Introduction to ITWS

Quiz 1: October 4, 2021

There are 3 questions of multiple parts. Point values and suggested times are indicated

Place your name on the top of the document in the header

Enter your answers directly into a copy of this document (with the exception of #2)

All answers should be in be in Your Own Words, and use proper grammar

Make sure your answers use an alternative font AND color – (a legible font, and not Black or Red)

* Somewhere below the root (iit) folder of your site, and consistent with your IA, create a folder for this quiz named: f21Quiz1
* Save this document (or a copy) as: *yourRCSid*-quiz1.docx (or doc)
* Copy the quiz1.html file (provided) into this folder, and rename it to: *yourRCSid*F21Quiz1.html
* When finished with the quiz, zip your website root (iit) folder and all related files into a file named

ITWSQuiz1-*yourname*-*yourRCSid*.zip

And submit it to LMS

DO NOT move these changes to your RCS website

Make sure your submitted document remains in MS Word format – Pages, GDocs, etc… will not be graded.

Follow all these instructions and additional instructions throughout this document, or you will lose points

1. Network protocols, HTML & WWW : (20 points, 10 minutes)  
   1. What is a VPN and what is it used for? If you have used it, how have you done so and why – be specific? (5 points)

A VPN, or virtual private network, is used to allow a user access to a remote network. This connection is via an encrypted tunnel. Anybody who would like to access RPI’s network that isn’t on RPI’s campus and connected to their internet must use a VPN to connect. Since I live off-campus, I must connect remotely via VPN to access my school email and student information system. If I am not connected to the VPN, my browser cannot connect to the address that I normally use.

* 1. As discussed in class, and as it pertains to the content of this class, what is a namespace? Why do we use them? (5 points).

In XML, a namespace enables elements and attributes to be uniquely named as to avoid taxonomy collusion.

We use namespaces because it allows the user to separate sets of tags from different taxonomies. This way, collisions that may occur between taxonomies are avoided.

* 1. As discussed in class, what is the difference between HTML 5, and HTML 4.01, and XHTML? How are they similar? Answer in detail. (5 points)

HTML5 is an extension of HTML4.01. As such, HTML5 supports more functionality, such as video playback and drag-and-drop; it basically more modernized. While HTML is Hypertext Markup Language, XHTML is Extensible Hypertext Markup Language. XHTML is also an extension of HTML4.01. The main difference between XHTML and HTML5 is that XHTML is a combination of HTML and XML, but doesn’t support nearly as many features as HTML5. The difference between XHTML and HTML4.01 is that XHTML is more applicable with XML, and is an extension of HTML4.01. Besides those changes, they are all relatively similar; they all originate from or are HTML4.01.

* 1. What is XML and how is it used? Although not required, how might I tell a consumer of my file how to process the tags? (5 points)

XML is an abbreviation for eXtensible Markup Language. At its core, it is a structure for describing data. It allows a user to create their own markup elements, and has been used in class with XHTML. You can tell a consumer that the tags for XML must be alphanumeric and additionally can contain underscores. They must begin with a letter or underscore, cannot contain spaces, and, specifically, attribute names cannot contain underscores.

1. HTML & CSS (60 points, 40 minutes) In Lab 3, you created a website to host your classwork; specifically, your labs, according to your Information Architecture (IA).
   1. Somewhere below the root of your site, and consistent with your IA:
      1. Create a folder for this quiz named f21Quiz1
      2. Copy the quiz1.html file (provided) into this folder, named *yourRCSid*F21Quiz1.html
   2. Modify the file to look consistent with your site by linking it to a new CSS file (which you must create) named *yourRCSid*F21Quiz1.css and place it in the same resources folder as your personal website’s CSS file
   3. Add readme.md or readme.txt file to your quiz folder. Put anything into it that you’d like us to know about your strategy for this question – if there is nothing, it may be empty, but it must be included. (Hint: partial credit can be your friend)
   4. When done, commit your code and push it to your GitHub account.
      1. (Hint: if you have not added us as contributors, then this is your last chance. To receive credit for this question, we will be looking at your commits and comparing the versions)
2. “Dominos” Case (20 points, 20 minutes)  
   1. From the case, the discussion in class, on Discord, and what you have learned since: In your opinion, has Dominos continued to follow the strategy outlined in the case? Explain how or how not. (10 points)

In my opinion, Dominos has continued to follow the strategy they began in 2008. Their strategy, at its core, was to differentiate themselves from their competitors while maximizing data collection.

Since 2008, Dominos has been keeping their own PULSE system running and usable, which has been standardized across all of their restaurants. This allows them to easily push out updates and information to all of their franchises. What this also does is allow Dominos to collect information relating to its business and use that information effectively. They are able to update customers on their delivery status, pizza status, missing ingredients, and more, all from the same site.

These innovations by Dominos allow them to keep their own delivery system rather than rely on third-party companies such as Uber Eats and Grubhub. It allows Dominos to ensure the quality of the pizzas upon arrival and use information gathered to better their company.

Recently, Dominos has been looking at getting involved with driverless delivery, and have been slowly testing and implementing various drones in different cities across the US. Dominos has continued their strategy of innovation and data collection to differentiate themselves from other pizza chains, and it shows in their market share.

* 1. To keep their lead, should they, in your opinion, continue following their existing strategy or should they adopt a new strategy? Why? (10 points)

I believe that Dominos, in order to keep their current lead over rival pizza chains, should continue to follow their strategy in the present, while maintaining flexibility for the future.

With the rise of third-party companies to provide delivery, and their rapid expansion within the last ten years, it would be criminal for Dominos to neglect keeping them in their radar for the future. With Dominos current market share, and with pizza being such a staple food for delivery, it only makes sense that Dominos has a strong grip on not just the pizza market, but also the delivery market.

Their PULSE system allows Dominos to maintain control over their delivery, which is invaluable to their image and identity since 2008. However, if one of the third-party delivery companies ends up winning out over the others, it would make logical sense for Dominos look into striking up a deal with them, in order to benefit themselves in the long run by not having to worry about delivery while also costing less money.

So, for the immediate future, Dominos should still keep their current strategy, but they should also keep their eyes on third-party delivery, as the market overlap between the two is not negligible.