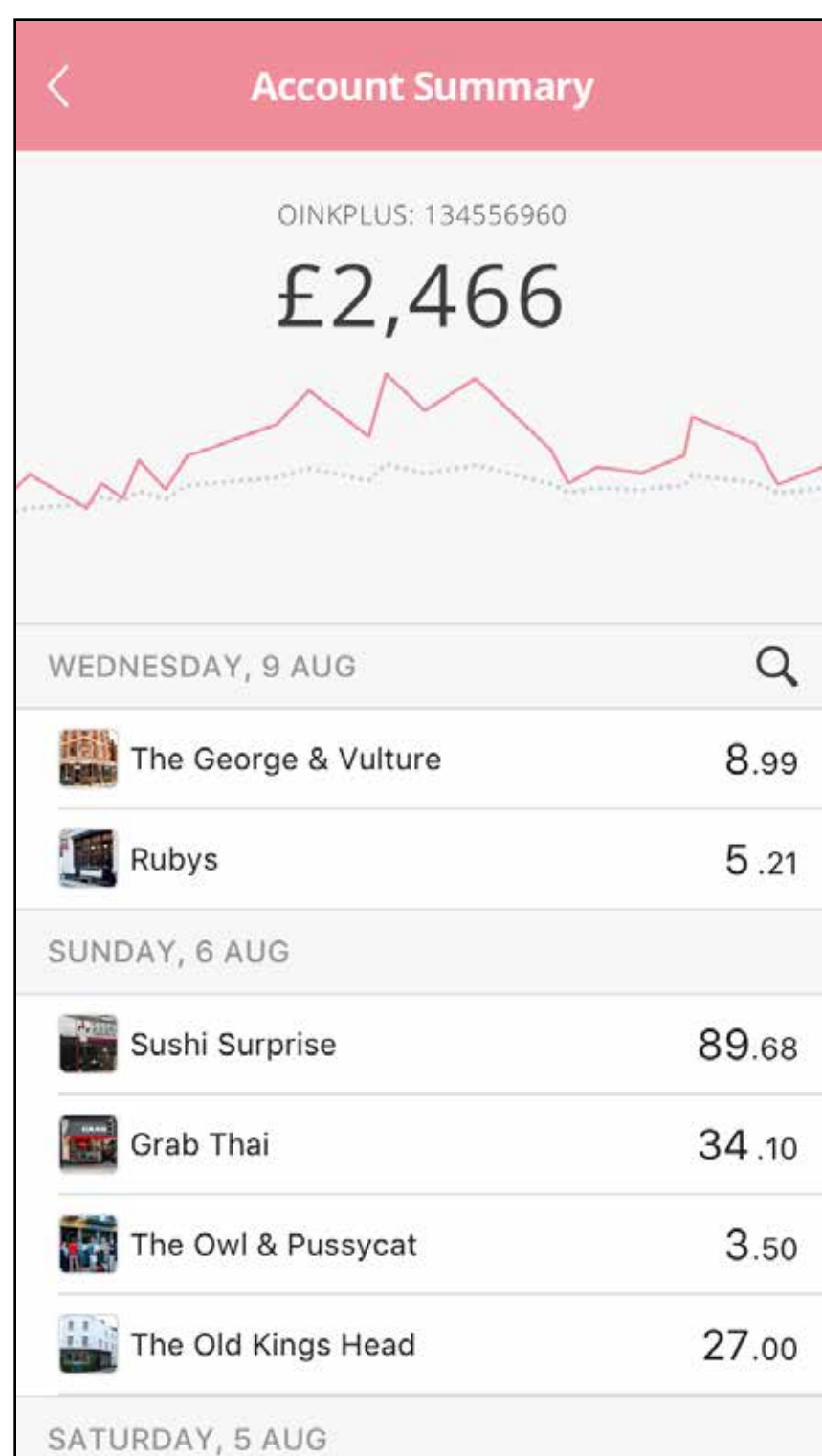
How can the data required to deliver the OINK service be transparently communicated at sign up?

#2 Pro-active transparency during service use

How does OINK transparently illustrate how data is being used throughout use of the app/service?

#3 Data exploration

How can OINK give people 'on demand' transparency into how their data is used in the app/service?



Some of the data used to power OINK:

- Personal data to create & verify the bank account
- A history of purchases is collected to make recommendations to the user on spending patterns and habits
- An API is available for 3rd parties to offer discount services based on spending patterns

Stretch goal to consider:

- **Biometric** login using fingerprint

CHARIOT - Car Sharing



What is CHARIOT?

Chariot is a high-end, on-demand car service for those who expect a level of comfort and class on the move.

