

POLITECNICO
MILANO 1863

Design report

Hypermedia Applications

[Link to the project](#)

HyperMeow

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PROF Franca Garzotto

SCUOLA DI INGEGNERIA INDUSTRIALE E DELL'INFORMAZIONE

10th July 2023

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Abstract

This design report presents the comprehensive exploration and development of a venture capital website, focusing on the theme of fueling innovation and driving growth. The report covers key components such as the C-IDM diagram, content organization in small tables, final wireframes with detailed comments, interaction scenarios, and the database design. The C-IDM diagram showcases the relationships between different entities, while the content-in-the-small tables ensure efficient data representation. The final wireframes capture the visual aspects of the website, and interaction scenarios outline user journeys. The DB design section highlights the ER schema and relational tables. The report concludes with abstract pages and optional wireframes, providing an overview of the website's structure and design.

1 C-IDM Schema

In this section of the design report, we will explore the c-idm (content-information-data model) schema that underlies our project. The c-idm schema serves as the foundation for organizing and managing the content and information within our system. It defines the relationships and structure between different topics, entities, and groups, enabling efficient handling of data and seamless navigation throughout the website. Understanding the c-idm schema will explain how we have structured and organized our project's content, ensuring a cohesive and user-friendly experience for our visitors.

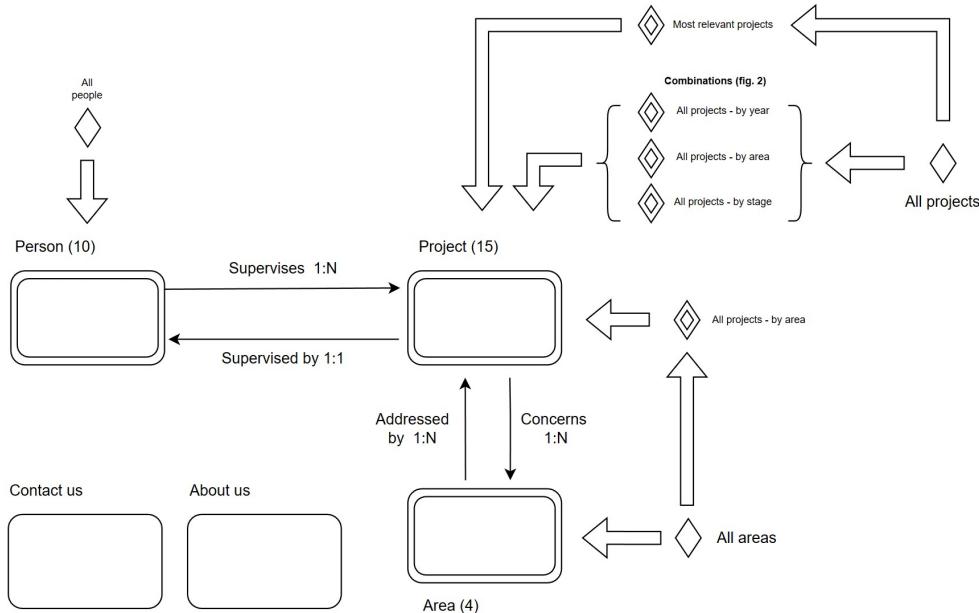


Figure 1: C-IDM Schema

In the c-idm schema of the project, there are two main topics: **Contact Us** and **About Us**. Additionally, there are three primary entities, or kind of topics: **Person**, **Project**, and **Area**. Here's a breakdown of their relationships:

- **Person:**

- There are 10 people in total.
 Each person can supervise multiple projects (1:N relationship).
 Each project is supervised by one person (1:1 relationship).

- **Project:**

- There are 15 projects in total.
 Each project is associated with a specific area (1:N relationship).
 Each area can have multiple projects addressed to it (1:N relationship).

- **Area:**

- There are 4 distinct areas.
 Each project concerns one particular area (1:N relationship).
 Each area is addressed by multiple projects (1:N relationship).

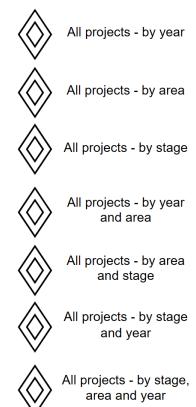


Figure 2: Combinations of the filter

In addition to the above, there are several groups and multiple groups:

Groups:

- "All People": Contains all individuals in the "Person" category.
- "All Areas": Includes all distinct areas.
- "All Projects": Consists of all the projects in the system.

Multiple Groups:

- "Most Relevant Projects": Signifies the most significant or noteworthy projects.
- "All Projects by Area": Shows projects filtered by specific areas.
- Combinations of "All Projects" filtered by "Year," "Area," and "Stage": Allows for further filtering based on year, area, and stage using the filter functionality.

2 Content-in-the-small Tables

GROUP: "PROJECTS"	
TITLE : "Projects"	
PROJECT FILTER : Text (max 100 words)	
SEARCHBAR: Text (max 3 words)	
PROJECT PREVIEW: LIST OF [Project(Thumbnail Image, Title, preview, stage, year)]	

Figure 3: Content Projects

GROUP: "FEATURED PROJECTS"	
TITLE : "Featured projects"	
PROJECT PREVIEW: LIST OF [Project (Title, Thumbnail Image, preview, stage, year)]	

Figure 4: Content Featured Projects

KIND OF TOPIC: "PROJECT"
TITLE : Text (max 5 words)
RELATED AREA PREVIEW: LIST OF [Area()]
RELATED PERSON PREVIEW : Text (max 100 words)
RELATED PERSON PREVIEW: Image
DESCRIPTION: Text (max 300 words)
PROJECT IMAGES : LIST OF [Image()]

Figure 5: Content Project

GROUP: "PEOPLE"
TITLE : "People"
PERSON PREVIEW: LIST OF [Person (Name, Surname, Role, Description, Thumbnail Image)]

Figure 6: Content People

KIND OF TOPIC: "PERSON"	
NAME:	Text (max 5 words)
DESCRIPTION:	Text (max 100 words)
ROLE:	Text (max 3 words)
PERSON PICTURE:	Image
CV:	Text (max 100 words)
RELATED PROJECT PREVIEW:	LIST OF [Project (Image, Title, preview, stage, year)]
E-MAIL:	Image
LINKEDIN:	Image

Figure 7: Content Person

GROUP: "AREAS"	
TITLE :	"Areas"
AREA PREVIEW:	LIST OF [Area (Title, LIST OF [Project (Thumbnail Image, Title)])]

Figure 8: Content Areas

KIND OF TOPIC : "AREA"
TITLE : Text (max 5 words)
DESCRIPTION : Text (max 300 words)
IMAGE AREA: LIST OF [Image()]
RELATED PROJECT PREVIEW: LIST OF [Project (Image, Title, preview, stage, year)]

Figure 9: Content Area

TOPIC: "ABOUT US"
TITLE : "About Us"
SUBTITLE : Text (max 100 words)
DESCRIPTION: Text (max 400 words)
IMAGE HANDS: image
IMAGE MONEY: image
PROJECTS PREVIEW: LIST OF [Project(Thumbnail Image, Title, preview, stage, year)]
PEOPLE PREVIEW: LIST OF [Person (Name, Surname, Role, Description,Thumbnail Image)]
TESTIMONIALS' OPINION : Text (max 100 words)

Figure 10: Content About Us

TOPIC: "CONTACT US"	
TITLE :	"Contact us"
PEOPLE IMAGE :	Image
SUBTITLE :	Text (max 30 words)
CONTACTS INFO:	Text (max 30 words)
CONTACT FORM:	Text (max 100 words)

Figure 11: Content Contact Us

3 Wireframes

3.1 Homepage

Our homepage (figure 12) showcases our venture capital platform with a captivating design. It features a headline that highlights our dedication to fueling innovation and driving growth. Visitors can explore our impactful projects and navigate key sections of our website, including areas of focus, our team, and the "Contact Us" section.

3.2 Projects' page

The projects page (figure 13) serves as a curated showcase of our funded projects. It provides a user-friendly interface where visitors can easily search, filter, and explore the various ventures we have supported. The page features a search bar and intuitive filters, enabling users to discover projects based on their specific interests. It offers a visually appealing and interactive experience, dividing all the projects by their area of interest.

3.3 Featured projects' page

The featured projects page (figure 14) showcases a select group of our most remarkable and impactful ventures.

3.4 Project's page

The specific project page (figure 15) provides an in-depth exploration of a particular venture that we have funded. It presents a comprehensive overview of the project, including its background, objectives, team members, and achievements. Additionally, visitors can easily access and navigate to the areas of interest associated with the project. By clicking on an area, visitors are directed to a dedicated page that provides comprehensive information about that specific area and its related projects. Furthermore, visitors have the opportunity to learn more about the founder of the project by clicking on their name, which takes them to a dedicated page that showcases the founder's background, expertise, and contributions.

3.5 People's page

The page dedicated to the people involved in the projects (figure 16) provides a comprehensive overview of the list of founders, each represented with their name, portrait, and brief description. By clicking on a founder's profile, visitors are directed to an individual page that delves deeper into their background, including their education, past job experiences, and areas of expertise. Furthermore, visitors have the opportunity to connect with the

