

Delorum

TOMMY BAHAMA ISLAND LIFE / PARADISE NATION

April 14, 2008 | Version 0.1

OBJECTIVE OF THIS DOCUMENT

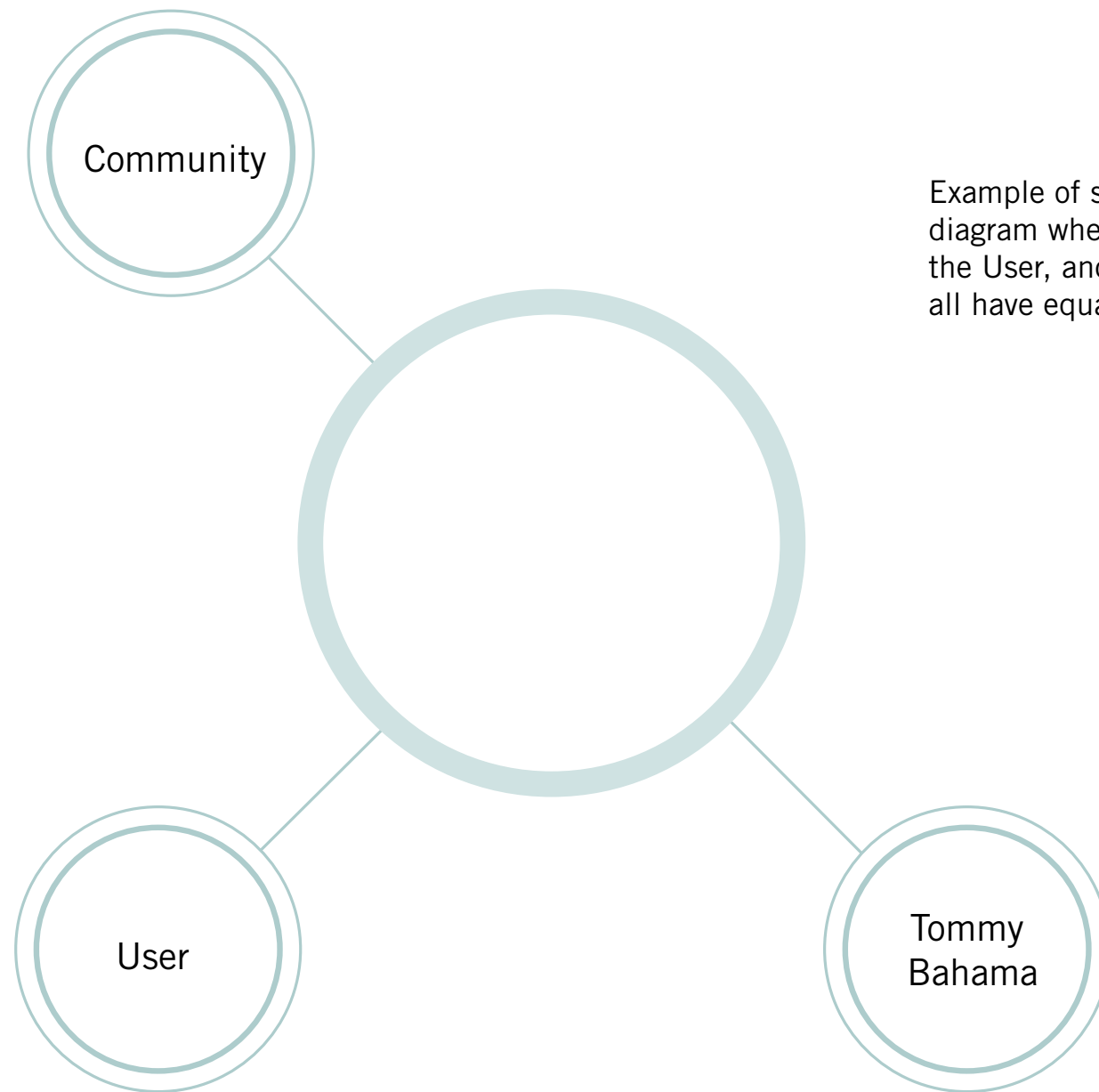
Provide common reference for discussion
Visualize specific conceptual options
Approximate cognitive hierarchy

