

Client: The Hershey Bears

Historic Site

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Dr. Ritchie

DCOM 281: Storytelling for Online Digital Media

February 13th, 2017

*Discover Story
101 College Ave.
Annville, PA 17003*

February 12, 2017

The Hershey Bears

Bill Simpson

550 West Hersheypark Drive

Hershey, PA 17033

(717) 508-2327

To whom it may concern,

It has come to our attention that the 80th Anniversary Season Celebration is upon you. The following proposal gives a detailed description of how our company believes we can benefit the Hershey Bears during this significant time. We are proposing to create an interactive website that displays the history of the Hershey Bears and provides an outlet for users to purchase tickets. This proposal also contains our qualifications, research plans, resources needed to create the project, and the required schedule and starting budget. The proposed project is viable, it will meet the needs of your company and the Hershey Bears target audience. We believe that this proposed project will increase attendance, increase the Hershey Bears sales, and strengthen the Hershey Bears brand.

The purpose of the proposal is to provide the audience with a clear understanding of what the Hershey Bears are all about and promote this important anniversary. The primary audience of this assignment would be Hershey Bears fans, general hockey fans, and the greater Pennsylvania community.

If you have any questions regarding this submission, you may reach us at jm018@lvc.edu or at (717) 673-4831. Thank you in advance for your attention.

Best regards,

Discover Story

Attached: Proposal, Resume

Introduction:

The main purpose for this proposal is to inform the Hershey Bears about our planned historic website dedicated to the rich history of the Hershey Bears. Since this year is the 80th anniversary of the Hershey Bears, our team felt that this project would be helpful in celebrating their accomplishments and feats as well as bring in more business to them by increasing the attendance in their games. In this proposal, there will be the following:

- an in-depth analysis on what the current problems the Hershey Bears are facing as well as their audience's needs and preferences
- a brief description on the size, scope and purposes of this project, a research plan that shows how and what our team will research to come up with the most effective solutions to the current problems facing the Hershey Bears
- a work plan that will include a schedule, showing what tasks and milestones in the project will be accomplished and on what date they will be finished
- a GANTT chart that will illustrate how the labor and responsibilities will be divided amongst the team members
- the resources required for our team to complete this project
- the cost of each component of this project as well as the overall budget
- our qualifications and skills that will be useful in doing this project

Problem Analysis:

In recent months attendance to the Hershey Bears has dropped off. Normally this is never an issue as the Bears have been perennial leaders of the league in that category since the early 2000s. There are a few possible reasons for the sudden decline, including poorer overall

team play which is causing them to lose more games. It may also be the fact there as of late there have been many changes to the in game experience, including a complete overhaul of the public address announcers and in game MCs. Another possible problem is the price of the tickets. The most glaring issue however is the lack of community outreach and understanding that they could be a part of something special. No other minor hockey league team has lasted as long as the Hershey Bears, 80. No one in minor league hockey has won more championships than the Hershey Bears, 11. If this could be voiced to the local community attendance would be right back up because people naturally love to be a part of something special. Our site can visualize that history to the community.

Audience Analysis:

Primary Audience: The main audience of our site will be middle aged adults within the local community who are looking for a new thing to do locally on the weekends, as both single people or with their families. These people will find our site online and become interested based on both the historic aspect of the Bears and the great gameday experience which will be shown on the site as well. They will then follow the built in link on the site to buy their tickets for an upcoming game. Once there they will love it and continually come back to more games.

Secondary Audience: The secondary audience of our site will be current Hershey Bears fans who are interested in learning more about the hometown team that they love. They will seek out our site in order to see a comprehensive history of the Hershey Bears, from their beginnings in 1938, through their 11 championship seasons, as well as many more, all the way up to the present day.

Project Description:

The primary job of our historic site for the Hershey Bears is to tell the story of the most successful minor league hockey team in the history of the game. From 1938-2018, it has been 80 years of excellence thus far and many more to come in the future. The site will draw the viewer in being very media heavy right from the launch of the page. The first thing the viewer will be prompted with is a set of years each with their own box with a video playing in the background of old time hockey. The user will then be able to select various years and learn more about why that particular year was significant in the long and storied history of the Bears. The user will also have the opportunity to follow a family through the whole game day experience. The site will also have the team's current schedule and links to buy tickets to upcoming games once the viewer is ready to do so.

