**Activity 3: User needs exam-style question**

# Answer notes

Question

Peak Demand Estate Agents have launched a new smartphone app. They are reading the reviews and feedback so far to help make improvements.

Explain two examples of how user needs should be considered when improving any digital product.

[4 marks]

**Identification of considerations and expanded comments. Each example should include a description and expansion for 2 marks. (max 4)**

Examples:

* Functionality of app for all users, making sure it is accessible for as wide a range of users as possible (1)
  + This should include modern user interface standards for accessibility to be considered and included in improvements, including use of colour, text and images. (1)
* Is it compatible with popular devices and easily available? (1)
  + Is it iOS- and/or Android-compatible, covering the largest user audience? And if not, can it be moved to these systems? (1)
* User experience feedback should be collected during use of the app (1)
  + What does the user feedback say and how can it be applied to improvements, including the graphical interface, text and images used? (1)
* Has the app been designed with cultural awareness and diversity in mind? (1)
  + Has feedback identified any content that is potentially offensive and should be changed? (1)
* Has a specific pain point been identified by users? (1)
  + These include major bugs or usage problems identified by users that need to be covered in updates/next version. (1)