

# Design Document

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Website URL – <https://wildocean.herokuapp.com>

Delivery Date 6<sup>th</sup> July 2020

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## 0 Update from previous version

This document is an updated version of the *Design Document* delivered in itinere. In particular the main differences w.r.t. the previous version are:

- Changes in L-IDM and P-IDM schema (added acts) to respect the content we developed in the real website.
- Updated wireframe to be consistent with the prototype and substituted old mockups with screenshots from the real website.
- Added Contact page wireframe and screenshot in the design-in-the small section.
- Enriched interaction scenarios.
- Update of ER schema with a change in the key of the “Service” table and new logic schema with one more table to store service’s images.

## 1 Abstract

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

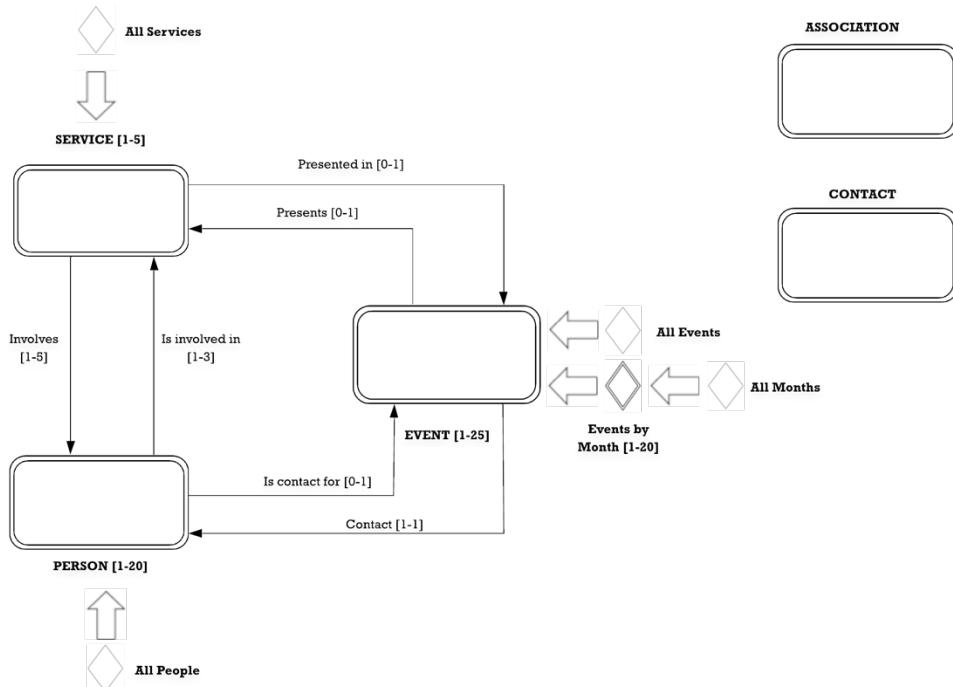
The purpose of the document is to provide the reader with all the information needed to understand the design process of the website, detailing each step with models and examples. The subject of the website is a voluntary association with the aim of sustaining solutions to the issue of ocean pollution.

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 screenshots of the developed 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 the logic schema.

