

DESIGN DOCUMENT

MONSTARS

(LINK: <https://hypermedia-monstars.herokuapp.com>)

ABSTRACT

This document concerns the design document of the ‘Monstars’ website.

The design of the website is structured in 4 different phases:

1. Conceptual design
2. Concrete page design
3. Interaction scenarios
4. DataBase design

The design of the website is described both from a logical and a graphic point of view and for each one of the 4 phases, several diagrams and schemas are provided.

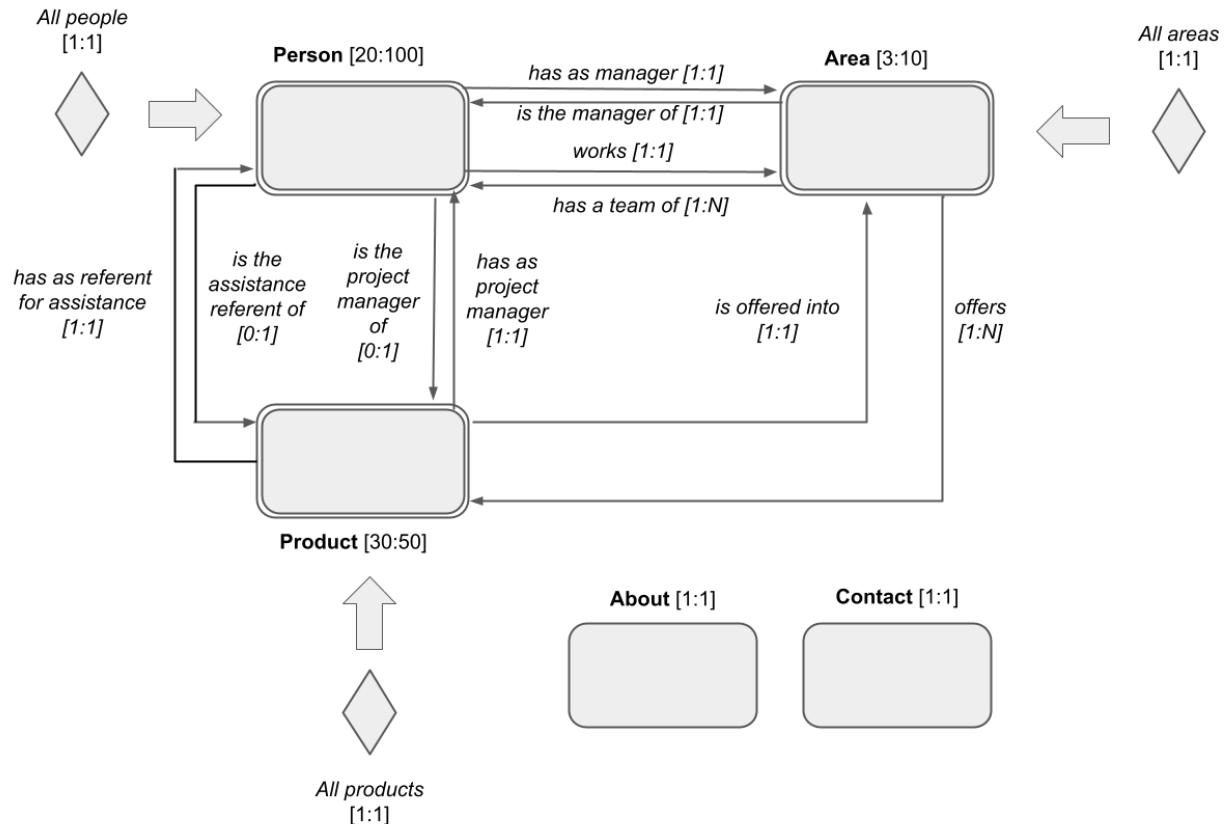
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I. CONCEPTUAL DESIGN

I.1 C-IDM diagram

The schema describes the conceptual design for the ‘Monstars’ web site, presenting it as a possible modeling result through the content design in the large (C-IDM: Content-Interactive Dialogue Model).



C-IDM textual description:

- **Topics:**
 - About: *an introduction to the company, its history and its milestones*
 - Contact: *relevant contacts of the company*
- **Kind of topics:**
 - Person: *the personal description of an employee of the company*
 - Area: *the description of an area of the company*
 - Product: *the personal of a product of the company*
- **Groups of Topics:**
 - All people: *the complete set of the people of the company*
 - All areas: *the complete set of the areas of the company*
 - All products: *the complete set of the products of the company*

- **Relevant relationship:**

- Is the manager of: Person -> Area; *if a person is the subject, you can switch to the area for which he/she is the manager*
- Has as manager: Area -> Person; *if an area is the subject, you can switch to the person that is the manager of that area*
- Works: Person -> Area; *if a person is the subject, you can switch to the area in which he/she works*
- Has a team of: Area -> Person; *if an area is the subject, you can switch to the people that work in that area*
- Is the assistance referent of: Person -> Product; *if a person is the subject, you can switch to the product for which he/she is the referent for assistance*
- Has as assistance referent: Product -> Person; *if a product is the subject, you can switch to the person that is the referent for assistance of that product*
- Is the product manager: Person -> Product; *if a person is the subject, you can switch to the product for which he/she is the product manager*
- Has as product manager: Product -> Person; *if a product is the subject, you can switch to the person that is the product manager of that product*
- Offers: Area -> Product; *if an area is the subject, you can switch to the products offered by that area*
- Is offered into: Product -> Area; *if a product is the subject, you can switch to the area that offers that product*

I.2 Content tables

The content tables represent the content design in the small.

TOPIC: “CONTACT”	
Title:	Text (max 10 words)
Introduction:	Text (max 100 words)
Introductory video:	Video
Practical Info/Our Offices:	List of [Text (max 10 words)]
Practical Info/Contact Emails:	List of [Text (max 10 words)]
Contact us form:	Input form

TOPIC: “ABOUT”	
Title:	Text (max 10 words)
Introduction:	Text (max 100 words)
Introductory video:	Video
Global numbers:	[Text (max 100 words), Image]
Certification and Awards:	Image, List of [text (max 50 words)]
Short overview on company history:	Text (max 200 words)
Join the team:	Text (max 20 words)

GROUP: “ALL PEOPLE”

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Introductory video: Video

Section title: ‘Our Team’

Employees: List of [Person photo; Name; Role]

KIND OF TOPIC: “PERSON”

Title: ‘Personal File’

Person photo : Image

Name: Text (max 5 words)

Presentation phrase: Text (max 20 words)

Person description: Text (max 100 words)

GROUP: “ALL AREAS”

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Introductory video: Video

Section title: ‘The Areas’

Areas preview: List of [Name; Short description; Image]

KIND OF TOPIC: “AREA”

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Section title: Text (max 10 words)

Solutions: List of [Image; Description]

GROUP: “ALL PRODUCTS”

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Introductory video: Video

Section title: ‘All Products’

Products preview: List of [Representation Image; Logo; Description]

KIND OF TOPIC: “PRODUCT”

Product logo: Image

Introduction: Text (max 100 words)

Section title: Text (max 10 words)

Product details: List of [Image; Description]

Customers: List of [Image]

I.3 Mapping content tables into pages

The main task of the mapping is to organize the contents of the content tables into pages that are considered as an atomic full screen visualization unit.

TOPIC: "CONTACT"
Title: Text (max 10 words)
Introduction: Text (max 100 words)
Introductory video: Video
Practical Info/Our Offices: List of [Text (max 10 words)]
Practical Info/Contact Emails: List of [Text (max 10 words)]
Contact us form: Input form



PAGE "CONTACT" - WELCOME

Title: Text (max 10 words)
Introduction: Text (max 100 words)
Introductory video: Video

PAGE "CONTACT" - CONTACT INFO

Practical Info/Our Offices:
List of [Text (max 10 words)]
Practical Info/Contact Emails:
List of [Text (max 10 words)]
Contact us form: input form

TOPIC: “ABOUT”

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Introductory video: Video

Company numbers: Text (max 100 words), Image

Certification and Awards: Image, List of [text (max 50 words)]

Short overview on company history: Text (max 200 words)

Join the team: Text (max 20 words)

**PAGE “ABOUT” - WELCOME**

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Introductory video: Video

PAGE “ABOUT” - ABOUT INFO

Company numbers:
Text (max 100 words), Image

Certification and Awards:
Image, List of [text (max 50 words)]

**PAGE “ABOUT” - ABOUT INFO
CONTINUATION**

Short overview on company history:
Text (max 200 words)

Join the team: Text (max 20 words)

GROUP: "ALL PEOPLE"
Title: Text (max 10 words)
Introduction: Text (max 100 words)
Introductory video: Video
Section title: 'Our Team'
Employees: List of [Person photo; Name; Role]



PAGE "ALL PEOPLE" - WELCOME

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Introductory video: Video

PAGE "ALL PEOPLE" - PEOPLE LIST

Section title: 'Our Team'

Employees:
List of [Person photo; Name; Role]

KIND OF TOPIC: "PERSON"

Title: 'Personal File'

Person photo : Image

Name: Text (max 5 words)

Presentation phrase: Text (max 20 words)

Person description: Text (max 100 words)



PAGE "PERSON" - PRESENTATION

Title: 'Personal File'

Person photo : Image

Name: Text (max 5 words)

Introduction text: Text (max 20 words)

Person description: Text (max 100 words)

GROUP: "ALL AREAS"
Title: Text (max 10 words)
Introduction: Text (max 100 words)
Introductory video: Video
Section title: 'The Areas'
Areas preview: List of [Name; Short description; Image]



PAGE "ALL AREAS" - WELCOME

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Introductory video: Video

PAGE "ALL AREAS" - AREAS LIST

Section title: 'The Areas'

Areas preview:

List of [Name; Short description; Image]

PAGE "ALL AREAS" - AREAS LIST CONTINUATION

Areas preview:

List of [Name; Short description; Image]

KIND OF TOPIC: "AREA"

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Section title: Text (max 10 words)

Solutions: List of [Image; Description]



PAGE "AREA" - PRESENTATION

Title: Text (max 10 words)

Introduction: Text (max 100 words)

Section title: Text (max 10 words)

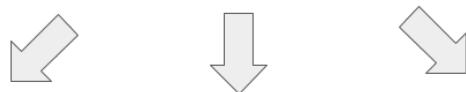
PAGE "AREA" - SOLUTIONS INFO

Solutions: List of [Image; Description]

PAGE "AREA" - SOLUTIONS INFO CONTINUATION

Solutions: List of [Image; Description]

GROUP: "ALL PRODUCTS"
Title: Text (max 10 words)
Introduction: Text (max 100 words)
Introductory video: Video
Section title: 'All Products'
Products preview: List of [Representation Image; Logo; Description]



PAGE "ALL PRODUCTS" - WELCOME

Title: Text (max 10 words)
Introduction: Text (max 100 words)
Introductory video: Video

PAGE "ALL PRODUCTS" - PRODUCTS LIST

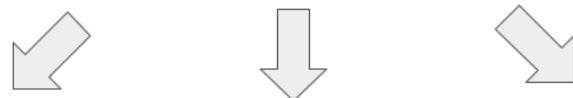
Section title: 'All Products'
Products preview:
List of [Representation Image; Logo; Description]

PAGE "ALL PRODUCTS" - PRODUCTS LIST CONTINUATION

Products preview:
List of [Representation Image; Logo; Description]

KIND OF TOPIC: "PRODUCT"

Product logo: Image
Introduction: Text (max 100 words)
Section title: Text (max 10 words)
Product details: List of [Image; Description]
Customers: List of [Image]



PAGE "PRODUCT" - PRESENTATION

Product logo: Image
Introduction: Text (max 100 words)
Section title: Text (max 10 words)