Challenges to solve:

#1 Sign Up

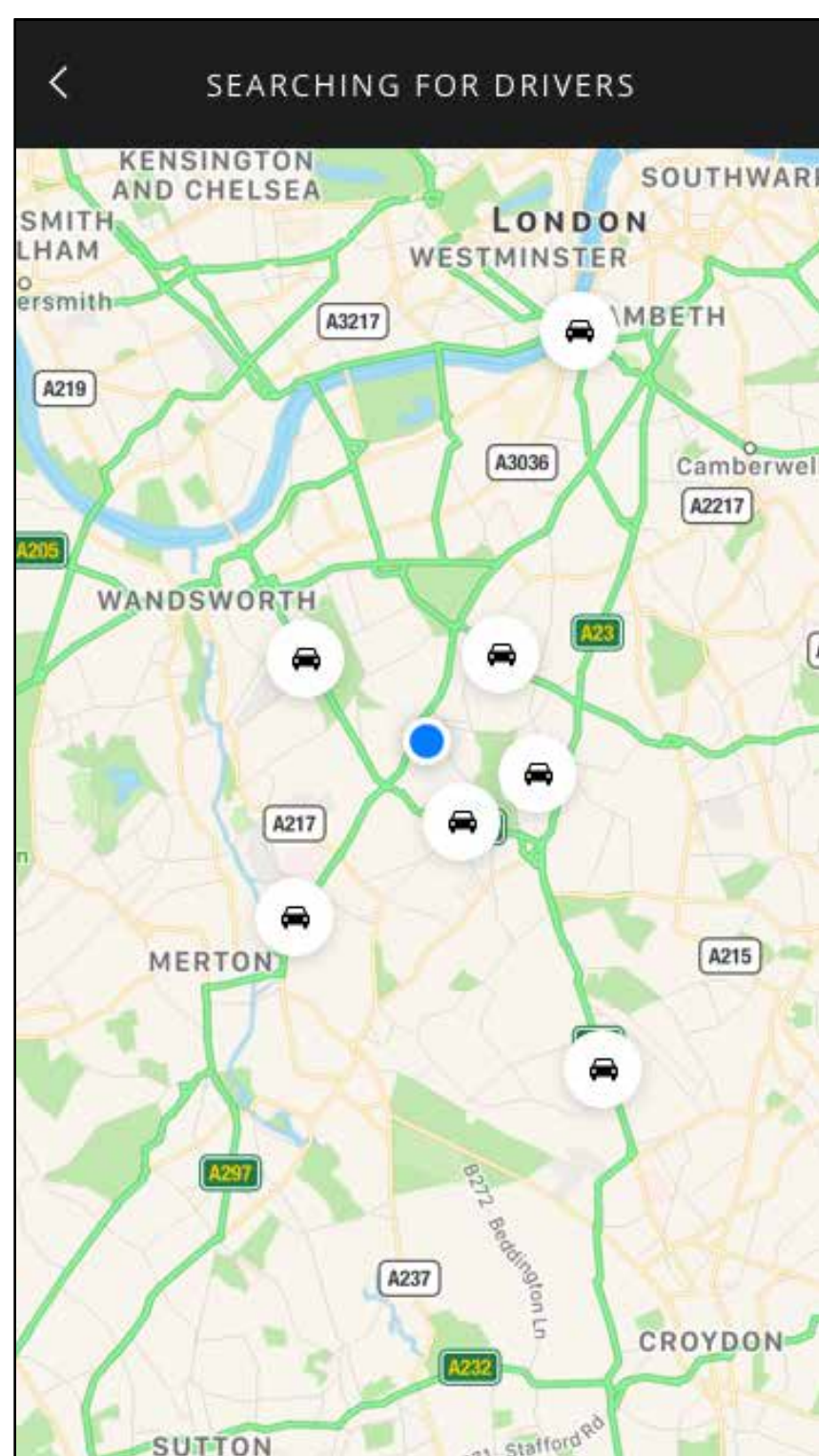
How can the data required to deliver the CHARIOT service be transparently communicated at sign up?

#2 Pro-active transparency during service use

How does CHARIOT transparently illustrate how data is being used throughout use of the app/service?

#3 Data exploration

How can CHARIOT give people 'on demand' transparency into how their data is used in the app/service?



