

Design Document

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1 Abstract

This document reports the *Design Document* of the Wild Ocean website.

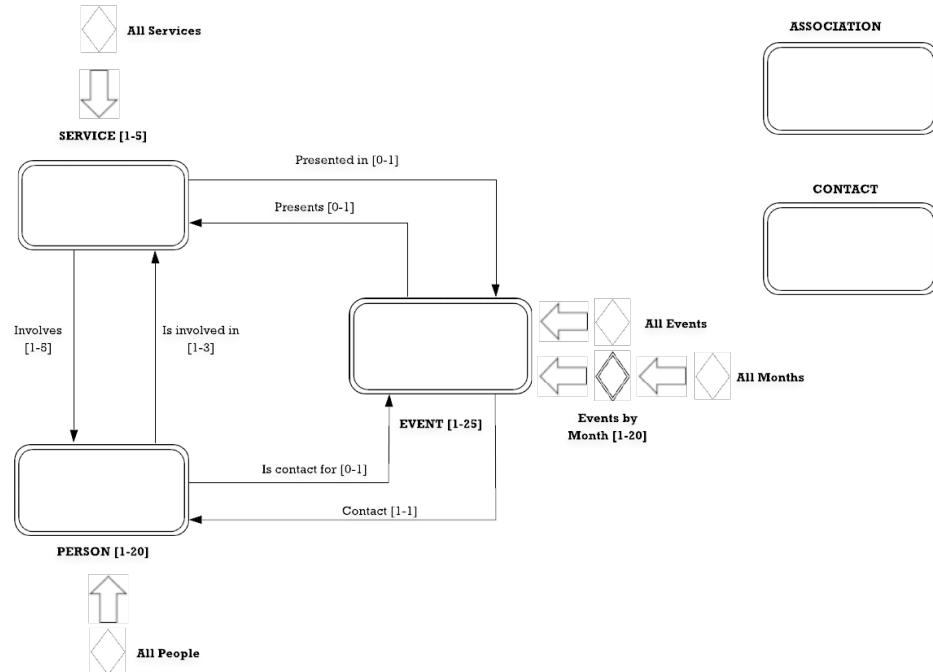
The purpose of the document is to provide the reader with all the information needed to understand the design process of the website, detailing each step with models and examples. The subject of the website is a voluntary association with the aim of sustaining solutions to the issue of ocean pollution.

To give an overview to the reader the document shows all the design-in-the-large features through IDM models and after that all the design-in-the-small details with wireframes and mock-ups of the future website. Then, the document shows the flow between pages through three scenarios, while at the end there's a section related to database design with an ER and a logical schema

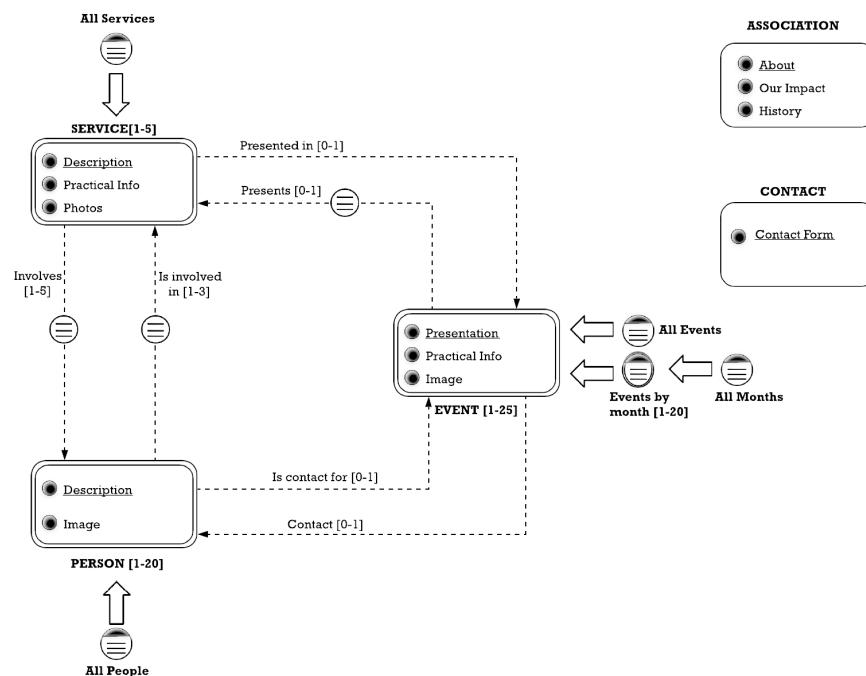
2 Design in-the-large

In the following section the C-IDM (Conceptual), L-IDM (Logic), P-IDM (Page) models are provided.