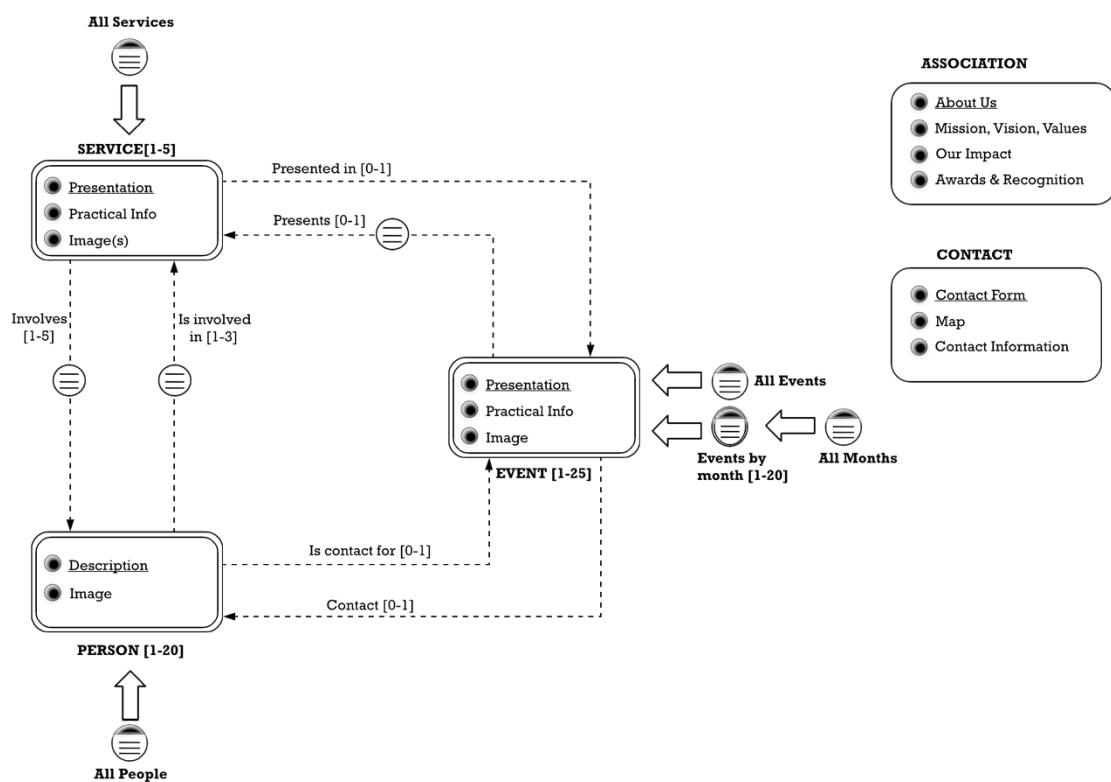
## 2 Design in-the-large

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

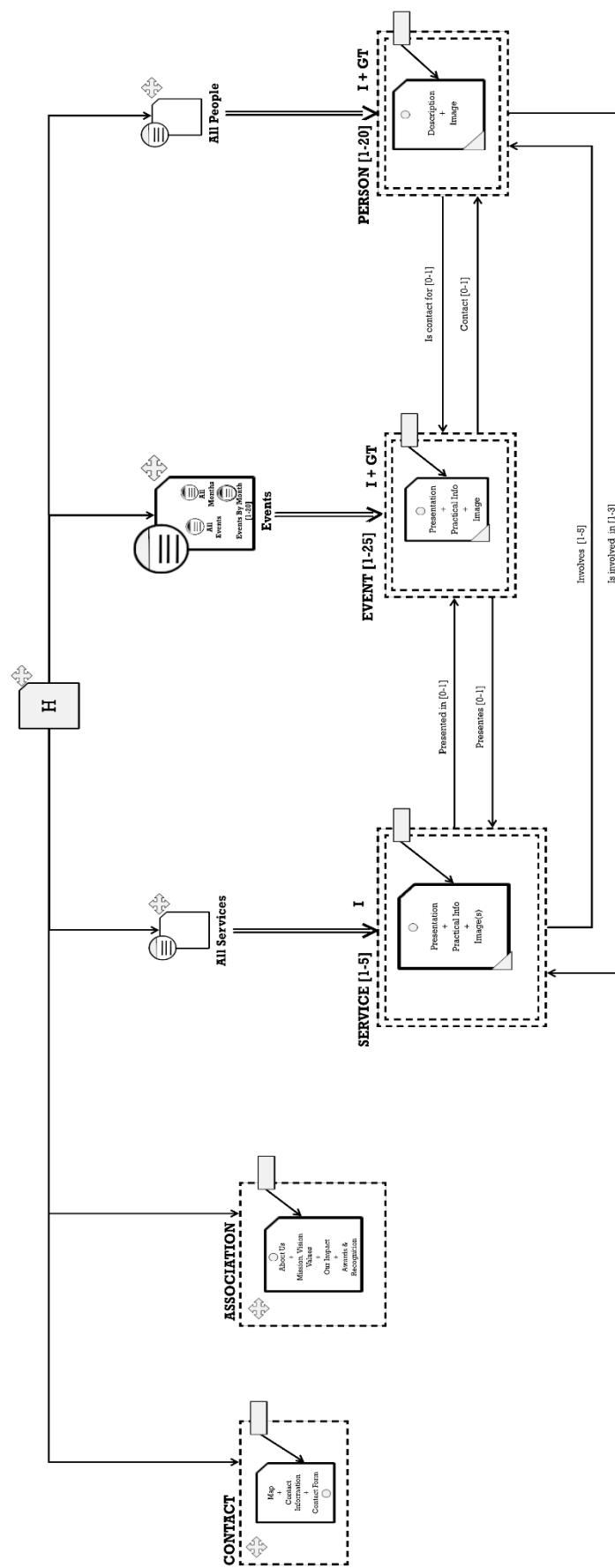
### 2.1 C-IDM



### 2.2 L-IDM



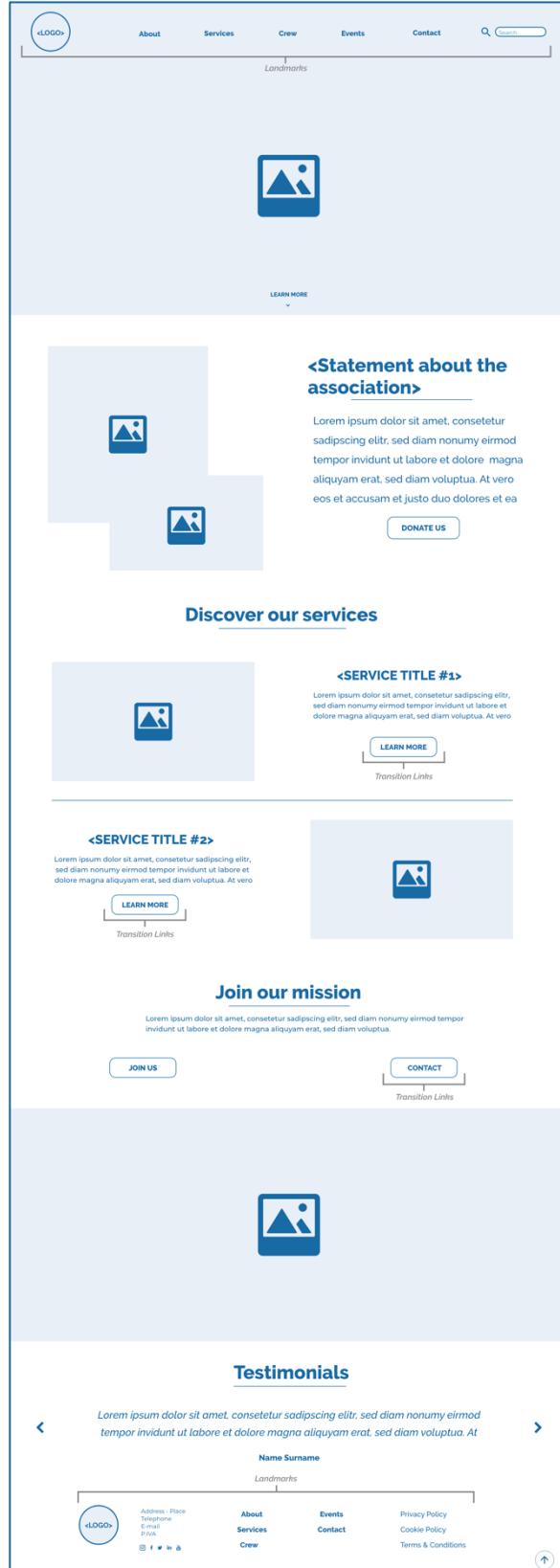
## 2.3 P-IDM



### 3 Design in-the-small

#### 3.1 Homepage

##### Wireframe



## Screenshot

The screenshot shows the homepage of the Wild Ocean website. At the top, there is a navigation bar with links for ABOUT, SERVICES, CREW, EVENTS, and CONTACT, along with a search bar. A red box highlights the word "Landmarks" in the top right corner of the header area.

The main content area features a large image of a boat on the water. Below it is a section titled "SUPPORT OUR WORK" with two smaller images of people working. A red box highlights the "DONATE US" button.

