Answers

Task 1

1. What makes a website or app easy to use for individual users? Give at least **eight** suggestions.
* Modern looking
* User friendly
* Easy to learn
* Engaging
* Captions to videos
* Compatible with all platforms
* Easy to search
* Meaningful hyperlinks
* Friendly support
* Meaningful button names
* Consistent feel throughout site/app

There are many other suggestions that students could give.

1. Why may some organisations decide to use software that is harder to use?

A business can train their staff in how to use software. As they will spend a large amount of time using it, they will be more interested in the efficiency/productivity of the software, rather than its ease of use. Software which has shortcuts or very few clicks to achieve a feature may therefore be more useful than immediately being easy to use.

Task 2

Many businesses make use of more advanced software to maintain their social media accounts.

Choose one of the following to research:

* Hoot Suite
* Tweet Deck
* Another item of social media management software

Write down at least **five** features that the software offers that could be useful to business users.

Answers will vary depending on the software chosen. Typical answers will include:

* The ability to monitor more than one social media platform or account from one place
* The ability to track posts and their response / analytics
* Timing posts for a future time/date
* Monitor social networks for the company’s name or key hashtags/terms/trademarks
* The ability for different users to manage the account

Task 3

Websites and social networks need to make sure that they have taken all reasonable steps to make sure their site is accessible to people who have disabilities.

Choose a social network and research how they make their service accessible.

Students may suggest examples that are given on the slide, however, encourage them to research more into the topic if possible.

For instance, Facebook now has technologies that can recognise what an image contains so that it can automatically add additional text to a photo so that it can be read aloud. For instance, it may be able to say “There are two people playing a musical instrument”.

For more details on this example see: <https://www.bustle.com/p/facebooks-accessibility-settings-make-the-site-easier-for-visually-impaired-users-heres-how-you-can-help-9125302>

Task 4

The following table shows a number of methods by which organisations can market and have a relationship with users of their services and products. For each one, suggest a new method that could be used and what the advantages are of using it. The first row has been completed for you.

|  |  |  |
| --- | --- | --- |
| **Old method of marketing & customer communication** | **New alternative method** | **Advantages** |
| Sending leaflets to each house in an area | Target people who live in the area and use advertising on social media | Don’t need to pay someone to deliver the leafletsNo printing costsCan be immediately sent (no time to print/send)Can measure if they have been read/clicked and then measure the return on investment (ROI) |
| Send people a reminder of an upcoming event by post | Send the reminders via email or text messageOr post details via social media if most of the audience is following the company | Far cheaper (email is free, text messages are 1-5p or part of a plan. Postage is around 70p for each letter)It takes seconds for the message to arrive vs days |
| Send school reports and other correspondence to parents | Put onto a parent platform | No printing costsNo postage costsImmediately available to parentsDoesn’t get lost (if sent via student) |
| When a product is bought add a self-addressed postcard with postage paid for feedback | Give an email address / social media contact details in a leaflet or at the end of a manual | No postage costsFast to get customer feedback (so faulty products/service can be immediately identified)Information is electronic so easier to storeResponse can be very quick – in some cases seconds, rather than days or weeks for postal correspondence |
| Customer support offered by telephone number | Website with information / forum for users to register questions / see answers | Cheaper to set upCustomer questions only need to be answered onceCustomers can solve problems quickly and without having to contact support |