Research Plan:

The proposed plan will be set up as a schedule and provide task explanations of each step. The research conducted for this section was done through interviews and online navigation. Doug Yingst, former president and general manager of the Hershey Bears, was one of the people that we interviewed. Research has also been conducted on several of the Hershey Bears websites, including the Bears own website in order to maintain a better understanding of what the team is looking for. Navigation, order, relevance, ease of use and creativity will all be taken into account when developing this website. We have also calculated the cost of creating a website and resources required in acquiring images and videos of the team.

In order to create a website that effectively increases attendance and sales, we have created a set of wireframes that are believed to be the most functional designs. Using

constructive feedback gathered from these wireframes, it was decided what improvements must be made to each wireframe. The way that these wireframes were evaluated was through IA (Information Architecture) and CS (Content Strategy). We have also researched content strategy and information architecture to get a better understanding of how to incorporate these concepts into the final design. Content strategy and information architecture are the bases of an efficient website design. This is why the wireframes and final project will be created based off of these two concepts. Important concepts within the content strategy include relevance, clarity, and uniqueness. Important ideas within the information architecture include the history of the Bears, stadium and ticket information, and significant discussion from people close to the team. A lot of these concepts and ideas interconnect and play off of each other.

Work Plan with Schedule

The work plan and schedule for the project will be formatted based on the most important needs first and then extend to the lesser needs. This means that the most important things will take up most of the time for the entire project. Following is a schedule that will explain when each of the tasks needed to complete the project will be done, how long each task will take, and important milestones that will be reached.

February 14 - 28: Research history of Hershey Bears and Interview

- *February 24:* Finish All Interviews

February 29 - March 23: Develop the Complete Story Line

- *March 7:* Done Outlining Story

March 24 - April 29: Develop the website

- *March 31*: Complete Wireframes
- *April 20*: Complete Functional Website
- *April 27*: Finish Website Design

April 30 - May 2: Usability Testing

May 3 - May 5: Problem Solving

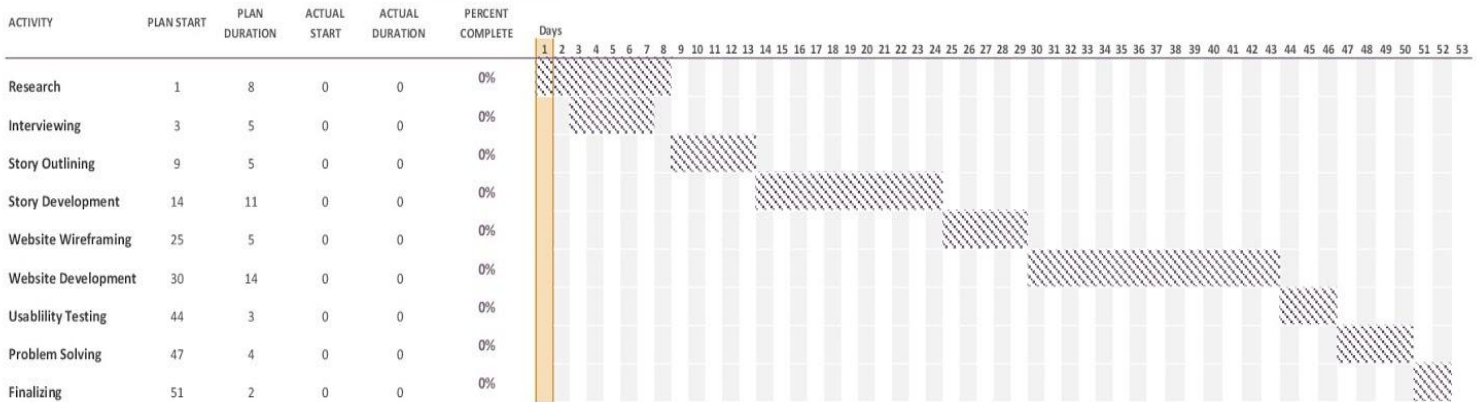
May 6 - May 8: Finalizing the project

Attached below is a Gantt chart that gives a visual breakdown of the Work Plan. This will show how many days, each part of the project will be worked on and also provides an option to keep track of the progress of each task throughout the entire project.

Herhey Bears History Gantt Chart

Select a period to highlight at right. A legend describing the charting follows.