PAGE "PRODUCT" - PRODUCT INFO

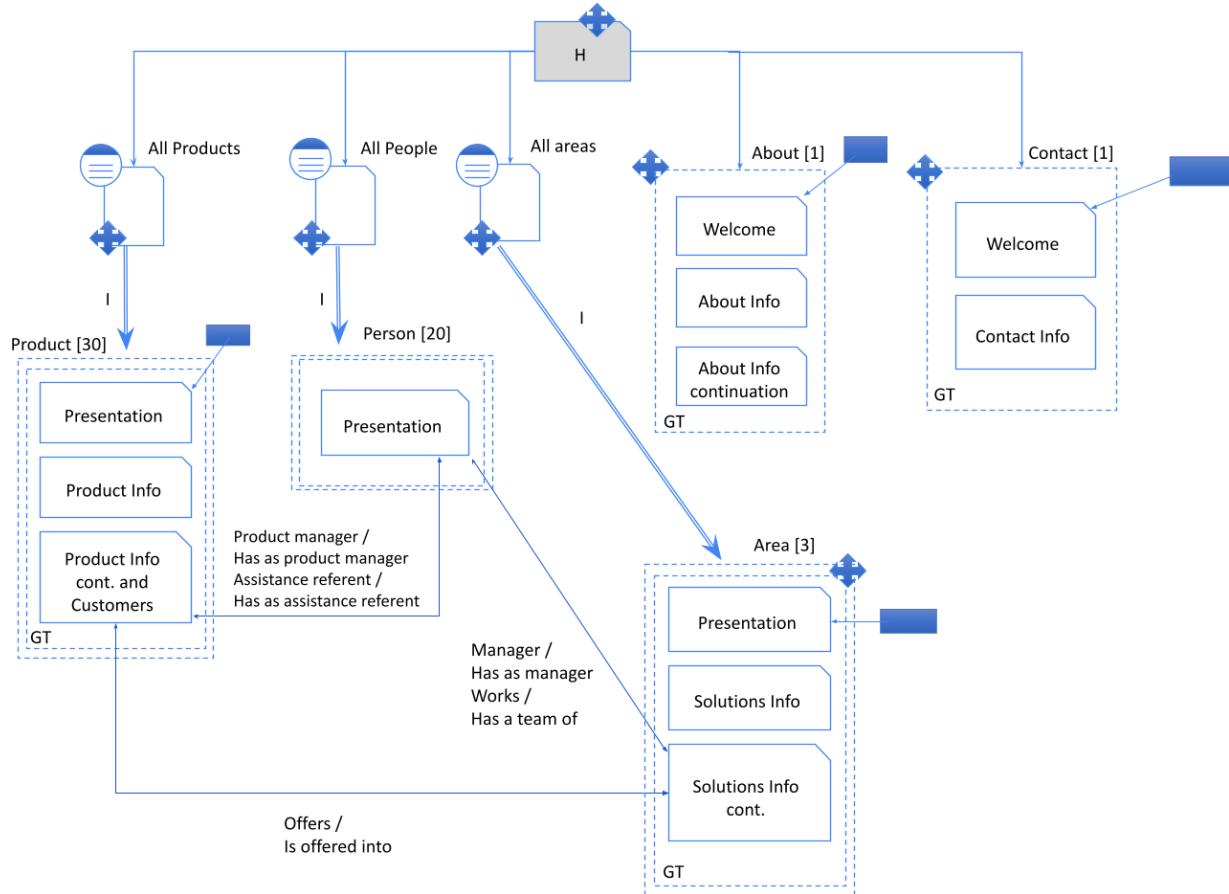
Product details:
List of [Image; Description]

PAGE "PRODUCT" - PRODUCT INFO CONTINUATION AND CUSTOMERS

Product details:
List of [Image; Description]
Customers: List of [Image]

I.4 P-IDM diagram

The schema describes the high-level navigation topology, the high-level paths to move across contents into the ‘Monstars’ website.

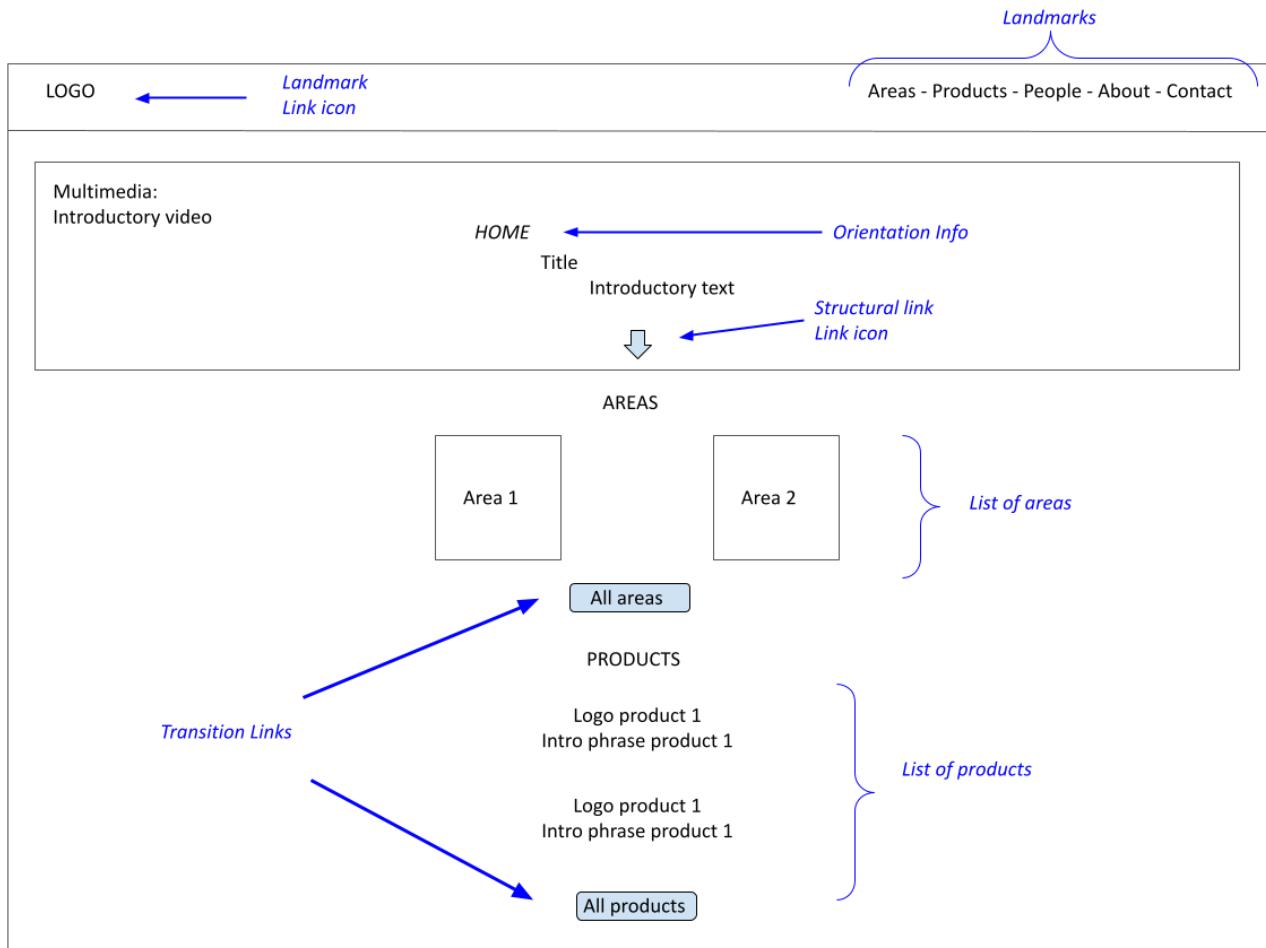


II. CONCRETE PAGE DESIGN

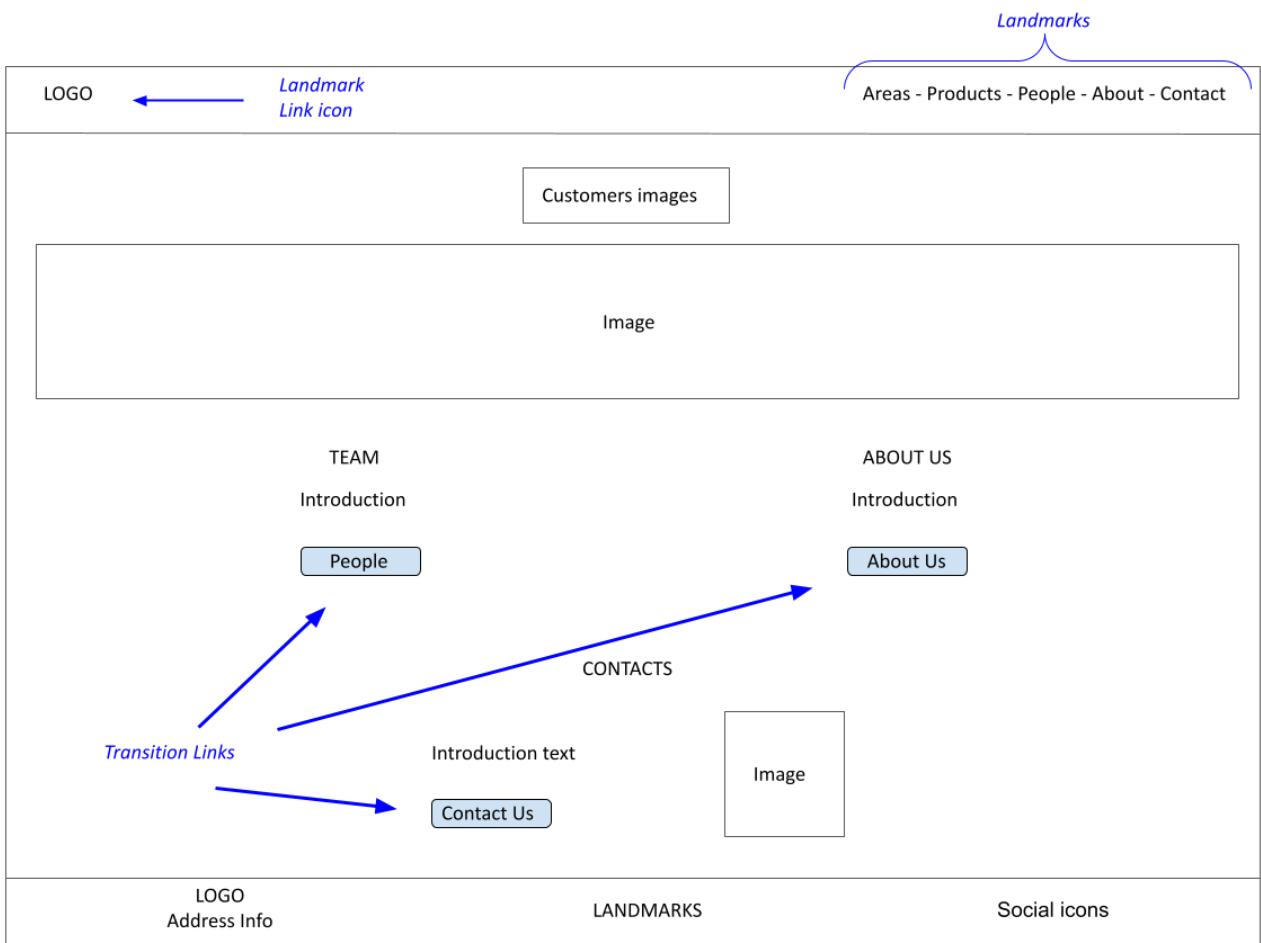
II.1 Low fidelity wireframes

The low fidelity wireframes represent the structure of the pages and show the basic visual organization of contents, navigation and interaction elements on the ‘screen’.