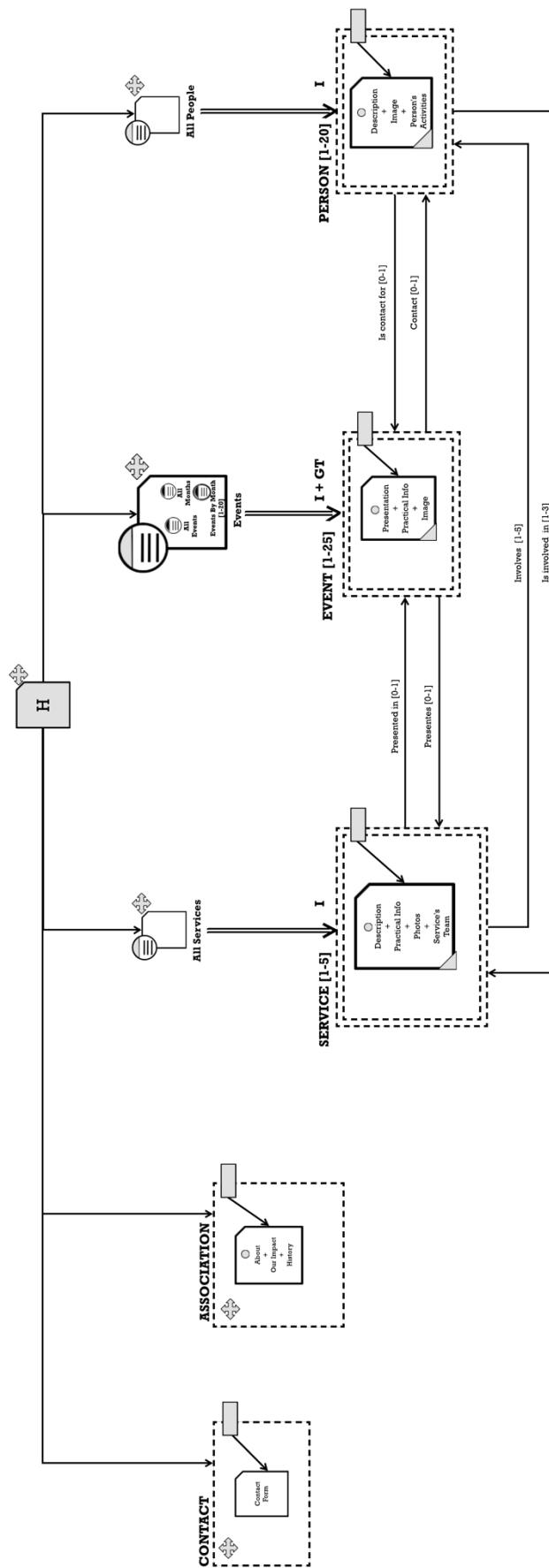
2.1 C-IDM



2.2 L-IDM



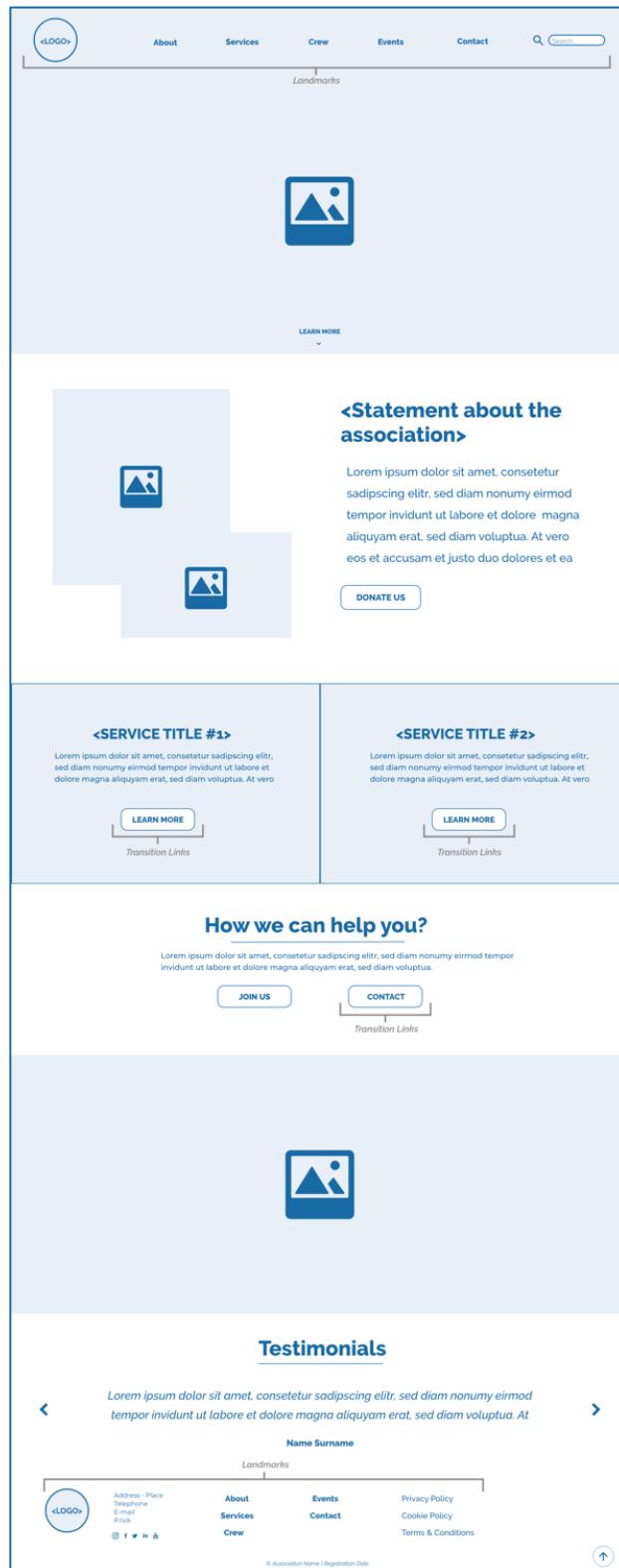
2.3 P-IDM



3 Design in-the-small

3.1 Homepage

Wireframe



Mock-up

Landmarks



LEARN MORE



SUPPORT OUR WORK

As a non-profit, donations and in-kind support enable us to work towards our goal of ridding the world's oceans of plastic.

DONATE US



Cleaning the Ocean

The ocean is big. Cleaning up the Great Pacific Garbage Patch using conventional methods – vessels and nets – would take thousands of years and tens of billions of dollars to complete

LEARN MORE

Transition Links



Sustainable Fisheries

Fish are some of our most familiar ocean residents. From tiny anchovy to the largest sharks, a damselfish on a tropical coral reef to icefish living in the freezing waters off of Antarctica, fish can be found in almost every corner of the ocean.

LEARN MORE

Transition Links

JOIN OUR MISSION

Our aim is to remove 90 % of floating ocean plastic, which requires global initiative. With the help and support of individuals, corporations and governments all over the world, we aim to realize the mission and work towards a future where plastic no longer pollutes our oceans.

JOIN US

CONTACT

Transition Links



Testimonials

"With Boyan's innovative leadership, I believe Wild Ocean will have an incredibly positive impact on the future of our oceans. I hope other leaders will join us in supporting these efforts"

Marc Benioff, Ceo Of Salesforce

Landmarks



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[About](#)
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[Crew](#)

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Comment

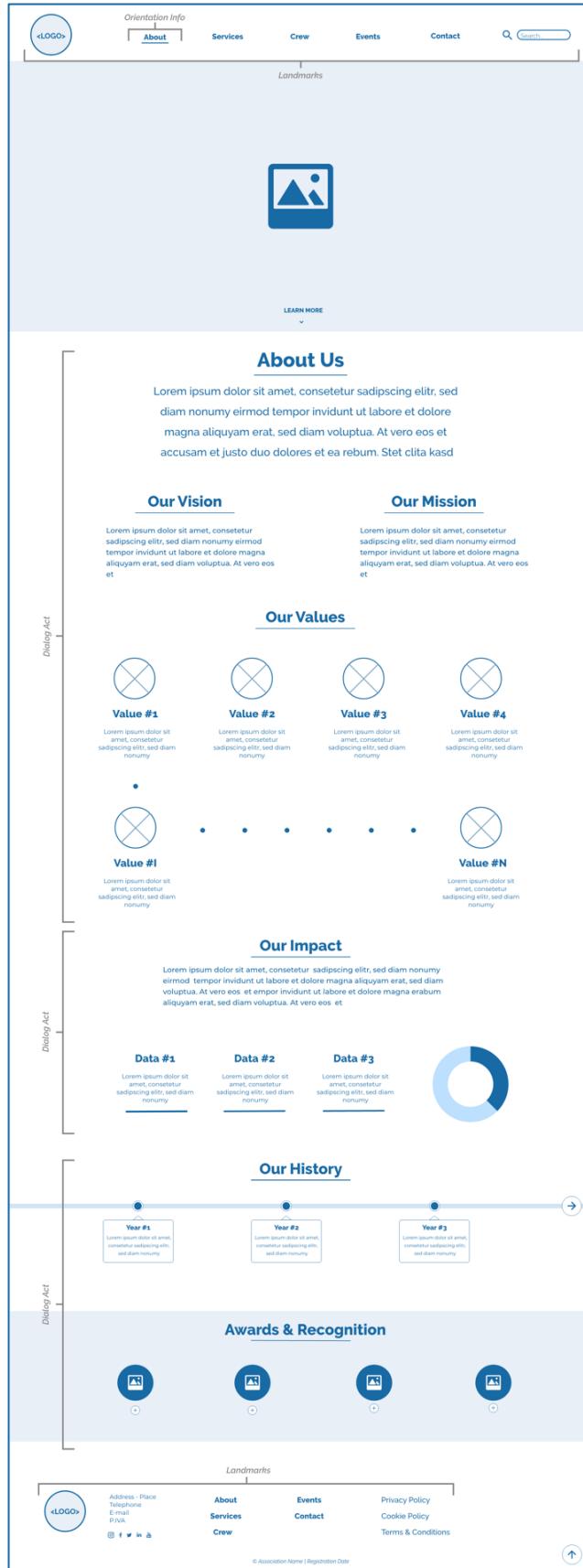
The homepage gives a gentle introduction to the association showing content related to other parts of the website or content needed just to show some other association's function to the users.

The page is divided in different sections: the first has a statement about the association with a short description and a button "Donate Us" which is not signed as transition link because we will not implement a page dedicated to the donation, but we decided to put the button on the homepage for design purposes.

The second section gives an overview of two main services while the following section is a message to join the mission of the association. Here we made the same consideration of the "Donate Us" for the "Join Us" button. The rest of the page has a map that will show where the association is active and at the bottom there's a testimonial section with some reviews or quotes stated by notorious people about the association aim.

3.2 Association (Single Topic)

Wireframe



Mock-up

Orientation Info

[About](#) [Services](#) [Crew](#) [Events](#) [Contact](#)

[Search...](#)

Landmarks

About Us

Every year, millions of tons of plastic enter the oceans primarily from rivers. The plastic afloat across the oceans – legacy plastic – isn't going away by itself. Therefore, solving ocean plastic pollution requires a combination of stemming the inflow and cleaning up what has already accumulated. Wild Ocean, a non-profit organization, is developing advanced technologies to rid the world's oceans of plastic.

Our Vision

The ocean is at the center of who we are. Even if you've never seen the ocean, you're touched by it every single day. It produces half the air you and I breathe every day, the food we eat and the water we drink. This is what we're fighting to protect.

Our Mission

Wild Ocean is working with you to protect the ocean from today's greatest global challenges. Together, we create science-based solutions for a healthy ocean and the wildlife and communities that depend on it.

Our Values

Data-Driven We validate our work with science and numbers	Think Big We start by tackling the big problems and solve the smaller ones along the way	Work With Nature Technology should be symbiotic with the environment	Highly Focused Trying to do everything often leads to accomplishing nothing
Strive For Simplicity We avoid interdependency for faster iteration cycles	Iterative We test often and fast – to learn as we go and adapt when needed	Build With Expertise ... but not without questioning it	Non-Profit Wild Ocean is a project that has a strict deadline; once the oceans are clean, our project is complete

Our Impact

Our models indicate that a full-scale system roll-out could clean up 50% of the Great Pacific Garbage Patch in 5 years. Research shows the majority of plastic in the gyres by mass is currently in the larger debris. By removing the plastic while most of it is still large, we prevent it from breaking down into dangerous microplastics.

Combining the cleanup with source reduction on land paves the road towards a plastic-free future.

