

## Chapter 4 Hands-on Activities

### Activity 1

As explained on page 149, when purchasing storage devices, managers must consider a number of features, including:

- the purpose of data storage
- the amount to be stored
- the required speed of data storage and retrieval
- how portable the device needs to be
- cost
- reliability and life expectancy

A small photography studio is branching into digital video. It would like to offer couples the option of buying interactive DVDs of the weddings that it records. This small business needs to find the best way to store the digitized segments of the weddings after the DVDs have been created.

Create a table in Microsoft Word listing the storage features in one column and describing the companies needs vis-à-vis the features in the second column. Review a description of these features as described on pages 149-150. Save your document as **ch4actsol1.doc**.

Once you've filled out the table, look at Table 4.3 on page 151. What media would be most appropriate for the company? What trade-offs accompany the best options?

### Activity 2

Surveys show that when a company purchases hardware, involving employees in the decision-making process increases their satisfaction with their computers. This involvement can be critical if the employee has personal or professional needs of which the IS department is unaware.

Graphic designers for software companies often work long hours carrying out repetitive, detail-oriented tasks. Review the criteria that are important to consider when buying hardware, listed on pages 150-152. List these criteria in one column in a table in Microsoft Word. In the second column, fill in the needs of a graphic artist for whom a new computer is being purchased. Save this document as **ch4actsol2.doc**.

Review pages 142-146 to familiarize with the type of input and output devices that you might need. What recommendations will you make to the information systems personnel regarding the type of hardware a graphic artist needs?

### Activity 3

A professional must consider many factors in deciding which software to purchase. A small, independent shoe store has decided to start collecting a customer database so that the store can send mailings when it runs promotions. It has contacted several vendors and has meetings scheduled with them. Create a table in Microsoft Word listing all the factors that the company should consider in purchasing a database for tracking consumer information. Some of the factors you might like to include are

- fitness for purpose
- ease of use
- compatibility with existing software
- cost

Type your factors in the first column of this table. Save the document as **ch4actsol3.doc**. The company will then be able to use this document to take notes when it interviews the vendors.