

David Lademan, Marshall Thompson, and  
Caleb Miller  
10 February, 2015  
IT 502 - Intermediate Web Design  
University of New Hampshire  
Durham, NH 03824

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# Group #5

## Team Details

### Dave Lademan

Major - Information Technology

Minor - None

Graduation - 2017

#### Experience:

##### Academic

- CS 415 - Intro to Programming I
  - Introductory Java programming class that guides you through the basics of coding.
- CS 416 - Intro to Programming II
  - Second part of the introductory java programming course that goes into greater detail into the intricacies of java programming and tests the students coding abilities as well as his/her abilities to manage time effectively.
- IT 403 - Intro to Internet Technologies
  - The first introductory course to the IT major that walks you through the basics of networking, the internet and how they came to exist. Also teaches students the rules of HTML and CSS and has them design their own website.
- IT 502 - Intermediate Web Design
  - A more demanding course that teaches students about the theory and practice of web design while also having them find a client to for whom they will create a free website. Practices XHTML and CSS.
- IT 520 - Computer Architecture
  - An IT major specific course that teaches the fundamentals of computer organization.

##### Non-Academic

- Helped troubleshoot information systems at multiple jobs including Pacific

- Sunwear and Camp Mi-Te-Na
- Has taken online courses on Python and JavaScript to try and increase personal coding knowledge.
- Is currently a Cadet in Army ROTC at UNH and is being trained in leadership and management of cohesive and effectively operating teams.

## **Marshall Thompson**

Major - Information Technology

Minor - None

Graduation - 2016

### Experience:

#### Academic

- CS 415 - Intro to Programming I
  - Intro programming class which instructs how to write various programs in Java.
- IT 403 - Intro to Internet Technologies
  - Goes over a history of the internet, how the internet works, has evolved and will evolve. Laid the blueprints of how to make a website using HTML and style it using CSS
- IT 502 - Intermediate Web Design
  - Much like IT 403 but will include more “real world style” projects where groups must work together to accomplish a larger goal.

#### Non-Academic

- Interned at City Hall in Concord, NH as a City Improvement Project GIS intern where I updated databases for the sewer, drainage, and gas lines that travel throughout Concord.

## **Caleb Miller**

Major - Information Technology

Minor - Spanish

Graduation - 2016

### Experience:

#### Academic

- CS 415 - Intro to Programming I
  - Introductory computer programming course in Java. Emphasis on

Object-Oriented Programming and basic programming concepts, such as inheritance and encapsulation.

- IT 403 - Intro to Internet Technologies
  - Course in basic networking and web design. Networking topics include the infrastructure of the Internet, communication and transmission protocols, wiring, Ethernet, and more. Web design topics include basic HTML, basic CSS and Web design history.
- IT 502 - Intermediate Web Design
  - Course in intermediate CSS and HTML concepts, with a special emphasis on real world projects.

#### Non-Academic

- Has seen his dad at work for years and has been practicing his graphic design skills since freshman year of high school.
- Is working as a receptionist at the UNH Academic Technology desk, solving common issues with computers at UNH

## Team Roles

### Leadership

Since Dave has a lot of experience over the past few years in leading a team from his lessons learned in Army ROTC and from his experiences as a captain of his high school varsity lacrosse team, he feels comfortable in taking a leadership position on this team. He will work on scheduling times for the group to meet, communicating effectively with his teammates and trying to keep the big picture in mind. However, the team is not a dictatorship and all will have equal say in the creative design of the project.

### Communication

Before moving into the IT field, Dave's original intentions were to be an English major and to become either an English Teacher or a Journalist. Since he worked on honing his communication and writing skills throughout his life, he is well qualified to take on a communication lead in this group. He will focus on the actual editing and writing of the content inside of the website and will make sure the client's wishes are communicated effectively with the text. This is the area that Dave is most excited to contribute in, as he loves writing.

