

Factors which determine the optimal database solution

Business



2. If you are operating as a consultant, make that clear. Name the consulting firm and the company asking for a consultation.

3. Company structure refers to departments and hierarchy. Which department connects to what other departments? Who does a department head report to? How many directors, VPs or supervisors are there; who are they? (Keep in mind that you are concerned only with those associated with your project.)

4. Your role includes more than a job title. What do you actually do? This should be associated with the project in some way.

5. The research question, criteria, and purpose should be inter-related.

Research question: What factors determine the optimal database solution for development and use? Given these factors, what are the optimal database solutions? What I want from the audience (Note it is on the topic but is not connected to the question): I want management to clearly state database requirements to developers and developers to clearly recommend a database solution to managers.

To correct this, change both question and purpose: What are the characteristics of databases that are important to our company? I will recommend a database and want the company to adopt that database.

6. Don't confuse a feasibility study with a problem solution. If a problem has more than one solution, it is not a feasibility study. You will have to discuss several solutions.

Our round bales or square bales the most cost-effective way to bale alfalfa for a mid-sized firm?

This sounds like a feasibility study, but it is actually part of a much bigger

picture: What can this farm operation do to become more profitable? Note that the decision about the type of bales would be part of the solution, but not the entire solution.

7. Remember the research question must be answerable: Can the development of artificial intelligence lead to a safer world without humanity becoming dependent on it? This one is not answerable.

How can/will the audience use the information you provide to answer the research question?

Samsung's top executives will be able to use sales figures to determine if any negative press from the court rulings is hurting sales of smart phones. A decision can then be made whether to continue in the smart phone market or withdraw if sales are down and/or Samsung products are banned from certain states or territories.

What is the current situation as it relates to the audience and research question?

There are still several court injunctions out against Samsung, but Samsung's sales of smart phones continue to rise. In Q2 of 2012, it was estimated that Samsung had sold more handsets worldwide than Apple had. This is perhaps part of the reason why Apple has been so forceful in going to the courts.

Clearly, you need to know to whom the answer is important. What you want the audience to do with the information you provide should focus on how that information can/will be used.