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|  | Advantages | Disadvantages |
| Web | -It would have a really friendly use for the costumer.  -It could include friendly information for the user as: who we are, how to contact, FAQs, etc.  -It could be very automatized  -The information could be protected with the adequate security protocols.  -The client would not need any special software. | -The web would be vulnerable to some type of attacks or problems. It would not compromise the data, but it could avoid the communication between the user and the network.  -It would need several maintenance.  -There would be some type of data, like videos and photos, which the client would want to download as a file. So the web would have to be complemented with a file transfer protocol.  -It would need to be designed the web |
| Mail | -It would be very secure and stable.  -The mail could not fall as a web does.  -The client would not need any special software.  -The information could be sent and received as a text or as a file. | -It could not be automatized, and it make it inefficient  -It is not very friendly to use for a client.  -If there is some information is missed in the request the client would have to wait for an answer and then complete the information. |
| Application | -It would have be really friendly use for the costumer.  -It would be really secure and stable.  -It could include friendly information for the user as: who we are, how to contact, FAQs, etc.  -The information could be sent and received as a text or a files | -It would need to be downloaded and installed the application.  -It would need some maintenance.  -The client would need to learn how to use it.  -It would be need to design and implement the software |