**Interior Design**

Windows

* Pros
  + Industry standard
  + Runs certain Windows-only applications such as Revit.
  + Has a wide range of design hardware and software options.
  + Compatible with NVIDIA graphics cards.
* Cons
  + Does not always have the best colortuning capabilities, though this also depends on the display being used.

Mac

* Pros
  + Macs tend to show colors more vibrantly.
* Cons
  + Expensive
  + Does not natively support. certain Windows-only applications such as Revit.
    - May need to install additional software (Parallels) to be able to run these programs.
  + Many programs/hardware are proprietary.
  + Not the industry standard.

Linux

* Pros
  + Free
* Cons
  + Does not have a wide range of design hardware and software options.
  + Not the industry standard.
  + Need to configure things to be able to run *some* interior design programs
  + Cannot run many industry standard programs.

***Answer:*** The best OS for an interior design company is Windows due to the fact that it is the industry standard, it natively supports many interior design programs, and there is little to no configuring needed on the user side to use this OS for the intended purposes.

**Social Media Advertising**

* **Windows**
  + **Pros**
    - Windows is the most popular OS, which means that it has a broad list of compatible tools.
    - Configuration is needed for synchronization a lot of the time.
    - Ability to upgrade hardware when needed.
    - Cheaper option than apple.
    - Ability to customize environments.
  + **Cons**
    - Runs Adobe not as well as on a Mac.
* **Mac**
  + **Pros**
    - Runs Adobe Creative Suite and Final Cut Pro seamlessly.
    - Seamless synchronization between tools.
  + **Cons**
    - Cannot upgrade hardware as business needs more storage.
    - Expensive.
    - Cannot customize the environment much.
* **Linux**
  + **Pros**
    - Free
    - Unix based environment (like Mac) with the ability to customize and upgrade.
    - Increased privacy and security which is important in businesses where your entire job is online.
    - Many applications have been releasing Linux versions.
    - Many different distros to find a connection.
  + **Cons**
    - Configuration needed when setting up the Linux environment.
    - A lot of time is spent learning the Linux environment since most users do not know how to use it.
    - Not all applications will work on a Linux operating system.

***Answer:*** The OS that I chose for the social media advertising company is Apple. I chose Apple because for social media advertising, having a seamless integration between tools is extremely important as well as the ability to run the mentioned applications for design purposes.

**Nonprofit Social Service**

* Windows
  + Pros
    - The most popular. Most volunteers would know how to pick up a computer using Windows.
  + Cons
* Mac
  + Pros
    - Made with the user in mind for the design to be nice to look at and easy to use.
    - Less likely to get malware.
  + Cons
    - Expensive
    - Not as common so there would be a slight learning curve.
    - Limited software options.
* Linux
  + Pros
    - Free
    - Many distros are easy to user for the user.
    - Secure if configured correctly and used properly.
    - Lightweight, so many nonprofits would be able to use a old PC laying around and install it on it.
  + Cons
    - Not common at all and would have a massive learning curve for employees.
    - Learning curve.

***Answer:*** The OS that I chose for the nonprofit organization is Linux because it is free, there are many distributions that are easy to use and Windows-like, it is secure, and it can be used on almost any machine which means that the nonprofit would not have to use funds to purchase computers/OS.