Activity 3: Access to services study question – 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.

Evaluate the impact this new digital platform will have on the local community.

[12 marks]

# Answer notes

## Command verb

* Evaluate. Consider various aspects of a subject’s qualities in relation to its context such as: strengths or weaknesses, advantages or disadvantages, pros and cons. Come to a judgement supported by evidence which will often be in the form of a conclusion.

## Evaluative comments considering the impact 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, 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 (e.g. 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 in ordering, ordering only when needed, therefore 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.

**Support and accessibility**

* Training will be required for volunteers so they are able to use new systems.
* Technical support will be needed for any ongoing or later issues.
* Opportunity for tech-savvy volunteers to support any customers who require assistance.

**Communication**

* Opportunity for greater community communication through various channels (social media, posters, word-of-mouth).
* There will be a need to address any concerns and emphasise the café’s commitment to maintain its welcoming atmosphere.

**Gradual transition and balance**

* Time will be required to allow both volunteers and customers to adapt.
* Follow a phased / parallel approach to the change to prevent issues.
* Aim to strike a balance between digital efficiency and personal interaction.

**Inclusivity**

* Digital platforms are adaptable to be user-friendly and accessible to people with disabilities.
* Factors such as font size, colour contrast and screen-reader compatibility can be included.

**Opportunity for feedback**

* Digital data collection provides an opportunity for volunteers and customers to provide feedback on their experiences with the new digital systems.
* The feedback can help identify any issues that need to be addressed and ensure continuous improvement.

# Mark scheme guidelines (generic)

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| --- | --- | --- |
| **Level** | **Mark** | **Descriptor** |
|  | 0 | No rewardable material |
| Level 1 | 1–4 | * Demonstrates a basic analysis of the situation by superficially breaking down the different aspects into component parts (AO3) * Demonstrates basic application of knowledge and understanding that is partially relevant to the context of the question (AO2) * Demonstrates a basic evaluation which partially considers different factors/events and their relative importance, leading to a conclusion which is superficial or unsupported (AO3) |
| Level 2 | 5–8 | * Demonstrates a good analysis of the situation by breaking down the different aspects into component parts (AO3) * Demonstrates good application of knowledge and understanding that is relevant to the context of the question (AO2) * Demonstrates a good evaluation which considers different factors/events and their relevant importance, leading to a conclusion which is partially supported (AO3) |
| Level 3 | 9–12 | * Demonstrates a thorough analysis of the situation by comprehensively breaking down the different aspects into their component parts (AO3) * Demonstrates comprehensive application of knowledge and understanding that is consistently relevant to the context of the question (AO2) * Demonstrates a thorough evaluation which comprehensively considers different factors/events and their relative importance leading to a conclusion which is well supported (AO3) |