1500 Total Volunteer	1100 Project complete	2000 Total of kilograms of plastic picked up from ocean
--------------------------------	---------------------------------	---

Our History

2013
Wild Ocean was scuba diving in Greece and first surprised to see more plastic than fish.

2014
Wild Ocean joins Rosetta Stone

2014
Wild Ocean reaches 12.2m thanks to the support of 180,000 people from 160 countries, becoming the most successful campaign crowdfunding campaign to date.

Awards & Recognition

Landmarks

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[About](#) [Services](#) [Crew](#) [Events](#) [Contact](#)

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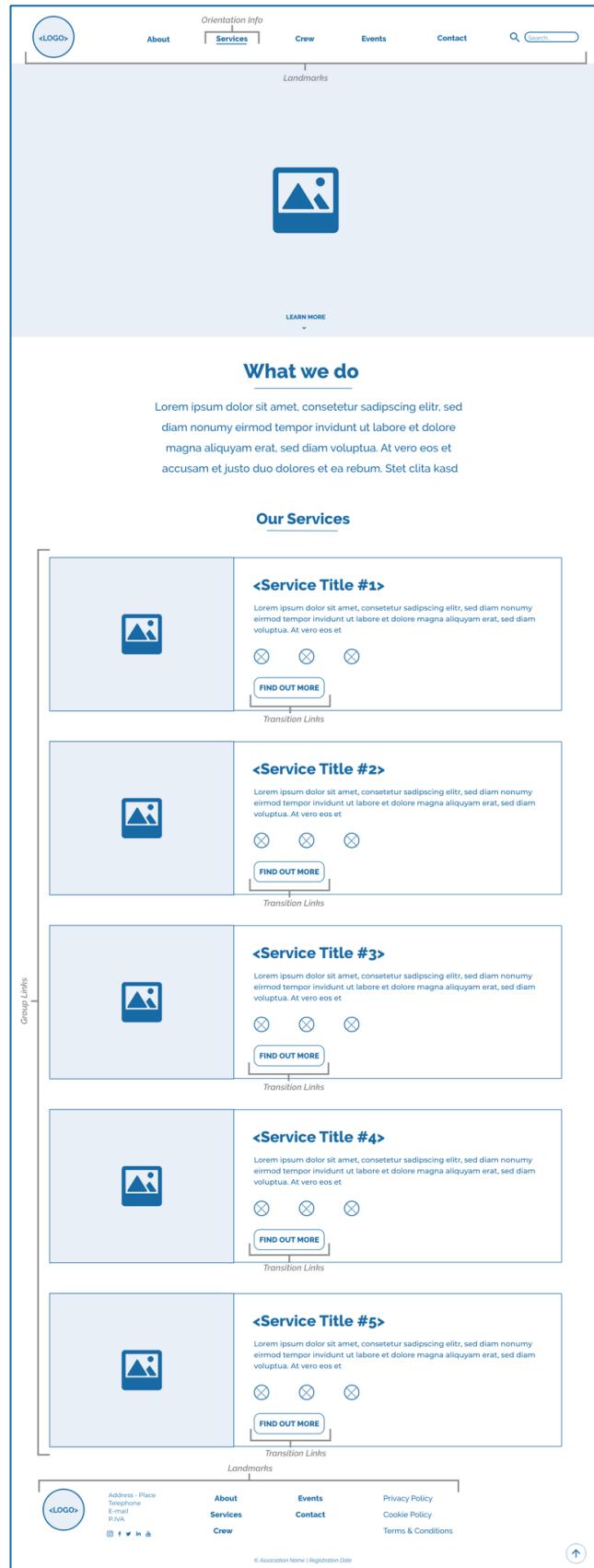
© Wild Ocean | 29/04/2013

Comment

This page describes in detail the main characteristics of our association: who we are, what is our mission and our vision, which are the values we respect, what we do for the planet and the consequent impact. In "History" section it's presented a timeline in which we highlight the milestone of the association. Instead, In the last section we show all the awards and recognitions received during the years.

3.3 All Services (Introductory Page)

Wireframe



Mock-up

Orientation Info

Landmarks

Group Links

What we do

A healthy ocean means more than beautiful coasts and vibrant ocean wildlife. If the ocean isn't healthy, neither are we. Because the food we eat, the water we drink and the air we're breathing this very second comes from our ocean. Our work is focused on solving some of the greatest threats facing our ocean today. From the Arctic to the Gulf of Mexico, we bring people, science and policy together, to champion innovative solutions and fight for a sustainable ocean.

Our Services

Cleaning the ocean

The ocean is big. Cleaning up the Great Pacific Garbage Patch using conventional methods – vessels and nets – would take thousands of years and tens of billions of dollars to complete.

Sustainable Fisheries

Fish are some of our most familiar ocean residents. From tiny anchovy to the largest sharks, a damselfish on a tropical coral reef to icefish living in the freezing waters off Antarctica, fish can be found in almost every corner of the ocean.

Trash Free Seas

Have you ever walked along a beautiful beach and been surprised to find a piece of plastic at your feet? You might be even more surprised to learn that together with volunteers like you, we've picked up more than 220 million pounds of trash in the last 30 years.

Landmarks

Wild Ocean

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Crew

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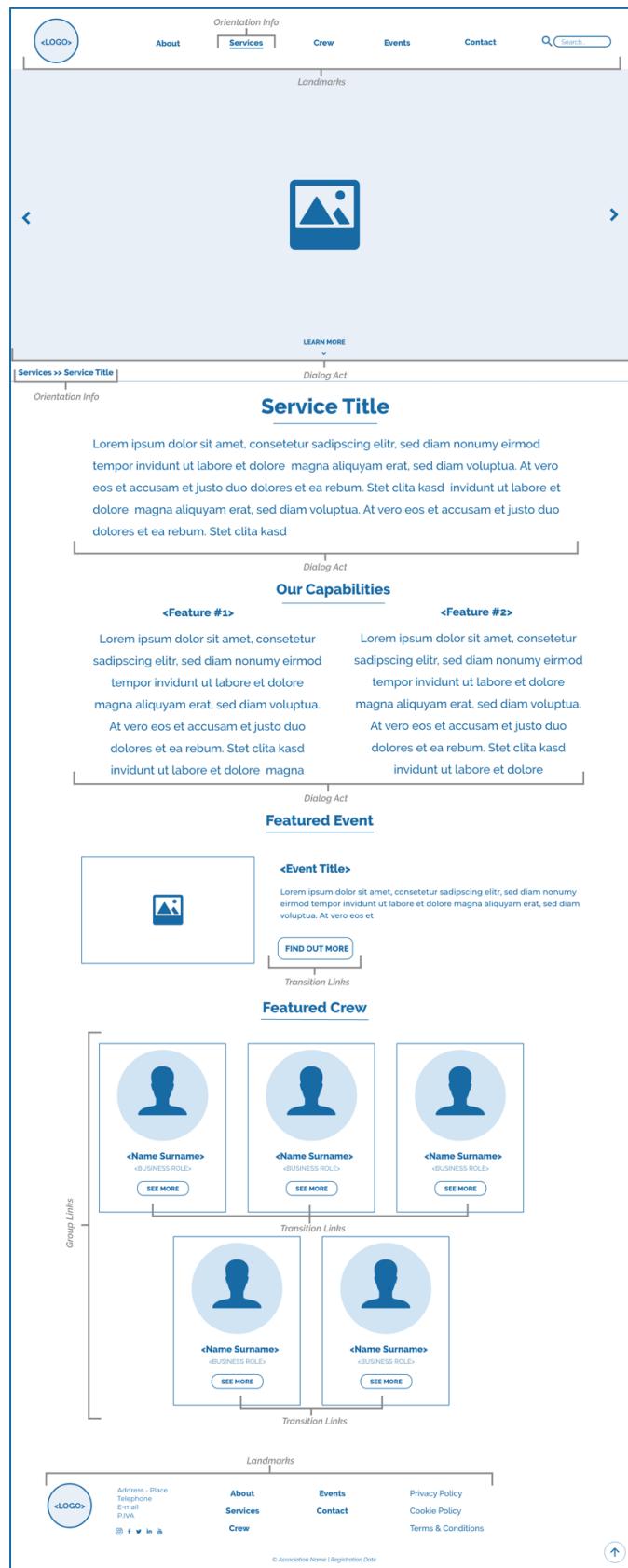
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Comment

In this page it is described shortly what the association does and presents all the services available. Each service presents an image, a title, a short description and the "Find out more" button to go the page of the specific service.