Day Highlight: 1 Plan Duration Actual Start % Complete Actual (beyond plan) % Complete (beyond plan)



Resources:

In order to complete this project, the proper equipment needs to be utilized. Illustrator, Microsoft Word, and Dreamweaver all are required to create an effective portfolio. Microsoft Word will be used to create rough drafts and printed notes about the overall idea, design, layout, and content of the portfolio. Illustrator is important for creating the project wireframes.

Each wireframe will require its own storyboard with administrative notes. All of the wireframes will display a different page within the portfolio. Dreamweaver is the program in which will be used to create the necessary coding for the project. Dreamweaver will be used to turn the wireframes into the final functioning website. We also have important connections to the Hershey Bears themselves. Former president and general manager of the team was interviewed and one of the team members is a friend of one of our group members. These close connections will provide us with intimate information about the team and give us an inside look on what the Hershey Bears are all about.

Budget:

The following table breaks down the budget into each of the expenses that it will take to complete the project. Some of the expenses are labor which is charged by an hourly wage (15-1131) while some of the expenses are general cost that have one flat rate.

Expense	Hours	\$/Hour	Total
Research	10	25	\$250.00
Interviews	10	25	\$250.00
Video Editing	20	30	\$600.00
Story Development	25	50	\$1,250.00
Programming	25	50	\$1,250.00
Travel	-	-	\$150.00
Software	-	-	\$50.00
Web Hosting	-	-	\$120.00
Domain Name	-	-	\$80.00
Total	90	-	\$4,000.00

Qualifications:

The qualifications for this client are as followed:

Skills-

- ***Proficient in programs such as Photoshop, InDesign, Illustrator and Dreamweaver***
- ***Experienced in programming such as JQuery and JavaScript***
- ***Efficient in photography and photo editing***

Classes-

- ***Fundamentals of Design***
- ***Photography***
- ***Graphic Design***
- ***User Experience***
- ***Experience Design***

Education-

- ***Bachelor of Digital Communication (Lebanon Valley College)***
- ***Certificate of Commercial Art & Design (Career & Technical Center)***

**** Detailed paper resumes are attached (See Appendix A-D)***

Closing:

The goal for this project is to help celebrate 80 years of the Hershey Bears by creating a site specifically made to show users how they became who they are today and what it is about them that makes them special from other minor league hockey teams. The team very much appreciates you for taking your time in considering this proposal and look forward to hearing from you in the future. If there are any questions about this proposal that you have or wish to contact us for any other reason, here is one of the team member's e-mails (djs007@lvc.edu) and phone numbers (717-926-3492).

Works Cited:

"15-1131 Computer Programmers." U.S. Bureau of Labor Statistics. U.S. Bureau of Labor Statistics, n.d. Web. 12 Feb. 2017.

Appendix A: Dawa's Resume

7 Whitney Way, Lebanon, PA, 17042

dawajangbusherpa@gmail.com

(717) 926-3402 (mobile)

Education **Dawa Sherpa**

- Concentration in Programming
- Bachelor's Degree in Digital Communications
- Used HTML and JavaScript to make websites
- Created and performed usability tests on a specified audience
- Used Adobe Illustrator and Photoshop to develop creative design projects

Skills

- Proficient in HTML, CSS, and JavaScript
- Related Courses:
- Programming for Digital Media
- Web Markup (HTML & CSS)
- Web Design

Experiences/Accomplishments

Boy Scouts of America

- Completed tasks requiring teamwork and dedication
- Helped other potential Eagle Scouts with their projects
- Planned and prepared for upcoming camping trips
- Actively sought to assist other scouts that needed help
- Earned Eagle rank on February 25, 2014

References

David W. Shapiro, Director of Information Technology

- 717-867-6060
- shapiro@lvc.edu

Joel A. Kline, Professor of Digital Communications

- 717-867-6249
- jkline@lvc.edu

Mathew Samuel, Associate Professor of Digital Communication

- 717-867-6379
- samuel@lvc.edu

Appendix B: Josleene's Resume



228 South 17th Street, Lebanon, PA 17042

(717) 673-4831

josleenemarti@gmail.com

Summary

Core competencies include digital communications, user experience design, layout design, photography, and HTML5/CSS. As well as excellent communication and time management skills. Handles tasks with accuracy and efficiency. Represents establishments with friendly, professional demeanor at all times.