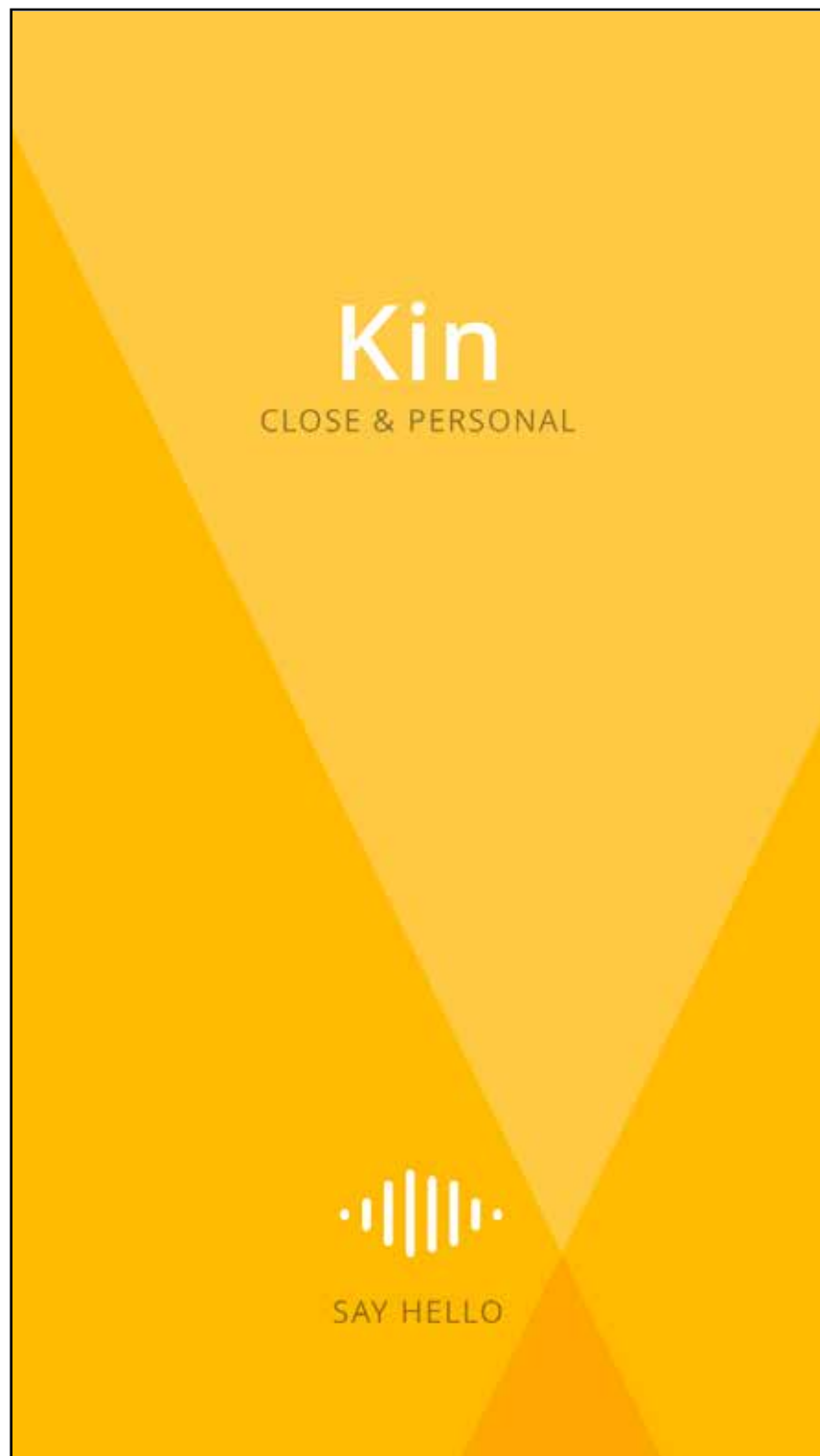
Some of the data used to power CHARIOT:

- Location data connects you to your nearest Chariot at time of use
- Payment credentials are stored for digital payment
- History of journeys are tracked alongside passenger/driver scores
- Location info is used to serve ads from relevant businesses nearby

Stretch goal to consider:

- Smartwatch interface (tethered to phone or untethered)

KIN - Social Media



What is KIN?

Kin is a photo sharing social network for your most precious memories and closest circles of friends and family.

Challenges to solve:

#1 Sign Up

How can the data required to deliver the KIN service be transparently communicated at sign up?

#2 Pro-active transparency during service use

How does KIN transparently illustrate how data is being used throughout use of the app/service?

