

# Proposal for Feasibility Study on Hardware of Dell Computers

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Prepared for  
Dell Computers, Inc

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## **Executive Summary**

This proposal aims to create ideas that will improve the hardware of the computers for your company. Computers with non-durable screen casings, little battery life, and annoying external sounds will not do as well as other computers without these problems on the market due to lack of customer satisfaction. This feasibility report identifies these problems and plans to increase customer satisfaction by suggesting an increase in screen durability, extending the battery life, and eliminating annoying buzz sounds made by internal fans. This feasibility report will be complete by May 15, 2013. The budget cost is approximately \$20. I am currently enrolled as a Computer Engineering major at the University of North Texas and have taken Technical Writing, giving me the knowledge I need to write this report. This report will only increase customer satisfaction, which is beneficial to your company.



## **Introduction to Proposal for Feasibility Report on Dell Computer Hardware**

This proposal covers the topic of the hardware of Dell Computers. It identifies problems with the structure of the computer and includes solutions that improve the product for the company. A budget for the cost of the project is provided. The project will be finished by May 15, 2013.





## Problems for Dell Computers, Inc.

Dell Computers, Inc. has the following problems:

- Screen casing is not durable enough/breaks too easily
- Computer battery life not long enough
- Internal fans make buzzing noise

Dell's screen casing on various laptops are somewhat durable but can be improved. Various customers describe the screen casings as weak on Dell computers. Customer John Bates described his Dell laptop screen as inconvenient after the screen cracked from only falling from 3 feet above ground onto carpet. The company spends thousands of dollars per year fixing cracked screens, causing much unnecessary spending. The money spent on fixing laptops could go towards other things such as improving the processors and software for various Dell computers, only benefiting the company.

The battery life of a Dell computer is described as decent according to customer surveys. The battery provides 3 hours of life and drains considering on what the computer is being used for. Dell computers drain from full battery to dead in approximately 2 ½ hours when viewing various types of multimedia. Jim Crow, a current Dell user, described his Dell's battery life as inconveniently short after the computer died from full battery after 2 hours while using the computer to watch a movie. When purchasing a computer, many customers take battery life into great consideration. Sales never reach the full potential with just a decent battery, therefore hurting the company's profit.

Internal fans aren't supposed to make noise while keeping the computer from overheating. Customers of Dell computers report the fans make a buzzing noise while doing their job. This doesn't hurt the computer, but is very annoying to the user of the computer. Dell user Craig Jones complained the buzzing of the fan causes distraction in the workplace and annoys many of his co-workers. Customer satisfaction can factor into future sales quite a bit. A loud buzzing noise from the internal fan may cause future customers to purchase a different computer other than a Dell, therefore hurting the sales of the company.



## Solutions to Dell Computer Hardware

My feasibility study on Dell computer hardware will help solve the following problems:

- Screen casing is not durable enough/breaks to easily
- Computer battery life not long enough
- Internal fans make buzzing noise

This feasibility study will improve Dell computers by suggesting a better hardware structure for the company. Improvement suggestions to the screen casings will include using a more durable surface to protect the screen from cracking easily when dropped. Each computer should come pre-made with an extended backup battery that will improve the battery life by 3 hours. Internal fans should be made with a different kind of material, eliminating the buzzing sound and improving customer satisfaction.

### Outline for Feasibility Study

- Cover Page
- Title Page
- Table of Contents
- Screen Casing
  - Improving Durability
- Battery Life
  - Making a Longer Battery
- Internal Fans
  - Eliminating the Noise

### Work Plan

The start date for this project will be April 5, 2013 and the finish date will be May 15, 2013. I will provide a rough draft of the project on April 30, 2013. The project will have a feasibility report layout, be printed on 8.5"x11" white inkjet paper, and presented in silver ring binders. The primary colors of the project consist of red, white, and black.



## **Qualifications for Feasibility Report on Dell Computer Hardware**

The reasons I am qualified for this Feasibility Report are as follows. I am currently enrolled in Technical Writing course at UNT that practices these kinds of reports regularly. I am a computer engineering major at the University of North Texas and also have strong common knowledge on the hardware of computers.



**Budget for Feasibility Report on Dell Computer Hardware**

Items	Cost
White Inkjet Paper (8.5" x 11")	\$10
Printing	\$5
Silver Binder Rings	\$5
Total	\$20

This table identifies the items used in the project and the cost for each item.





## **Conclusion to Proposal on Feasibility Report on Dell Computer Hardware**

In this proposal, I have identified the problems with your company and suggested solutions to improve the hardware of the company's computers for higher customer satisfaction. I look forward to being a part of your company's success.