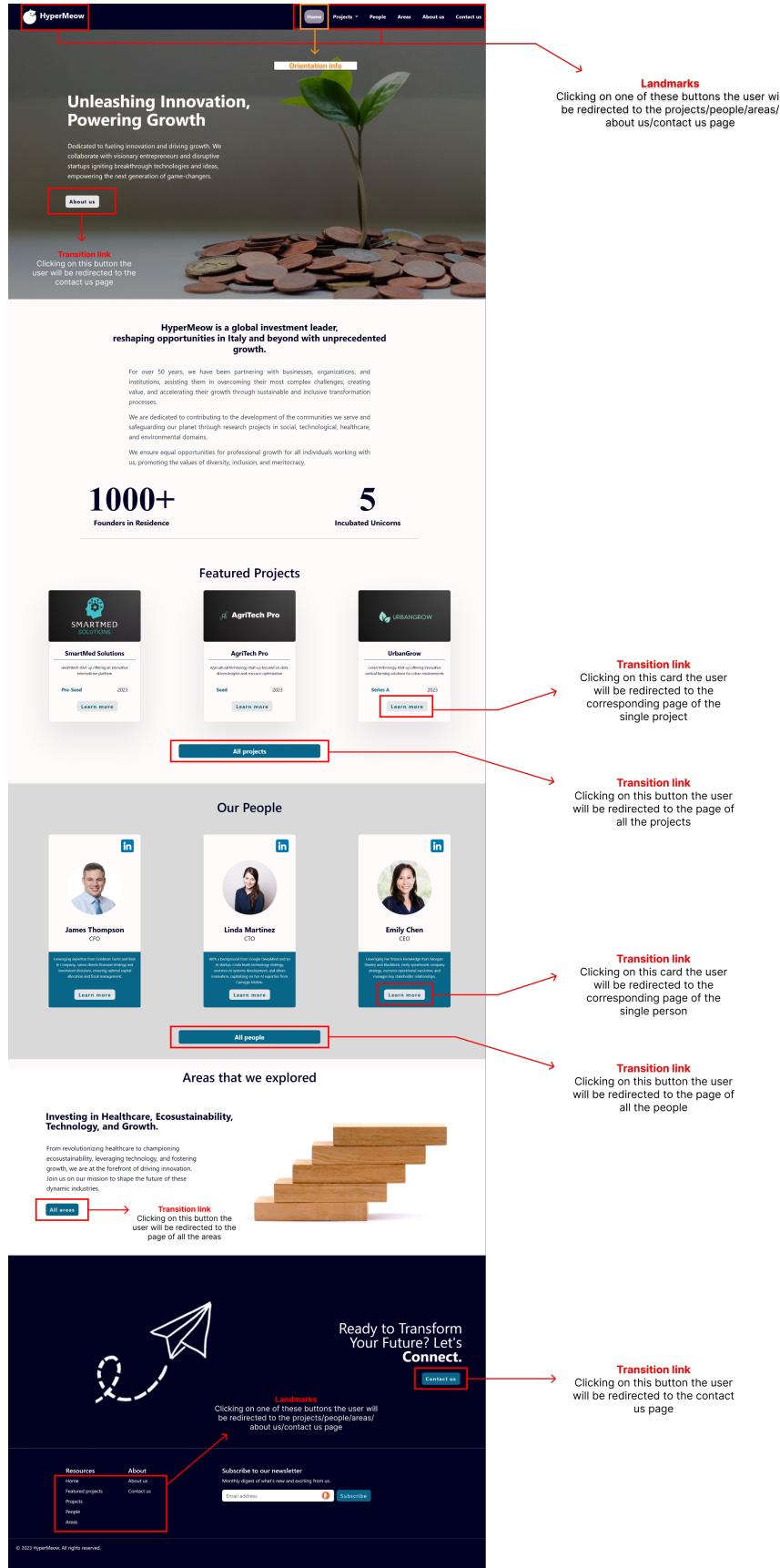


Figure 12: Homepage

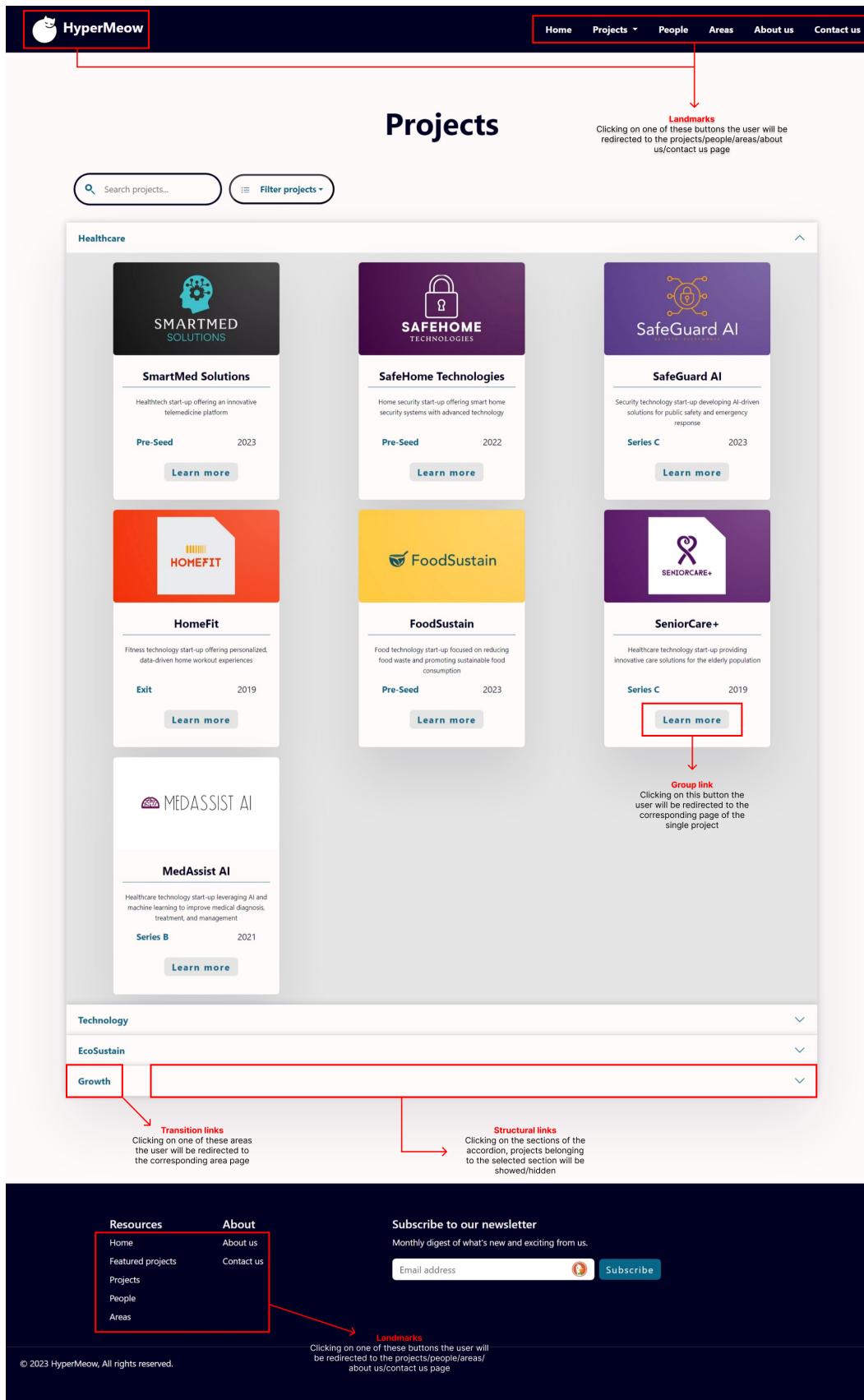


Figure 13: Projects page

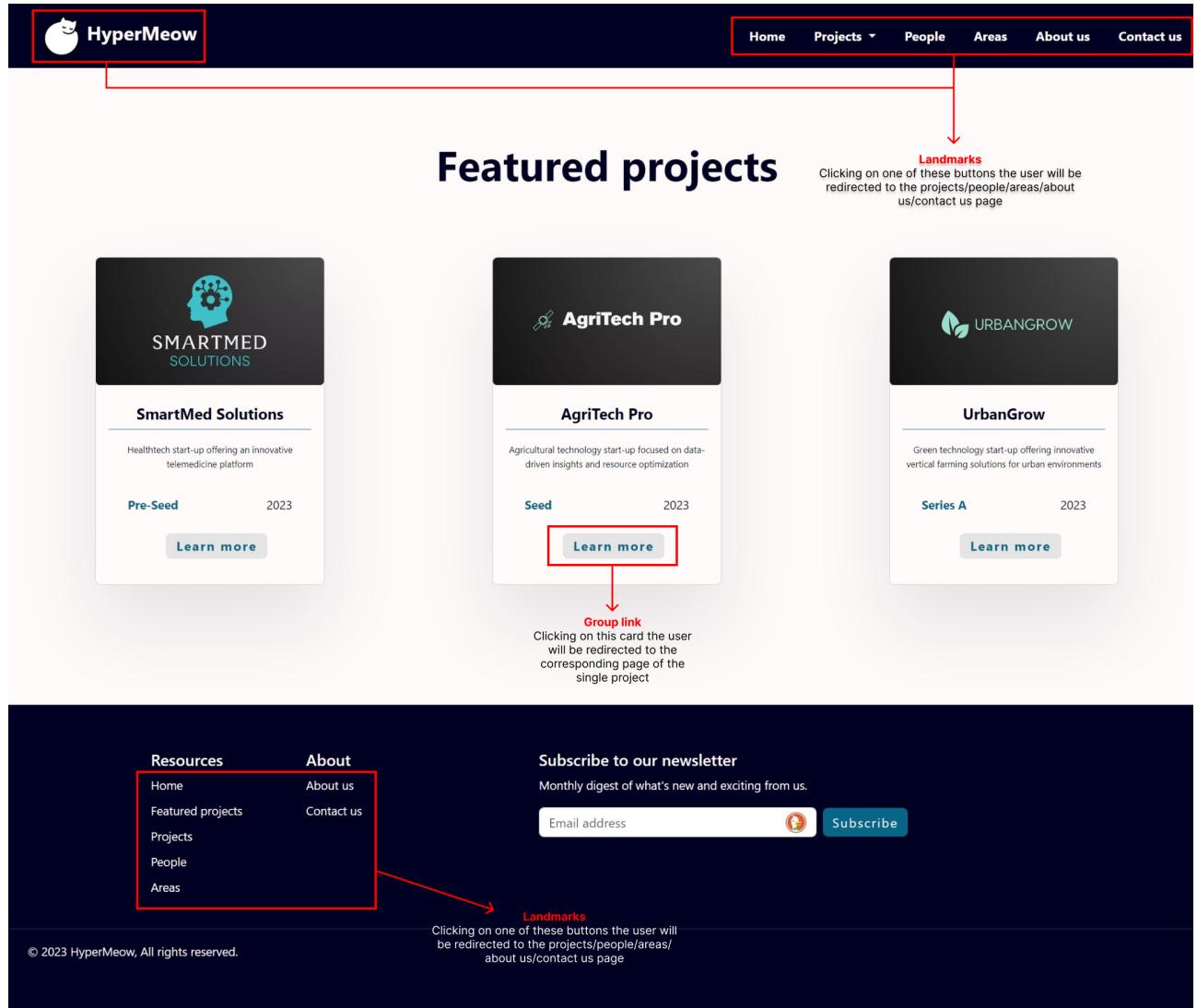


Figure 14: Featured projects page

The diagram illustrates the user interface of the SmartMed Solutions project page, highlighting various interaction points and their functions:

- Orientation info:** A red box labeled "Projects" is annotated with a red arrow pointing to the text: "Clicking on this button the user will be redirected to the page of all the projects".
- Group link:** A red box labeled "Healthcare - Technology" is annotated with a red arrow pointing to the text: "Clicking on one of these areas the user will be redirected to the corresponding area page".
- Transition links:** A red box labeled "Projects" is annotated with a red arrow pointing to the text: "Clicking on one of these areas the user will be redirected to the corresponding area page".
- Landmarks:** A red box labeled "Supervisor: Karen Lee" is annotated with a red arrow pointing to the text: "Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page".
- Transition link:** A red box labeled "Supervisor: Karen Lee" is annotated with a red arrow pointing to the text: "Clicking on this link the user will be redirected to the page of the person".
- SmartMed Solutions team bio:** A box containing the text: "The SmartMed Solutions team is led by CEO Jane Smith, a former hospital administrator with over 15 years of experience in healthcare management, and CTO John Doe, a seasoned software engineer with a strong background in artificial intelligence and machine learning. The team also includes medical experts, developers, and designers with a passion for transforming healthcare."
- SmartMed Solutions logo:** A logo featuring a stylized blue brain icon above the text "SMARTMED SOLUTIONS".
- SmartMed Solutions funding:** A box containing the text: "SmartMed Solutions has received a total investment of \$3 million from our venture capital firm. The funding has been allocated in three phases, with an initial investment of \$1 million, followed by two subsequent investments of \$1 million each, based on the achievement of predetermined milestones."
- SmartMed Solutions user interaction:** An image of a woman in a white coat video conferencing with a doctor on a laptop screen.
- Footer navigation:** A red box labeled "Resources" contains links: Home, Featured projects, Projects, People, Areas. A red box labeled "About" contains links: About us, Contact us.
- Newsletter subscription:** A box containing the text: "Subscribe to our newsletter" and "Monthly digest of what's new and exciting from us." It includes fields for "Email address" and a "Subscribe" button.
- Footer copyright:** © 2023 HyperMeow, All rights reserved.

Figure 15: Project page

founders on LinkedIn, enabling them to establish professional connections and explore potential collaborations. This page serves as a hub for discovering the talented individuals driving the projects forward and gaining insights into their valuable contributions.

3.6 Person's page

The specific person page (figure 17) provides a detailed profile of an individual involved in the projects. Visitors can explore the comprehensive background and expertise of the person, including their name, portrait, role, and a brief description. The page showcases the person's educational background, past job experiences, and notable achievements, offering a deeper understanding of their journey and contributions to the projects. Additionally, visitors can connect with the person on LinkedIn or by email, facilitating professional networking and further engagement. This page serves as a dedicated space to highlight the accomplishments and expertise of each individual, allowing visitors to gain valuable insights into their role in driving innovation and growth within the venture capital ecosystem.

3.7 Areas' page

The areas page (figure 18) provides an overview of the different thematic areas in which the venture capital firm operates. Visitors can explore the various sectors, such as healthcare, technology, growth, and more, that the firm invests in. Each area is presented with an image and a title, capturing the essence of the sector. By clicking on an area of interest, visitors are directed to a dedicated page that delves deeper into the specific projects and initiatives within that area.

3.8 Area's page

The specific area page (figure 19) focuses on a particular thematic area within the venture capital firm's investment portfolio. It provides a comprehensive overview of the area, highlighting its significance and the projects associated with it. Visitors can explore the area's title, imagery, and engaging descriptions that convey the area's essence and importance.

3.9 About us page

The About Us page (figure 20) is a central component of the website, providing visitors with a comprehensive understanding of HyperMeow, the venture capital firm behind the projects. It offers a concise yet informative overview of the firm's mission, values, and approach to fueling innovation and driving growth. Visitors can explore the firm's commitment to collaborating with visionary entrepreneurs and disruptive startups to ignite breakthrough technologies and ideas.

