Answers

1. A train company has made the decision to switch all of its ticket booking systems to
app-based online reservations that can be used with a phone or tablet. Customers will
no longer be able to purchase tickets in kiosks or from conductors on the train.

(a) Explain **two** reasons why such a decision may cause problems for some customers. [4]

Customers may not have a smartphone or tablet capable of running apps (1) so they won’t be able to make the online reservations (1). Customers who are not confident with technology (1) may be put off from making bookings / may not be able to make bookings (1). Customers with complex booking requirements (1) won’t be able to talk them through with a knowledgeable employee (1).

 Customers who do not have the Internet (1) won’t be able to access the online app / will need to access the app using public Wi-Fi (1) (which is less secure). The app
may make it more difficult for people with disabilities to purchase tickets (1) which will exclude them / may leave the company open to a discrimination case (1).

(b) Explain **two** advantages to the train company of making an app the only way to purchase tickets. [4]

Reduced staffing costs (1) leading to lower expenses for the company / increased
profit (1) Easy to expand the service to take a high volume of bookings (1) as customers can book from any location or at any time / as new servers can be
bought or rented to cope with demand (1) The company can analyse passenger usage better (1) as they can not only see what tickets are bought but also those searched for (1) By only using apps (not a website too) the company only needs to maintain one system (1) which will be easier / less costly than having a number of systems running at once (1)

(c) The train company is planning how they will launch the new app. They are considering whether it should replace or integrate with their existing systems.

Discuss these **two** alternative methods that the company could use. [6]

**Integrating the system**

 An integration would allow existing information to be kept, such as existing tickets and bookings. Both systems would be running at the same time, so new features could be opened up incrementally. This would be the easiest method to train staff in the new system as they would already be familiar with older parts of the system.

**Replacement of the system**

 The replacement of the system would need to be carefully carried out as old bookings would still need to be kept to answer customer queries or as part of financial records.
The old system and new system could run in parallel for a period of time, but this would increase the costs for staff to run two systems at once.

 Replacement of the old system would be good in the longer term as it wouldn’t be reliant on older hardware/software that will become progressively harder to update.
Having two systems in operation at the same time gives the potential for two systems that a cyber attacker can target.

| **Level** | **Mark** | **Descriptor** |
| --- | --- | --- |
| Level 0  | 0  | No rewardable material.  |
| Level 1  | 1-2  | Technical vocabulary is used but it is not used appropriately to support arguments, in relation to the issues of the question.Issues are identified but chains of reasoning are not made, leading to a superficial understanding.  |
| Level 2  | 3-4  | Accurate technical vocabulary is used to support arguments but not all arguments are relevant to the issues of the question. There is consideration of relevant issues using logical chains of reasoning. Considers the various elements of the question. |
| Level 3  | 5-6  | Fluent and accurate technical vocabulary is used to support arguments that are relevant to the issues of the question. There is a balanced and wide-ranging consideration of relevant issues, using coherent and logical chains of reasoning that shows a full awareness. Carefully considers the various elements of the question.  |

2. ‘ClevaCleane’ has successfully introduced a new IT system for its office cleaning staff. Cleaners ‘clock in’ at the start of their shift using a tablet provided by the company. When they have finished their shift, they make a record of the products they have used and the amount. The time that they ‘clock off’ is automatically recorded.

‘ClevaCleane’ regularly employs new cleaners and has a large number of existing
cleaners that currently use a paper system.

Discuss the ways in which staff can be trained and supported in the use of the app. [6]

**New staff**

 A leaflet of key features can be given – by making it shorter it will be more useful to staff and faster to look up important features.
A training session can be provided – this can summarise the most important points that they need to know.
A larger manual can be given / available online to answer in depth questions.

**App design**

 The app can be designed to have in built help.
The app can be made easy and logical to use.
Accessibility considerations should be made for those with poor eye sight or who may
not be able to read / have English as an additional language (e.g. use of icons).

**Current staff**

Similar possibilities to new staff, however, their training/materials can focus on how the current system of doing things / paperwork can be achieved in the new software.
Staff may benefit from a buddy system where they can contact another member of staff doing a similar role.

**Ongoing support**

This can be provided with help inside the app allowing a live chat feature.
A helpline can be set up.

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 [Total 20 marks]