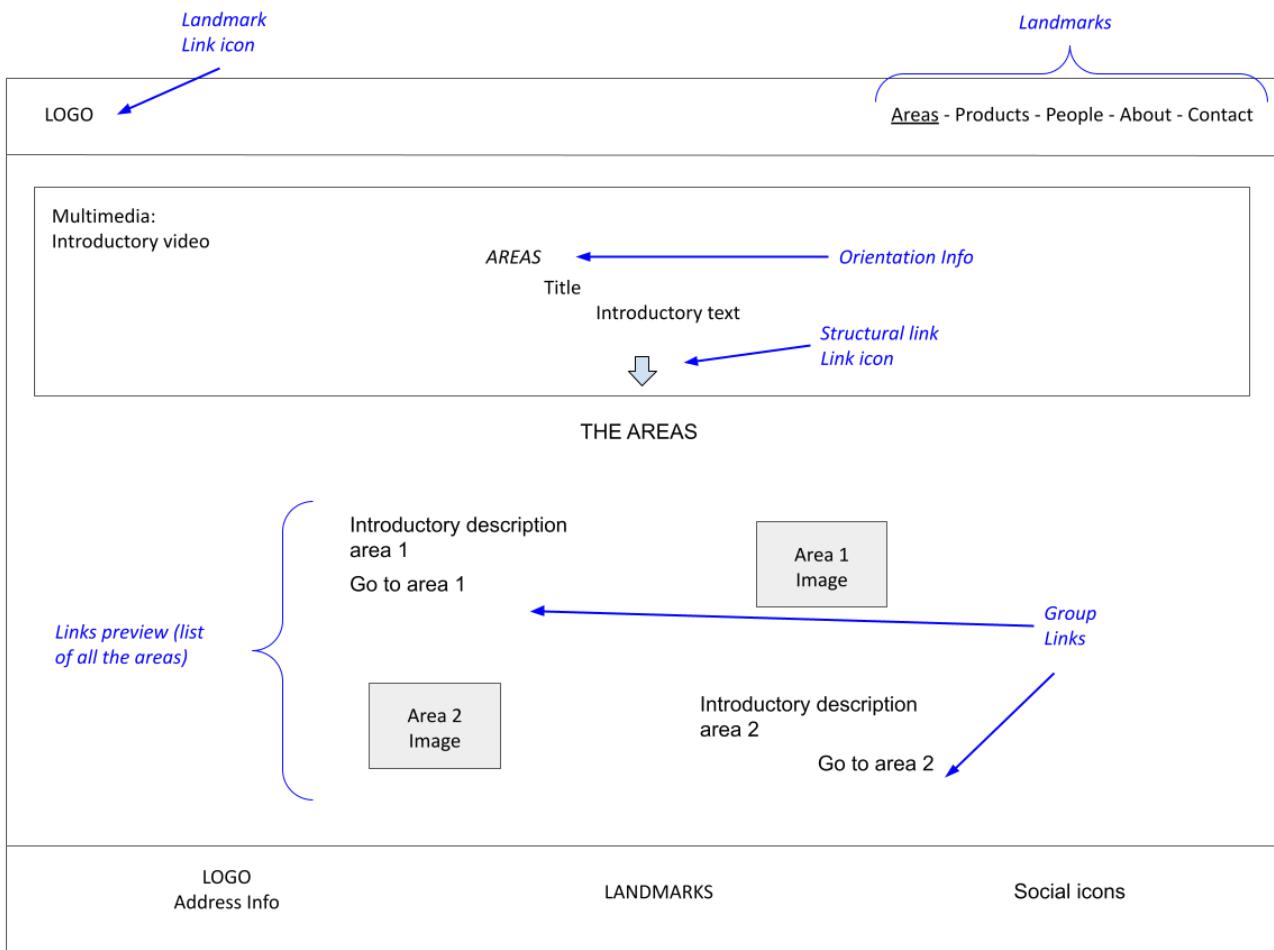
1. ‘Home Page’ - 1



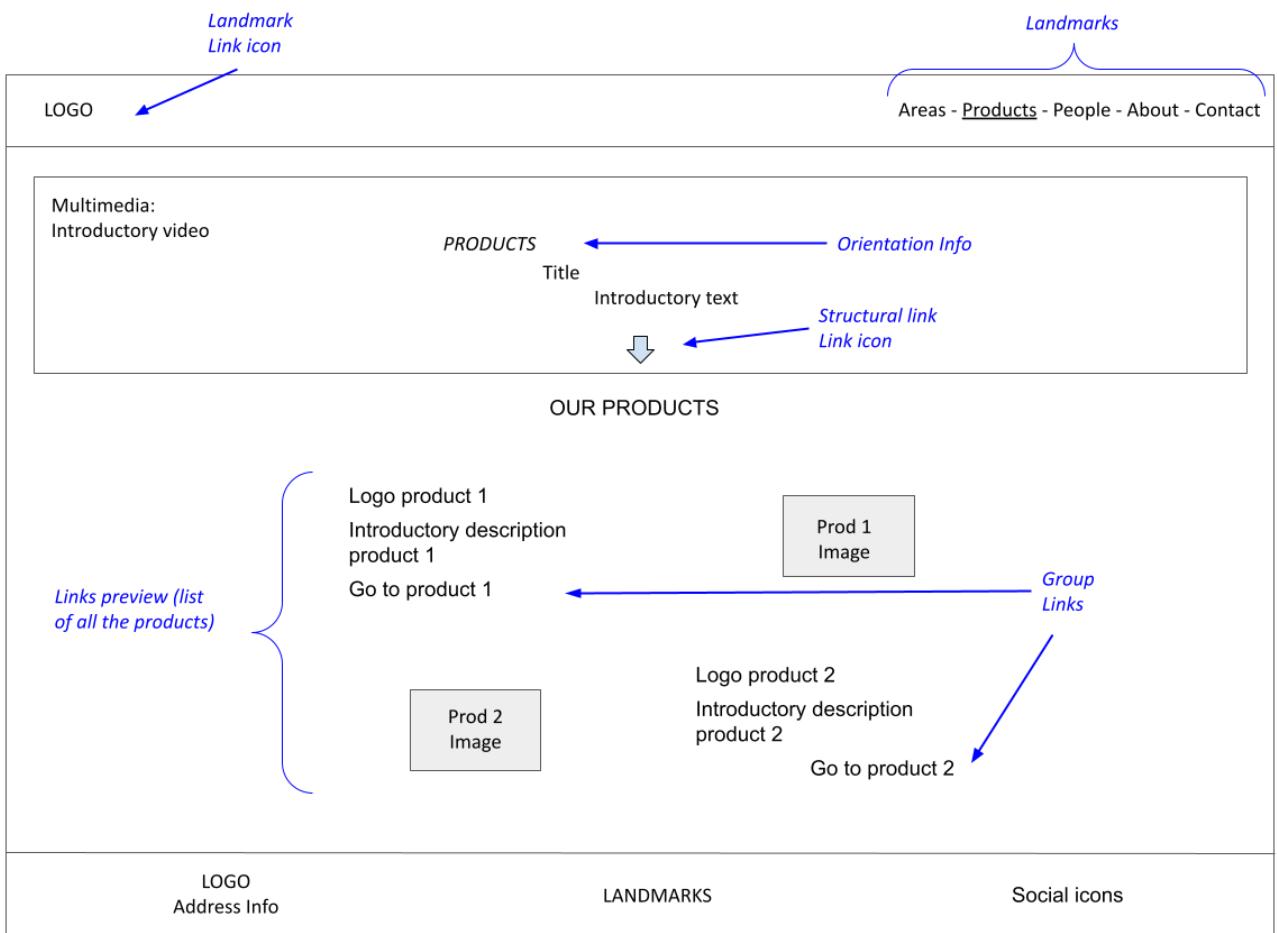
1. 'Home Page' - 2



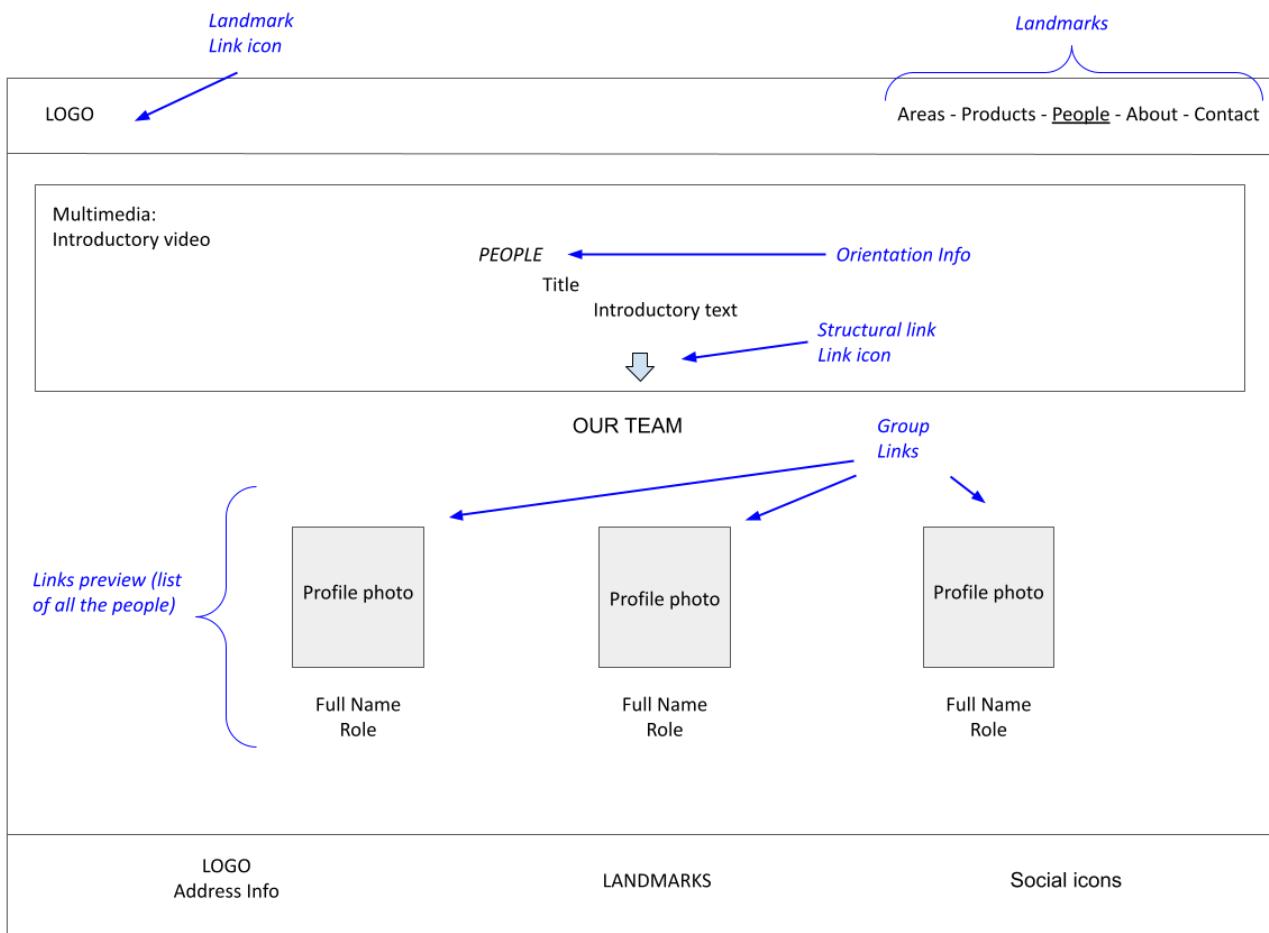
2. Group page: 'All Areas'



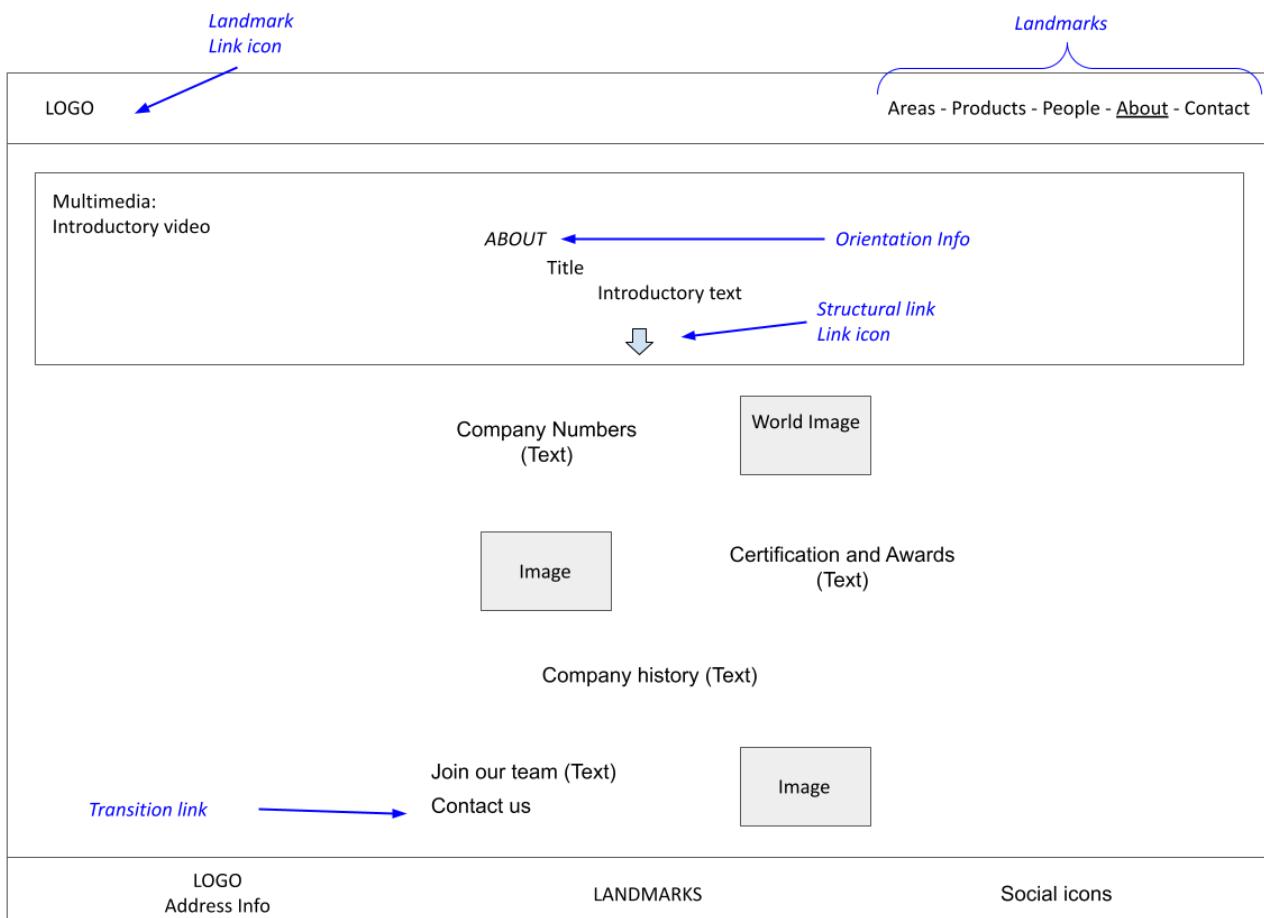
3. Group page: 'All Products'