3.10 Contact us page

On the Contact Us page (figure 21), visitors can find various means to get in touch with HyperMeow. It serves as a gateway for communication, enabling visitors to reach out for questions, partnership opportunities, or any other relevant matters. The page features a contact form where visitors can fill out their details and leave a message. Additionally, essential contact information such as email addresses, phone numbers, or social media handles are provided for direct communication channels.

People

Landmarks
Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page

Orientation info
Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page

Group link
Clicking on this button the user will be redirected to the corresponding page of the single person

Transition link
Clicking on this icon the user will be redirected to the linkedin page of the person

Figure 16: People page

Orientation info

Group link
Clicking on this, the user will be redirected to the page of all the people

Landmarks
Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page

People

Linda Martinez
CTO

With a background from Google DeepMind and an AI startup, Linda leads technology strategy, oversees AI systems development, and drives innovation, capitalizing on her AI expertise from Carnegie Mellon.

FORMATION
Education: B.S. in Computer Science from MIT; Ph.D. in Artificial Intelligence from Carnegie Mellon University.
Past Job Experience: Research Scientist at Google DeepMind; Co-founder and CTO at an AI startup.

Transition links
Clicking on one of these icons the user will be allowed to send and email to the corresponding person or the user will be redirected to the linkedin page of the person

PROJECTS SUPERVISED

TravelEase
Travel technology start-up offering a one-stop platform for planning, booking, and managing trips
Series D 2020 [Learn more](#)

FoodSustain
Food technology start-up focused on reducing food waste and promoting sustainable food consumption
Pre-Seed 2023 [Learn more](#)

Transition links
Clicking on this button the user will be redirected to the page of the matching project in which the person participates

Resources

- Home
- Featured projects
- Projects
- People
- Areas

About

- About us
- Contact us

Subscribe to our newsletter
Monthly digest of what's new and exciting from us.

Email address [Subscribe](#)

Landmarks
Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page

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Figure 17: Person page

HyperMeow

Areas

Landmarks
Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page

Orientation info

Healthcare

EcoSustain

Technology

Growth

Transition links
Clicking on these icons the user will be redirected to the page of the matching project

Group link
Clicking on this card the user will be redirected to the corresponding page of the single area

Resources

- Home
- Featured projects
- Projects
- People
- Areas

About

- About us
- Contact us

Subscribe to our newsletter

Monthly digest of what's new and exciting from us.

Email address

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Landmarks
Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page

Figure 18: Areas page

HyperMeow

Orientation info

Areas

EcoSustain

Group link
Clicking on this, the user will be redirected to the page of all the areas

Landmarks
Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page

EcoSustain
EcoSustain is an intersectional domain that lies at the crossroads of technology and environmentalism. It is committed to sustainability and the welfare of our planet. The area is mainly focused on developing sustainable practices and technologies to reduce environmental impact. EcoSustain aims to endorse environmental sustainability, alleviate pollution, and amplify resource efficiency.

EcoSustain promotes a greener planet through sustainable practices and resource management. It utilizes advanced technologies in renewable energy, waste management, and farming to reduce environmental impact. Additionally, EcoSustain advocates for sustainable diets, decreased food waste, and eco-friendly food production.

PROJECTS IN THIS AREA

Project	Series	Year	Action
EcoCharge Solutions	Series A	2020	Learn more
AgriTech Pro	Seed	2023	Learn more
Clean Ocean Initiative	Pre-Seed	2022	Learn more
FoodSustain	Pre-Seed	2023	Learn more
UrbanGrow	Series A	2023	Learn more

Transition links
Clicking on this button the user will be redirected to the page of the matching project

Resources

- Home
- Featured projects
- Projects
- People
- Areas

About

- About us
- Contact us

Subscribe to our newsletter
Monthly digest of what's new and exciting from us.

Landmarks
Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page

Figure 19: Area page

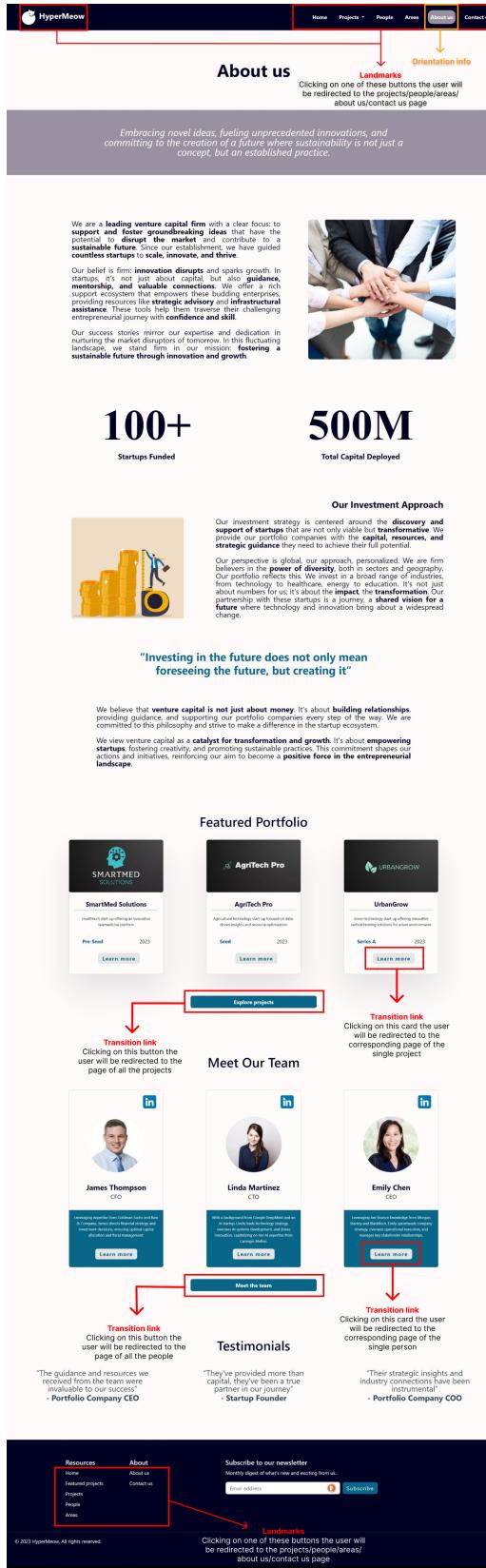


Figure 20: About us page

HyperMeow

Home Projects ▾ People Areas About us Contact us

Contact us

Do you want to present your project and want to collaborate? **Contact us!**

Our main office
Via Camillo Golgi, 39, Milano, MI

Phone number
+39 3337183949

Email
teamHyperMeow@gmail.com

Get in touch

Full Name*
Enter your full name

Email Address*
Enter your email address

Phone Number*
Enter your phone number

Have anything to say?*
Your message here

Send

Resources

- Home
- Featured projects
- Projects
- People
- Areas

About

- About us
- Contact us

Subscribe to our newsletter
Monthly digest of what's new and exciting from us.

Email address **Subscribe**

Landmarks
Clicking on one of these buttons the user will be redirected to the projects/people/areas/about us/contact us page

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Figure 21: Contact us page

4 Interaction Scenarios

Use case scenarios exemplify how a typical user is going to use the application. An interaction scenario is a "story of use"; it describes a flow of user interactions across the website for users of a given profile having a specific goal. An interaction scenario is described by a short textual narrative (describing the user's profile, goal, and main tasks to achieve this goal) and a sequence of (miniaturized) "screenshots" for the pages that the user traverse to execute the tasks described in the narrative.

4.1 Use Case 1

4.1.1 Scenario narrative

John, a seasoned investor, visits the venture capital website with the goal of finding promising investment opportunities.

1. On the home page, John notices the "All projects" option and clicks on it.
2. He is directed to the Projects page, where he finds the "All projects" section.
3. Intrigued, John clicks on "Learn More" under one of the project cards.
4. Once on the specific project page, John spots the supervisor's name and clicks on it to learn more about their expertise and track record.
5. On the supervisor's page, John finds additional projects they supervise, which adds credibility to the project he initially explored.

With valuable insights into the project and the supervisor's involvement, John decides to proceed with further due diligence and potential investment.

4.1.2 Interaction flow

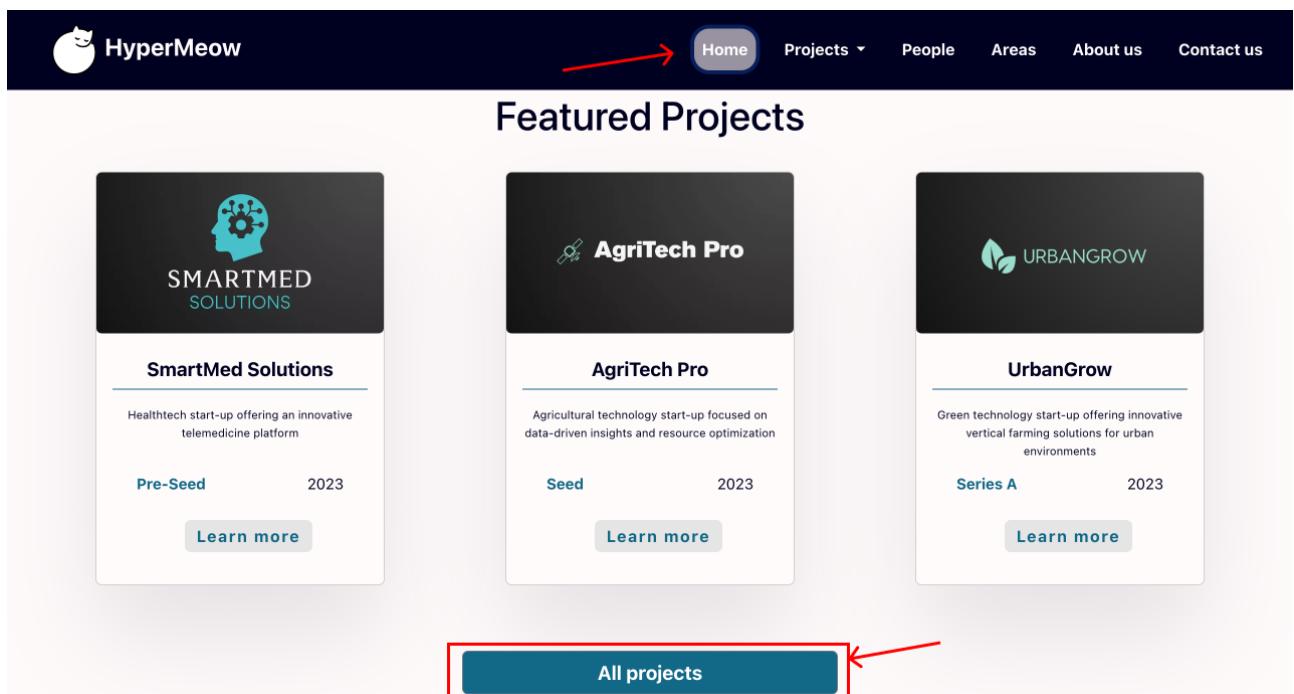


Figure 22: Step 1

Healthcare



**SmartMed
SOLUTIONS**

SmartMed Solutions

Healthtech start-up offering an innovative telemedicine platform

Pre-Seed 2023

[Learn more](#)



**SAFEHOME
TECHNOLOGIES**

SafeHome Technologies

Home security start-up offering smart home security systems with advanced technology

Pre-Seed 2022

[Learn more](#)



SafeGuard AI
BE SAFE EVERYWHERE

SafeGuard AI

Security technology start-up developing AI-driven solutions for public safety and emergency response

Series C 2023

[Learn more](#)

Figure 23: Step 2

Healthcare



**SMARTMED
SOLUTIONS**

SmartMed Solutions

Healthtech start-up offering an innovative telemedicine platform

Pre-Seed 2023

[Learn more](#)



**SAFEHOME
TECHNOLOGIES**

SafeHome Technologies

Home security start-up offering smart home security systems with advanced technology

Pre-Seed 2022

[Learn more](#)



SafeGuard AI
BE SAFE EVERYWHERE

SafeGuard AI

Security technology start-up developing AI-driven solutions for public safety and emergency response

Series C 2023

[Learn more](#)

Figure 24: Step 3

The screenshot shows the HyperMeow website's "Projects" section. At the top, there is a navigation bar with links for Home, Projects (with a dropdown arrow), People, Areas, About us, and Contact us. The "Projects" link is highlighted in blue. Below the navigation, the title "SafeHome Technologies" is displayed in a large, bold font. Underneath the title, the category "Healthcare" is shown in a smaller font. To the left of the main content area, there is a text block describing SafeHome Technologies as a home security start-up. To the right, there is a circular profile picture of a woman with glasses, identified as the supervisor. A red box highlights the name "Sarah Johnson" next to her photo. Below the profile, there is a brief bio about her education and past job experience. At the bottom of the page, there is a purple button featuring a padlock icon.

