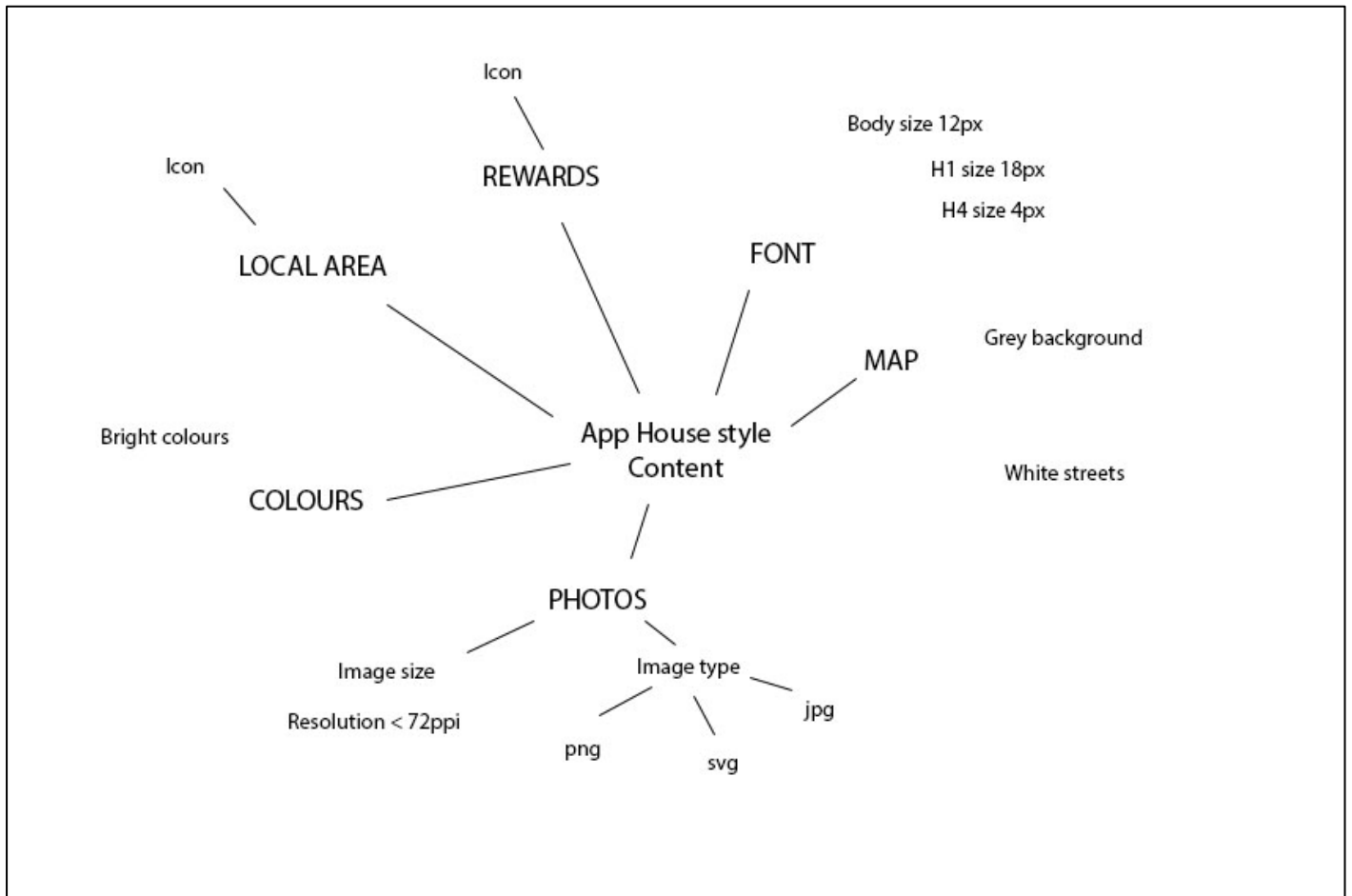WalkyTalk is a new smartphone app which will encourage older adults (aged 50+) to exercise more by walking in groups around their local town. Users will be able to set up walks and to join walks set up by other users in their area. Users will be able to send messages to each other and see a map showing 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.

Figure 1 is the first draft of a mind map about the content and house style that will be given to the app developer to create the WalkyTalk app.

Figure 1

 (a) Discuss the suitability of the content and layout of the mind map in **Figure 1** for the app developer. You should include any strengths, weaknesses and areas for improvement.

[12 marks]

- *The quality of written communication will be assessed in your answer to this question.*

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