3.4 Service (Kind of Topic)

Wireframe



Mock-up

The wireframe illustrates the layout of the Wild Ocean website, highlighting different sections and their relationships:

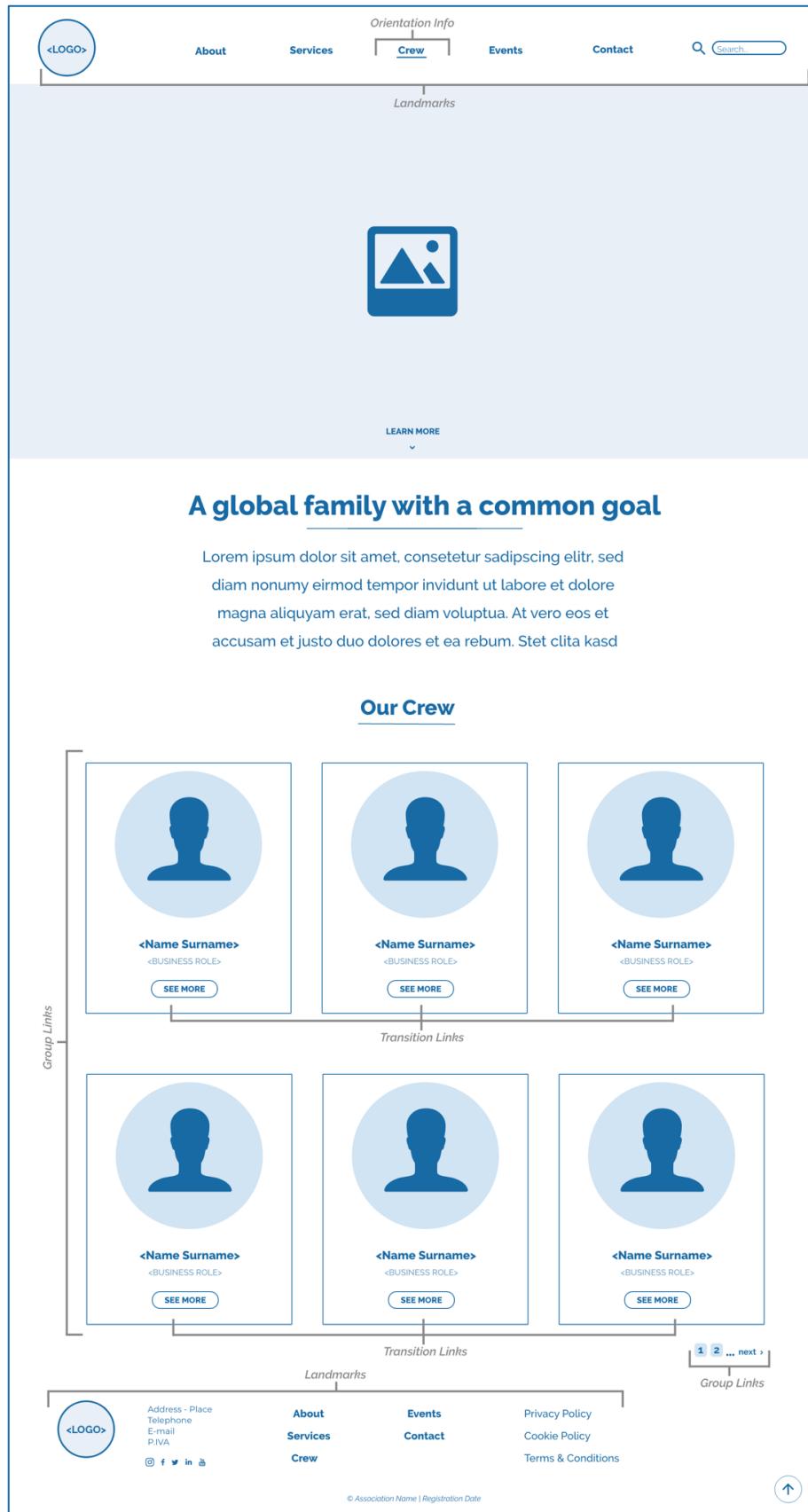
- Header:** Features a logo, navigation links (About, Services, Crew, Events, Contact), a search bar, and a 'Landmarks' section.
- Hero Image:** A large image of a seal on a beach, with a 'Landmarks' label and a 'LEARN MORE' button.
- Orientation Info:** A red box labeled 'Orientation Info' covers the top navigation and the 'Landmarks' area.
- Services Section:** Labeled 'Services >> Trash Free Seas'. It includes a 'Dialog Act' box and a 'Trash Free Seas' title with a detailed description.
- Our Capabilities:** A section divided into 'Empower people' and 'Science & Policy' with corresponding descriptions and a 'Dialog Act' box.
- Featured Event:** A section titled 'Featured Event' featuring a 'Beach Clean' image, a description, and a 'FIND OUT MORE' button.
- Transition Links:** Red arrows labeled 'Transition Links' indicate connections between the 'Services' section and the 'Event' section, and between the 'Event' section and the 'Crew' section.
- Featured Crew:** A section displaying five crew members with their names and titles (Boyan Slat, Britt Robertson, Marie Avgeropoulos, Rhea Seehorn, Tuppence Middleton) and 'SEE MORE' buttons.
- Group Links:** A vertical red arrow labeled 'Group Links' connects the 'Crew' section to the 'Event' section.
- Landmarks:** A red box labeled 'Landmarks' covers the bottom navigation area.
- Footer:** Includes the Wild Ocean logo, address (Via Edoardo Segnati 46, Milano MI, +39 22399367, info@wildocean.com, Piva 03070484), social media links (f, v, in, a), and footer links (About, Services, Crew, Events, Contact, Privacy Policy, Cookie Policy, Terms & Conditions).

Comment

In this page a specific service is described. In particular each service presents a title, a long description, some practical info, the event in which the service is presented in, the people the service involves.

3.5 All People (Introductory Page)

Wireframe



Mock-up

Orientation Info

Crew

Landmarks

Learn More

A global family with a common goal

Every single member of our team makes Wild Ocean what it is. We're a diverse bunch of over 170 people, made up of many different nationalities, languages and backgrounds, but we all share the same passion and goal: to protect the ocean from today's greatest global challenges. Faces at the top are just some of the extraordinary people who make Wild Ocean special.

Our Crew

Boyan Slat
CEO AND FOUNDER
[SEE MORE](#)

Britt Robertson
MANAGING DIRECTOR
[SEE MORE](#)

Marie Avgeropoulos
DIRECTOR OF OPERATIONS
[SEE MORE](#)

Rhea Seehorn
CFO
[SEE MORE](#)

Tuppence Middleton
HR MANAGER
[SEE MORE](#)

Aaron Paul
COMMUNICATIONS AND EXTERNAL AFFAIRS
[SEE MORE](#)

Landmarks

Wild Ocean

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About **Events** **Privacy Policy**
Services **Contact** **Cookie Policy**
Crew **Terms & Conditions**