WHAT THIS DOCUMENT IS NOT

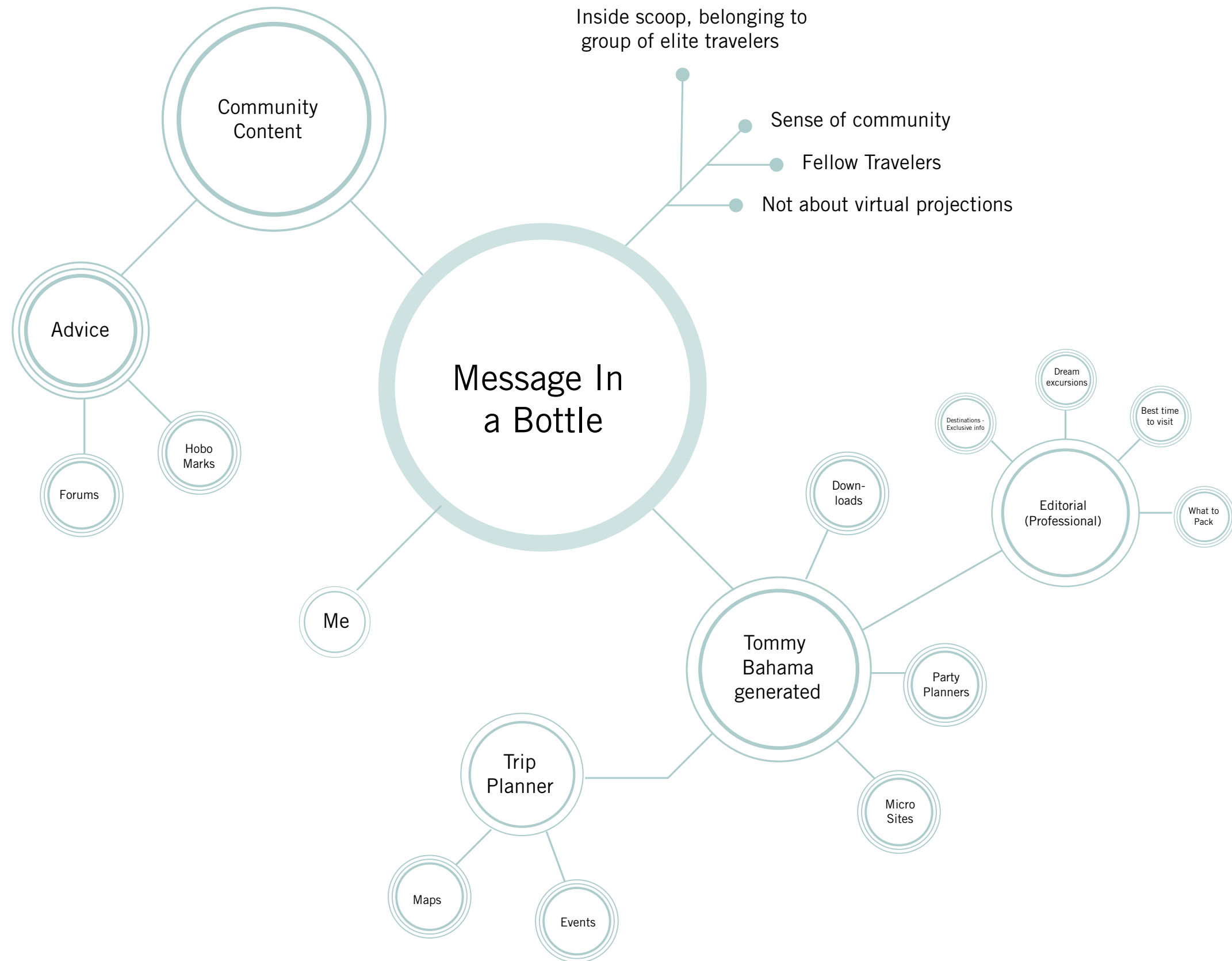
Any approximation of design or branding