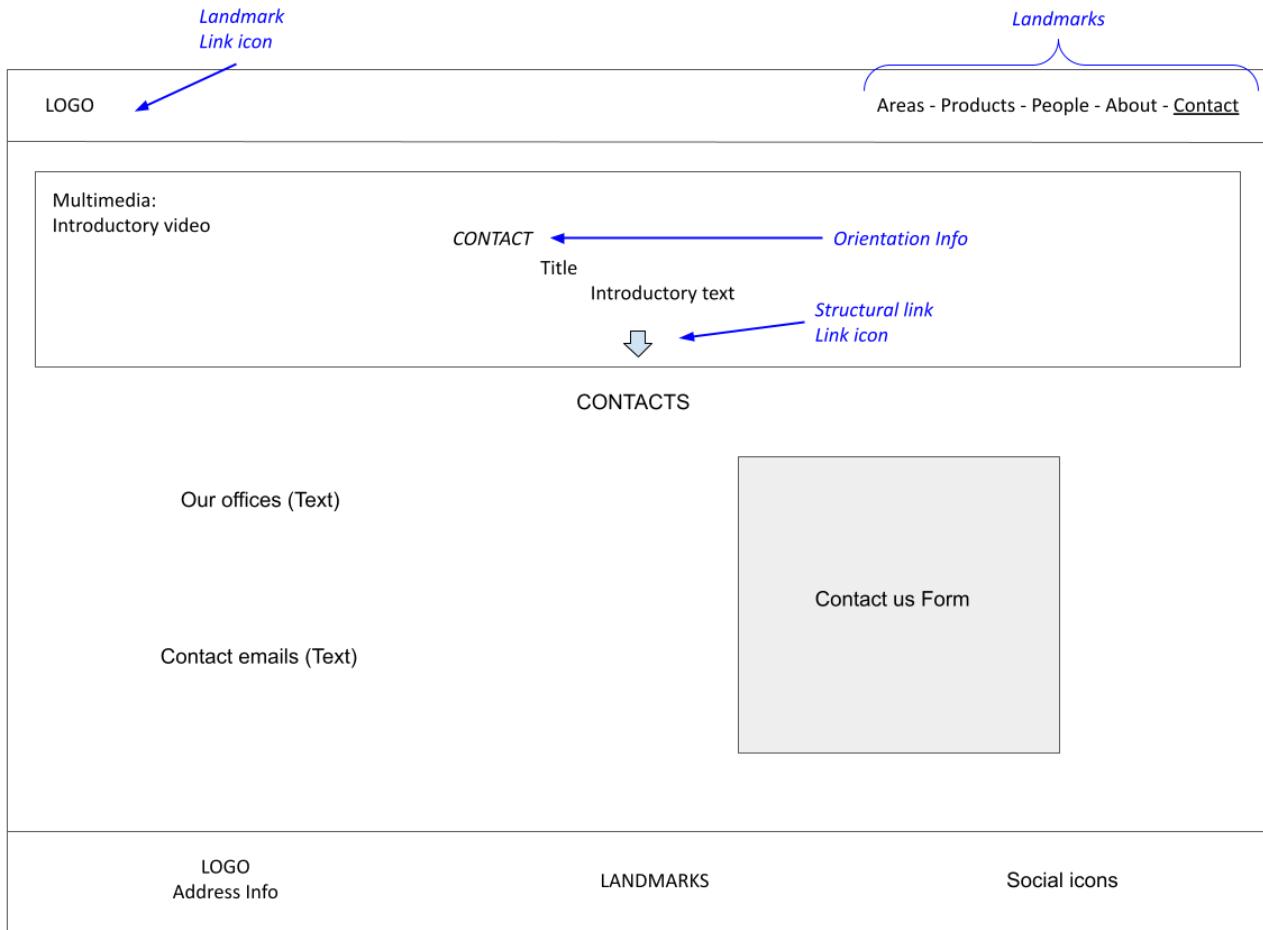
4. Group page: 'All People'



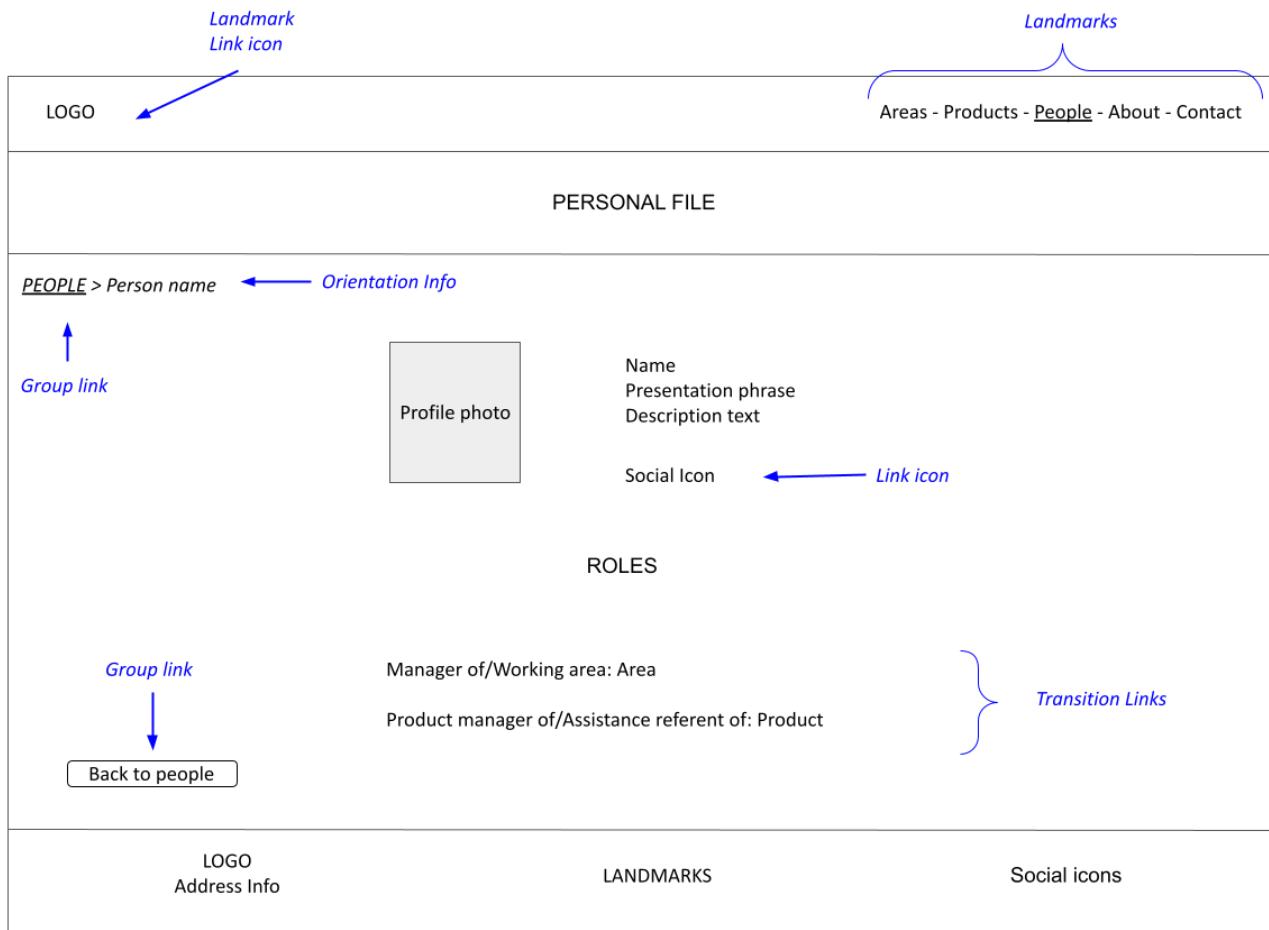
5. Topic page: 'About'



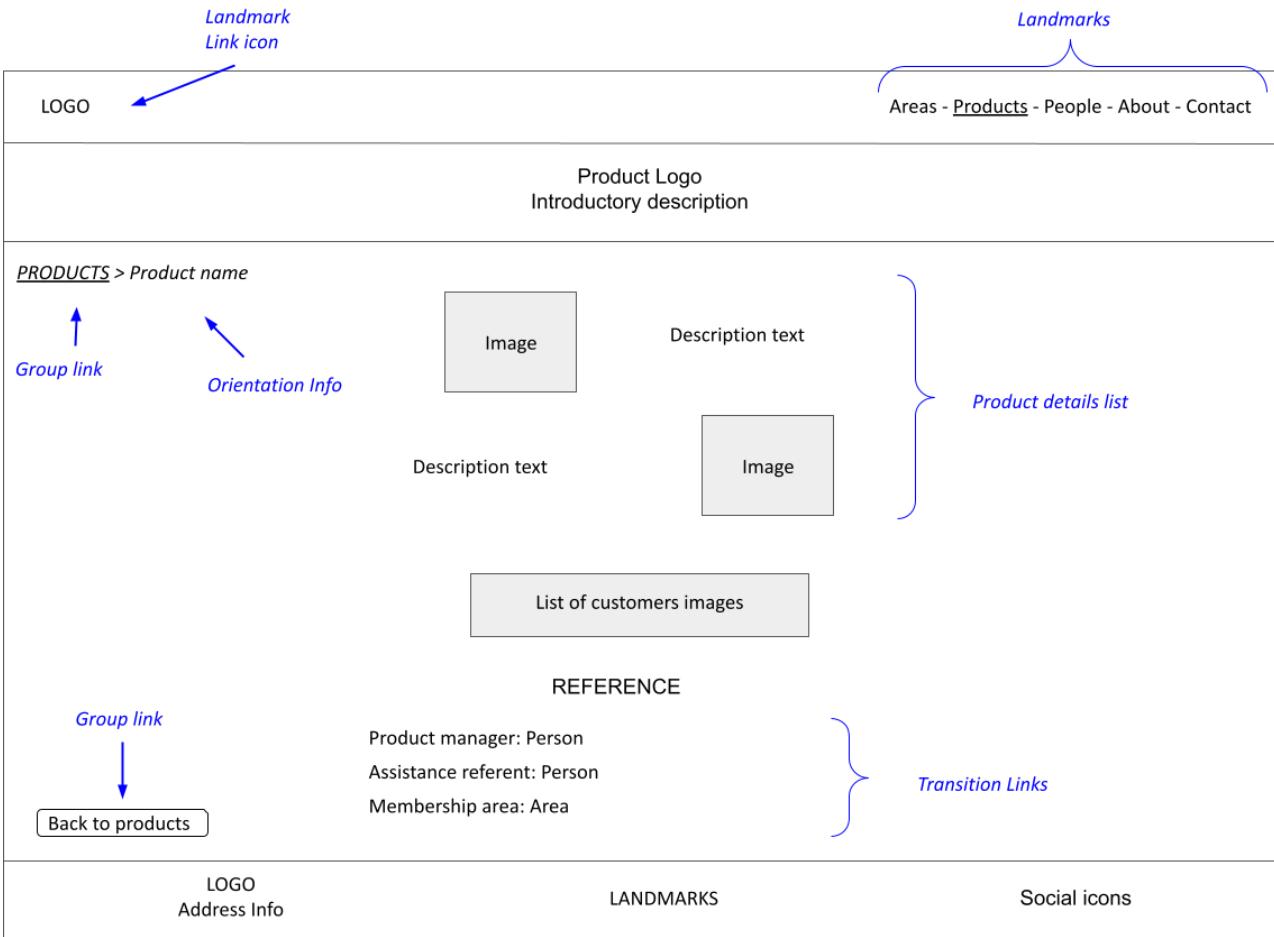
6. Topic page: 'Contact'