Figure 25: Step 4

The screenshot shows the HyperMeow website's "People" section. At the top, there is a navigation bar with links for Home, Projects (with a dropdown arrow), People, Areas, About us, and Contact us. The "People" link is highlighted in blue. Below the navigation, there is a large circular profile picture of a woman with glasses, identified as Sarah Johnson. Her title is listed as "Project Manager". Below her title, there is a short bio about her background and experience. At the bottom of the page, there are two social media icons: an envelope for email and a linked-in icon. A red arrow points from the text "PROJECTS SUPERVISED" in the bottom left corner of the page towards the supervisor's profile.

Figure 26: Step 5

4.2 Use Case 2

4.2.1 Scenario narrative

Sarah, a passionate startup founder, visits the venture capital website in search of potential investors for her venture.

1. On the home page, she notices the "All people" option and clicks on it.
2. Sarah is directed to the People page, where she finds a list of individuals working for the venture capital firm.
3. Intrigued by a particular investor's background, Sarah clicks on "Learn More" under their card.
4. She is redirected to the specific person's page, where she finds their bio, investment experience, and areas of interest.
5. She explores the project cards on the person's page, gaining insights into successful startups they have supported.

Armed with this information, Sarah decides to reach out to the investor, leveraging the connection between her venture and their investment interests.

4.2.2 Interaction flow

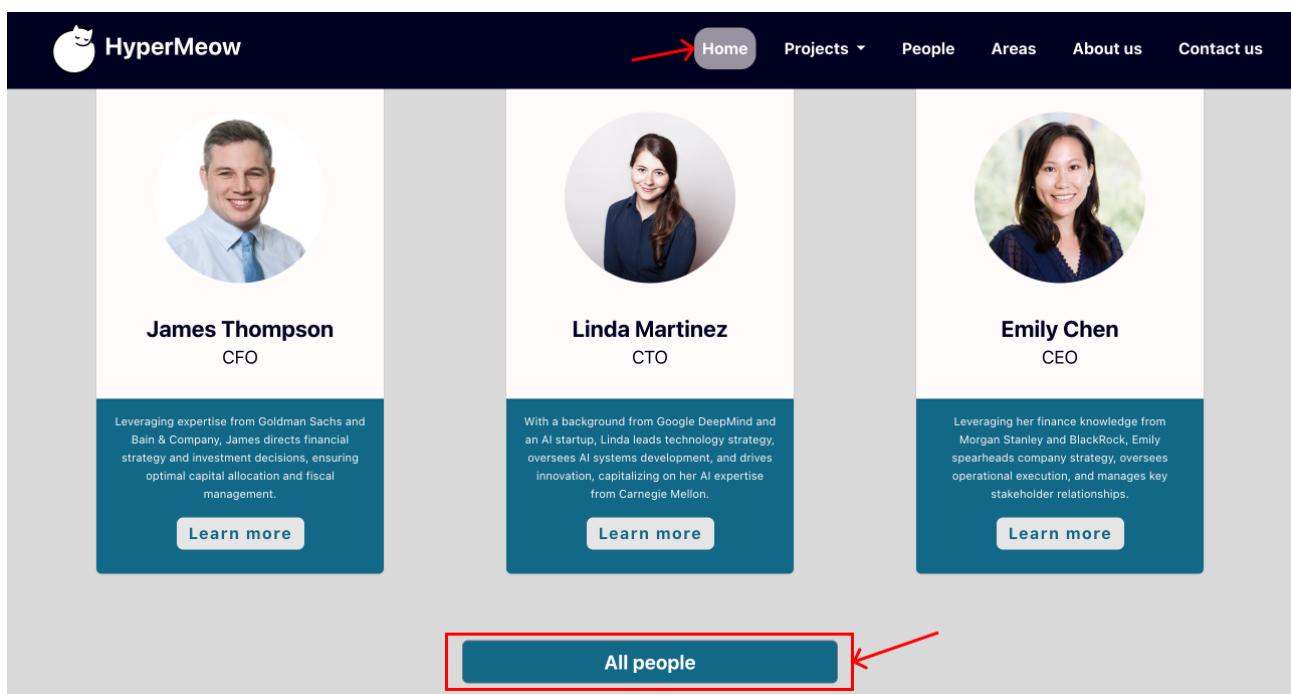


Figure 27: Step 1

The screenshot shows the 'People' section of the HyperMeow website. At the top, there is a dark header bar with the logo 'HyperMeow' and navigation links: Home, Projects, People (which is highlighted with a blue border), Areas, About us, and Contact us. Below the header, the word 'People' is centered in a large, bold, dark font. Three individual profiles are displayed in separate boxes:

- James Thompson** (CFO): A man with short brown hair, wearing a light blue shirt and tie. An 'in' icon is in the top right corner of his box.
- Linda Martinez** (CTO): A woman with long dark hair, wearing a dark blue blouse. An 'in' icon is in the top right corner of her box.
- Emily Chen** (CEO): A woman with dark hair, wearing a dark blue top. An 'in' icon is in the top right corner of her box.

Figure 28: Step 2

This screenshot shows the same 'People' section as Figure 28, but with more detailed information for each profile. The profiles are now enclosed in larger, semi-transparent boxes. Each box contains a portrait, the name, title, and a brief bio, followed by a 'Learn more' button. A red arrow points to the 'Learn more' button for James Thompson's profile.

- James Thompson** (CFO):
Leveraging expertise from Goldman Sachs and Bain & Company, James directs financial strategy and investment decisions, ensuring optimal capital allocation and fiscal management.
[Learn more](#)
- Linda Martinez** (CTO):
With a background from Google DeepMind and an AI startup, Linda leads technology strategy, oversees AI systems development, and drives innovation, capitalizing on her AI expertise from Carnegie Mellon.
[Learn more](#)
- Emily Chen** (CEO):
Leveraging her finance knowledge from Morgan Stanley and BlackRock, Emily spearheads company strategy, oversees operational execution, and manages key stakeholder relationships.
[Learn more](#)

Figure 29: Step 3

The screenshot shows a dark blue header with the logo "HyperMeow" and navigation links: Home, Projects ▾, People, Areas, About us, Contact us. Below the header, a "People" section is displayed. A portrait of a man named James Thompson, CFO, is shown. His bio states: "Leveraging expertise from Goldman Sachs and Bain & Company, James directs financial strategy and investment decisions, ensuring optimal capital allocation and fiscal management." Below his bio are "FORMATION" and "EDUCATION" sections, followed by social media icons for email and LinkedIn.

Figure 30: Step 4

The screenshot shows a dark blue header with the logo "HyperMeow" and navigation links: Home, Projects ▾, People, Areas, About us, Contact us. Below the header, a "PROJECTS SUPERVISED" section is displayed. A project card for the "Clean Ocean Initiative" is shown. The card includes the project name, a brief description ("Environmental technology start-up developing solutions to combat plastic pollution and preserve marine ecosystems"), and funding information ("Pre-Seed 2022"). A red arrow points to the "Learn more" button at the bottom of the card.

Figure 31: Step 5

4.3 Use Case 3

4.3.1 Scenario narrative

Mark, a tech enthusiast with entrepreneurial aspirations, visits the venture capital website to gain industry knowledge and explore potential startup ideas.

1. On the navigation bar, he notices the "Areas" option and clicks on it.
2. Mark is directed to the Areas page, which lists various areas of interest for the venture capital firm, such as technology, growth, healthcare, ecosustain.
3. Intrigued by technology, Mark clicks on "Learn More" under the technology area.
4. He is redirected to the technology-specific page, where he finds an overview of technologies, market trends, and success stories.
5. Mark spots a project card related to technology that catches his attention and clicks on it for more details.

Inspired by the project, Mark decides to delve deeper into technology entrepreneurship and begins exploring potential startup ideas in the field.

4.3.2 Interaction flow

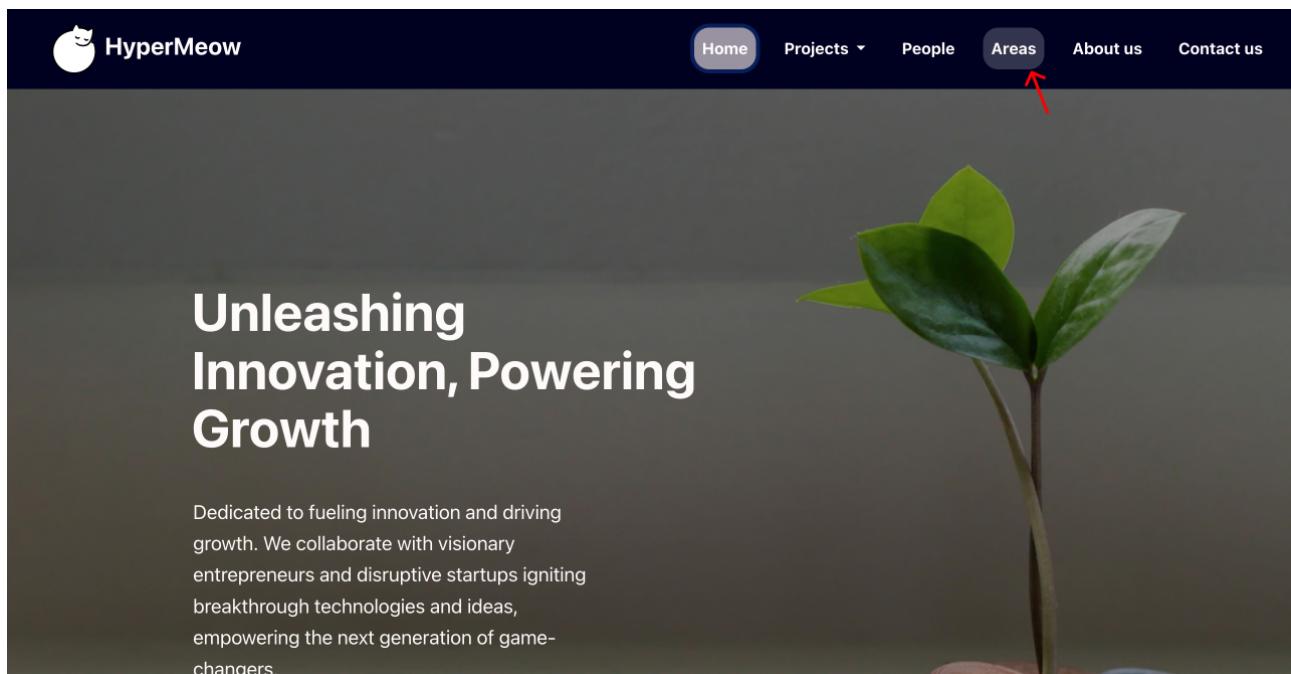


Figure 32: Step 1

The screenshot shows the 'Areas' section of the HyperMeow website. At the top, there is a navigation bar with the logo 'HyperMeow' and links for Home, Projects, People, Areas (which is highlighted in a grey box), About us, and Contact us. Below the navigation bar, the title 'Areas' is centered. Two cards are displayed side-by-side: 'Healthcare' and 'EcoSustain'. Each card features a large image at the top, followed by the area name in bold, a 'Projects' section with four circular icons, and a horizontal progress bar.

Healthcare

Projects

- SMARTMED SOLUTIONS
- SAFEMOME
- SafeGuard AI
- BEST HOMEFIT

EcoSustain

Projects

- ECOCHARGE GROWTH
- AgriTech Pro
- CLEAN OCEAN Initiative
- FoodSustain

Figure 33: Step 2

The screenshot shows the 'Technology' and 'Growth' sections of the HyperMeow website. The layout is identical to Figure 33, featuring a navigation bar at the top, a central title, and two cards below. The 'Technology' card on the left has a red arrow pointing to the 'Learn more' button at the bottom. The 'Growth' card on the right also has a 'Learn more' button at the bottom.

