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 is a Virtual Private Network. It’s basically an a tunnel to another network that keeps your data private from the current wifi/network you’re connected to with encryption. I have used a VPN when on public networks to stay more secure, and as a way to get around geoblocks on streaming services so I can watch shows I wouldn’t be able to otherwise. I also use OpenVPN to access my home network so I can do administrative work on my home server. My router at home has the ability to host a VPN server that I can get an .ovpn file from, which I use to internally access my home network while I’m at RPI.

* 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).

Namespaces are basically definitions of valid tags and attributes in a document (specifically XML in this class).

We used namespaces to separate different Document Type Definitions so there are no collisions and less confusion about what different things are.

For example, if a company processes many different products and they receive hardware nuts and tree nuts, they need a way to prevent confusion. One namespace might be “hardware” and define screws, bolts, and nuts. Another namespace might be “food” and define different fruits, vegetables, and nuts. So instead of having 2 indistinguishable “nut” tags, we get “hardware:nut” and “food:nut.”

* 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)

HTML 4.01 was the previous standard before HTML 5, but it had issues with standardizing display on the web, mostly because closing tags were optional. XHTML was created to fix this problem, because unlike HTML 4.01, XHTML is a subset of XML, which requires closing tags to be “well-formed.” XHTML also requires a DOCTYPE definition since it’s XML.

HTML 5 is a combination of HTML 4.01 and XHTML. It’s slightly stricter than HTML 4.01 and fixes many issues with the standard, while adding more features that made XHTML obsolete. Similar to XHTML, HTML 5 supports adding custom tags (unlike HTML 4.01). Furthermore HTML 5 is a living specification unlike the other 2, so it’s being updated all the time so that new features and fixes can be implemented more rapidly and easily.

* 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 stands for eXtensible Markup Language. Its structure looks similar to HTML, and it’s used for storing and sharing data in a format that both computers and humans can understand. XML has been used for websites (XHTML), news feeds (RSS and Atom), and many other things. A bookstore could use XML documents to record how many books they get in each shipment, so they don’t have to open every box to know what they received.

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. (5 points)

Domino’s has definitely continued to follow the strategy outlined in the case. The case covers up through the beginning of 2021 and the pandemic, so very little time has passed. The case describes that Domino’s has thrived during the pandemic, and I believe they have and will continue to reap the rewards of setting up a technologically advanced system. The pandemic turned out to be great for their business, because they already built a robust online ordering and delivery network, including tracking each customer’s pizza as it’s being made.

Their latest developments have been to pioneer “contactless” delivery methods during the pandemic, where pizzas would be left on a cardboard stand outside a customer’s door—and contactless pickup where pizzas could be placed in the customer’s backseat of their car. Their decision not to embrace 3rd party delivery is a smart one, because they know that quality service is one of the reasons they were able to grow into what they are today.

* 1. To keep their lead, should they, in your opinion, continue following their existing strategy or should they adopt a new strategy? Why? (5 points)

In my opinion Domino’s should continue following their existing strategy. Their leadership continues to be smart—they know what strategies and technologies helped them recover from 2008 and grow into the largest pizza delivery company, and I don’t think they’ll stumble and change their incredible trajectory.

Their fortressing strategy of building out more Domino’s clusters is smart, because in combination with their mature and robust delivery network, including pizza ovens in cars, they’ll always be able to deliver faster and with a higher quality than any 3rd party delivery service. I don’t doubt that if 3rd party deliver (somehow) became better, Domino’s would switch their strategies to take advantage, but right now I think they’re making the right choices and should continue to focus on their vertical integration between store and delivery.