

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.

WalkyTalk would like to see some designs for the smartphone app home screen at a development meeting.

(a) Identify the most suitable pre-production document for this purpose.

[1 mark]

Visualisation diagram – only acceptable answer

(b) Explain why this is the most suitable document to take to the meeting.

[2 marks]

2 marks – needs one developed point

- e.g. to explain ideas clearly (1) to other developers/client (1)
- e.g. to show the client (1) what the plans for the homescreen are (1)
- e.g. to share ideas for the screen (1) with the client (1)

(c) Identify **three** items which could be included on the pre-production document.

[3 marks]

Three from:

- title (1)
- fonts (1) – include font style, font size etc...
- text if this clearly about content rather than annotations (1) – include any idea of details about the event etc... DO NOT accept simply text by itself
- images/pictures/photos/graphics/diagram (1)
- logo of campaign (1)
- colours (1)
- any response that deals with the context – e.g. a character, healthy veg (1)
- annotations

(d) Describe **one** method for converting a physical version of the pre-production document into a digital version.

[2 marks]

2 marks – needs one point with expansion

- e.g. a photograph could be taken (1) using a digital camera (1) – MUST be digital – camera is NOT an acceptable response
- e.g. it could be scanned (1) using a scanner/photocopier/printer (1)