#3 Data exploration

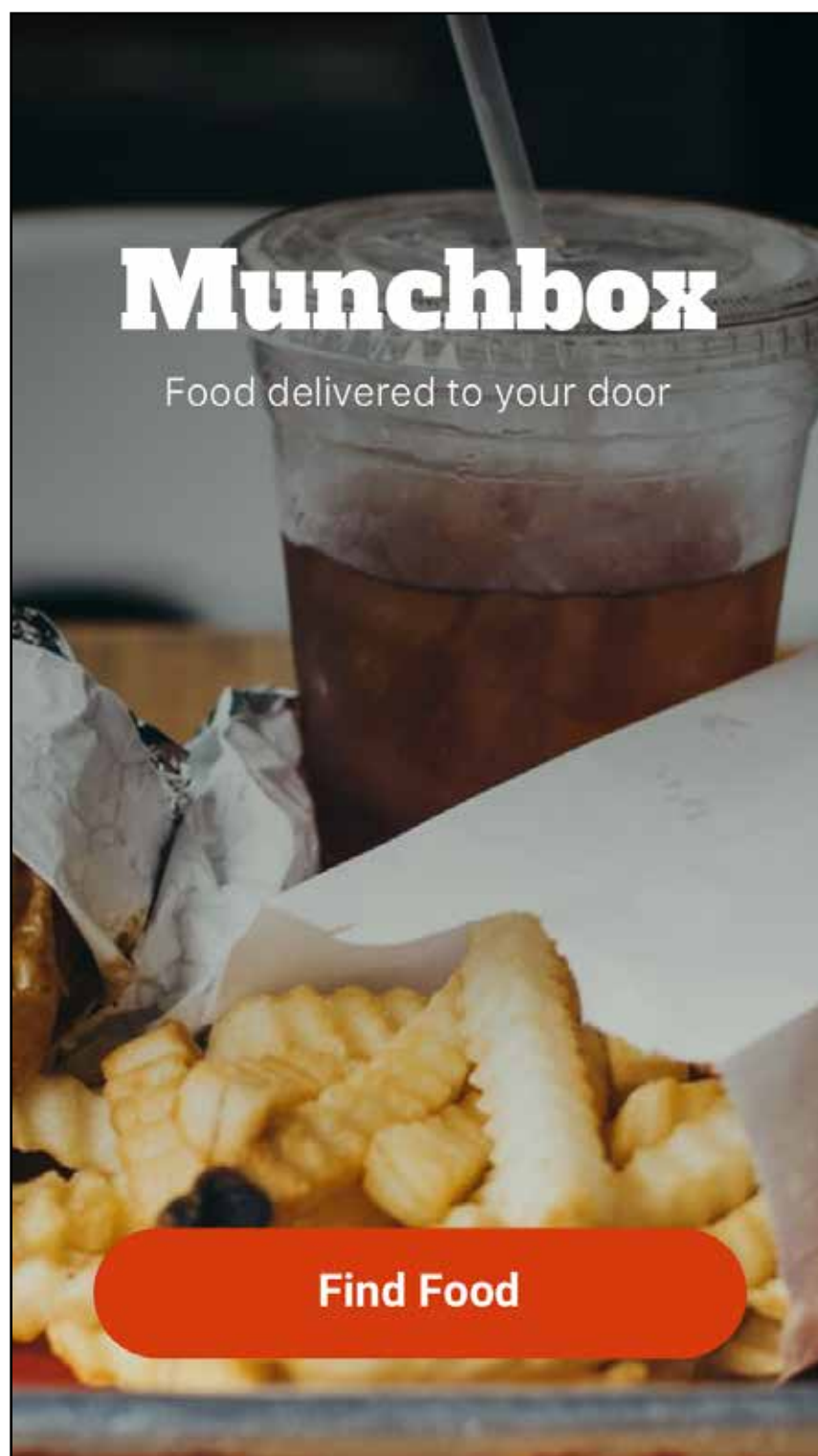
How can KIN give people 'on demand' transparency into how their data is used in the app/service?



Some of the data used to power KIN:

- KIN uses Facebook for account verification and asks for access to Facebook Friends to make sharing easier
- KIN needs permission to access the camera & photo library on device
- KIN scans content to to serve relevant ads

MUNCHBOX - Food Delivery



What is MUNCHBOX?

Munchbox is a delivery service aimed at lunchtime food delivery to work locations. They collect and deliver food from restaurants and other food retailers near you.

Challenges to solve:

#1 Sign Up

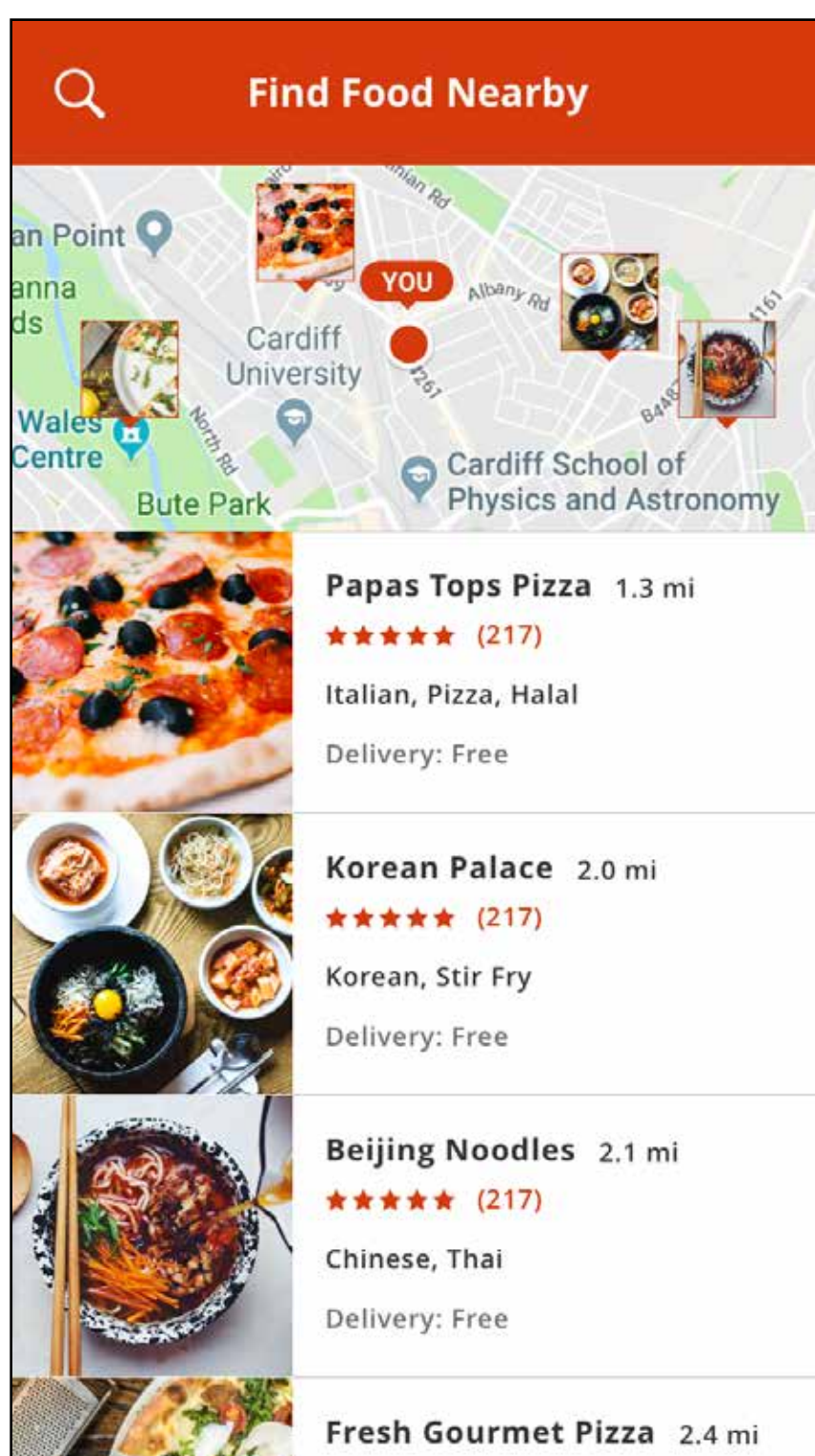
How can the data required to deliver the MUNCHBOX service be transparently communicated at sign up?

