

Shopping Guide for Various Industries

Objective: You and your partners will research and analyze hardware and software requirements for computers in different industries to make recommendations based on user needs and purposes.

Research (20 minutes):

- ☐ Choose one industry from the provided [list](#).
- ☐ In a group of 3, you research and identify three computers suitable for your chosen industry.
- ☐ Consider factors such as processing power, memory, storage capacity, graphics capabilities, operating system, software compatibility, and budget constraints.
- ☐ Analyze the compatibility of software commonly used in your chosen industry with the selected computers.

Analysis and Recommendation (20 minutes):

- ☐ Analyze the features, functions, and compatibility of the hardware and software for each computer in a table.
- ☐ Discuss and compare the pros and cons of each computer model based on the needs of your chosen industry.
- ☐ Based on your analysis, make recommendations for the most suitable computer for your chosen industry, considering user needs and purposes.

Presentation (10 minutes):

Each group presents and submit their findings in a Google Slides, explaining the industry they researched, the computers they selected, and their recommendations. Justify your recommendations based on your analysis of hardware and software requirements.

List of 20 Industries:

- | | |
|----------------------------|--|
| 1. Healthcare | 12. Government |
| 2. Education | 13. Legal Services |
| 3. Finance | 14. Nonprofit Organizations |
| 4. Hospitality | 15. Real Estate |
| 5. Manufacturing | 16. Sports and Recreation |
| 6. Retail | 17. Energy |
| 7. Technology | 18. Environmental Services |
| 8. Media and Entertainment | 19. Telecommunications |
| 9. Construction | 20. Automotive Industry |
| 10. Transportation | 21. Marketing and Advertising - Ms. Wu |
| 11. Agriculture | (See the exemplar on the next page) |

Industry: Marketing and Advertising

This industry often involves graphic design, video editing, and digital marketing tasks.

- Consider factors such as processing power, memory, storage capacity, graphics capabilities, screen resolution, and compatibility with graphic design software (e.g., Adobe Creative Suite, Canva, Sketch) and marketing tools (e.g., HubSpot, Google Analytics).
- Analyze the compatibility of operating systems (e.g., Windows, macOS) and the availability of relevant peripherals (e.g., graphic tablets, high-resolution monitors).
- Compare three specific devices: a high-end laptop, a desktop computer, and a convertible tablet/laptop hybrid. Here's a breakdown of each device along with their pros and cons:

MacBook Pro (16-inch)	Dell XPS Desktop Tower	Microsoft Surface Pro 9
<p>\$3299 - \$4649</p> <p>Portable and versatile, allowing for flexibility in work environments.</p> <p>Powerful processing capabilities suitable for graphic design and video editing tasks.</p> <p>High-resolution Retina display for precise color accuracy and visual quality.</p> <p>Compatible with macOS, which is widely used in the creative industry and offers seamless integration with graphic design software like Adobe Creative Suite.</p> <p>Solid-state drive (SSD) for fast boot-up and file access speeds.</p>	<p>Starting at \$1259.99, plus the cost of monitor, keyboard and mouse.</p> <p>Powerful hardware configurations available, including high-performance processors and dedicated graphics cards.</p> <p>Larger screen options with high-resolution monitors for detailed graphic design and video editing work.</p> <p>Expandability and upgradeability, allowing for future hardware upgrades to meet evolving needs.</p> <p>Multiple connectivity ports for peripherals and external devices.</p> <p>Potentially more cost-effective compared to high-end laptops with similar performance.</p>	<p>Starting at \$1499.99, plus the cost of a detachable keyboard and mouse.</p> <p>Versatile form factor with a detachable keyboard, allowing for use as a tablet or laptop depending on the task.</p> <p>Touchscreen functionality and stylus support for precise drawing and note-taking.</p> <p>Lightweight and portable design, ideal for on-the-go work and presentations.</p> <p>Compatibility with Windows operating system, which offers a wide range of software options including graphic design and video editing applications.</p> <p>Solid-state drive (SSD) for fast performance and responsiveness.</p>
<p>Expensive, potentially exceeding budget constraints.</p> <p>Limited upgradeability compared to desktop computers.</p>	<p>Lack of portability compared to laptops, limiting flexibility in work environments.</p> <p>Requires dedicated desk space, which may be a constraint in smaller workspaces.</p>	<p>Potentially less powerful hardware configurations compared to high-end laptops and desktop computers.</p> <p>Smaller screen size 13" compared to desktop</p>

Limited connectivity options compared to desktop computers. Relatively smaller screen size 16" compared to desktop monitors, which may affect productivity for certain tasks.	Higher power consumption compared to laptops. Not as suitable for on-the-go work or collaborative projects that require mobility.	monitors, which may limit productivity for graphic design and video editing tasks. Limited upgradeability compared to desktop computers. Higher cost compared to traditional laptops with similar performance specifications.
--	--	---

	MacBook Pro (16-inch)	Dell XPS Desktop Tower	Microsoft Surface Pro 9 (13-inch)
processing power	12-core CPU	13th Gen Intel® Core™ i7-13700	Intel® Evo™ 12th Gen processor
graphics capabilities	AMD Radeon Pro	NVIDIA GeForce or AMD Radeon	Integrated Intel UHD Graphics
screen size and resolution	16-inch Liquid Retina XDR display	Depend on the monitor chosen	13-inch PixelSense display
portability	👍	👎	👍
budget constraints	👎 \$3299	👍 \$1259 + \$500	👍 \$1499 + \$200

If portability is a significant concern and the budget allows, the MacBook Pro (16-inch) would be a strong choice due to its powerful performance, high-quality display, and portability.

If budget constraints are a primary consideration, the Dell XPS Desktop Tower with a high-quality monitor could offer comparable performance at a lower cost.

The Microsoft Surface Pro 9 could be a suitable option for users prioritizing portability and versatility, but it may have limitations in processing power and graphics capabilities for more demanding tasks.

Software and Cost

Adobe Creative Suite	7-day free trial, then US\$89.99 for monthly subscription or US\$59.99/mo for annual subscription or US\$659.88/yr
Canva Pro for Team	30-day free trial, then CA\$150/year per person, minimum 2 people
Sketch	30-day free trial, then \$12 for monthly subscription or \$10/mo for annual subscription. Mac-only license \$120 per seat. Business subscription \$20/mo for annual subscription.
HubSpot	Professional CA\$1034/mo for annual subscription for 2000 contacts. Enterprise CA\$4700/mo for annual subscription for 10,000 contacts.
Google Analytics 360	\$4,166/mo or \$50,000/yr
	Total = \$5326.9/mo