### Tinkering

Since the team has no specific tinkering experts, all members of the team will focus on the tinkering aspect and try to create the cleanest, most effective code as possible. With the knowledge that no one else on his team knows JavaScript, Dave is going to attempt to learn the basics on his own so he contribute more to the tinkering aspect while all will contribute to HTML and CSS

## **Creativity**

Both Marshall and Caleb will be the main creativity heads of the team, so they will take the helm on creativity and Dave will provide ideas where appropriate

## **Real-World Roles**

### **Project Manager - Dave Lademan**

Being in ROTC, Dave has had extensive training in taking the reigns as a leader and sets a good example of how to stay organized and on topic. Dave has taken quite a bit of initiative in organizing group meetings and establishing a form of contact where we can all reach one another.

### **Content Creator - Marshall Thompson**

Marshall will be the content head since he will have the most contact with the stakeholder, along with contributions coming from Caleb and Dave also. This is the role he is most excited about because he will get to create something for a person who already has a substantial amount of content to share

### **Creative Vision - Caleb Miller**

Caleb will be the Creative Vision head since he has the highest creativity skillset, along with contributions from Dave and Marshall and potentially the stakeholder as well. This is the job that Caleb is most excited for because of his aspirations to join the field of graphic design when he graduates.

### **Information Architect - Dave Lademan & Marshall Thompson**

This is the job that these two have the least experience with, so both Dave and Marshall will have to study some Information Architecture techniques so as to contribute effectively in this field.

### **Quality Assurance Engineer - Dave, Marshall & Caleb**

Since all three of these members are heads of other parts of this project, the

job of Quality Assurance Engineer will be divided among all of the members. They will constantly be checking the quality of the website and making sure that its usability is not overshadowing the content or visa versa.

## Project Ideas

### Stakeholder #1: UNH Army ROTC

Relationship to Team - Dave is a member of Army ROTC

#### Advantages

- There is a large amount of content that the client would want included as well as multiple pages and a well formulated navigation tool
- Very strict parameters on what to do.
- Content based, so there would be a lot of information to communicate
- Set color schemes

#### Disadvantages

- There would not be very much room for creativity
- The project could be too big for only three people
- Too much information to be managed

#### Book Utilization

- Since part of our goal of the website would be to try and get people to join Army ROTC, we would be able to use some of the psychological motivation described in Neuro Web Design to persuade people. Also, we would be able to use a lot of the different visual tips like columns and font types to help draw in the viewers eye and get them to read the information more efficiently.

#### Likelihood of Usage

- At this point, we are at a 30% for the likelihood that we will choose this option. The main reason is that, since Dave is a part of Army ROTC, he may get unfair pressure from the heads of ROTC and, if they do not like the website, it could lead to bad feelings in an organization that he very much enjoys. Also, some obstacles may be that the project does not allow for very much creative freedom and that the project may be too big for only three team members. There are other options that seem more enticing to the group as well.

## **Stakeholder #2: KJR Official Music Video Page**

Relationship to Team - KJR Productions is roommates with Marshall

### Advantages

- Some advantages of this project would be that there would be no shortage of material
- The stakeholder has already expressed interest and desire to help
- The stakeholder is very easily contacted
- Different styles of video can lead to multiple website style possibilities
- The style of business lends itself to people actively exploring the website

### Disadvantages

- No previous website to work around and try to improve
- There is a lot of media based information that could be overwhelming

### Book Utilization

- With the large amount of well working website styles included in the books we can make navigation, which may be a large obstacle, a minimal issue. The book also shows studies of eye movement on the screen which we can utilize to make the customer stay on the pages longer.

### Likelihood of Usage

- The likelihood of this option being used for our project is pretty high. We may not run into the same problems as other projects with the minimal involvement of the team members in the business. There are no limitations to how to make and use the website, when there may be a few limitations to the other possibilities. Also with strong interest shown by the stakeholder, our team will not be on a shortage of critiques.