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Group Links

Transition Links

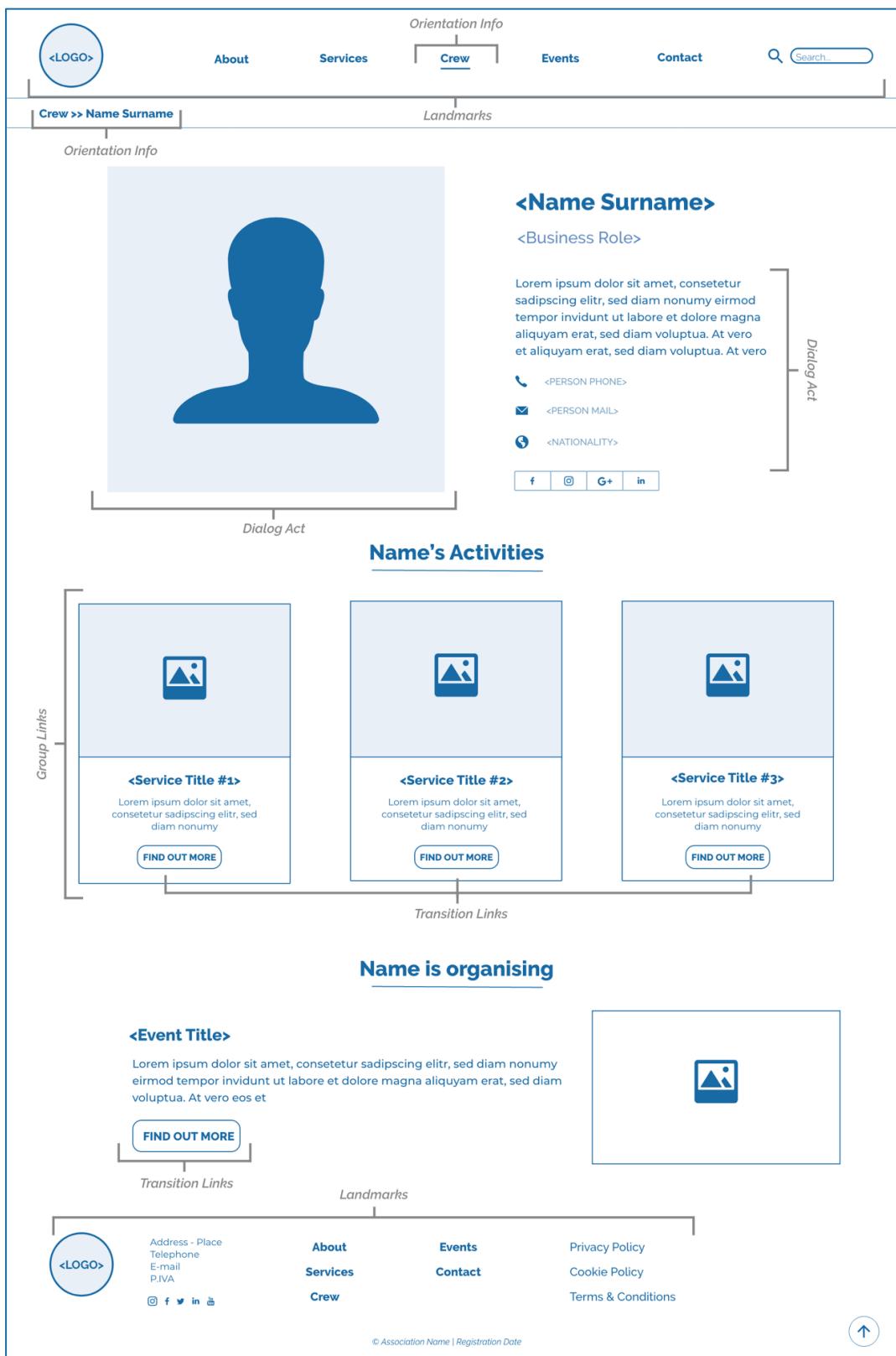
Group Links

Comment

The all people page contains the list of all the people who are part of the association, described through their photos, names and associative roles. Furthermore, a transition link is connected to each person, which leads to the personal page of the member of the association.

3.6 Person (Kind of Topic)

Wireframe



Mock-up

Orientation Info

Crew

Events

Contact

Search...

Crew >> Boyan Slat

Landmarks

Orientation Info

Boyan Slat

CEO and Founder

Boyan Slat (27 July 1994) is a Dutch inventor and entrepreneur who creates technological solutions to global problems. He is the founder and CEO of Wild Ocean; a foundation which develops advanced systems to rid world's oceans of plastic.

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f **i** **G+** **In**

Dialog Act

Boyan's Activities

Cleaning The Ocean

The ocean is big. Cleaning up the Great Pacific Garbage Patch using conventional methods – vessels and nets – would take thousands of years and tens of billions of dollars to complete.

FIND OUT MORE

Sustainable Fisheries

Fish are some of our most familiar ocean residents. From tiny anchovy to the largest sharks, a damselfish on a tropical coral reef to icefish living in the freezing waters off of Antarctica, fish can be found in almost every corner of the ocean.

FIND OUT MORE

Trash Free Seas

Have you ever walked along a beautiful beach and been surprised to find a piece of plastic at your feet? You might be even more surprised to learn that together with volunteers like you, we've picked up more than 220 million pounds of trash in the last 30 years.

FIND OUT MORE

Group Links

Transition Links

Transition Link

Landmarks

Beach Clean

Each autumn we brace ourselves against the inevitable mass accumulation of plastic pollution upon our beaches.

FIND OUT MORE

Wild Ocean

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Dialog Act

Boyan is organising

Beach Clean

Each autumn we brace ourselves against the inevitable mass accumulation of plastic pollution upon our beaches.

FIND OUT MORE

Landmarks

Up

Comment

The page of the individual member gives a description and information about what the person does within the association and his role.

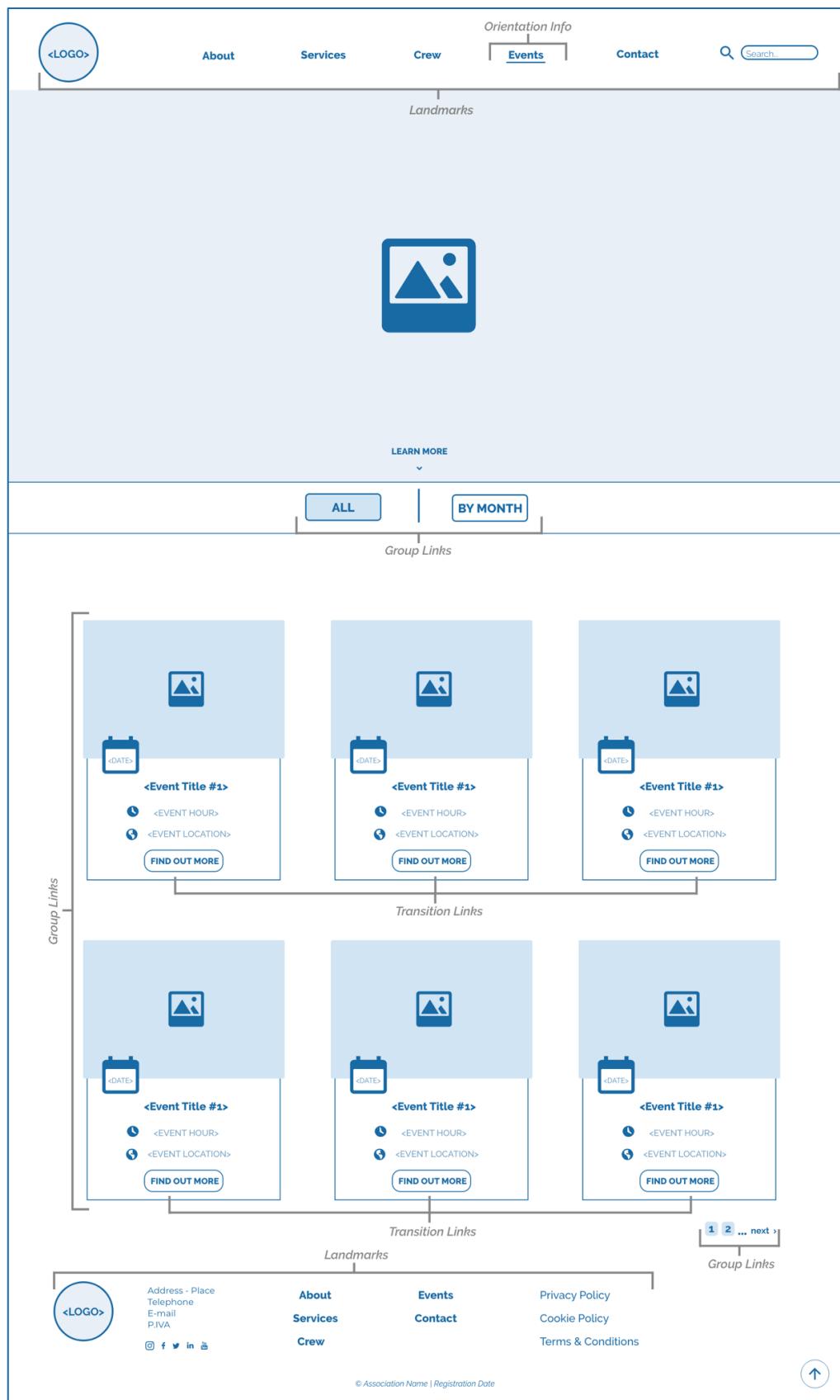
It contains the name, a photo, associative role, phone number, nationality, email, links to social networks and a brief description.

The following section contains the list of services it deals with and a link to each one of the services.

