

USE

FROM PURPOSE TO VALUE.

One word. Endless applications.

WORD FORMS



VERB

to use
to employ something for a purpose.
We use data to make decisions.



NOUN (countable/uncountable)
use
purpose, function, usefulness.
The tool has many uses.

ADJECTIVES



useful – helpful or practical.
This feature is very useful.



useless – without value.
It's useless to argue.



reusable – able to be used again.
Use reusable bottles.



used – previously owned or already used.
I bought a used car.

DERIVED FORMS



user (noun) – a person who uses.
Our users love this app.



usage (noun) – manner or amount of use.
Data usage is increasing.



utilization (noun) – effective use of resources.
Improve equipment utilization.

CATEGORIES OF USE

TECHNOLOGY



- use software
- use AI tools
- use a smartphone



BUSINESS



- use data
- use resources
- use market research



EDUCATION



- use examples
- use evidence
- use learning tools



DAILY LIFE



- use public transport
- use a recipe
- use a map



INDUSTRY



- use machinery
- use raw materials
- use automation



CONTEXTS & APPLICATIONS



DIGITAL
Use apps, platforms and analytics to improve performance.



PROFESSIONAL
Use tools and data for planning, reports and decisions.



ENVIRONMENTAL
Use resources responsibly for a sustainable future.



CONSUMER
Use products and services for a better experience.



MANUFACTURING
Use equipment and systems to increase efficiency.



PHRASAL VERBS & EXPRESSIONS



use up
consume completely.
We used up all the paper.



make use of
take advantage of.
Make use of available resources.



put to good use
use effectively.
She put her experience to good use.



be used to
be accustomed to.
I'm used to early meetings.



get used to
become accustomed to.
You'll get used to the system soon.



EXAMPLES IN CONTEXT



We use analytics to improve sales and customer experience.



Millions of people use this app every day.



Students use examples to support their arguments.



The factory uses automated systems to increase output.



We reduced water use by 20% through better management.

HOW USE CREATES VALUE



RESOURCE
We have something available.



TOOL
We choose the right tool or method.



APPLICATION
We apply it effectively to the task.



RESULT
We achieve the desired outcome.



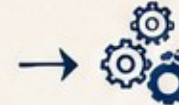
BENEFIT
We create value and make an impact.

ORIGIN

From Old French *us* and Latin *usus*
"to employ, utilize, practice, make use of."



Ancient roots.



Practical action.



Modern impact.

MAIN MEANINGS

1

EMPLOY / UTILIZE

to use something for a task or activity.
I use a laptop for work.



2

FUNCTION / PURPOSE

the purpose or function of something.
What's the use of this button?



3

CONSUME / EXPEND

to consume or spend resources.
The machine uses less energy.



4

HABITUAL PRACTICE

accustomed to doing something.
I'm used to working remotely.



5

BENEFIT / VALUE

providing a benefit or advantage.
This guide is very useful.



COMMON COLLOCATIONS

- ✓ use effectively
- ✓ use wisely
- ✓ use resources
- ✓ use technology
- ✓ use data
- ✓ make use of
- ✓ put to good use

- ✓ for personal use
- ✓ for commercial use
- ✓ in use
- ✓ out of use
- ✓ everyday use
- ✓ heavy use
- ✓ limited use



USE vs USAGE

USE

general purpose or function.

What's the use of having so many features if no one uses them?



USAGE

the manner or amount of use.

Our software usage increased by 40% this quarter.

