Name: Class:

Task 1

1. What makes a website or app easy to use for individual users? Give at least **eight** suggestions.
2. Why may some organisations decide to use software that is harder 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.

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.

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 leaflets  No printing costs  Can 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 school reports and other correspondence to parents** |  |  |
| **When a product is bought add a self-addressed postcard with postage paid for feedback** |  |  |
| **Customer support offered by telephone number** |  |  |