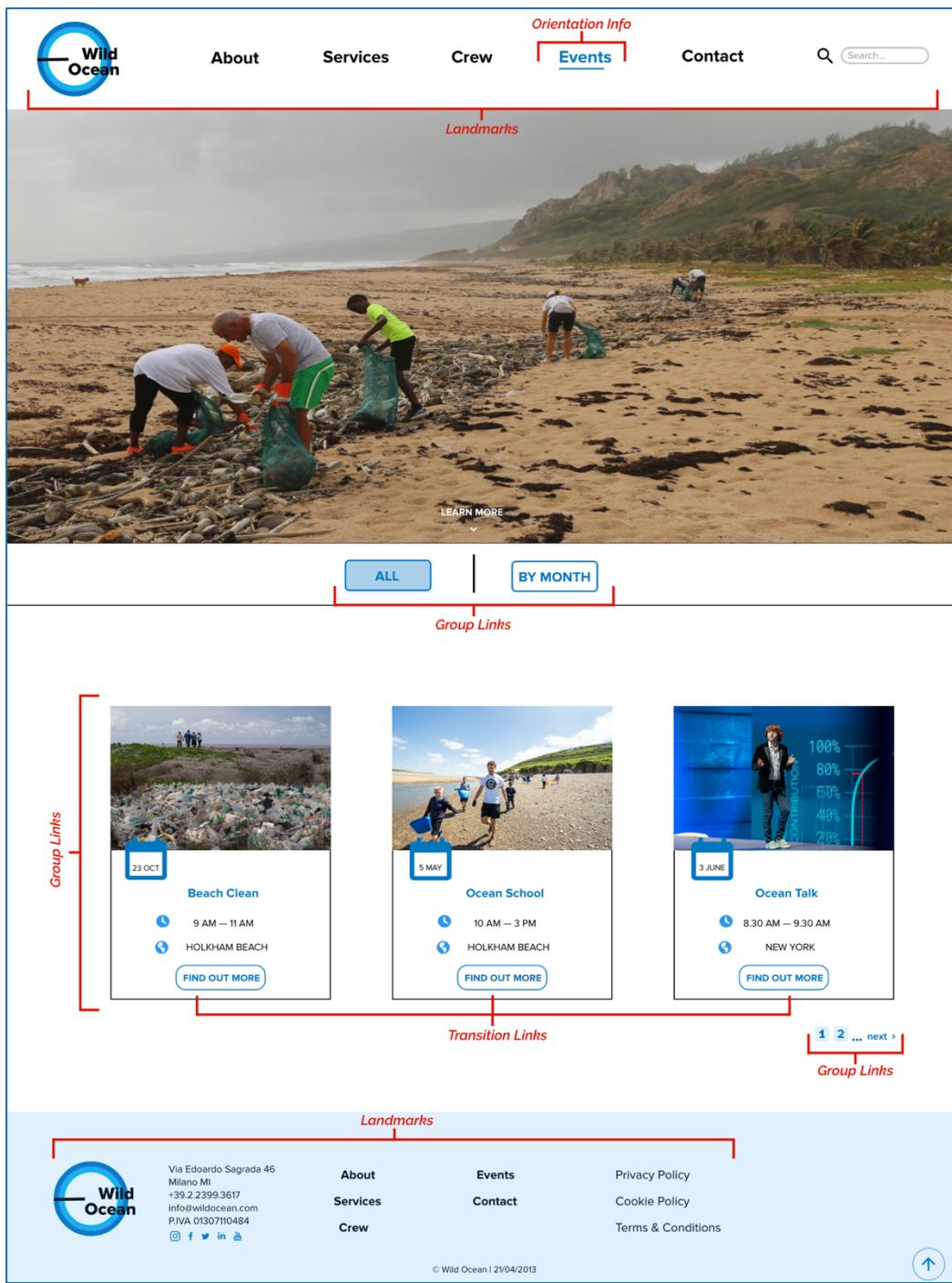
At the end there is the event of which he or she is the organizer with related titles, descriptions, an image and a link to the event page.

3.7 All Events (Introductory Page)

Wireframe



Mock-up



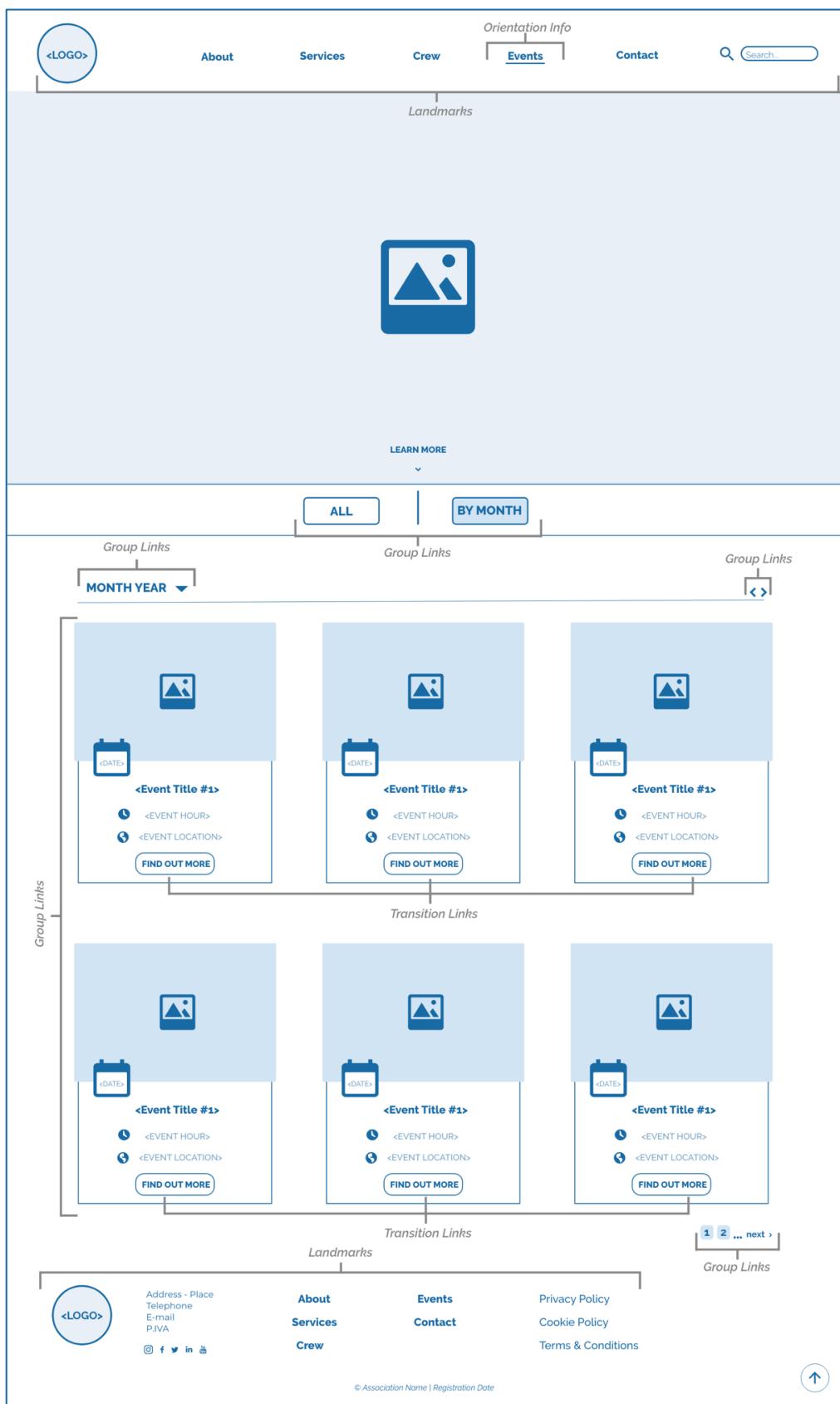
Comment

The All Events page is opened when a user clicks the Events tab in the navigation bar and the website displays a page with a cover image and a tab to switch between a view of “All Events” and a view of “Events by month”.

In the All Events tab there’s a list of all the events the association is organizing. In the wireframe and in the real website there will be 6 events per page with a group link that help to navigate between different pages.

3.8 Events by Month (Introductory Page)

Wireframe



Mock-up



Comment

The Events by Month page is reached when a user clicks the tab By Month in the switch of the All Events page. The page shows a list of events for the selected month in the group link displayed at the left of the page. The group link let the user navigate among the different month, he just clicks the arrow and can change between all the month, while the group link at the right of the page let the user to switch between the current, previous and next month. Like the All Events page, in the wireframe and in the prototype, there will be a list of six events per page with the group link to navigate between different pages.

3.9 Event (Single Topic)

Wireframe



Mock-up

Orientation Info

Events

Contact

Search...

Events > Beach Clean

Landmarks

Orientation Info

Beach Clean

23 OCTOBER 2020

9 AM - 11 AM

HOLKHAM BEACH

3365476997

f **i** **v** **l**

Each autumn we brace ourselves against the inevitable mass accumulation of plastic pollution upon our beaches. The combined effects of the sheer volume of plastic entering our oceans each day, the ever strengthening North Atlantic hurricane season and the end of seasonal beach clean operations lead to a 'Perfect Storm' of plastic pollution on our beaches. Far from being summer only spaces, our coastal communities enjoy and rely upon their beaches 365 days a year.

Organiser

Service

SEE MORE

FIND OUT MORE

Transition Link

Transition Link

Group Links

Group Links

Landmarks

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Events Contact

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↑

Comment

The single Event page gives an overview of the selected event. The page has an image, a description and practical info with social link to share the event. The second section of the page shows the organizer of the event and the service which is related to. At the bottom, there are group links to switch between different single event.

