Answers

1. TeenSports is an online sports shop. The brand specifically targets teenagers who want to buy specialist sportswear and would like to know what makes a good customer experience when using their website.

(a) Explain three ways in which they can make use of online communities to interact   
with their customers. [6]  
  
Use humorous / fun / viral posts (1) so that customers feel good about the brand (1).  
Have an informative online area (1) to attract new customers (1).  
Get feedback from customers (1) so that the company can see what products are/aren’t working well (1).  
Capture customer information (1) so that they can be monitored through the website (1).  
See what customers are saying about their products on social media (1) so that honest conversations/opinions can be gathered (1).  
  
Or any other appropriate way in which online communities can benefit the business with an explanation.

(b) TeenSports find that their online communities have large costs even though the   
social networks are free to use.  
  
Discuss how it is possible for them to have large costs when managing social   
networks that are free. [6]  
  
Time/salaries:  
People who work on the social media sites will need to be paid.  
Outsourced work to other companies will cost money.  
They may need to make videos or other media that can be shared and attract attention.  
Time needs to be spent answering customer queries.  
They will need to spend time considering how they respond to certain queries.  
  
Advertising:  
There will be a pay per click model for advertising which will cost money to implement.  
They may give free products to influencers to try out/review.  
They may need to pay influencers to mention their products.  
  
Software:  
Certain software/online systems may cost money to use.  
These are useful as they allow the company to manage many accounts at once / set time for posts etc.

| **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. |

(c) TeenSports is considering making a new area of their website that will be a   
discussion forum for those wanting to keep fit.  
  
Explain **one** consideration they should make as part of the implementation. [2]  
  
Timescales (1) they should consider how long it will take to implement and what  
 tasks are involved (1).  
Testing (1) they will want to test the new system before it goes live (1).

(d) TeenSports also have a dedicated website with an active discussion forum on   
keeping fit.  
  
Discuss how the company can give users the best experience online. [6]  
  
Ease of use – how easy is the system to use? Identify specific ways in which systems can be made easy to use (such as those related to interface design). How might the interface differ for general users and administrators?  
Performance – The site needs to respond quickly to page requests and posts to keep users wanting to interact with it and not leaving to go to a different website.  
Availability – The site needs to be available 24/7. If it needs monitoring they may need to consider having people in different time zones to monitor so that that posts don’t take too long to be approved/checked.  
Accessibility – The site must have ways to be accessible to those with disabilities – for example alternative text, compatible with screen readers, ability to change font size, responsive web design (so that it works with different sized screens and in portrait/landscape).

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[Total 20 marks]