A section titled "DISCOVER OUR SERVICES" follows, featuring an image of a seal on a beach. A red box highlights the "Transition Links" button below the image. Another red box highlights the "FIND OUT MORE" button.

Further down, a section titled "Protecting the Arctic" shows an image of icebergs. A red box highlights the "Transition Links" button below the image. Another red box highlights the "FIND OUT MORE" button.

A "JOIN OUR MISSION" section is present, with a world map showing plastic pollution. Red boxes highlight the "JOIN US" and "CONTACT" buttons, and another red box highlights the "Transition Links" button.

The bottom of the page includes a testimonial from Elon Musk, a "Testimonials" section, and a footer with links for About, Services, Crew, Events, Contact, Privacy Policy, Cookie Policy, and Terms & Conditions. The footer also contains social media icons and a "Landmarks" link. A red box highlights the "Landmarks" link in the footer.

## Comment

The homepage gives a gentle introduction to the association showing content related to other parts of the website or just to show 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 it is not implemented 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; the page shows two random services of the association with an image and a link to the page with the detailed information. After there's a message to join the mission of the association. The same consideration of the "Donate Us" button is also valid for the "Join Us" button. These two buttons have a different color to show to the user that they are disabled.

At the bottom there's a testimonial section with some reviews or quotes stated by notorious people about the association.

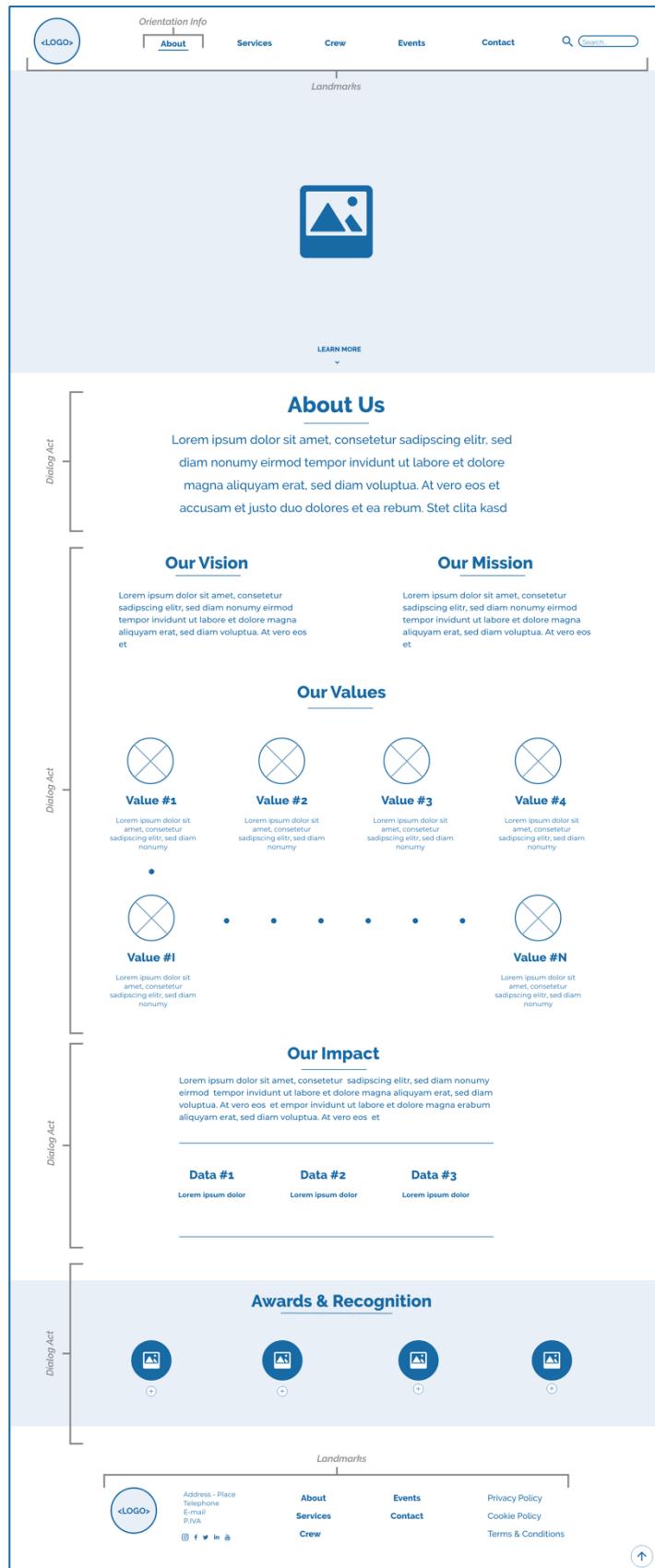
In this comment we highlight also the "Navigation bar" and the "Footer" design. The navbar has a direct link to the most important pages of the website.