Technology

Projects

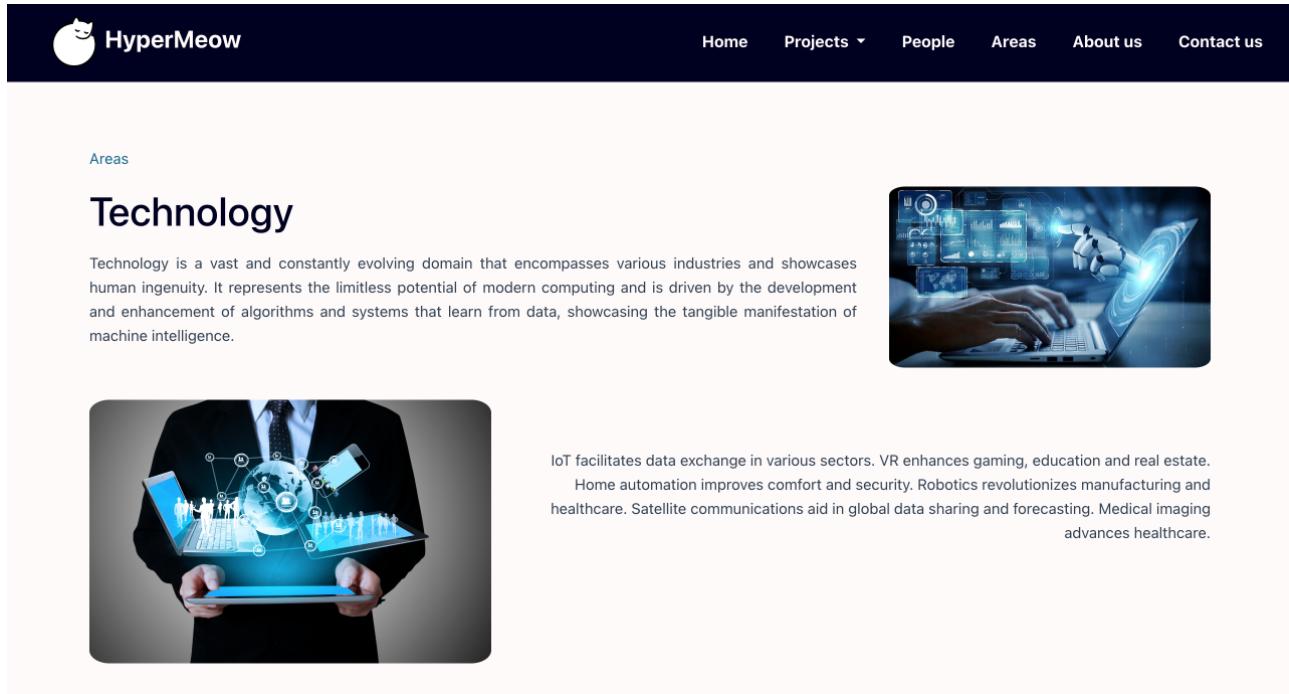
- SMARTMED SOLUTIONS
- VirtuelEdu
- SPACENET
- SUPERHERO

Growth

Projects

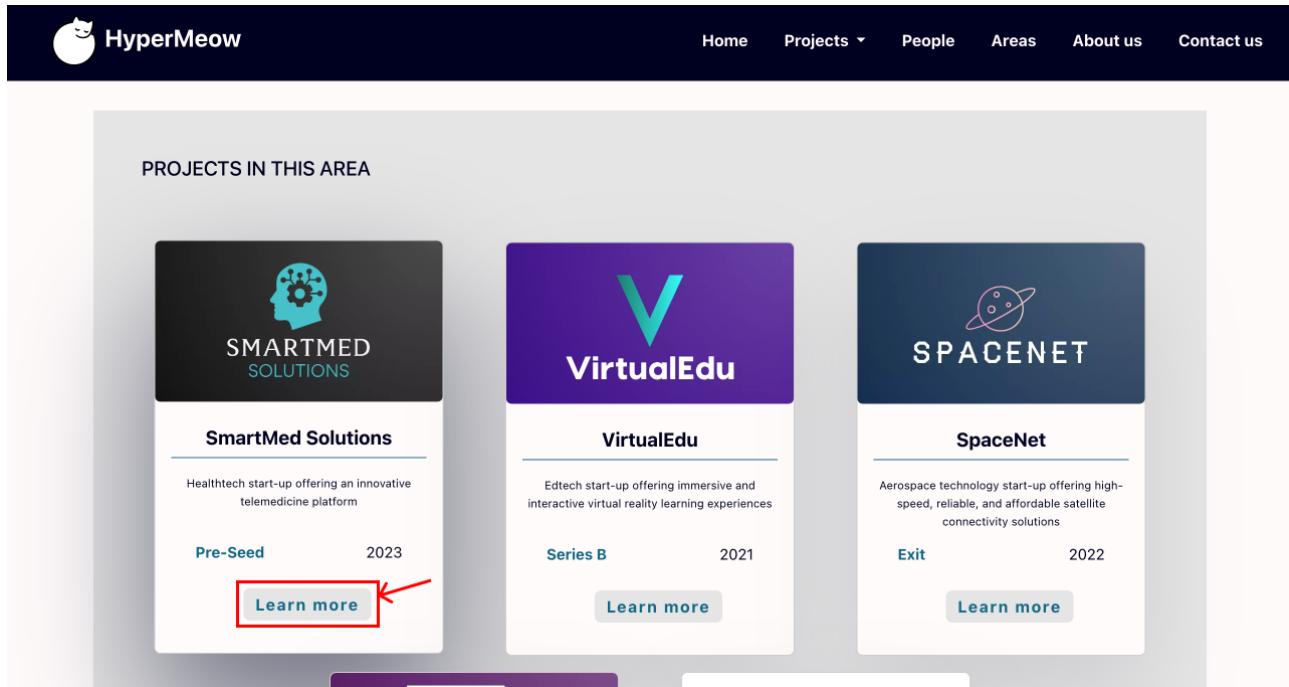
- VirtuelEdu
- TRAVELRELEASE
- FINBUDDY

Figure 34: Step 3



The screenshot shows the 'Technology' section of the website. At the top, there's a navigation bar with the 'HyperMeow' logo, followed by links for Home, Projects, People, Areas, About us, and Contact us. Below the navigation, the word 'Areas' is underlined in blue. The main heading 'Technology' is bold and black. A paragraph below it describes the domain of technology and its various applications. To the right of the text is a large image of a person's hands typing on a laptop keyboard, with a glowing blue interface visible on the screen. Below this image is another smaller image of a person in a suit holding a tablet that displays a 3D globe and various icons representing different sectors like IoT, VR, and robotics.

Figure 35: Step 4



The screenshot shows the 'PROJECTS IN THIS AREA' section. It features three project cards: 'SmartMed Solutions' (Healthtech start-up offering an innovative telemedicine platform, Pre-Seed, 2023), 'VirtualEdu' (Edtech start-up offering immersive and interactive virtual reality learning experiences, Series B, 2021), and 'SpaceNet' (Aerospace technology start-up offering high-speed, reliable, and affordable satellite connectivity solutions, Exit, 2022). Each card has a 'Learn more' button at the bottom. A red arrow points to the 'Learn more' button for the SmartMed Solutions project.

Figure 36: Step 5

5 DataBase Design

The database design is a critical component of our venture capital website. It serves as the backbone for storing and managing important information related to the people involved, the funded projects, and the thematic areas of investment. In this section, we will provide an overview of our database design, including the entity-relationship (ER) schema and the relational tables. In the following subsections, we will provide an overview of the tables in our database. We will discuss the purpose of each table and the attributes it contains. Additionally, we will explore the relationships between these tables, enabling us to effectively manage and analyze the data. Let's now explore the details of our database design for the venture capital website.

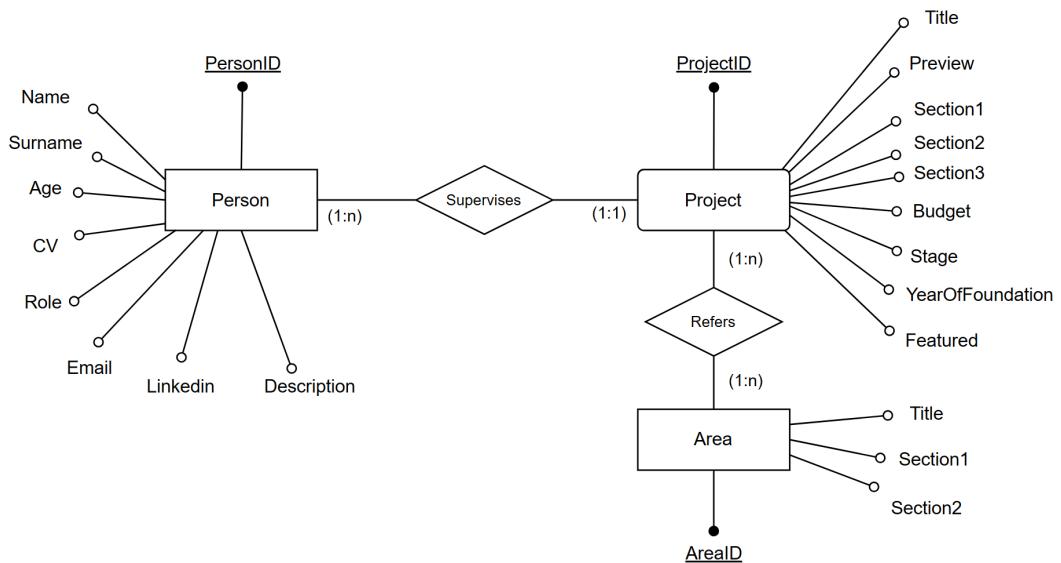


Figure 37: Conceptual schema

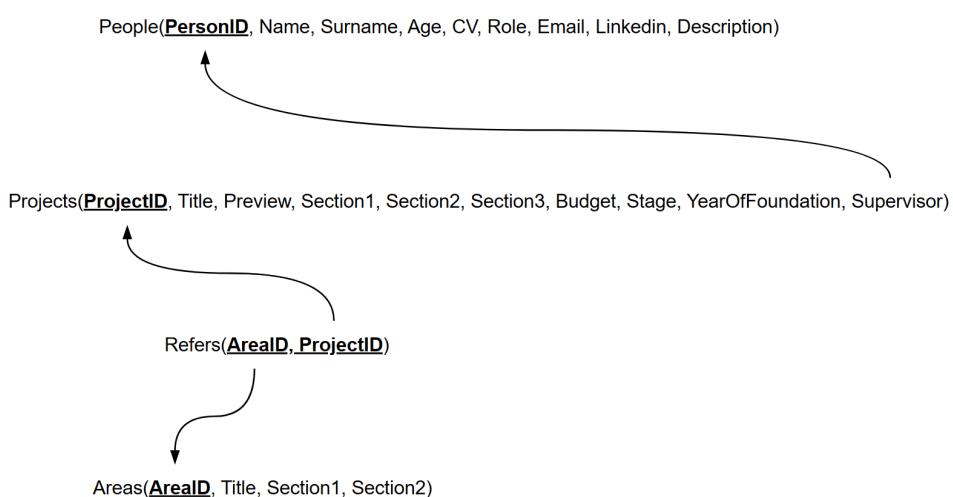


Figure 38: Logical schema

- **People:** This table stores information about the people involved in your venture capital. It includes fields such as PersonID (unique identifier), Name, Surname, Age, CV (resume or curriculum vitae), Role (their position or role in the VC), Email, Linkedin (LinkedIn profile URL), and Description (a brief description about the person).
- **Projects:** The Projects table holds details about the projects funded by the venture capital. It contains fields like ProjectID (unique identifier), Title (project title), Preview (a brief preview or summary of the project), Section1, Section2, and Section3 (sections containing more detailed information about the project), Budget (project budget), Stage (current stage of the project), YearOfFoundation (year the project was founded), and Supervisor (PersonID of the person supervising the project).
- **Refers:** This table establishes a many-to-many relationship between Areas and Projects. It allows multiple projects to be associated with multiple areas. It has two foreign keys: AreaID (referencing the Areas table) and ProjectID (referencing the Projects table).
- **Areas:** The Areas table represents the thematic areas or sectors in which the projects funded by the venture capital are focused. It includes fields such as AreaID (unique identifier), Title (title or name of the area), Section1, and Section2 (sections providing more information about the area).