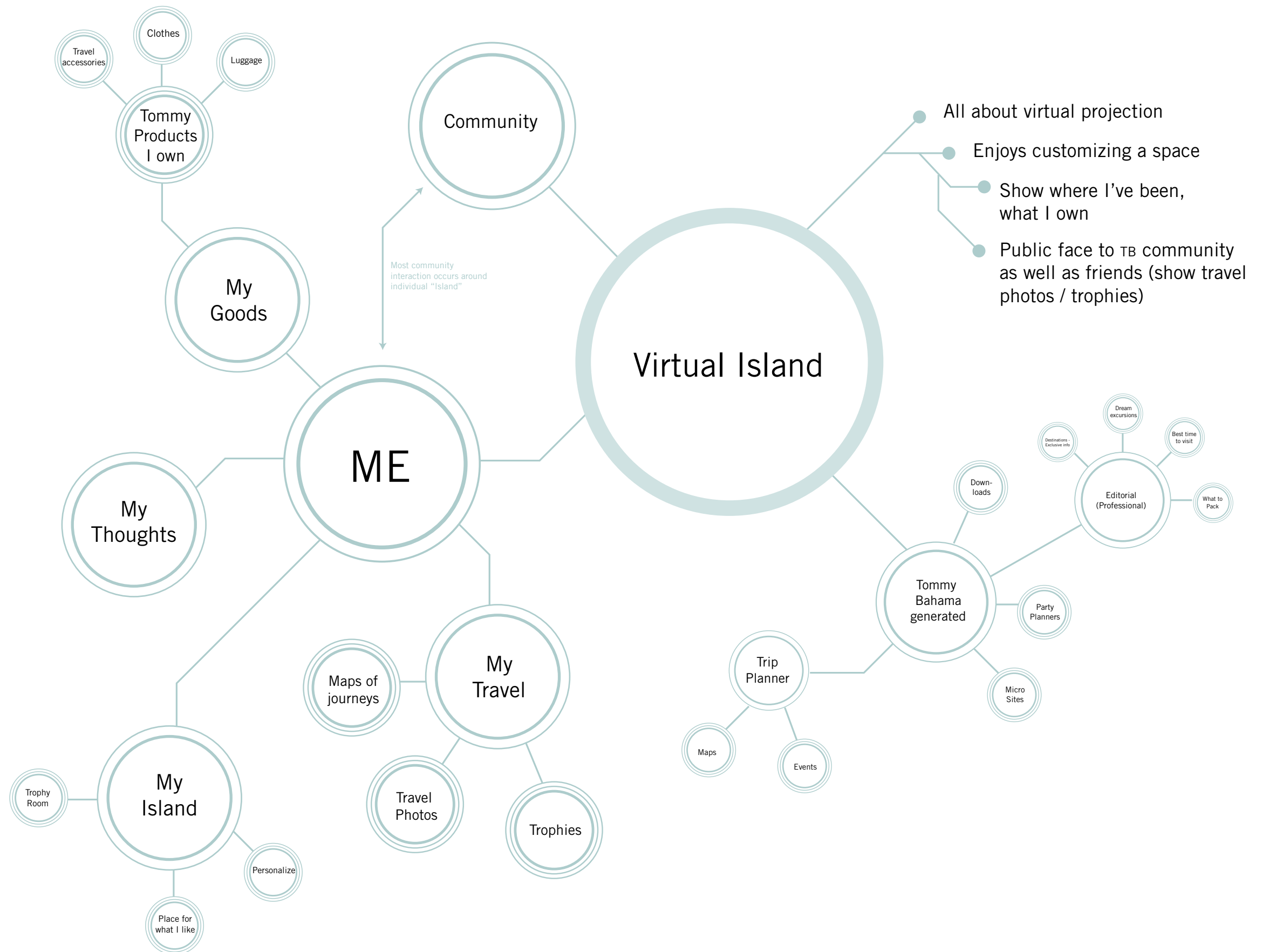
Look & feel: Type, Color, Layout, Copy writing, etc.

