Answers

1. ‘Stripe-e8’ is a music streaming service that is considering updating its mobile app to better appeal to the 18-25-year-old market. Before they commit to making any changes, they want to survey the opinions of current and potential customers about what designs would appeal to them.  
     
   They will be using questionnaires to gather opinions.

(a) Describe **two** other data collection methods that they could have used. [4]  
  
Focus group (1) would allow a small group of 18-25 year olds to answer specific questions / allows a leader to dig deeper as to why they like certain designs (1).  
  
Interview(s) (1) allow one to one questioning by an interviewer / allows people to be questioned more deeply on why certain designs appeal (1).  
  
Poll (1) allows one particular question to be asked / such as whether they prefer design A or design B (1).

(b) The lead designer thinks that a pink and mustard colour scheme is the best option.   
He has been tasked with carrying out the survey and questionnaires and has decided to ask colleagues, friends and family.  
  
Explain **two** reasons why the survey results might not be a true reflection of the opinions of the target audience. [4]  
  
The designer may be biased about their own choice of design (1) so ask leading questions (1).

The people asked may not be representative of the target market (18-25-year-olds) (1) so the data gathered/analysis may not reveal accurate results (1).

The designer may not give suitable alternatives to their design (1) leading to people choosing it as the best of a bunch of designs they don’t really like (1).

(c) The company has decided that they will deliver the questionnaire using an online system.

Discuss how the questionnaire can gain a good response from users.   
Your discussion should consider at least three of the following factors: [6]

* Ease of use
* Intuitiveness
* Accessibility
* Error reduction
* Performance
* Compatibility

**Ease of use and intuitiveness**Clear/concise labels to describe fields.  
Field lengths to match the data to be entered.  
As few questions as possible.  
Split many questions onto separate pages.  
Include a progress bar.  
Buttons to go forwards/backwards.  
Automatically save answers as the user goes through the questionnaire.  
Add a help facility for any questions that may be complicated.  
Add instructions at the start.  
  
**Accessibility**  
Allow the text size to be adjusted.  
Have an alternative paper questionnaire in braille for those who may listen to music but have difficulties reading the screen.  
Use HTML/standard web languages so that screen readers will be able to read the screen.  
Make the questionnaire adapt size/layout to fit different screen sizes / orientations (responsive web design).  
  
**Error reduction**  
Make use of validation to check answers are correct – especially that key answers have been entered.  
Make use of verification if necessary (e.g. entering an ID number that users were given).  
Have a system to reject replies that may contain inaccurate information – e.g. those completed too quickly to have been able to read the questions.  
  
**Performance**  
Make sure the server can cope with the maximum number of users on the system.  
The website will need to respond very quickly so that users are not frustrated and don’t bother to complete the survey/remainder of the survey.  
The website needs to have a good uptime so that responses can be made at any time of day or night.

| **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. Elizabeth wishes to launch a new bookshop. She wishes for it to be a place where people can get coffee, hold meetings or talks and browse books which they may then wish to buy. The shop will be aiming to attract professionals and entrepreneurs from 30-60 years old.  
  
Elizabeth is unsure which city would best suit her project.

(a) Explain **two** ways in which secondary research could help her. [4]  
  
She could find the demographics of each city (1) to see how many people of the   
target age there are in each city (1)

Statistics would be available on the types of jobs that people have in each city (1)   
she could use these to establish which cities had lots of professionals and entrepreneurs (1)

She could look at census data showing those with degrees in different cities (1)   
who would likely be professionals (1)

(b) Elizabeth has now chosen which city she wishes to set up the shop. She has found three potential premises to rent.   
  
Explain **one** primary data collection method she could use to decide which   
premises would be most suitable. [2]  
  
Use a questionnaire (1) – show the different premises and ask which people prefer (1).  
Count people going past each premises (who fit the target audience) (1) to determine which has the strongest chance of attracting customers (1).  
Accept other data collection methods if they have a valid supporting reason why they would be appropriate to the scenario.

[Total 20 marks]