#2 Pro-active transparency during service use

How does MUNCHBOX transparently illustrate how data is being used throughout use of the app/service?

#3 Data exploration

How can MUNCHBOX give people 'on demand' transparency into how their data is used in the app/service?



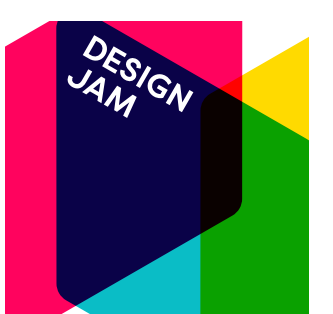
Some of the data used to power MUNCHBOX:

- Location data is used to connect you to your nearest MUNCHBOX at time of use
- Payment credentials are stored for digital payment
- History of deliveries are tracked alongside content of deliveries (food types) which are used for ad targeting & discounts
- Biometrics (if voice used to ID the person for authentication)

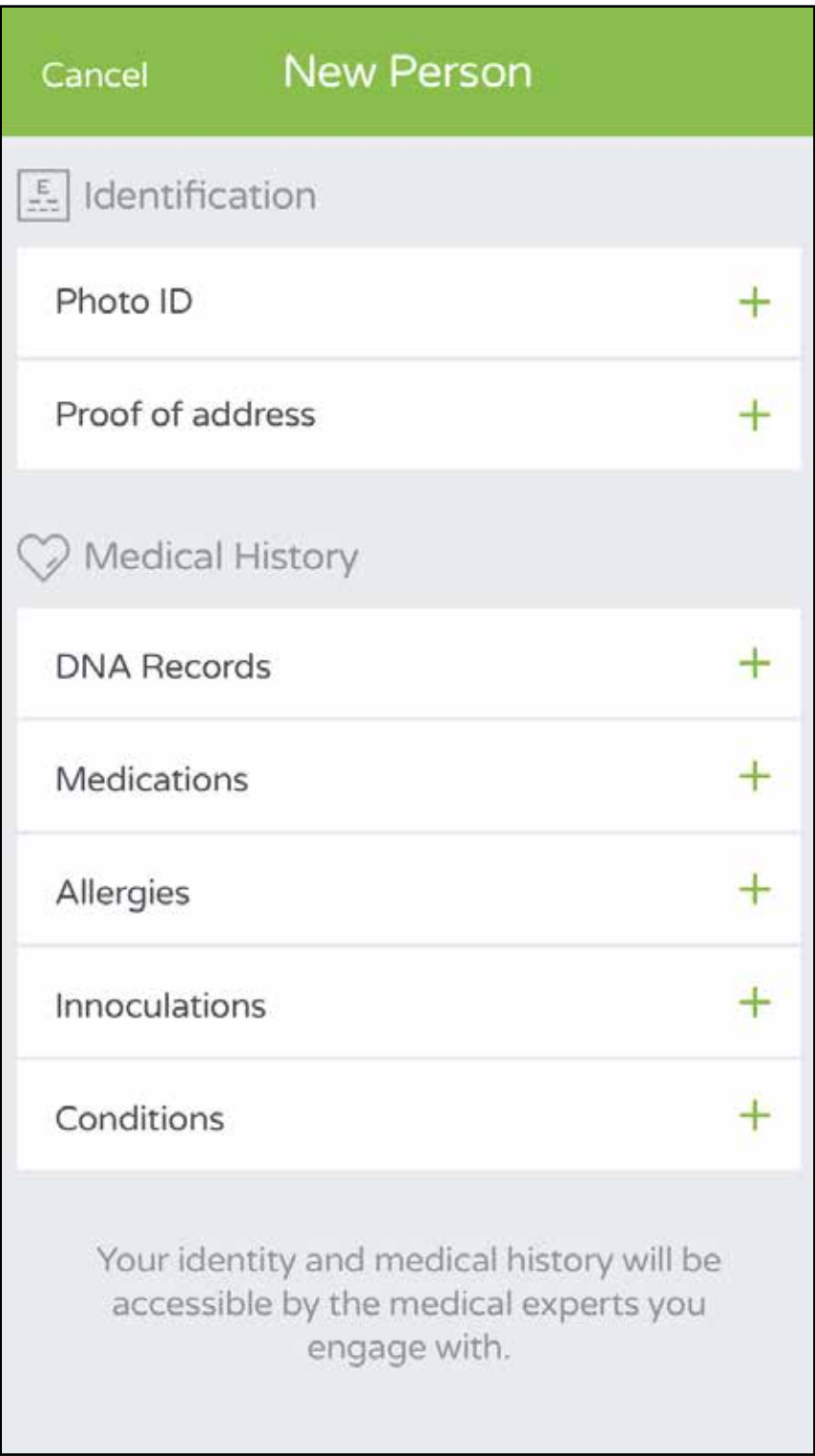
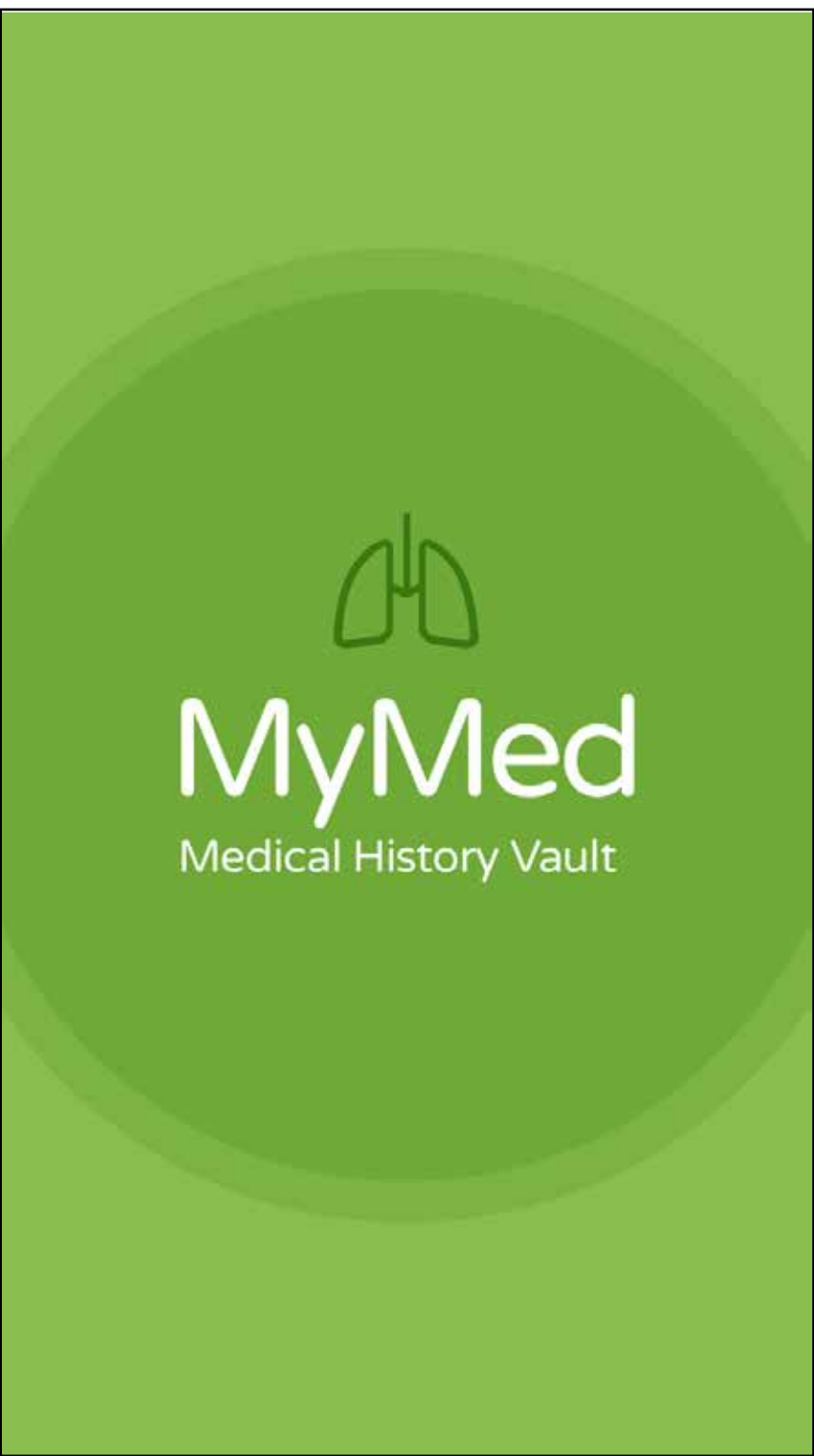
Stretch goal to consider:

- Voice Control (Alexa or Google)

TEAM 4



MYMED - Digital Health



What is MYMED?