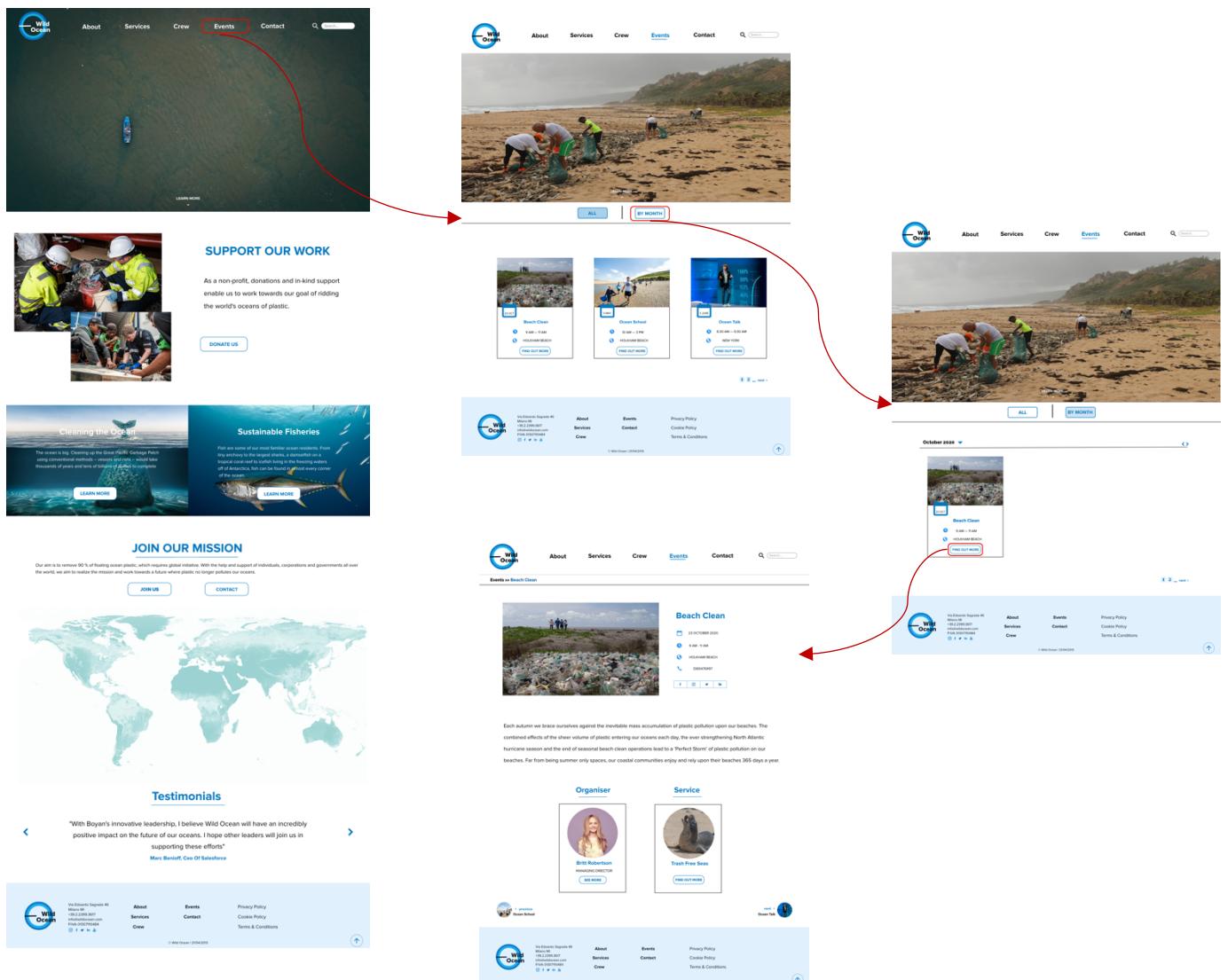
4 Interaction Scenarios

In the following section three scenarios are provided in order to show the navigation flow between the pages of a typical website's user.

4.1 Scenario I

Greta is a young English girl who wants to do something to change the world. For this reason, Greta decides to visit Wild Ocean website in order to find some events to attend. After having read all the information of home page, she clicks on "Events" on the navigation bar, selects "Events by Month" and choose the month she likes the most. Luckily for her, there is one event near her city in October. In order to know more about the event, she decides to click "Find Out More". After having read all the information of the event she decides to attend it.

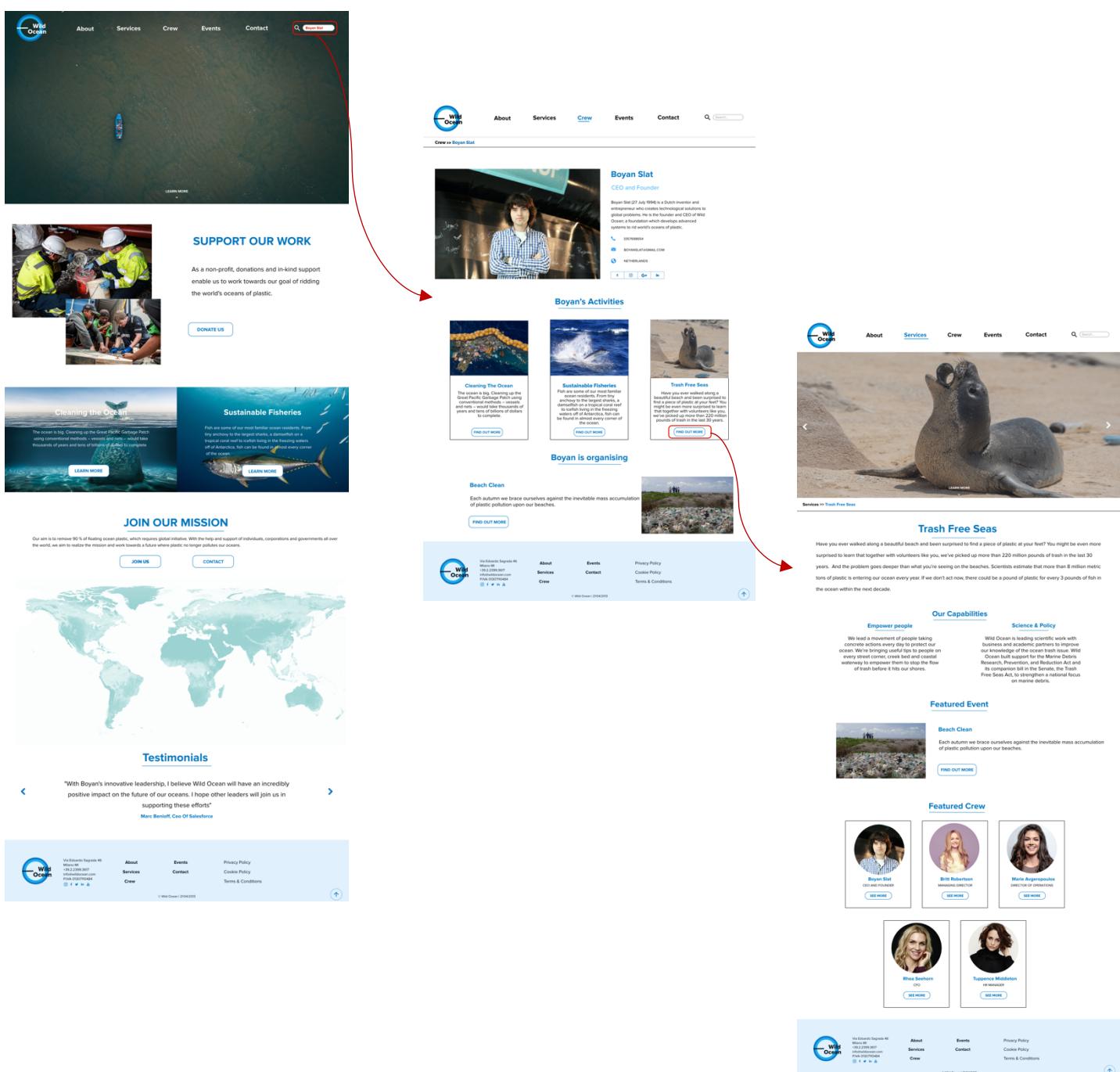
The following screenshots show the flow: Home → All Events → Events by Month → Event



4.2 Scenario II

Viola is an old friend of Boyan Slat. Boyan is the CEO and founder of Wild Ocean company, so he is involved in many events and services. Viola wants to make a surprise to his friend by showing up during a service his friend is involved in. In order to do that, she searches his friend's name in the search bar on the navigation bar of the home page. The query shows Boyan's profile in a page. Here Viola can choose the service she likes the most so as to finalise the surprise. After the choice (in our example "Trash Free Seas"), she clicks "Find Out More" button to acquire all the needed information.

