Information Technology Skills:

Choosing Appropriate Software Handout #2

What type of software application would be appropriate for each of the following job scenarios? Explain your answers.

1. Your boss is creating her office budget for the upcoming fiscal year. The budget must include anticipated profits, expenses, salaries, supplies, rent, utilities, etc.

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1. A small business owner wishes to engage his audience ahead of a major product debut. He has email contact information for hundreds of people who he’d like to get in touch with in a professional, engaging marketing campaign.

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1. A new gym opened locally. The owner wants to use direct mail to send postcards with an introductory special for people who live in a 10-mile radius of the facility. The postcards need to have a design that includes the company logo, relevant images, and concise text to explain the introductory special.

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1. The coach of a local lacrosse team needs to record player statistics, game performances, injury reports, and more for each season of play. She needs this information to be accessible in a variety of formats, and she will want to create queries to pull just the information she needs at any given time.

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1. A researcher at a local university is working on a paper with a team of colleagues from across the globe. Different team members are responsible for different aspects of the research paper, and all team members need access to the paper at any time.

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1. A division manager at a large insurance company needs to have a meeting with his entire team. They are spread out among five regional offices.

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1. A boat repair shop at a popular local lake wants to create a website to attract customers and communicate hours, services, and directions.

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1. The owner of a book store wants to expand into online sales through their website. The sales portal needs to be secure and able to accept all major credit cards.

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1. The contracted photographer for a popular nature magazine just completed an expedition during which she photographed nesting falcons in an urban area. Now the photographs need to be edited for use in the printed magazine and online.

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1. You are employed at a local pet store specializing in exotic fish. The store receives shipments of fish from around the world that are temperature-sensitive. The owner uses spreadsheets and databases to record and track shipments. He needs to ensure that his data will be secure and available in case the Internet goes down or in case the hard drive on his computer crashes.

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