Final UI or technical specifications

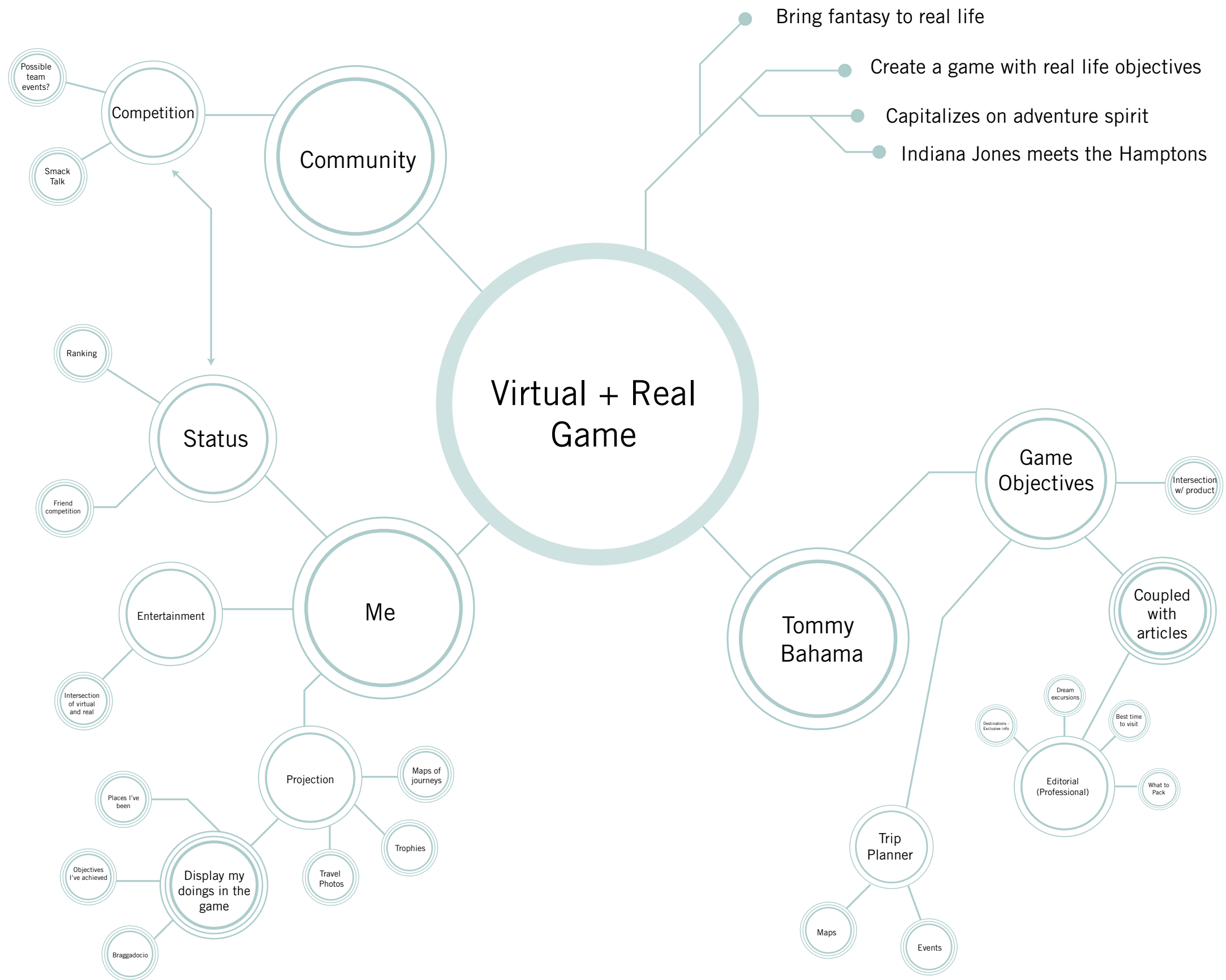


Example of simple relational diagram where the Community, the User, and Tommy's presence all have equal weight.