The following screenshot show the flow: Home (search bar) → Person → Service



4.3 Scenario III

Matteo is a very kind guy who wants to play the game and do something concrete for the planet. He knows very well that it's important that everyone do their part to make this world a better place to live. He became aware from friends that Wild Ocean website can do something for him. After having read all the information of the home page, he decides to read carefully About page in order to improve his knowledge about our work. Matteo also wants to discover what kind of people are involved in the association, so he visits and reads all the content of Crew page. He's satisfied with all the information and he decides to do all the needed to contact us.

The following screenshots show the flow: Home → About (Association) → Crew (All people)

The image shows a sequence of screenshots illustrating the user flow from the Wild Ocean homepage to the Crew page. A red arrow points from the top-left screenshot (Home) to the second screenshot (About), and another red arrow points from the second screenshot to the third (Crew). A final red arrow points from the Crew page to the bottom-right screenshot (Crew).

Home Page:

- Header: Wild Ocean, About, Services, Crew, Events, Contact, Search.
- Main Image: A boat on the ocean.
- Text: "LEARN MORE".
- Section: SUPPORT OUR WORK
 - Image: Two people working on equipment.
 - Text: "As a non-profit, donations and in-kind support enable us to work towards our goal of ridding the world's oceans of plastic."
 - Buttons: DONATE US, LEARN MORE.
- Section: Cleaning the Ocean
 - Image: A large amount of plastic waste floating in the ocean.
 - Text: "The ocean is big. Cleaning up the Great Pacific Garbage Patch using conventional methods – vessels and nets – would take thousands of years and tons of fuel. Instead, we're developing advanced technologies to rid the world's oceans of plastic."
 - Buttons: LEARN MORE, JOIN US, CONTACT.
- Section: Sustainable Fisheries
 - Image: A fish swimming in the ocean.
 - Text: "For some of our most treasured ocean resources, from tiny anchovies to the largest sharks, a demolition is a tropical coral reef to scuba diving in the freezing waters off of Antarctica, that can be found in almost every corner of the world."
 - Buttons: LEARN MORE.
- Section: JOIN OUR MISSION
 - Text: "Our aim is to remove 90 % of floating ocean plastic, which requires global initiative. With the help and support of individuals, corporations and governments all over the world, we aim to realize the mission and work towards a future where plastic no longer pollutes our oceans."
 - Buttons: JOIN US, CONTACT.
- Section: World Map
 - Image: A world map showing the distribution of plastic in the oceans.
- Section: Testimonials
 - Text: "With Boyan's innovative leadership, I believe Wild Ocean will have an incredibly positive impact on the future of our oceans. I hope other leaders will join us in supporting these efforts!"
 - Attribution: Marc Benioff, CEO of Salesforce.
- Footer: Wild Ocean logo, address: Via Edoardo Soprani 46, Milano 20121 Italy, phone: +39 02 3617 1000, fax: +39 02 3617 1004, email: info@wildocean.org, social media links: Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, Google+, and a QR code.

About Us Page:

- Header: Wild Ocean, About, Services, Crew, Events, Contact, Search.
- Section: About Us
 - Text: "Every year, millions of tons of plastic enter the oceans primarily from rivers. The plastic floats across the oceans – legacy plastic – isn't going away by itself. Therefore, solving ocean plastic pollution requires a combination of stemming the inflow and cleaning up what has already accumulated. Wild Ocean, a non-profit organization, is developing advanced technologies to rid the world's oceans of plastic."
- Section: Our Vision
 - Text: "The ocean is at the center of who we are. Even if you've never seen the ocean, you're touched by it every single day. It produces half the air you and I breathe every day, the food we eat and the water we drink. This is what we're fighting to protect."
- Section: Our Mission
 - Text: "Wild Ocean is working with you to protect the ocean from today's greatest plastic challenges. Together, we create science-based solutions for a healthy ocean are the wildlife and communities that depend on it."
- Section: Our Values
 - Image: Circular icons representing Data-Driven, Think Big, Work With Nature, Highly Focused, Strive For Simplicity, Iterative, Build With Expertise, Non-Profit, and Non-Believers.
 - Text: "We validate our work with data and numbers. We start by locking the big picture, then zoom in on the smaller areas along the way. Technology should be used to protect the environment. Doing everything we can to stop plastic from getting into the ocean. We avoid unnecessary complexity for faster iteration cycles. We test often and fail quickly, then go back to work when needed. We build with expertise... but not without questioning it. Wild Ocean is a project that has a clear purpose: the oceans are starting to look complete."
- Section: Our Impact
 - Text: "Our models indicate that a full-scale roll-out could clean up 90% of the Great Pacific Garbage Patch in 5 years. Research shows the majority of plastic in the oceans by miles is currently in the larger debris. By removing the plastic while most of it is still large, we prevent it from breaking down into dangerous microplastics. Combining the cleanup with source reduction on land paves the road towards a plastic-free world."
 - Figure: A chart showing progress: 1500 Total Volunteer, 1100 Project complete, 2000 Total of kilograms of plastic picked up from ocean.
- Section: Our History
 - Timeline: 2013 (Boyan Slat founded the project), 2014 (Wild Ocean Academy phone), 2014 (Wild Ocean Academy phone), 2014 (Wild Ocean Academy phone), 2015 (Wild Ocean Academy phone), 2016 (Wild Ocean Academy phone), 2017 (Wild Ocean Academy phone), 2018 (Wild Ocean Academy phone), 2019 (Wild Ocean Academy phone), 2020 (Wild Ocean Academy phone).
- Section: Awards & Recognition
 - Logos: DESIGN MUSEUM DESIGNER OF THE YEAR, INDEX DESIGN AWARDS, KATERVA.
- Footer: Wild Ocean logo, address: Via Edoardo Soprani 46, Milano 20121 Italy, phone: +39 02 3617 1000, fax: +39 02 3617 1004, email: info@wildocean.org, social media links: Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, Google+, and a QR code.

Crew Page:

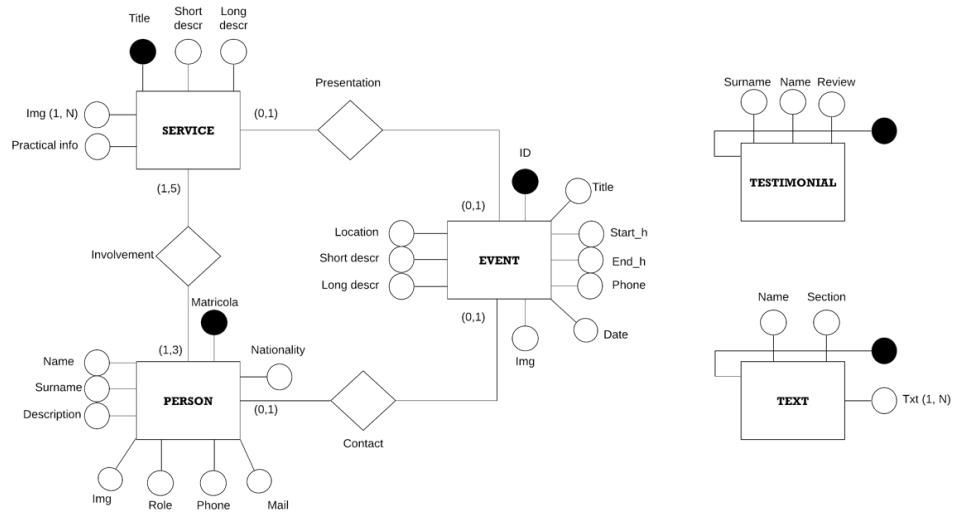
- Header: Wild Ocean, About, Services, Crew, Events, Contact, Search.
- Section: Our Crew
 - Image: Group photo of the crew.
 - Text: "A global family with a common goal"
 - Text: "Every single member of our team makes Wild Ocean what it is. We are a diverse group of people from all over the world, with different nationalities, languages and backgrounds, but we all share the same passion and goal: to protect the ocean from losing its greatest plastic challenge. Part of the team are just some of the numerous people who make Wild Ocean special."
- Section: Our Crew
 - Image: Profile photos of Boyan Slat, Britt Robertson, Marie Augeropoulos, Blaak Lammens, Sophie Middleton, and Aaron Paul.
 - Text: "Our Crew"
- Footer: Wild Ocean logo, address: Via Edoardo Soprani 46, Milano 20121 Italy, phone: +39 02 3617 1000, fax: +39 02 3617 1004, email: info@wildocean.org, social media links: Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, Google+, and a QR code.

5 Database Design

In the following section it is provided the database design with the ER diagram and the logic design with all the relation tables that will be implemented.

5.1 ER diagram

The ER diagram contains a *Text* entity, which is later translated in a table in order to store all the website texts in the database and to help the data base administrator to retrieve a specific content related to a specific page and section.



5.2 Logic Design