Skills

Photoshop experience

Illustrator experience

Dreamweaver experience

Photography experience

Customer service

Active learner

Time management

Social perceptiveness

Education

Certificate of Commercial Art & Design
Cedar Crest High School – Lebanon, PA
Organizations- Digival, Hispanic Alliance

Bachelor of Digital Communications
Lebanon Valley College – Annville, PA

Experience

Sail on Studios-Lebanon, PA

May 2015-Sept 2015

- Took photographs for events, such as weddings or parties, then edited and printed them for purchase.

Metz Culinary Management- Annville, PA

Aug 2015-Present

- Perform serving, cleaning, or stocking duties in establishments, such as restaurants, cafeterias, or dining rooms, to facilitate customer services.

Subway – Lebanon, PA

/ Jul 2014-Aug 2015



TRAVIS SAYLOR

(717) 856 – 5330 | tws002@lvc.edu
40 Hartman Ln, Dillsburg, PA 17019

Experience

Intern Web Developer – Vibra Healthcare LLC

June 2016 – Aug 2016

- Creating and enhancing content on multiple websites using a content management system
- Designing graphic content for company collateral
- Communicating with hospital hierarchy to personalize content
- Developing websites using HTML, CSS, and JavaScript

Application Developer – MyState PSU

Nov 2013 – Jan 2014

- Researching location data
- Managing and organizing data for ease of use
- Using maps API to integrate location data

Skills

- *Web Languages* – HTML, CSS, JavaScript, JQuery
- *Object Oriented Programming Languages* – Java, C++, Objective-C
- *Development Tools* – Adobe Photoshop, Illustrator, InDesign, Dreamweaver
- *Office Productivity Software* – Microsoft Word, Excel, PowerPoint
- *Content Management Systems* – Wordpress, Innovate

Leadership & Awards

- Lebanon Valley College Football Team Captain
- United States Achievement Academy All-American Scholar
- John Travers Award Finalist

Education

Digital Communications, B.S. – Lebanon Valley College

Aug 2013 – Aug 2017

Computer Science & Math Classes:

- Intro to Programming with Java
- Computer Organization and Programming
- C++ and Data Structures
- Object Oriented Programming & Patterns
- Analysis I & II
- Discrete Mathematics
- Mathematical Thinking I & II

Design & Communication Classes:

- Web Markup & Layout
- Principles of Information Design
- Digital Graphic Design
- Usability Design & Testing
- Fundamentals of Design
- Technical Communication
- E-Commerce
- Programming for Digital Media



Contact Information:

Address: 1 S. Lancaster Street
Annville, PA 17003

Email: akb005@lvc.edu

Phone: (717) 329-5388

Proficient With:



HTML



CSS



ALEXANDER BUCKINGHAM

EDUCATION:

Lebanon Valley College: B.S. Digital Communications

-Anticipated Graduation May 2018

-Current Major GPA: 3.2 (4.0 scale)

Key Classes Taken:

-Fundamentals of Design: Honed drawing skills; Became proficient in Adobe Photoshop.

-Digital Graphic Design: Expanded knowledge of Adobe InDesign and Illustrator.

-Package Design: Created packaging and labels for various products; gained experience with branding specifications set by governmental agencies.

-Programming: Gained proficiency in HTML5, CSS3, JavaScript, and jQuery.

WORK EXPERIENCE:

Head Equipment Manager: LVC Ice Hockey (2014-Present)

-Team oriented work

-Communicate between players and coaches

-Manage day to day operations of the team

-Maintain equipment for 30 plus players, daily

-Solved problems efficiently

-Developed great time management skills

-Passion filled work

Grounds Crew: Lebanon Valley College (Summers 2015-2016)

-Communicate with boss and other crew members

-Manage time efficiently in order to complete daily workload

-Work in a team oriented environment

-Create working relationships with other maintenance departments

Intern: Service First Restoration (Summer 2014)

-Organized company charity event

-Raised money through phone calls and in person visits for associated charity

-Created social media content for both the charity and the company

ADDITIONAL SKILLS/QUALITIES:

-Adobe Creative Suite: Proficient

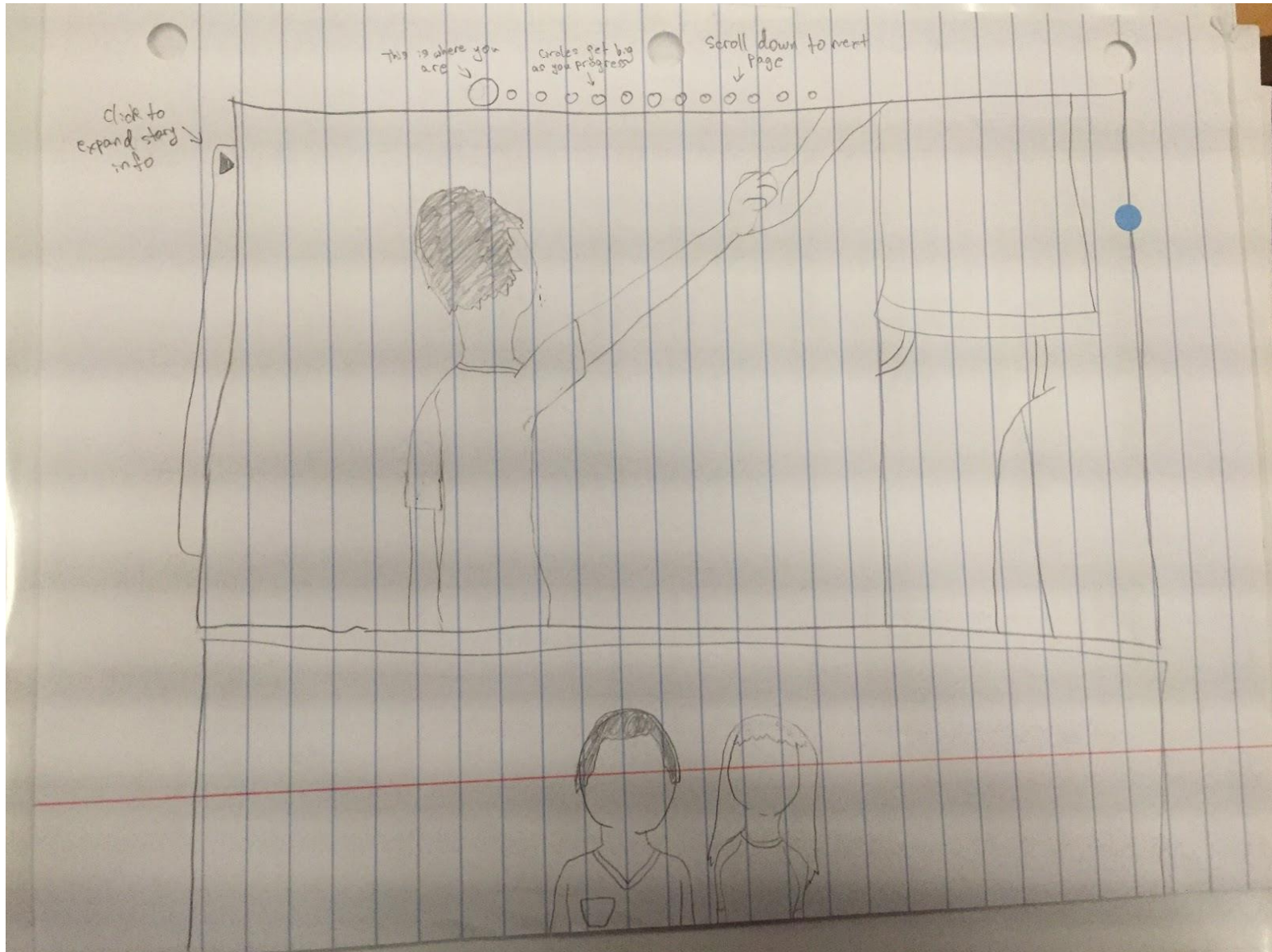
-Microsoft Office: Proficient

-Great time management skills


-Excellent problem solving skills developed from work as manager

-Team oriented

Appendix E: Dawa's Wireframe



Appendix F: Alex's Wireframe

 1938	1938	1938	1938	1938
1938	1938	1938	1938	1938
1938	1938	1938	1938	2017



This structure would be based around a timeline that would be interactive to the user in order to travel through the Bears history. This is not a traditional timeline however and it gives the user 2 ways to go through time, either by selecting a date from the boxes, or by clicking through the dots on the bottom of the page. The menu can also be used to navigate the site.

Appendix G: Josleene's Wireframe

