**Laptop vs Computer**

**Survey**

**Presented to prof. Ibrahim galal**

**I) Introduction**

The laptop vs desktop conversation has been going on since the very first portable computers started being manufactured decades ago, and the arguments on either side for which is better haven't really changed much.

There are two main types of computers: desktop PCs and laptops. Both have their advantages and disadvantages, and it is important to understand how people use these devices and what factors influence their preferences. Therefore, we propose conducting a survey on PC and laptop usage and preferences to better understand how people use these devices and what factors influence them.

What factors do people consider when buying a new laptop or pc ,and what is the difference between them objectively

Using the market research data that we gathered to increase the profit of a companies that specialize in the field, and will be used to increase customer satisfaction

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**II) Objectives**

To understand how demographic factors such as, gender, living condition ,income level,...etc. affect the decision of choosing a laptop or a pc .

To have an idea of the current market distribution, which devices / brands have the most significant market share overall and across different subsets of the target population.

Understanding the relationship between IT experience and choosing a specific type of device or brand.

What factors do people consider when buying a new laptop or pc ,and what is the difference between them objectively

what makes people more inclined toward a specific laptop model or pc build. In other words, what are the most popular models and what are the reasons for their popularity

how performance, upgradability, screen size and other attributes affect a user's choice

how being a computer science student affect the choice of device

how the future career plans affect the choice of device

how time spent (screen time/ time of using the device) affect on choosing the device

**III) Participants**

Population is going to be computer science student (FCDS) taking a sample

Is level 2,3

**IV) Survey design**

The survey will include a mix of open and closed-ended questions, each chosen carefully to collect useful data to answer one or more of the previous research objectives or serve as validation questions.

The questionnaires will be distributed through an official channel for the entire sample, it will be conducted through google forms.

The data will mostly be analyzed using statistical software, some of the answers to open ended questions will have to be extracted manually.

**V) Data analysis**

Extensive tests and analyses will be conducted on the data to answer each of the aforementioned research objectives, taking care to ensure the validity of assumptions on data and applying cleaning principles to ensure the reliability of the final result.

**VI) timeline**

Will be conducted in period of a month

In detailed

The first week : making the proposal and discuss it with the supervisor

The second week: making the questionnaire ,sampling , pretest

The third week : collecting data , expectations vs Real

The fourth week: data analysis , presentation and report

**VII) budget**

Zero(0$)

**VIII)**

We are responsible for evaluating proposed research to ensure adequate provisions to protect the privacy of participants and to maintain the confidentiality of data , we will not ask for a name neither we will be able access any emails using Google forms

**IX) conclusion**

will provide valuable insights into how people use and prefer desktop PCs and laptops

What factors do people consider when buying a new laptop or pc ,and what is the difference between them objectively

Using the market research data that we gathered to increase the profit of a certain company that works in pcs field