MyMed is an app to store your patient data. Using MyMed people have access to all their health history and they can share this with their doctor, family members or even other complementary services through an API.

Challenges to solve:

#1 Sign Up

How can the data required to deliver the MyMED service be transparently communicated at sign up?

#2 Pro-active transparency during service use

How does MyMED transparently illustrate how data is being used throughout use of the app/service?

#3 Data exploration

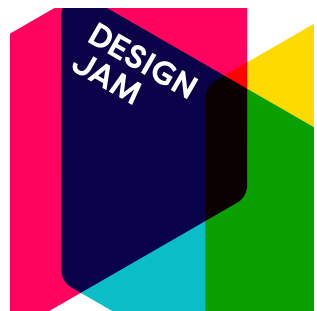
How can MyMED give people 'on demand' transparency into how their data is used in the app/service?

Some of the data used to power MyMED:

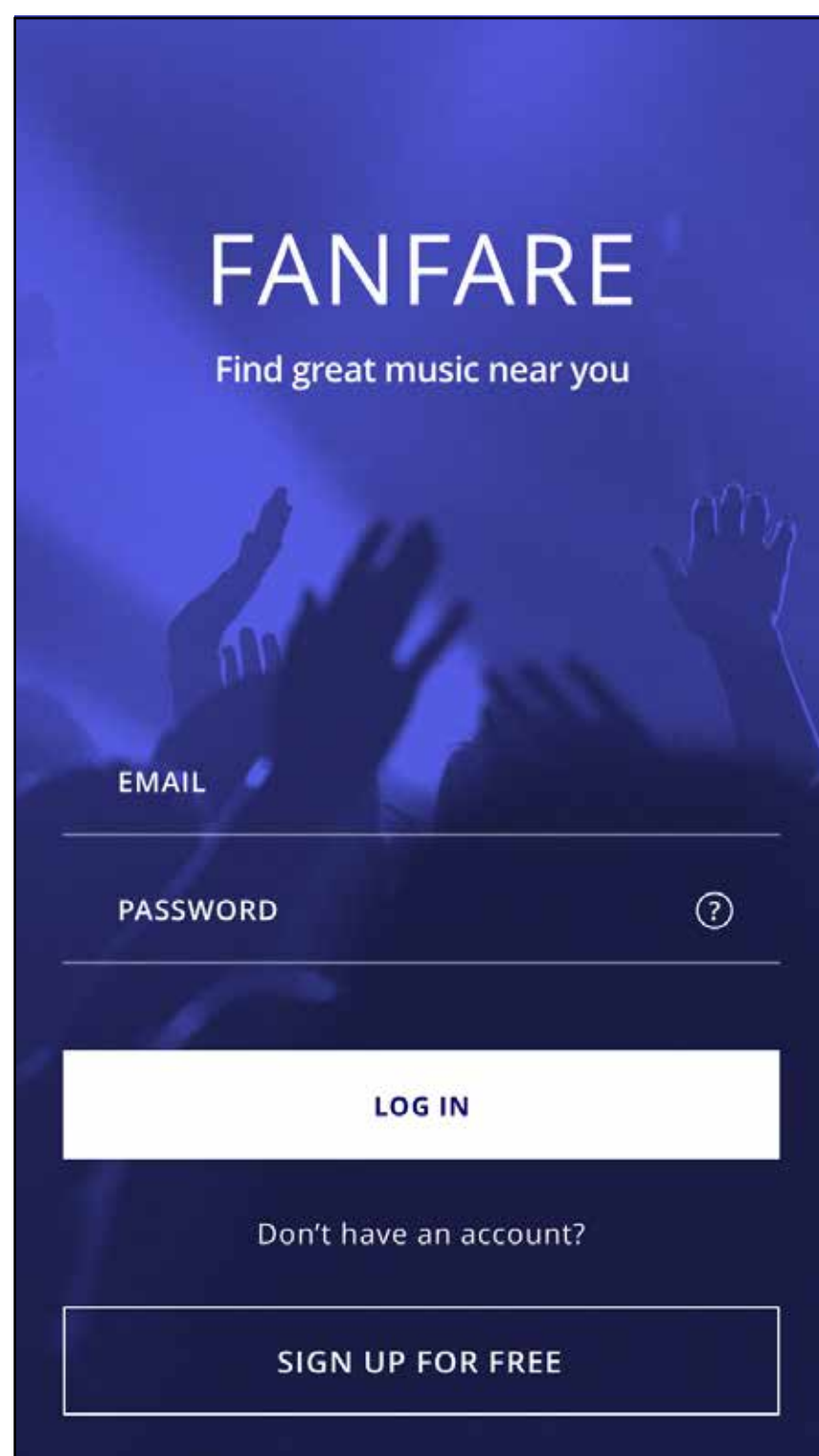
- Health data is stored in the app
- Data can be shared with specified partners, other users or family
- Data is collected about family members who may be minors