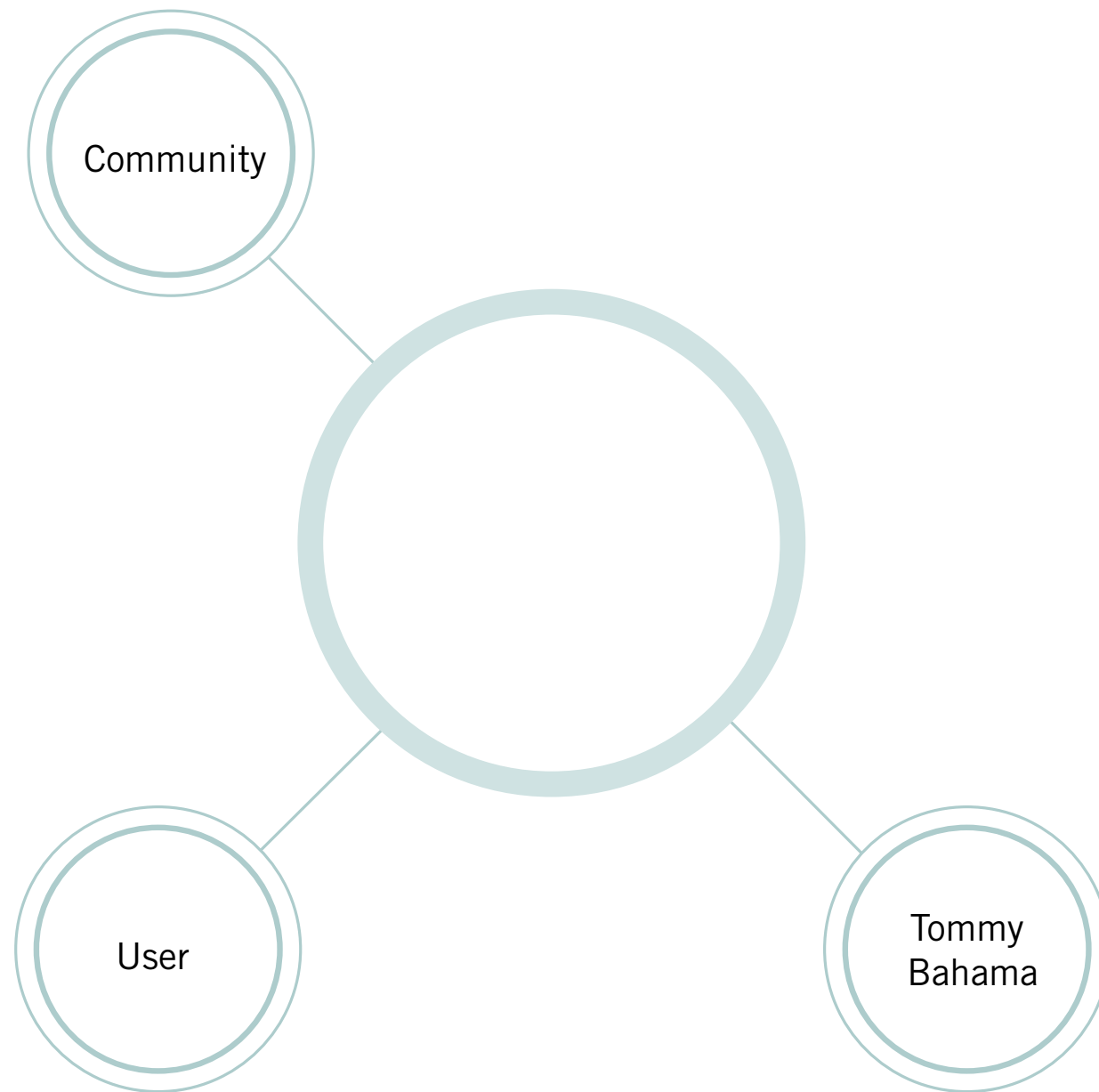


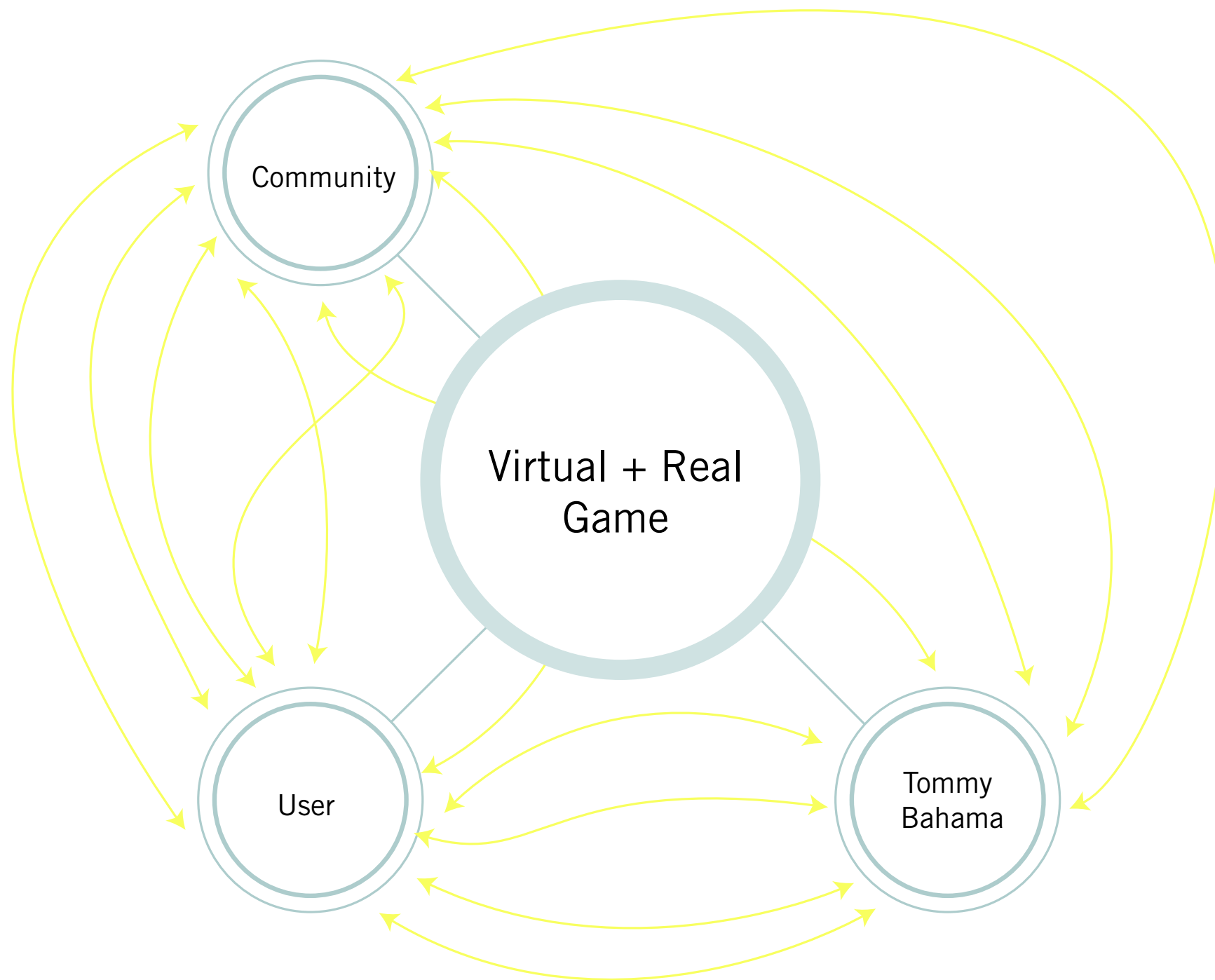
Bring fantasy to real life