6 Annex

6.1 Abstract pages

Page for introductory page of group PROJECTS	
GROUP CONTENTS	TITLE : "Projects"
	PROJECT FILTER : Filter
	SEARCHBAR: searchbar
	PROJECT CARDS: LIST OF [Project(Image, Title, preview, stage, year)]
LANDMARKS	NAVIGATION BAR : (Home, Projects, People, Areas)
LANDMARKS	LOGO
LANDMARKS	FOOTER INFO
GROUP LINKS	"Learn more" button of the single project
STRUCTURAL LINKS	Link to the projects in that area
TRANSITION LINKS	Link to the corresponding area
ORIENTATION INFO	Color changing of the "All projects" selected part on the navbar.

Figure 39: Projects abstract page

Page for introductory page of group FEATURED PROJECTS	
GROUP CONTENTS	TITLE : "Featured projects"
	PROJECT CARDS: LIST OF [Project(Title, Image, preview, stage, year)]
LANDMARKS	NAVIGATION BAR : (Home, Projects, People, Areas)
LANDMARKS	LOGO
LANDMARKS	FOOTER INFO
GROUP LINKS	"Learn more" button of the single project
ORIENTATION INFO	Color changing of the project "Featured Project" part on the navbar.

Figure 40: Featured projects abstract page

Page for kind of topic PROJECT	
TYPE OF TOPIC CONTENTS	TITLE : Text
	PROJECT AREAS: LIST OF [Area()]
	SUPERVISOR : Text
	SUPERVISOR IMAGE: Image
	DESCRIPTION: Text
	PROJECT IMAGES : LIST OF [Image()]
LANDMARKS	NAVIGATION BAR : (Home, Projects, People, Areas)
LANDMARKS	LOGO
LANDMARKS	FOOTER INFO
TRANSITION LINKS	Name of the Supervisor : Link to a single supervisor
TRANSITION LINKS	Title of the area: Link to a list of areas
GROUP LINKS	Link to the general project page
ORIENTATION INFO	"Projects" breadcrumb to return to the projects page

Figure 41: Single project abstract page

Page for introductory page of group PEOPLE	
GROUP CONTENTS	TITLE : "People"
	PEOPLE CARDS: LIST OF [Person (Name, Surname, Role, Description, Thumbnail Picture)]
LANDMARKS	LOGO
LANDMARKS	NAVIGATION BAR : (Home, Projects, People, Areas)
LANDMARKS	FOOTER INFO
TRANSITION LINKS	Color changing of the "People" selected part on the navbar.
TRANSITION LINKS	Link to Linkedin
GROUP LINKS	Links to single person
ORIENTATION INFO	Color changing of the "People" selected part on the navbar.

Figure 42: People abstract page

Page for kind of topic PERSON	
KIND OF TOPIC CONTENTS	NAME: Text
	DESCRIPTION: Text
	ROLE: Text
	PICTURE: Image
	CV: Text
	PROJECTS OF THIS PERSON: LIST OF [Project (Image, Title, preview, stage, year)]
	E-MAIL: Image
	LINKEDIN: Image
LANDMARKS	NAVIGATION BAR : (Home, Projects, People, Areas)
LANDMARKS	LOGO
LANDMARKS	FOOTER INFO
TRANSITION LINKS	Links to single Project
TRANSITION LINKS	Link to Linkedin Page
TRANSITION LINKS	Link to the mail to send
GROUP LINKS	Link to the general people page
ORIENTATION INFO	"People" breadcrumb to return to the people page

Figure 43: Single person page abstract

Page for introductory page of group AREAS	
GROUP CONTENTS	TITLE : "Areas"
	AREAS CARDS: LIST OF [Area (Title, LIST OF [Project (Image,Title)])]
LANDMARKS	NAVIGATION BAR : (Home, Projects, People, Areas)
LANDMARKS	LOGO
LANDMARKS	FOOTER INFO
GROUP LINKS	"Learn more" link to single area
TRANSITION LINKS	Links to specific project of each area
ORIENTATION INFO	Color changing of the "Areas" selected part on the navbar.

Figure 44: Areas abstract page

Page for kind of topic AREA	
KIND OF TOPIC CONTENTS	TITLE : Text
	DESCRIPTIONS : Text
	IMAGE AREA: LIST OF [Image()]
	PROJECTS IN THIS AREA: LIST OF [Project (Image, Title, preview, stage, year)]
LANDMARKS	NAVIGATION BAR : (Home, Projects, People, Areas)
LANDMARKS	LOGO
LANDMARKS	FOOTER INFO
TRANSITION LINKS	Links to single Project
GROUP LINKS	Links to the general area page
ORIENTATION INFO	"Areas" breadcrumb to return to the area page

Figure 45: Single area abstract page

Page for topic ABOUT US	
TOPIC CONTENTS	TITLE : "About Us"
	SUBTITLE : Text
	DESCRIPTION: Text
	IMAGE HANDS: image
	IMAGE MONEY: image
	PROJECTS TRIO: LIST OF [Project(Image, Title, preview, stage, year)]
	PEOPLE TRIO: LIST OF [Person (Name, Surname, Role, Description,Thumbnail Picture)]
	TESTIMONIALS' OPINION : Text
LANDMARKS	NAVIGATION BAR : Hypermeow, Home, Projects, People, Areas
LANDMARKS	LOGO
LANDMARKS	FOOTER INFO
TRANSITION LINKS	Link to the projects general page
TRANSITION LINKS	"Learn More" link to the single project
TRANSITION LINKS	Link to the people general page
TRANSITION LINKS	"Learn More" link to the single person
ORIENTATION INFO	Color changing of the "ABOUT US" selected part on the navbar.

Figure 46: About us abstract page

Page for topic CONTACT US	
TOPIC CONTENTS	TITLE : "Contact us"
	PEOPLE IMAGE : Image
	SUBTITLE : Text
	CONTACTS INFO: Text
	CONTACT FORM: Text
LANDMARKS	NAVIGATION BAR : Hypermeow, Home, Projects, People, Areas
LANDMARKS	LOGO
LANDMARKS	FOOTER INFO
TRANSITION LINKS	Link to the email application
ORIENTATION INFO	Color changing of the "CONTACT US" selected part on the navbar.

Figure 47: Contact us abstract page

6.2 Pages design

6.2.1 Low fidelity wireframes

We leveraged Figma, a powerful design tool, to create our wireframes. With Figma's collaborative features, we crafted precise and visually appealing layouts for each page. The wireframes served as a roadmap for our development process, ensuring a cohesive and user-centered design.

Due to the iterative design process followed during the development of the website, the homepage of HyperMeow was approached differently compared to other pages. As the last page to be designed, we opted for a high-level approach rather than creating a low-fidelity wireframe. This decision was made to ensure that the homepage aligns seamlessly with the overall design language and aesthetics of the website.