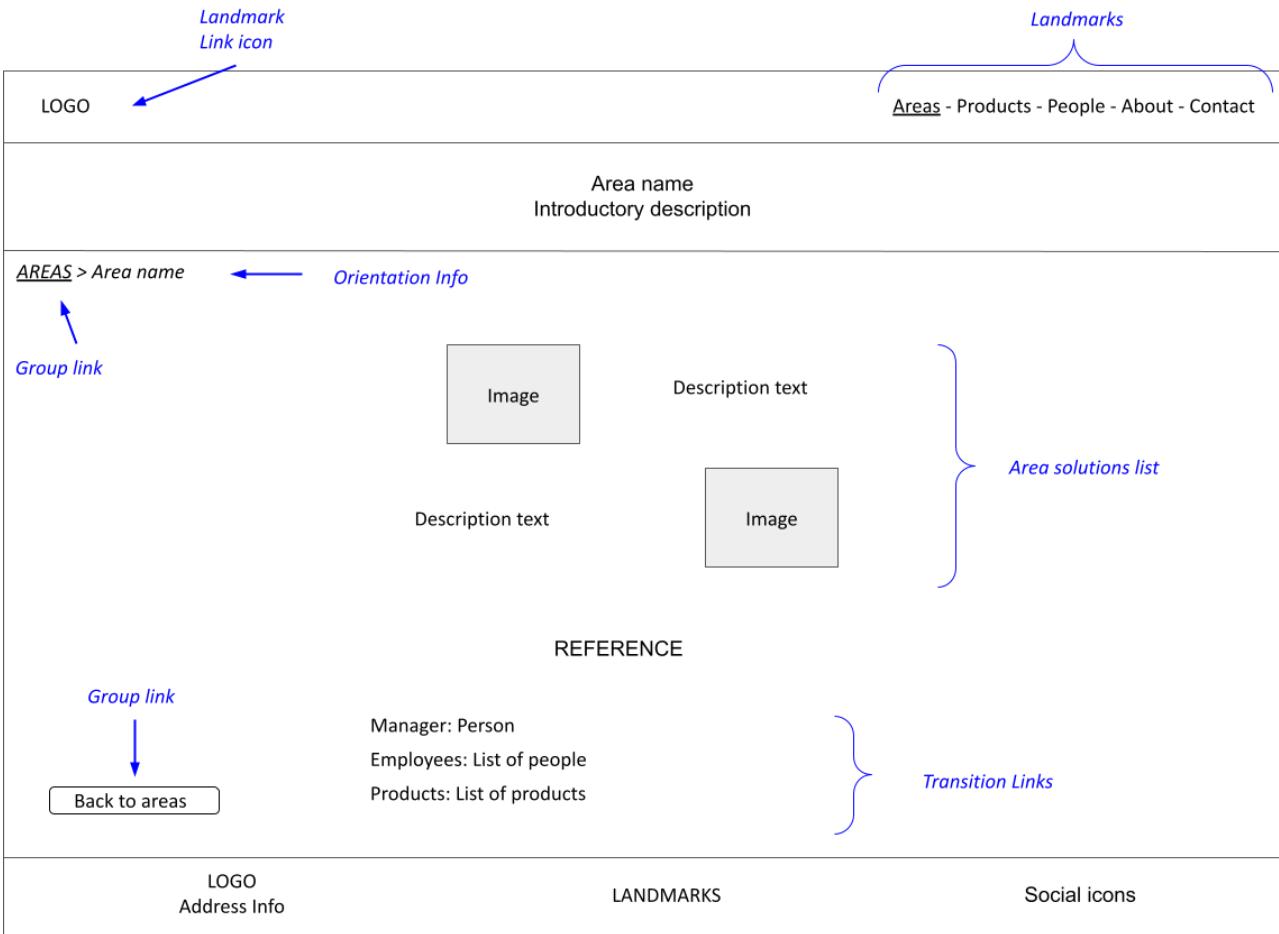
7. Kind of topic page: 'Person'



8. Kind of topic page: 'Product'



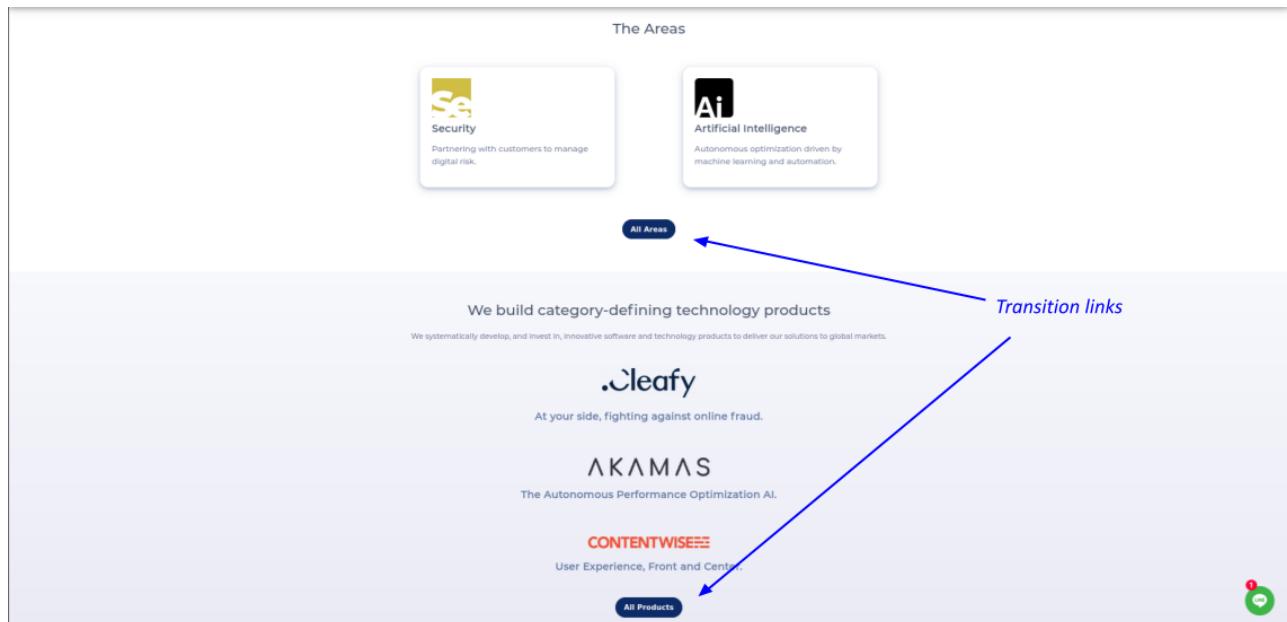
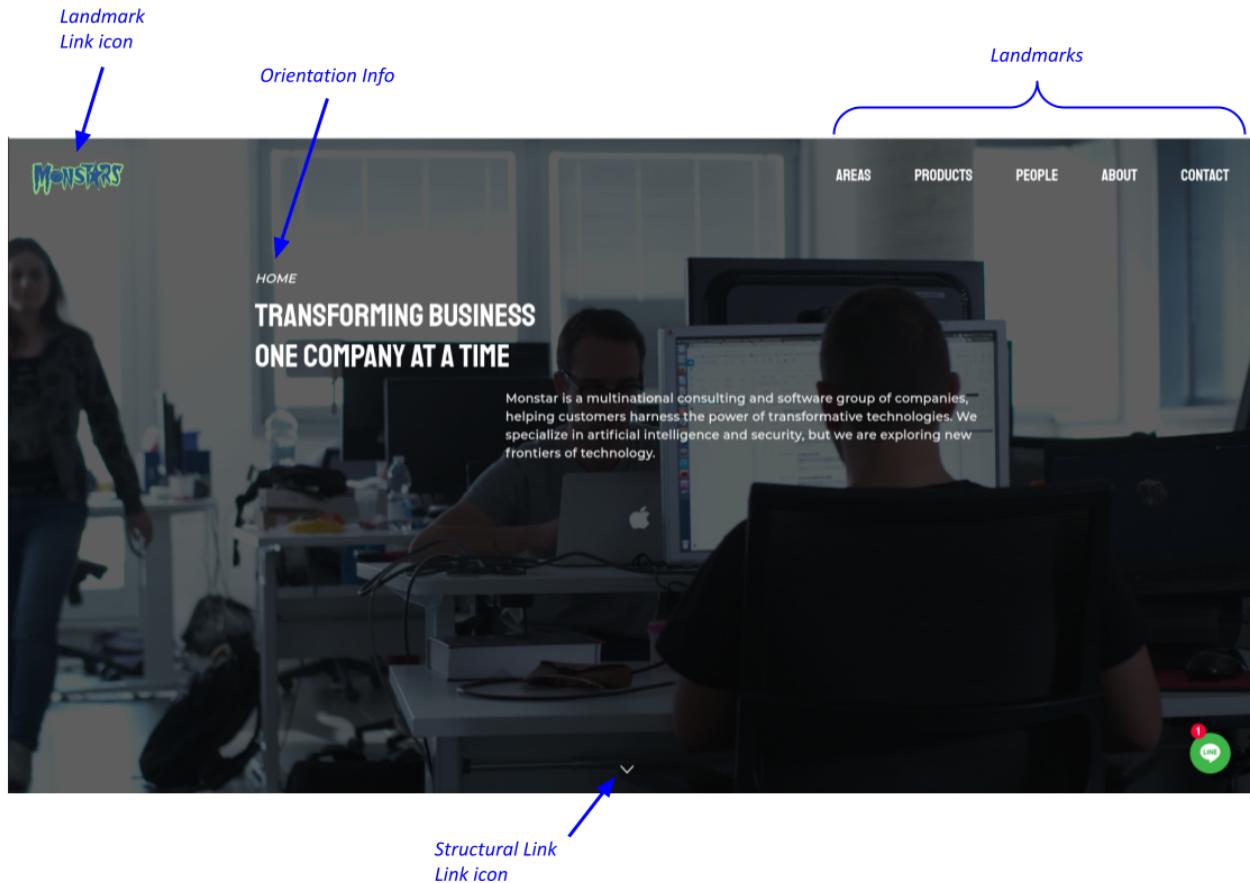
9. Kind of topic page: 'Area'



II.2 High fidelity wireframes

The high fidelity wireframes are the screenshot of the pages and define the advanced ‘look-and-feel’ of the user interface by showing the final layout with realistic content.

1. ‘Home Page’



We use data, software, and insights to solve our customers' most substantial technology challenges

Bell

macy's

Walmart

AT&T



Meet our team
We'd like to introduce you to our family of brilliant, hard-working and talented team components.

About us
We'd like to present you our company, the history of our business and the goals we have achieved.

Call the specialists

We are top experts in security and AI.
We help some of the largest companies and most recognizable brands worldwide solve their most pressing technology and business challenges. We can do that for your company too.