Stretch goal to consider:

- FitBit integration
- Family tracking with minors



FANFARE - Digital Music



FANFARE

Find great music near you

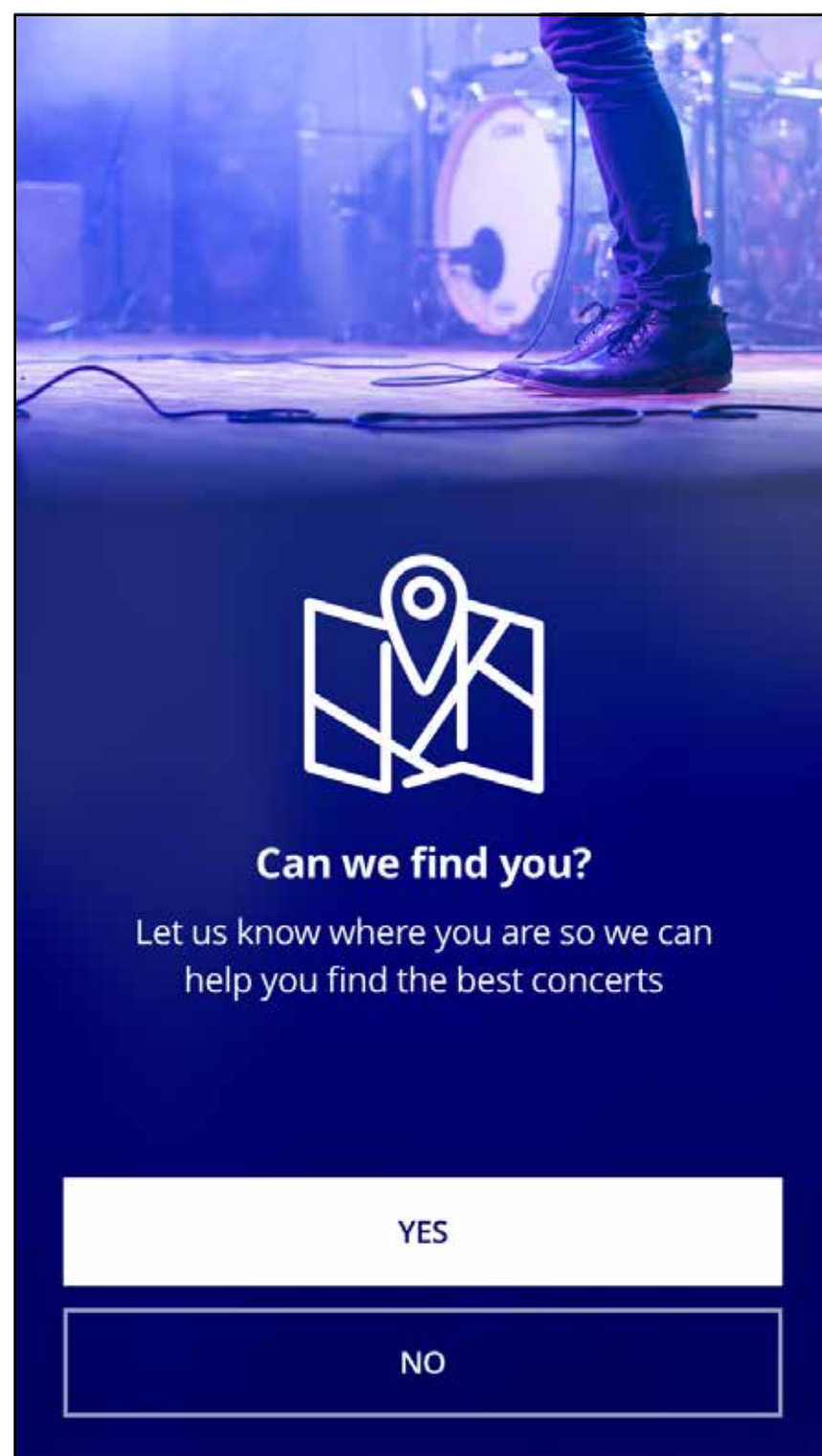
EMAIL

PASSWORD ?

LOG IN

Don't have an account?

SIGN UP FOR FREE



Can we find you?

Let us know where you are so we can help you find the best concerts

YES

NO

What is FANFARE?

Fanfare is ticketing app that connects you to the best live music based on your location and tastes.

Challenges to solve:

#1 Sign Up

How can the data required to deliver the FANFARE service be transparently communicated at sign up?

#2 Pro-active transparency during service use

How does FANFARE transparently illustrate how data is being used throughout use of the app/service?

#3 Data exploration

How can FANFARE give people 'on demand' transparency into how their data is used in the app/service?

Some of the data used to power FANFARE:

- Background location data is used to push suggestions for live concerts/music nearby
- FANFARE uses Facebook for account verification and friends list to recommend things your friends like
- An API is available for 3rd parties to offer discounts based on music taste/consumption & location

Stretch goal to consider:

- Voice Control (Alexa or Google)