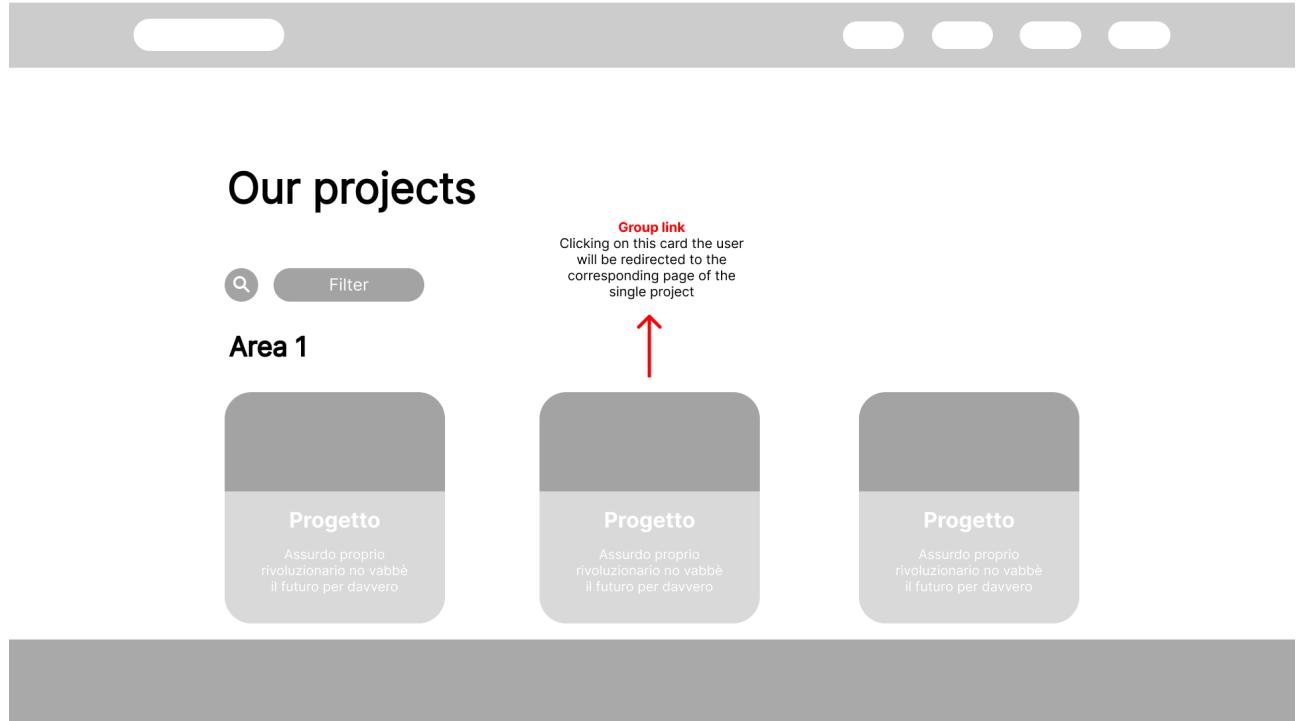


Figure 48: Projects page - low detail

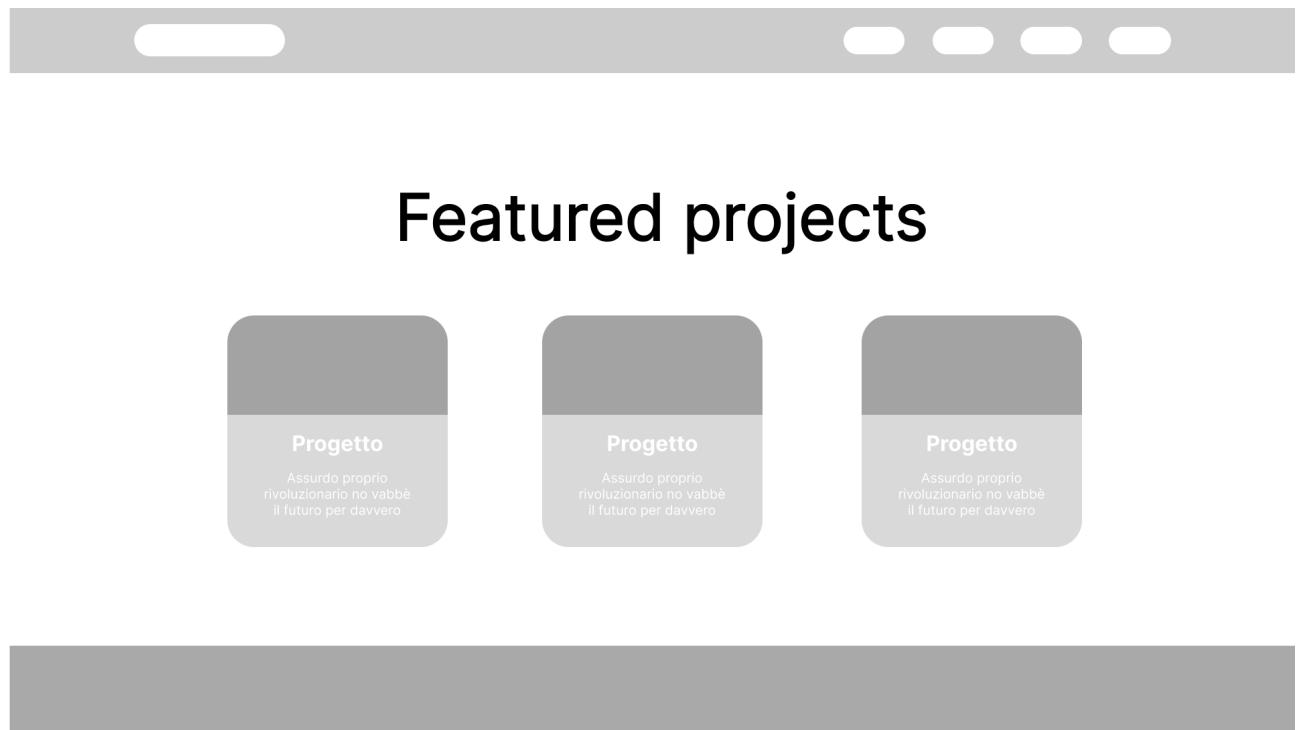


Figure 49: Featured projects page - low detail

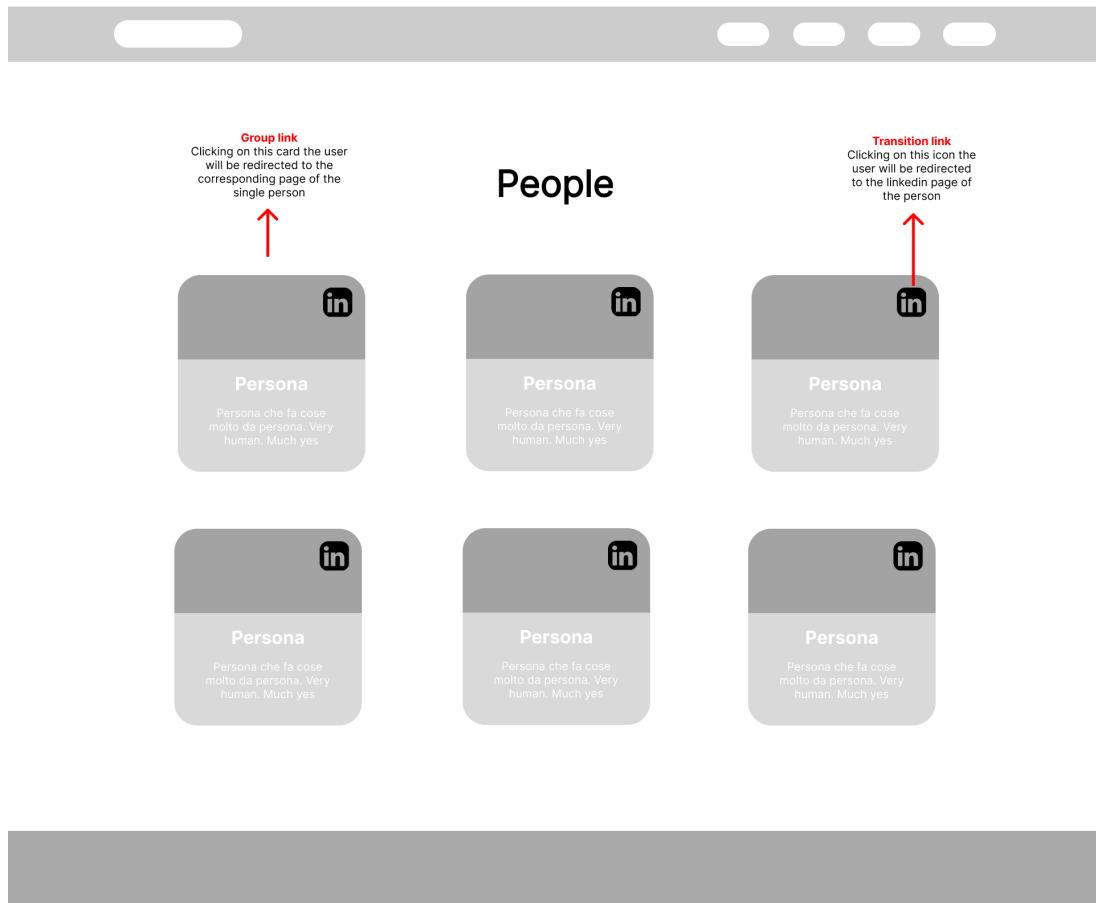


Figure 50: People page - low detail

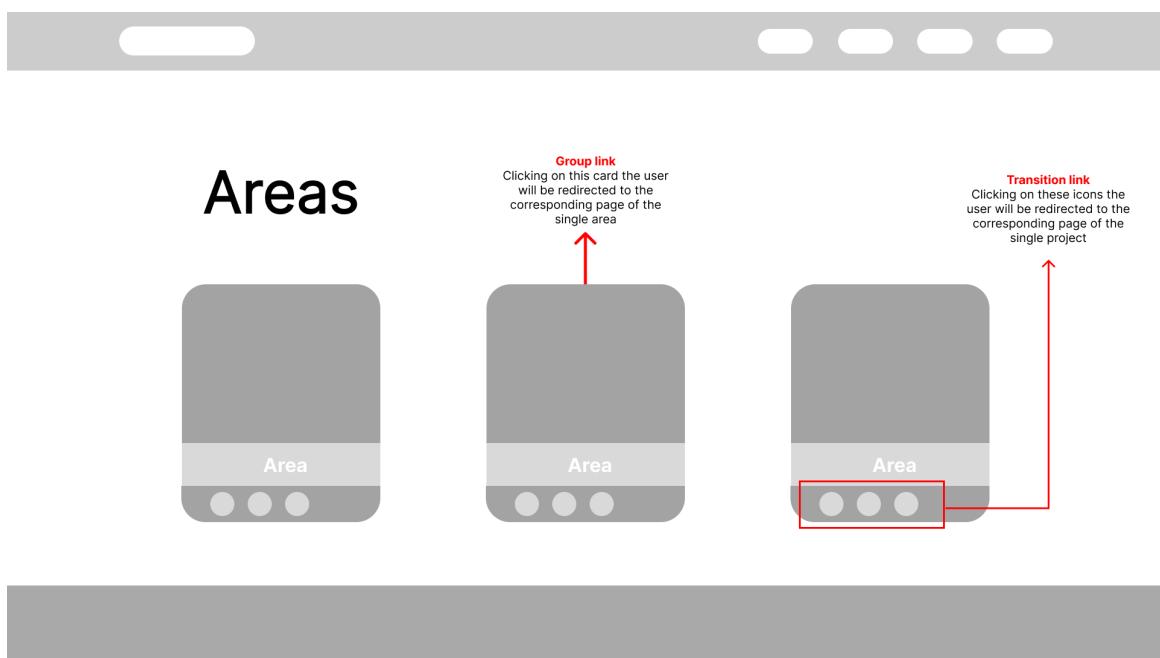


Figure 51: Areas page - low detail

About us

"Very inspirational quote here, something moving, not like what im currently writing. This is just a beautiful placeholder. I don't know what else to write. I like cats."

Very happy people here

BIG NUMBER
What's that number?

ANOTHER ONE
That's very crazy, didn't expect it.

Successful photo

Something

"We love inspirational quotes, they are very big and seem very meaningful. I really don't know what the world would be without them. This has been very helpful. Yes."

What about featured projects here?

Progetto
Autore: Autore
Involucrato no visible à futuro per davanti

Progetto
Autore: Autore
Involucrato no visible à futuro per davanti

Progetto
Autore: Autore
Involucrato no visible à futuro per davanti

All projects

Transition link
Clicking on this card the user will be redirected to the corresponding page of the single project

And like some of the leading people here?

Persona
Person che fa cose molto da persona. Very human. Make you

Persona
Person che fa cose molto da persona. Very human. Make you

Persona
Person che fa cose molto da persona. Very human. Make you

All people

Transition link
Clicking on this card the user will be redirected to the corresponding page of the single person

Transition link
Clicking on this card the user will be redirected to the page of all the people

What they say about us

"This is a very important opinion of someone about us, usually nobody reads these, but oh well here we go"
Someone

"This is someone saying something like "x really changed my way of seeing things" wow!!!"
Usually someone else

"Meowl Mrreow. Zoom, boom crash, patapatapatapa sssssk tompf. Mraow"
My cat

Figure 52: About us page - low detail

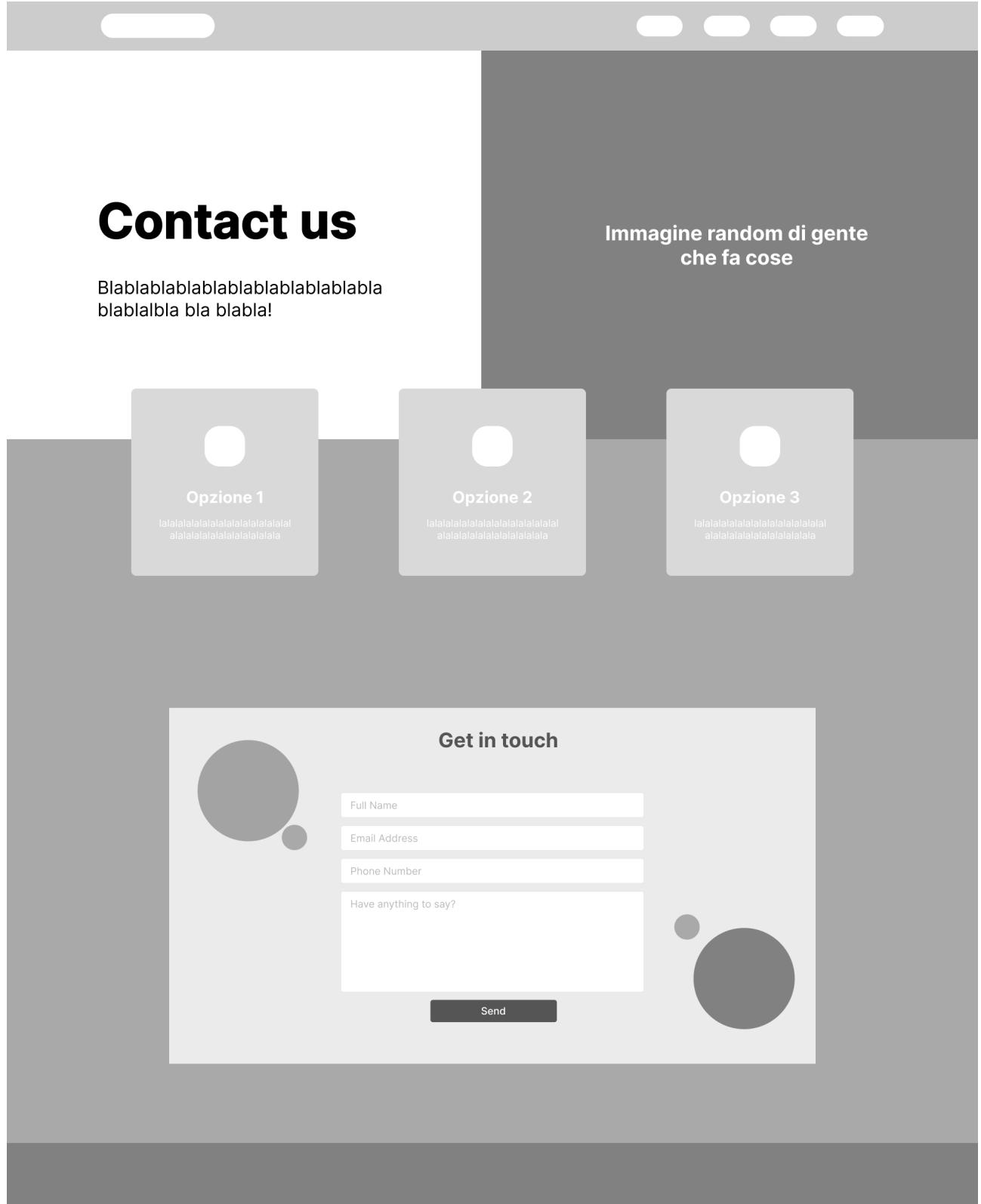


Figure 53: Contact us page - low detail

Initially, we considered using modals as a design element for displaying additional information or actions within the website. However, upon careful consideration, we decided to prioritize usability and opted against their implementation. Our aim was to create a seamless and intuitive user experience, and we found that eliminating modals contributed to a more straightforward and accessible navigation flow.