Contact Us

Transition links

Landmarks

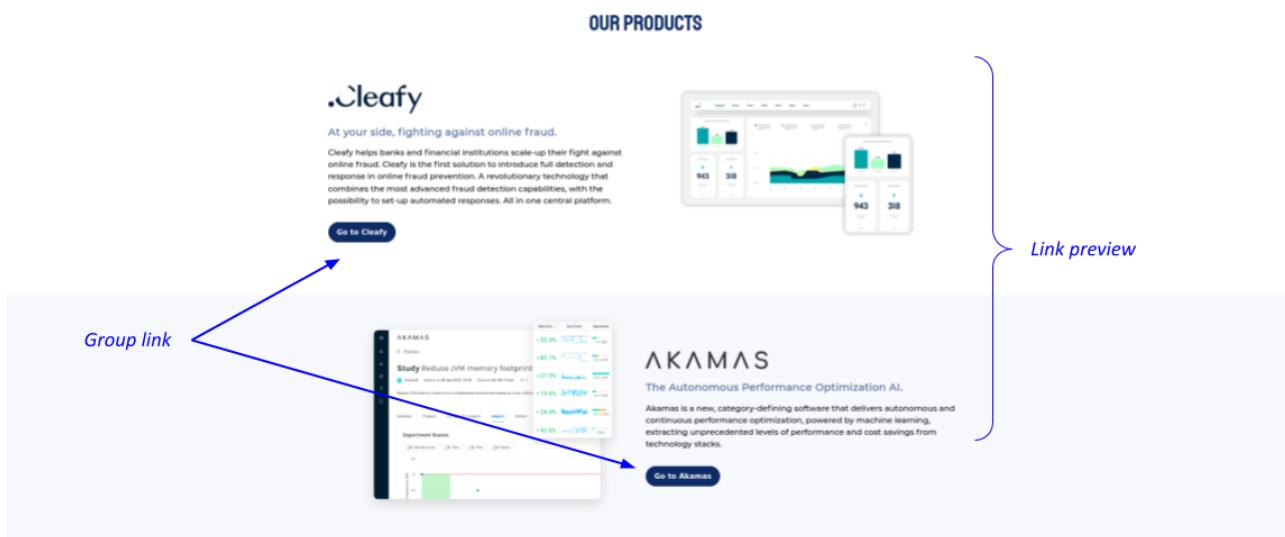
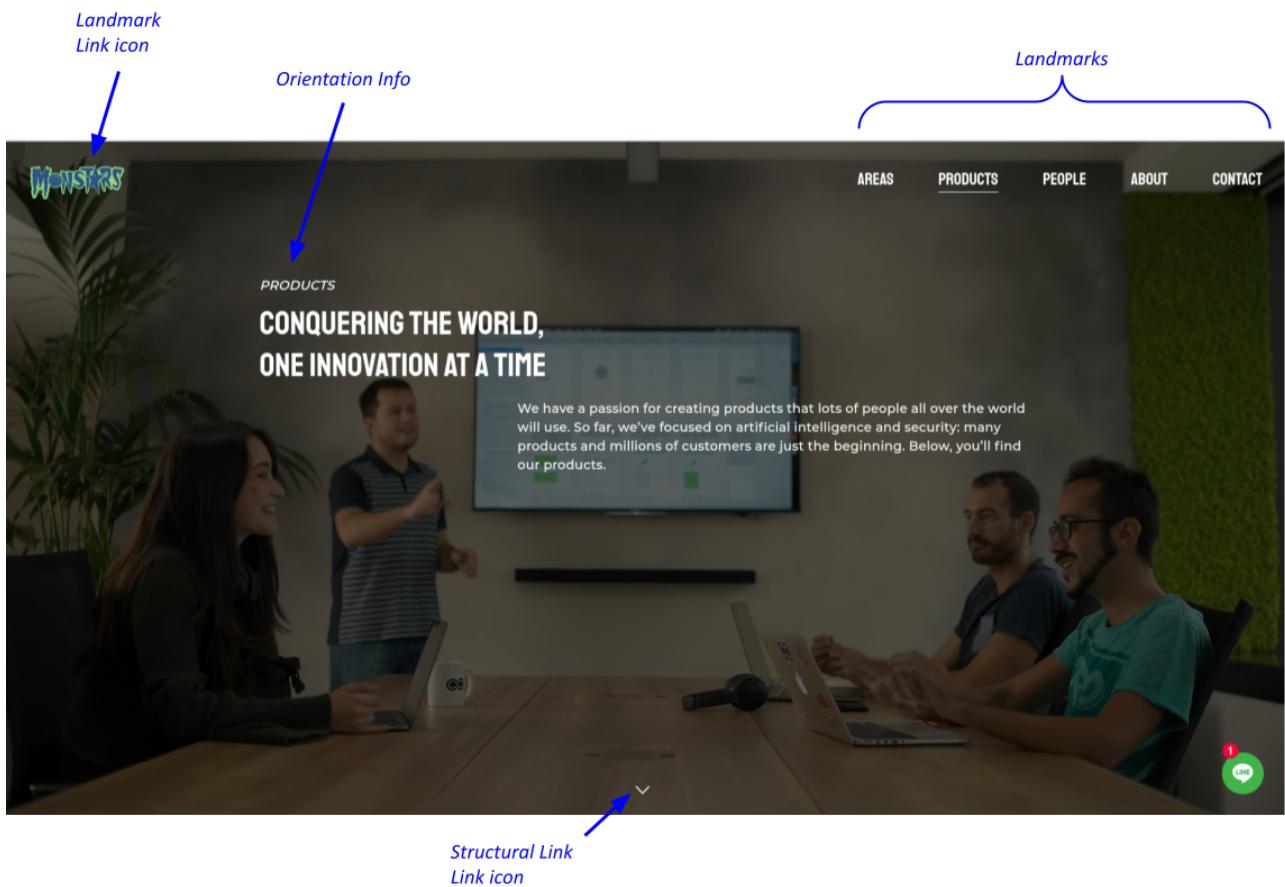
Social Links icon

This section contains two main columns of text with sub-sections. Arrows point from the "About us" and "Contact Us" buttons to the "Transition links" label. Below the "About us" section is a 3D rendering of objects. Brackets at the bottom point to the "Landmarks" and "Social Links icon" labels.

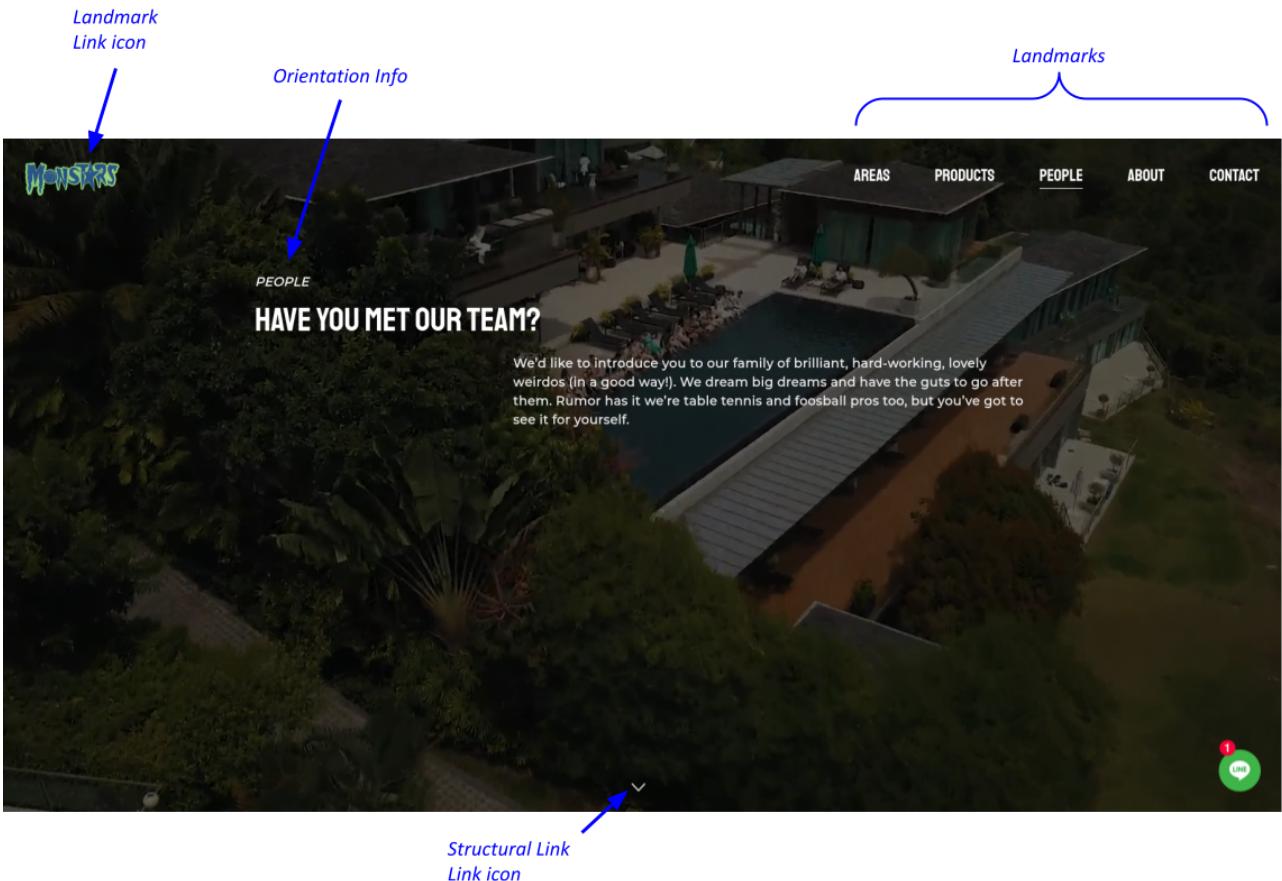
2. Group page: 'All Areas'



3. Group page: 'All Products'



4. Group page: 'All People'

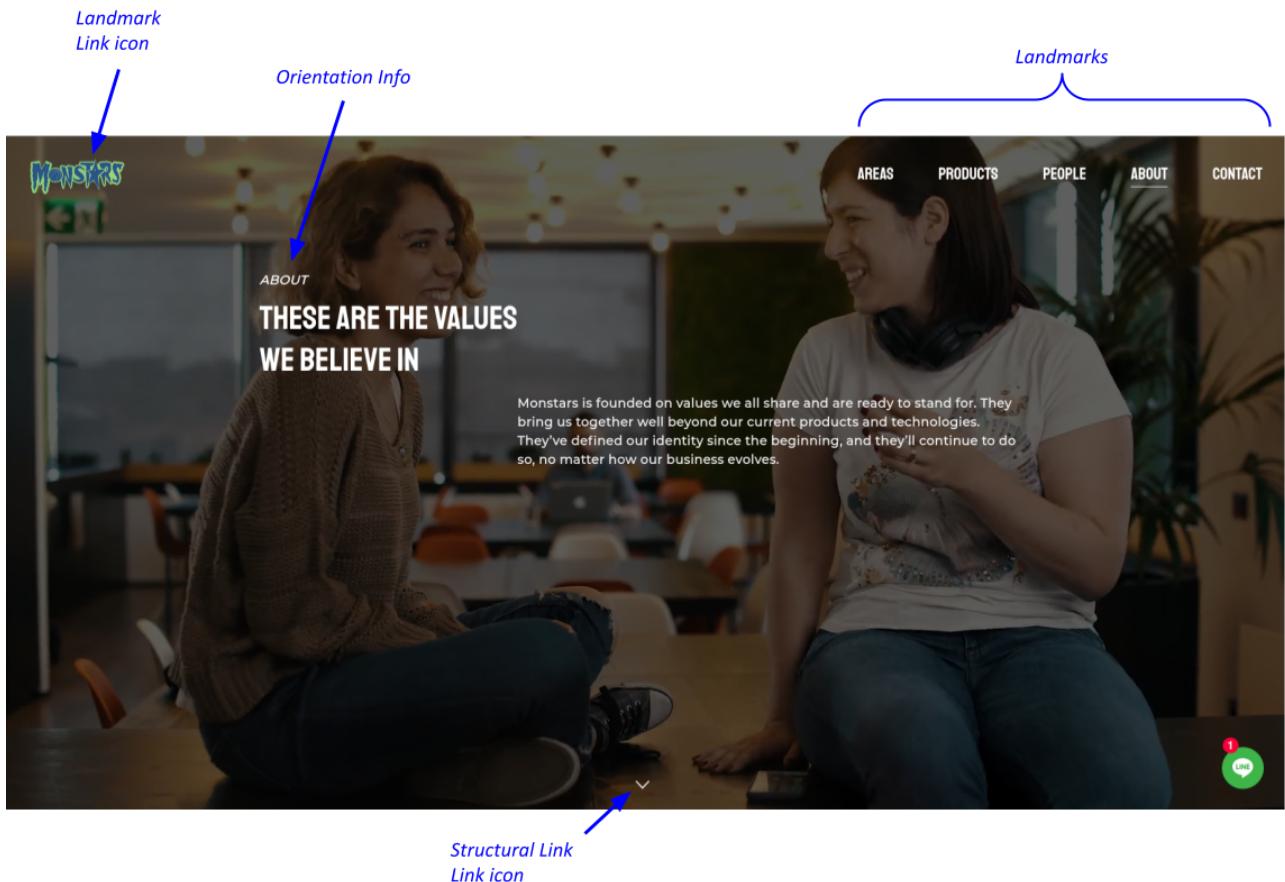


This screenshot shows a "OUR TEAM" section with the following annotations:

- Link preview Group links**: A bracket points to the right side of the section, where a vertical list of names and titles is grouped together.
- Luca Colombo**: Software Engineer
- Sara Bianchi**: Security Expert
- Matteo Rossi**: AI Expert
- Christian Verdi**: Data Scientist
- Francesco Blu**: Data Analyst
- Mattia Viola**: Software Engineer

Luca Colombo

5. Topic page: 'About'



The screenshot shows the 'About' page with more detailed content. At the top, it says 'A Global Technology Business'. Below that is a paragraph about the company's history and focus on technology challenges. To the right is a world map. Further down, there are statistics: 200+ Experts, 30+ Countries, 280+ Customers, and 50% International Sales. A section titled 'CERTIFICATIONS AND AWARDS' follows, featuring logos for Gartner Cool Vendor, Google Cloud Partner, ISO 9001, mongoDB, Red Hat Enterprise Linux, Confluent, and AWS. It also mentions Gartner Cool Vendor 2021 for Software Engineering Technology and FT 1000 Europe's Fastest Growing Companies. At the bottom right is a circular icon with a red dot and a green arrow.

