

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) Create a pre-production visualisation diagram for the home screen for the smartphone app.

Marks will be awarded for:

- content
- layout
- fitness for purpose
- annotations to justify decisions

[10 marks]

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

Artistic ability is NOT marked – it is fine to use shapes or blocks to show content/layout

Annotations are important to add marks

Level	Answer	Key points
Level 3 (8-10 marks)	<p>Suitable layout used, probably including whitespace</p> <p>Font/colour scheme is shown in addition to key content</p> <p>Diagram is suitable for the purpose</p>	<p>Uses annotations to justify</p> <p>Sensible design in this context</p>
Level 2 (5-7 marks)	<p>Layout is mostly suitable for the purpose</p> <p>Identifies key elements of content – such as titles, images etc... but lacks details about fonts/colours etc...</p> <p>Diagram is partly suitable for the purpose</p>	<p>Uses labels to identify with some justification at the top end</p> <p>Sensible design, although may miss some of the context</p>
Level 1 (1-4 marks)	<p>Layout is simple and limited for the purpose</p> <p>Some content may be added which is suitable for the purpose, but will be lacking in detail</p> <p>Diagram weak in terms of the purpose required</p>	<p>Uses some labels</p> <p>Design is patchy</p>
0 marks	No work worthy of credit	