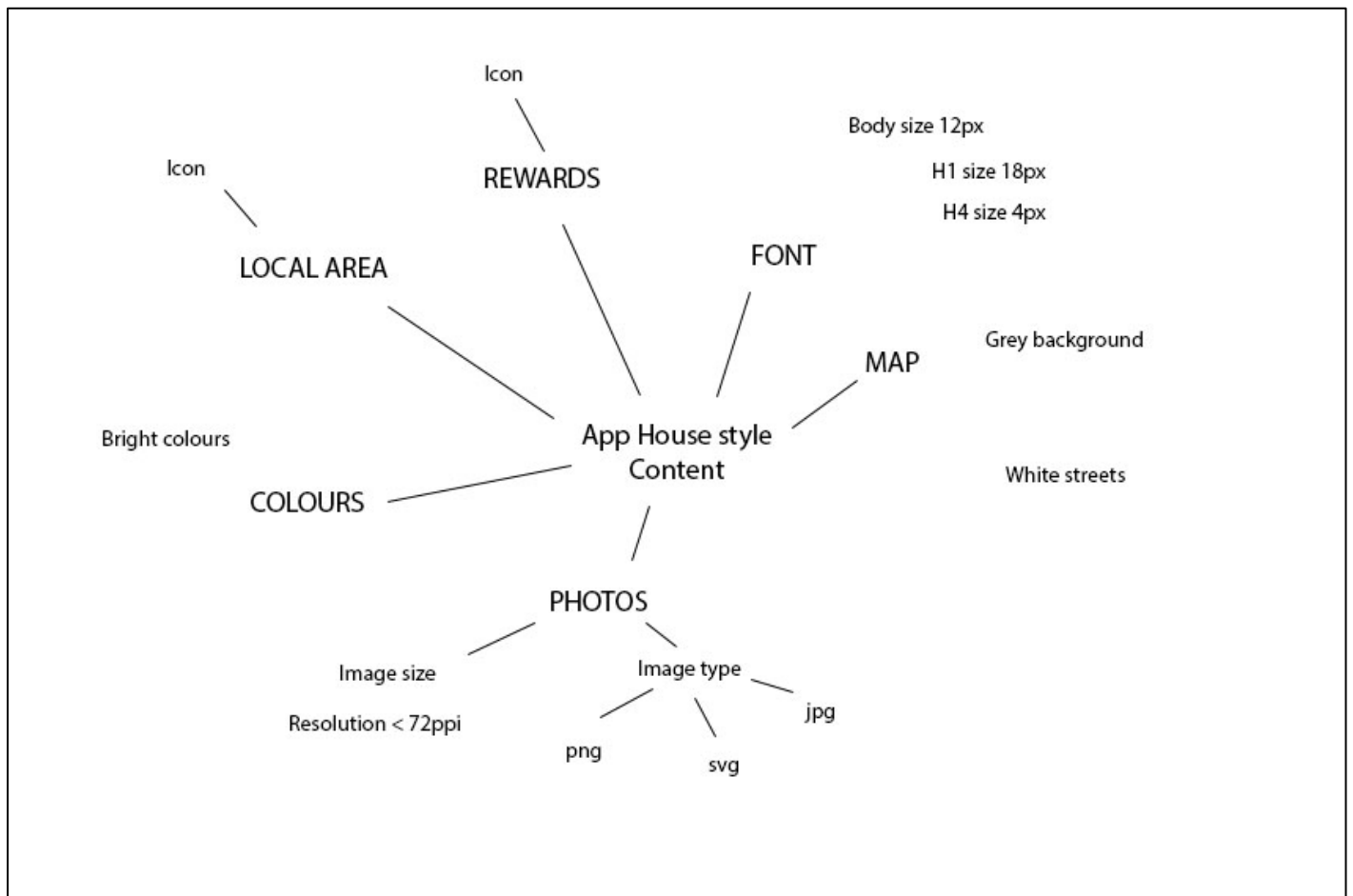WalkyTalk is a new smartphone app which will encourage older adults (aged 50+) to exercise more by walking in groups around their local town. Users will be able to set up walks and to join walks set up by other users in their area. Users will be able to send messages to each other and see a map showing walks that have been set up. As well as walking, the aim is that users will also talk to each other, reducing social isolation in older people.

Figure 1 is the first draft of a mind map about the content and house style that will be given to the app developer to create the WalkyTalk app.

Figure 1

 (a) Discuss the suitability of the content and layout of the mind map in **Figure 1** for the app developer. You should include any strengths, weaknesses and areas for improvement.

[12 marks]

- *The quality of written communication will be assessed in your answer to this question.*

Question is level marked. The answer is looked at as a whole and the best fit is taken using the grid below.

The mind map will be given to an APP DESIGNER to help them develop the house style and content. It is the suitability of the diagram for this purpose which is the important aspect of the question – **are they given enough information?**

Marks	Answer	Answers may reference:
Level 3 (9-12 marks)	Excellent understanding of the question with clear explanation of the suitability of the diagram for an app developer Both strengths and weaknesses included, with good balance between these Well thought through improvements suggested with some explanation in the context of the app developer as the audience QWC: good use of subject-specific vocab and few errors in spelling and punctuation	• basic format with central hub, nodes and links • detail in the subnodes for the images section • not all nodes are linked • not a lot of detail about some nodes – for example, what sort of font should be used? • some key info included: for example image resolution
Level 2 (5-8 marks)	Good understanding of the question with strengths and weaknesses both included, although the answer may be unbalanced. These generally apply to the app developer as the audience Suggestions may be made for improvements, but may not be wholly suitable or explained At the top end of level 2 answers will clearly reference the product and use by the app developer QWC: May be some errors in spelling and punctuation	
Level 1 (1-4 marks)	Limited understanding of the use of a mind map Vague answers with some strengths or weaknesses but not both Answer presented as a list QWC: May be errors in spelling and punctuation	ALL lists are Level 1 max. To get beyond level 1 an answer must be written in sentences and paragraphs