Big problems need companies with big ideas.

When we started in 2000, we saw that the Internet was about to change the world forever and we decided we had to be **part of that change**. For us, this meant reinventing how the capacity planning of hardware resources had to be done in the new era of distributed systems and online businesses.

We did it with an engineering mindset and business acumen, and we created Capitan, a technology destined to become the world leader in its space with the transition to BMC Software in 2010.

We processed massive quantities of data to build models and predict future outcomes, simplifying and automating what was previously seen as black magic. Today we would call all this Big Data and AI, but back then we thought of it simply as **smart engineering**.

We still do that today!

Join our Team

Technology, ambition, and problems worth solving.



Transition link → [Contact Us](#)


MONSTAR
MONSTAR S.p.A.
PIAZZA LEONARDO DA VINCI, 32
MILANO, ITALY

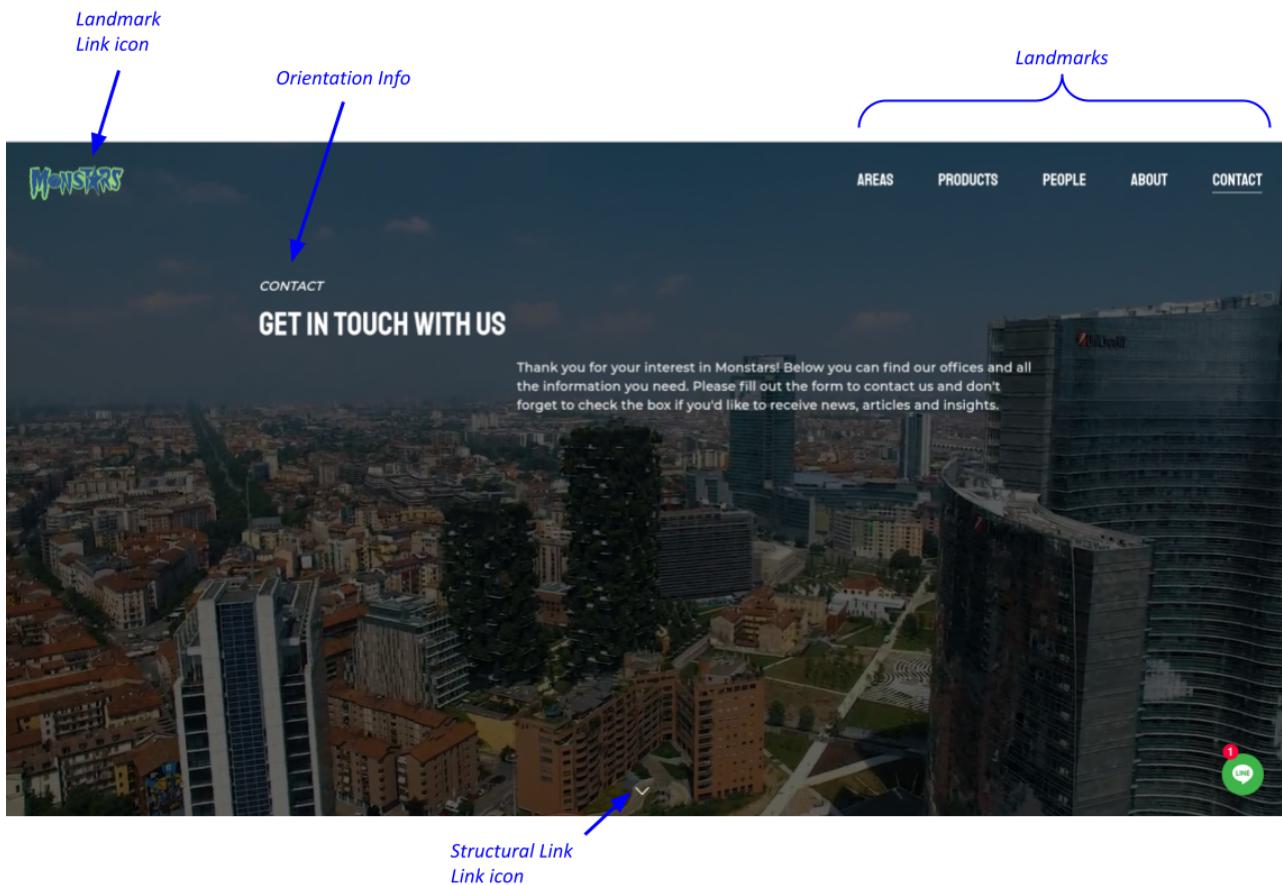
AREAS
Security
Artificial Intelligence

PRODUCTS
PEOPLE
ABOUT
CONTACT

FOLLOW US
f i t l

Landmarks Socials
Link icons

6. Topic page: 'Contact'



This screenshot shows the 'CONTACTS' page of the Monstars website. The page has a header with the title 'CONTACTS'. Below the header, there's a section titled 'Our Offices' with details for Italy HQ, USA Boston, USA Los Angeles, and Singapore. There's also a 'Contact Emails' section with links for general inquiries, careers, marketing, PR, and sales. To the right, there's a 'Contact Us' form with fields for Full name, Work email, Company name, Country, and Message. A small note at the bottom of the form states: 'Monstars respects and protects your privacy. From time to time, we may contact you about our products, services, and content that may be of interest to you. Please tick below to provide your consent.' A blue arrow points from the text 'Landmarks' to the 'LINE' link icon in the top right corner of the page.



7. Kind of topic page: 'Person'

The screenshot shows a personal file page for 'LUCA COLOMBO'. At the top left is a 'Landmark Link icon' pointing to the 'MONSTARS' logo. At the top right is a 'Landmarks' section with links to 'AREAS', 'PRODUCTS', PEOPLE, 'ABOUT', and 'CONTACT'. Below the header, the page title is 'PERSONAL FILE'. A breadcrumb navigation 'PEOPLE > LUCA COLOMBO' is shown with an 'Orientation Info' arrow pointing to it. To the left of the main content is a 'Group links' section with a downward arrow pointing to a 'Back to people' button. The main content features a profile picture of Luca Colombo and his bio: 'I'm a Software Engineer and a Backend Developer from Milan, Italy'. Below this is a LinkedIn 'Link icon'. The 'ROLES' section lists 'MANAGER OF AREA: Security' and 'PRODUCT MANAGER OF: Cleafy', with a 'Transition Links' bracket connecting them. In the bottom right corner, there is a green circular icon with a red notification dot containing a white number '1'.

Landmark Link icon

Landmarks

PERSONAL FILE

PEOPLE > LUCA COLOMBO

Orientation Info

Group links

Back to people

LUCA COLOMBO

I'm a Software Engineer and a Backend Developer from Milan, Italy

in

Link icon

ROLES

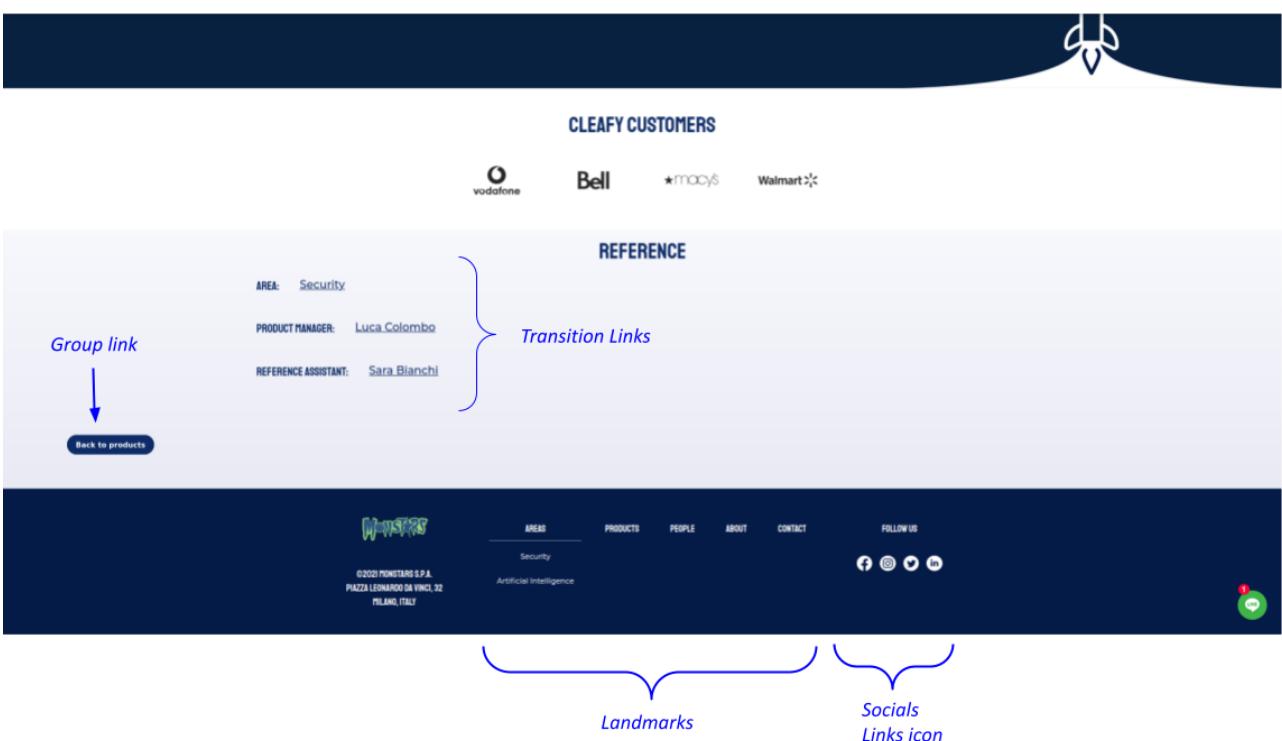
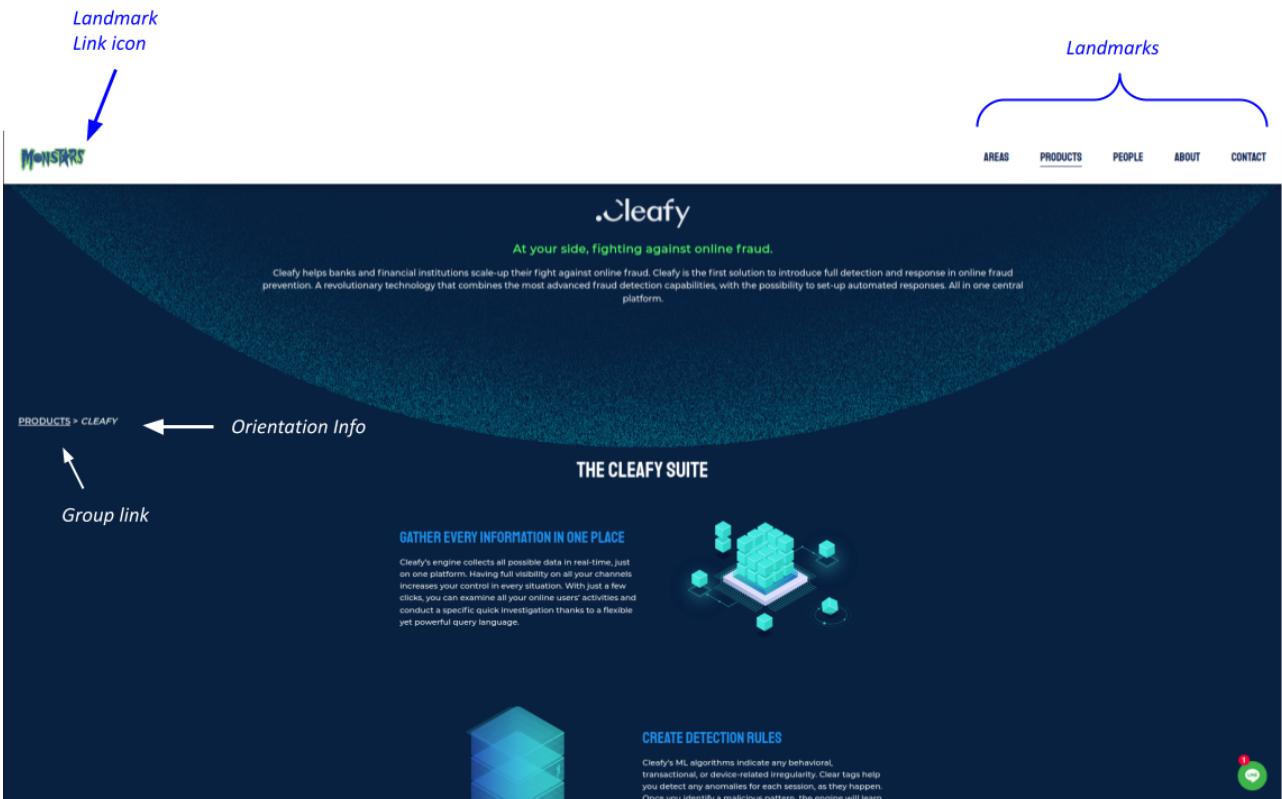
MANAGER OF AREA: Security

