Activity 3: Answer notes

## Question

A local community café is run by volunteers and is very popular with people of all ages. A local technology company has helped them to move their ordering and stock management to a digital platform that includes:

* an app for ordering from the menu at tables;
* contactless only payment methods;
* automated stock control.

Their aim was to make it easier for volunteers to focus on customer care than on running the business.

Discuss the impact of this new digital platform on the local community.
Your answer should include:

* benefits and drawbacks of the new digital platform being introduced;
* a supported conclusion on the overall impact the new platform will have.

[12 marks, plus 3 marks QWC]

# Answer notes

## Command verb

* Discuss. Present key points about different ideas or strengths and weaknesses of an idea. There should be some element of balance, although not necessarily equal weighting.
* Make sure to present the benefits *and* drawbacks. These can then be used to create a supported conclusion.

## Impact of the new digital platform on the local community

**Accessibility**

* There is added convenience for customers to place orders from their tables using the app. This could benefit people of all ages, including those who might be less comfortable with traditional ordering methods or have mobility challenges.
* However, some people may not have access to the technology required or may need additional support to order due to lack of confidence in their own devices. It is also more difficult for tips to be given electronically.

**Efficiency**

* Contactless payment methods can speed up transactions, reducing wait times for customers. There are reduced cash point facilities in small towns, villages or remote areas which make card payments more useful.
* However, some people may not have (or want) access to contactless cards, or the facilities for card storage on phones (for example Apple pay/Google wallet).

**Better customer experience**

* Using a stock control system will mean the café can maintain a consistent menu and reduce the chance of items being out of stock.

**Environmental and social impacts**

* The stock control system could reduce food waste and support efficiency, ordering only when needed, thus the reducing the environmental impact of the café.
* Digital systems could be a talking point for the community and attract news attention.
* However, the digital systems could reduce personal interactions between customers and volunteers. This “goes against” the community aspect of the café.

Apple Pay is a trademark of Apple Inc, registered in the U.S. and other countries and regions.

Google Wallet is a trademark of Google LLC.

# Mark scheme guidelines (generic)

|  |  |  |
| --- | --- | --- |
| Band | Mark | Descriptor |
| 4 | 10-12 | AO3 Analyse and evaluate the question scenario in a comprehensive, effective and relevant way that shows detailed understanding.AO2 Apply detailed knowledge and understanding of the question scenario in different situations and contexts.AO1 Demonstrate a wide range of knowledge and understanding to the question scenario.The answer demonstrates comprehensive breadth and/or depth of understanding. |
| 3 | 7-9 | AO3 Analyse and evaluate the impact of the question scenario in a way that is mostly effective and mostly relevant.AO2 Apply mostly relevant knowledge and some understanding of the question scenario in different situations and contexts.AO1 Demonstrate mostly accurate knowledge and understanding of the question scenario.The answer demonstrates reasonable breadth and/or depth of understanding, with occasional inaccuracies and/or omissions. |
| 2 | 4-6 | AO3 Analyse and evaluate the question scenario in a way that is some parts effective with some relevance.AO2 Apply some, but limited knowledge and understanding of the question scenario in different situations and contexts.AO1 Demonstrate some knowledge and understanding of the question scenario in a limited way.The answer is basic and shows limited breadth and/or depth of understanding, with inaccuracies and omissions. |
| 1 | 1-3 | AO3 Analyse and evaluate the question scenario in a way that is minimal with very limited relevance.AO2 Apply general knowledge and awareness of digital working on workplace culture and how to support workers in different situations and contexts.AO1 Demonstrate minimal awareness of the question scenario in a minimal way.The answer has isolated points, showing very minimal breadth and/or depth of understanding, with significant inaccuracies and omissions. |
|  | 0 | No creditworthy material |

# QWC Mark scheme guidelines (generic)

|  |  |
| --- | --- |
| Mark | Descriptor |
| 3 | The answer is clearly expressed and well-structured. The rules of grammar are used with effective control of meaning overall. A wide range of appropriate technical terms is used effectively. |
| 2 | The answer is generally clearly expressed and sufficiently structured. The rules of grammar are used with general control of meaning overall. A good range of appropriate technical terms is used effectively. |
| 1 | The answer lacks some clarity and is generally poorly structured. The rules of grammar are used with some control of meaning and any errors do not significantly hinder the overall meaning. A limited range of appropriate technical terms is used effectively. |
| 0 | There is no answer written or none of the material presented is creditworthy.OrThe answer does not reach the threshold performance level. The answer is fragmented and unstructured. The errors in grammar severely hinder the overall meaning. |