Imagine you are tasked with designing a big data solution for a multinational company that collects large volumes of customer usage data every day. Your solution involves using HDFS for storage and MapReduce for processing this data.

Considering HDFS, how would you structure the data directories to ensure efficient data management and retrieval? Would you keep all data in one directory or segregate it, and on what basis?

As for MapReduce, given the volume and continual inflow of data, what considerations would you take into account to ensure the processing is efficient and timely? How might the choice of keys in your MapReduce tasks affect the processing?