Figure 54: Project page with modal



Figure 55: Project page without modal

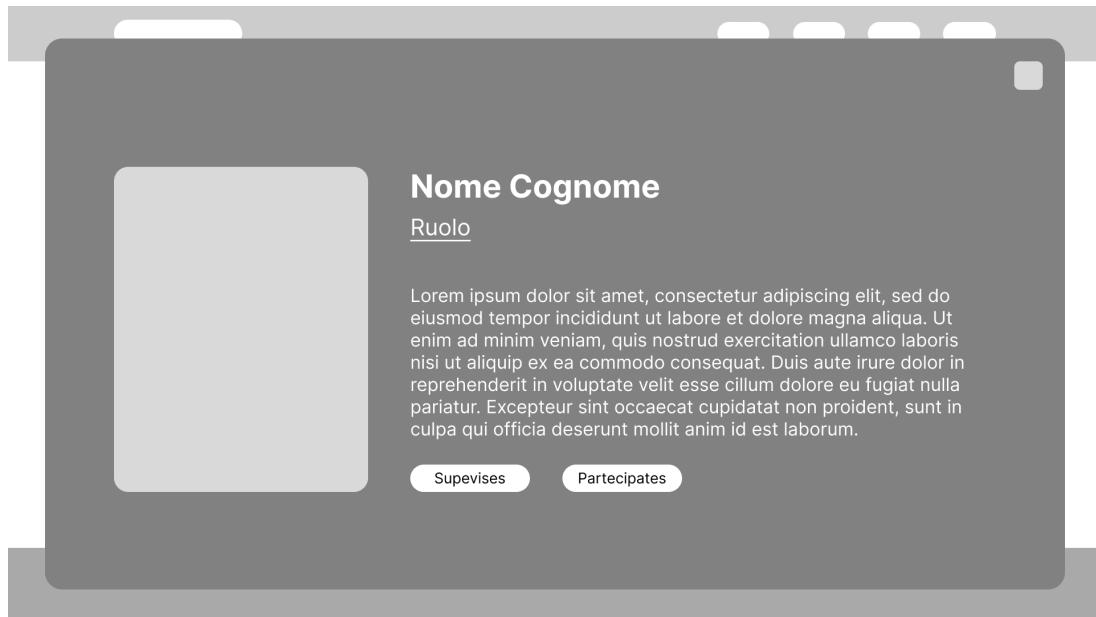


Figure 56: Person page with modal

A screenshot of the same person profile page, but without the modal window. The layout is identical to Figure 56, except for the absence of the overlay. The "Nome Cognome" and "Ruolo" fields are present, along with the text area and buttons. Below the main content, there is a section titled "Projects" featuring three project cards. Each card has a title "Progetto" and a short description. Red arrows with callout boxes point to specific elements: one arrow points to the "People" link in the top navigation bar with the text "Group link"; another arrow points to the email and LinkedIn icons with the text "Transition links"; and a third arrow points to one of the project cards with the text "Transition links".

Figure 57: Person page without modal



Figure 58: Area page - low detail

In addition, we have created a prototype of the website using Figma, which includes low-fidelity representations of the various web pages. This allowed us to visualize the layout and structure of the website before proceeding with the actual development. You can view the prototype following this link: [prototype](#)

6.2.2 Color palette

For our design, we carefully curated a color palette that reflects the desired visual aesthetic and brand identity of our project. After several iterations, we settled on the following colors:

Primary Dark: #000022

Primary Light: #9991a1

Background: #e5e5e5

Accent: #fffbfa

Highlight: #086788

These colors were chosen to create a harmonious and visually appealing experience for our users. The deep primary dark adds a sense of sophistication, while the lighter primary shade provides contrast and balance. The background color promotes readability and enhances content visibility, while the accent and highlight colors are strategically used to draw attention to important elements and create visual interest.

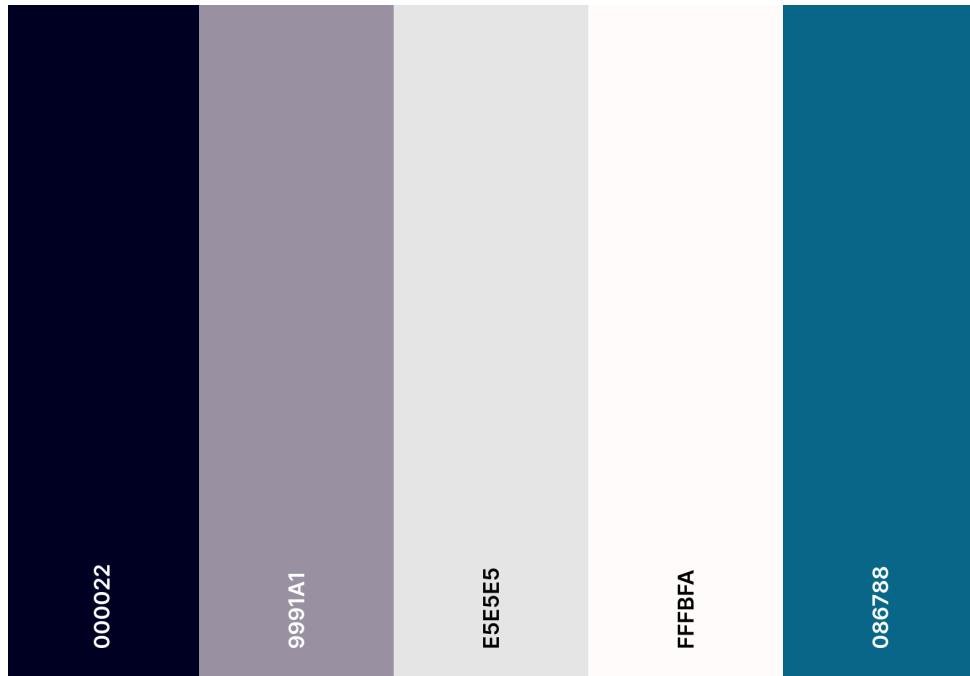
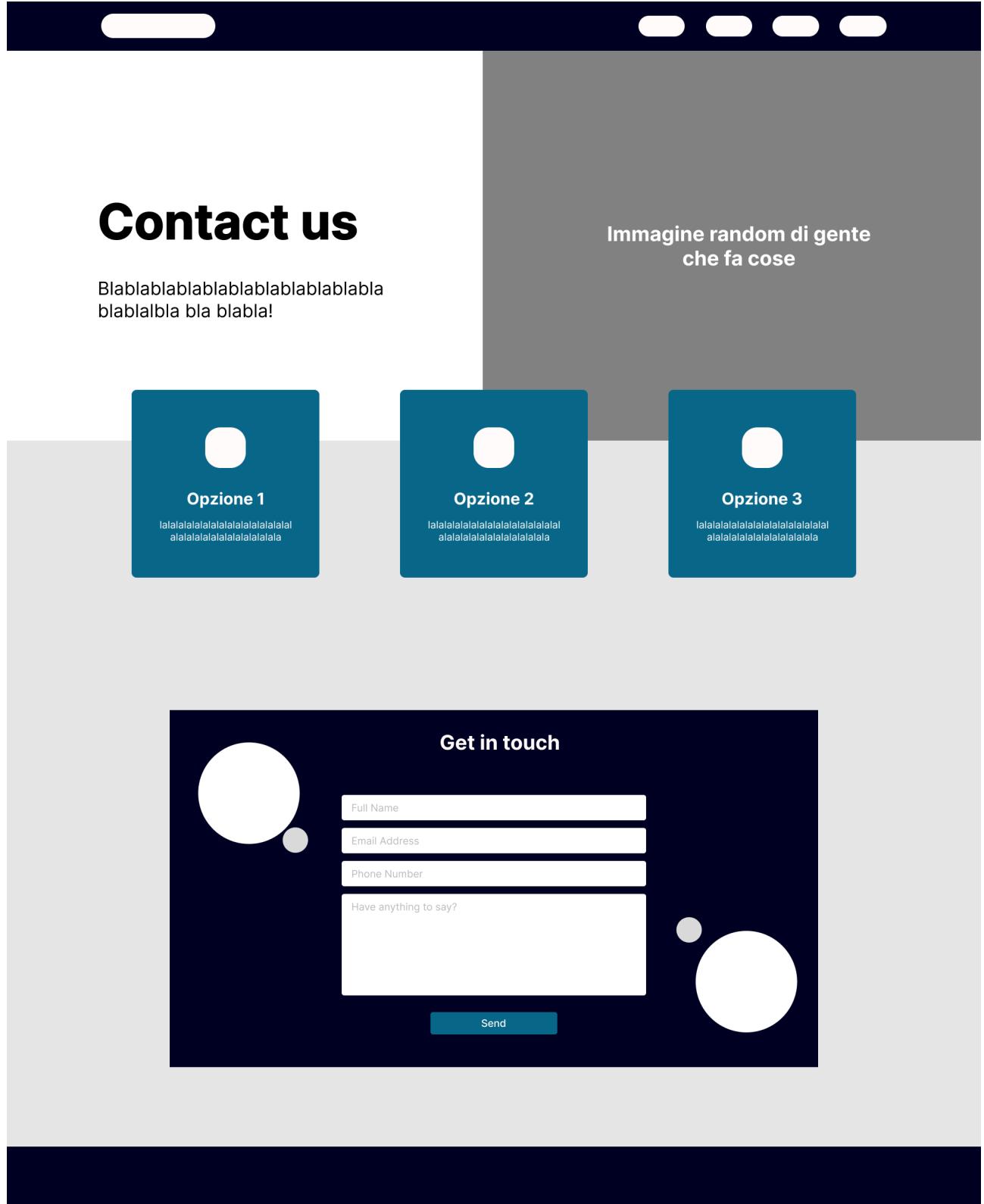


Figure 59: Color palette

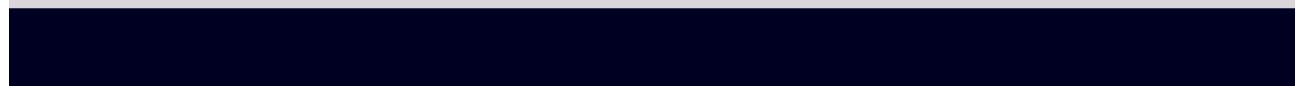


Other palettes we have considered using:



Contact us

Blablablablablablablablablabla
blablabla bla blabla!

A contact form titled "Get in touch" set against a dark background. The form includes fields for "Full Name", "Email Address", and "Phone Number", each with a corresponding input field. Below these is a larger text area with the placeholder "Have anything to say?". A "Send" button is located at the bottom of the form. Large white circular shapes are positioned on the left and right sides of the form.

The image shows a mobile application interface. At the top, there is a dark teal header bar with four white rounded rectangles. Below this is a white header section with the text "Contact us" in large bold black font, followed by a smaller block of placeholder text: "Blablablablablablablablablabla
blablabla bla blabla!". The main content area has a dark teal background with three light teal rectangular cards arranged horizontally. Each card contains a white circle icon and the text "Opzione 1", "Opzione 2", and "Opzione 3" respectively, followed by a long string of placeholder text. Below this is a white contact form with a large teal circular graphic on the left. The form has the title "Get in touch" and fields for "Full Name", "Email Address", "Phone Number", and a message area with the placeholder "Have anything to say?". A teal "Send" button is at the bottom of the form.

The image shows a wireframe of a mobile application interface. At the top, there is an orange header bar with four white rounded rectangles. Below the header is a yellow section containing the title "Contact us" in bold black font. Underneath the title is a block of placeholder text: "Blablablablablablablablablablabla
blablabla bla blabla!". The main content area has a yellow background and features three dark blue rectangular cards arranged horizontally. Each card contains a white circle icon at the top and the text "Opzione 1", "Opzione 2", and "Opzione 3" respectively, followed by several lines of placeholder text. Below this section is a dark blue form area with the heading "Get in touch". It includes fields for "Full Name", "Email Address", and "Phone Number", followed by a larger text input field for "Have anything to say?". A "Send" button is located at the bottom of the form. The form is decorated with white circles and purple dots.