Name: Class: Mark:

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]

**Method 1:**

**Method 2:**

(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]

(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

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]

(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]

[Total 20 marks]