PRODUCT MANAGER OF: Cleafy

Transition Links

1

8. Kind of topic page: 'Product'



9. Kind of topic page: 'Area'

Landmark Link icon

Landmarks

Orientation Info

Group link

Group link

Transition Links

Landmarks

Socials Links icon

MONSTAR

LANDMARKS

AREAS PRODUCTS PEOPLE ABOUT CONTACT

SECURITY

Partnering with customers to manage digital risk.

We are unique among IT security consulting firms. We combine security technology engineering, intelligence expertise and our data science DNA to help companies manage digital risk end-to-end.

AREAS > SECURITY ← Orientation Info

Group link

SECURITY SOLUTIONS

CONTINUOUS MONITORING & RISK EVALUATION

Real-time security data collection and analysis.

We leverage frameworks and standards such as MITRE to design models that collect, normalize and analyze security data in real time. We use intelligence tools to generate insights that limit risk exposure, while reducing operational effort.



DIGITAL IDENTITY FOR CRITICAL SERVICES

Visibility and control of privileged and 3rd-party access.

We provide the tools to ensure that all users and all device access activities are visible and controllable. We also



Advanced threat intelligence and fraud investigation.

With our threat analysis and response orchestration solution, we create early detection systems for threats. We also create automatic orchestration response solutions that actively react to attack campaigns in a scalable way.



REFERENCE

AREA MANAGER: Matteo Rossi

EMPLOYEES:

- Christian Verdi
- Francesco Blu
- Mattia Viola

PRODUCTS:

- Akamas
- ContentWise

Group link

Back to areas

Area Manager, Employees, and Products sections grouped by a curly brace.

LANDMARKS

LANDMARKS

SOCIALS LINKS ICON

III. INTERACTION SCENARIOS

III.1 First interaction scenario

Profile: A newly graduated computer science student.

Goal: He is looking for his first job and he wants to understand what the company is about and if his profile is in line.

Tasks: He browses the About page and looks for the main information of the company. He reads the Join the Team section and sees the Contact Us link. On the page of the contacts, he fills the dedicated form.

1

2

3

4

5

Scroll down

III.2 Second interaction scenario

Profile: An employee of an insurance company involved in internal security.

Goal: He wants to upgrade the internal security system that is outdated. He is looking for a system that will allow him to intercept possible fraud.

Tasks: He reads the home page and finds that the 'Monstars' company has an area related to cyber security. He follows the link to 'all areas' and then the one related to the security area and here he finds the list of products offered. He chooses one of the products and reads the features.

The sequence of screenshots illustrates the user's journey through the Monstars website:

- Step 1:** The user is on the Monstars homepage, which features a banner about transforming business and a brief description of their services in artificial intelligence and security.
- Step 2:** The user navigates to the 'The Areas' section. This page lists two main categories: 'Security' and 'Artificial Intelligence'. A blue arrow labeled '2' points from the 'Security' category to the 'AI' category.
- Step 3:** The user clicks on the 'Security' category, leading to a detailed page for 'SECURITY'. This page includes a description, a call-to-action button ('Go to Security'), and a small icon representing the product.
- Step 4:** The user scrolls down the 'SECURITY' page to view other security solutions. A blue arrow labeled '4' points downwards.
- Step 5:** The user reaches the 'Cleafy' product page. This page highlights 'CONTINUOUS MONITORING & RISK EVALUATION' and 'DIGITAL IDENTITY FOR CRITICAL SERVICES'. A blue arrow labeled '5' points to the 'Cleafy' product name.

III.3 Third interaction scenario

Profile: The general manager of a large computer consulting company.

Goal: He wants to know their competitors to understand their competitive strength, based on the services they offer and the skills and knowledge of the management team.

Tasks: He browses the Areas section and chooses the first area. Here he discovers which solutions the company offers for that specific area. Then in that same page he finds out who is the manager of that area and by following the link he also reads its profile. In addition, to understand how big the company is, he goes to the people page and sees how many people make up their team.

Step 1: Click on the 'AREAS' menu item.

Step 2: Click on the 'SECURITY' area.

Step 3: Click on the 'SECURITY' link in the 'THE AREAS' section.

Step 4: Click on the 'SECURITY SOLUTIONS' link.

Step 5: Click on the 'Luca Colombo' link in the 'REFERENCE' section.

Step 6: Click on the 'Back to people' link in the 'PERSONAL FILE' section.

The image shows two side-by-side screenshots of a website for 'MONSTERS'.
The left screenshot is the homepage, featuring a large, dark-toned photograph of a modern building complex with a swimming pool and lush greenery. Overlaid on the image are the words 'HAVE YOU MET OUR TEAM?' and a small number '7' with a white arrow pointing towards the bottom right corner. At the top of the page, there is a navigation bar with links: 'AREAS', 'PRODUCTS', 'PEOPLE', 'ABOUT', and 'CONTACT'.
The right screenshot is a 'OUR TEAM' page. It features a grid of six profile pictures, each with a name and job title below it:

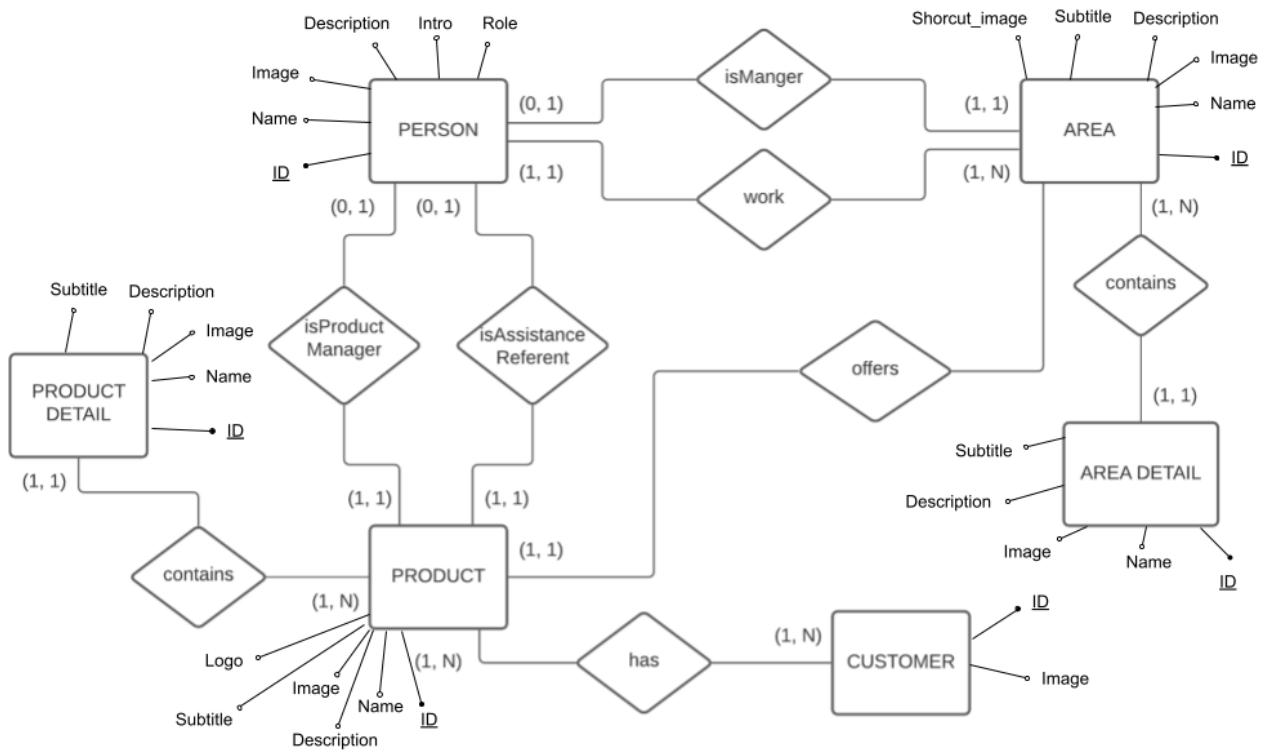
- Luca Colombo, Software Engineer
- Sara Bianchi, Security Expert
- Matteo Rossi, AI Expert
- Christian Verdi, Data Scientist
- Francesco Blu, Data Analyst
- Mattia Viola, Software Engineer

At the top of this page, there is a navigation bar with links: 'AREAS', 'PRODUCTS', 'PEOPLE', 'ABOUT', and 'CONTACT'. A small green circular icon with a white question mark is located in the bottom right corner of the right-hand screenshot.

Luca Colombo

IV. DB DESIGN

IV.1 ER diagram



IV.2 Relational tables

Table: 'Person'

ID	Name	Image	Intro	Description	Role	Working_area_ID *
Type: Number	Type: String	Type: String	Type: Text	Type: Text	Type: String	Type: Number

* working_area_ID: foreign key refers to Person(ID)

Table: 'Area'

ID	Name	Image	Subtitle	Description	Shortcut_image	Manager_ID *
Type: Number	Type: String	Type: String	Type: Text	Type: Text	Type: String	Type: Number

* manager_ID: foreign key refers to Person(ID)

Table: 'Product'

<u>ID</u>	Name	Image	Subtitle	Description	Logo	Assistance_referent_ID *	Product_manager_ID *	Membership_area_ID *
Type: Number	Type: String	Type: String	Type: Text	Type: Text	Type: String	Type: Number	Type: Number	Type: Number

* assistance_referent_ID: foreign key refers to Person(ID)

* product_manager_ID: foreign key refers to Person(ID)

* membership_area: foreign key refers to Area(ID)

Table: 'Area Detail'

<u>ID</u>	Name	Image	Subtitle	Description	Area_ID *
Type: Number	Type: String	Type: String	Type: Text	Type: Text	Type: String

* area_ID: foreign key refers to Area(ID)

Table: 'Product Detail'

<u>ID</u>	Name	Image	Subtitle	Description	Product_ID *
Type: Number	Type: String	Type: String	Type: Text	Type: Text	Type: String

* area_ID: foreign key refers to Product(ID)

Table: 'Customers'

<u>ID</u>	Image
Type: Number	Type: String

Table: 'ProductCustomers'

<u>Product_ID *</u>	<u>Customer_ID *</u>
Type: Number	Type: String

* product_ID: foreign key refers to Product(ID)

* customer_ID: foreign key refers to Customer(ID)