

Communicating with Stakeholders & Accessibility

Task 1

(a) What do we mean by the term “stakeholder”?

(b) Identify three examples of stakeholders that a business might have and explain why they are a stakeholder of the business.

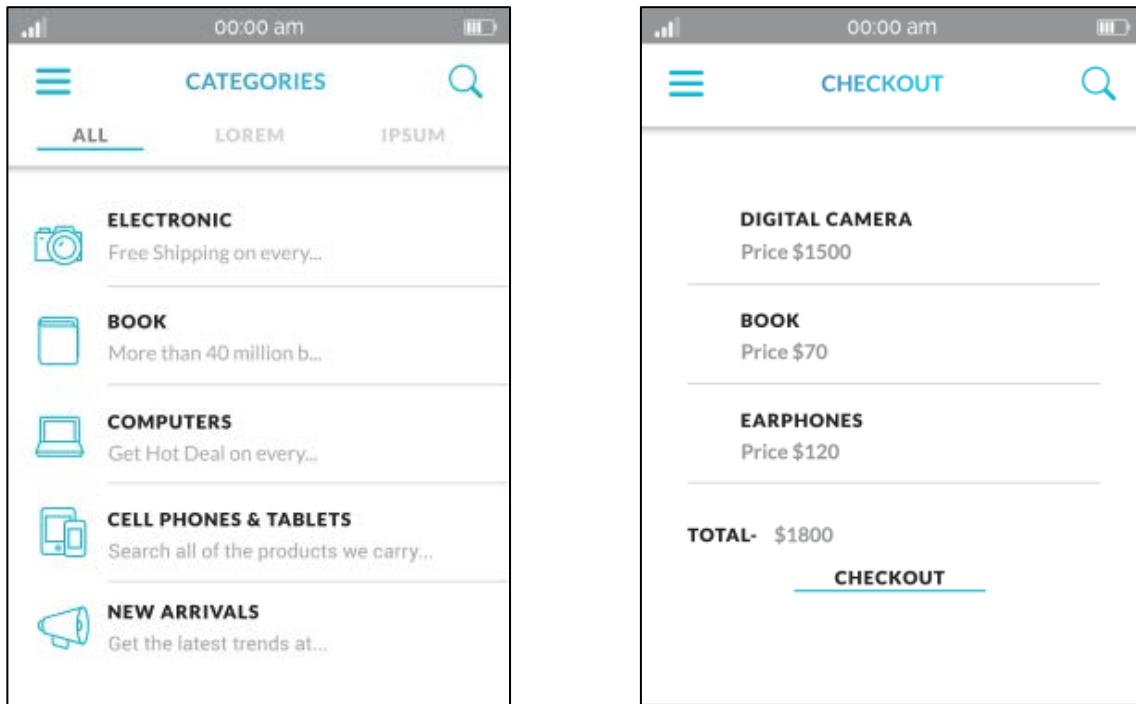
| Stakeholder | Explanation |
|-------------|-------------|
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(c) Talha is a manager of a chain of supermarkets. Due to a recent issue over a product in the store, he needs to communicate with customers about a product recall. He has decided to use Social Media in order to communicate this recall with customers.

Evaluate Talha’s decision. Make sure you consider alternative methods and come to a conclusion as to whether he is correct in his decision to use social media.

Task 2

(a) Below is a drawing of an online shopping apps user interface. Annotate the interface to identify features of the interface design that make it more accessible to users.



(b) In the user interface above, what accessibility features could be used to make it more accessible?

List and explain two possible features below.

1. _____

2. _____

(c) Lois has decided to allow employees to work remotely from home on most days and even to work flexible hours where required.

Explain how this might impact on any disabled employees that she employs.