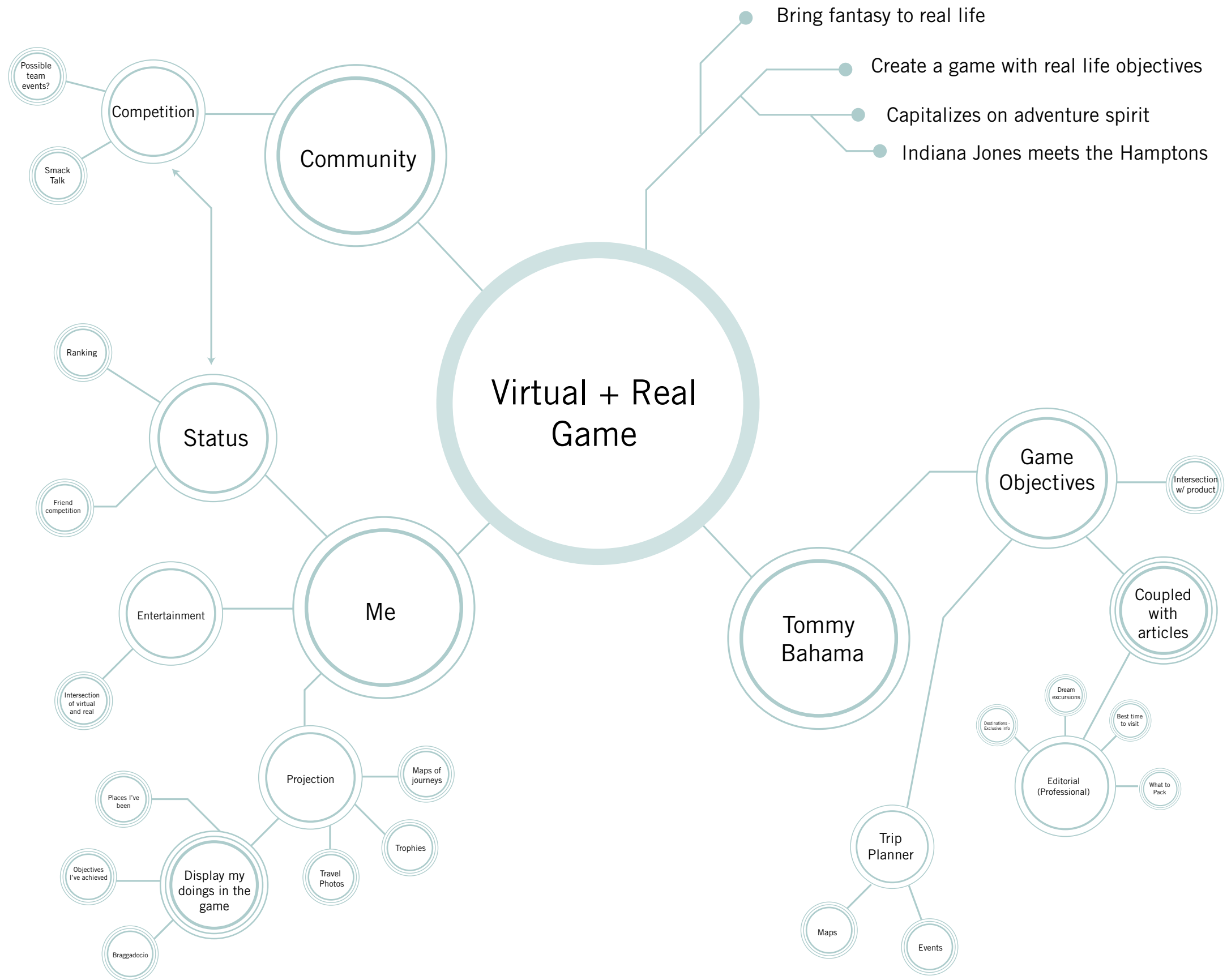
Create a game with real life objectives

Capitalizes on adventure spirit

Indiana Jones meets the Hamptons







TECHNICAL POTENTIALITIES

Adobe Air

Rich, non-traditional experience

API Integration