There's a "Search Bar" which is disabled because it's not implemented and each time the user goes in hover mode on an element, it is underlined.

The footer has some links to the same pages and social links which are disabled but they are placed for aesthetics.

### 3.2 Association (Single Topic)

## Wireframe



## Screenshot

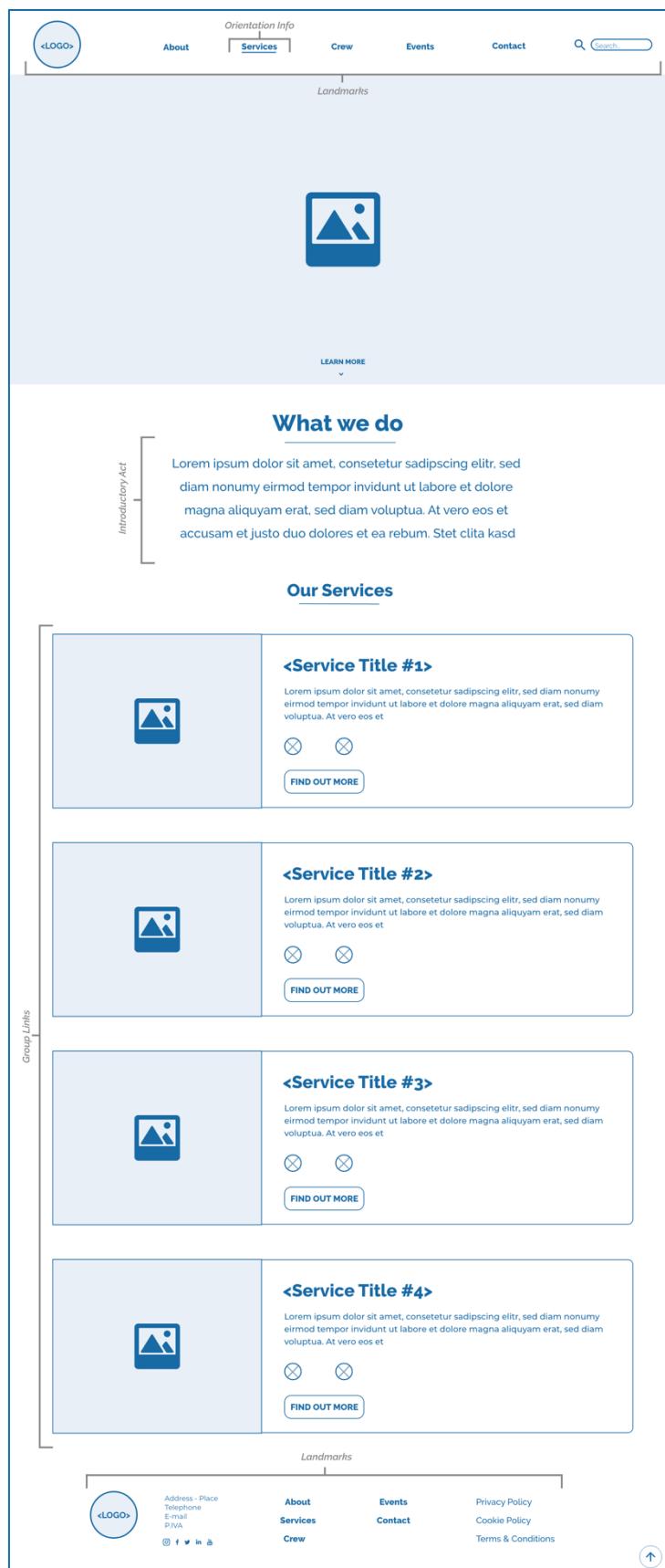


## Comment

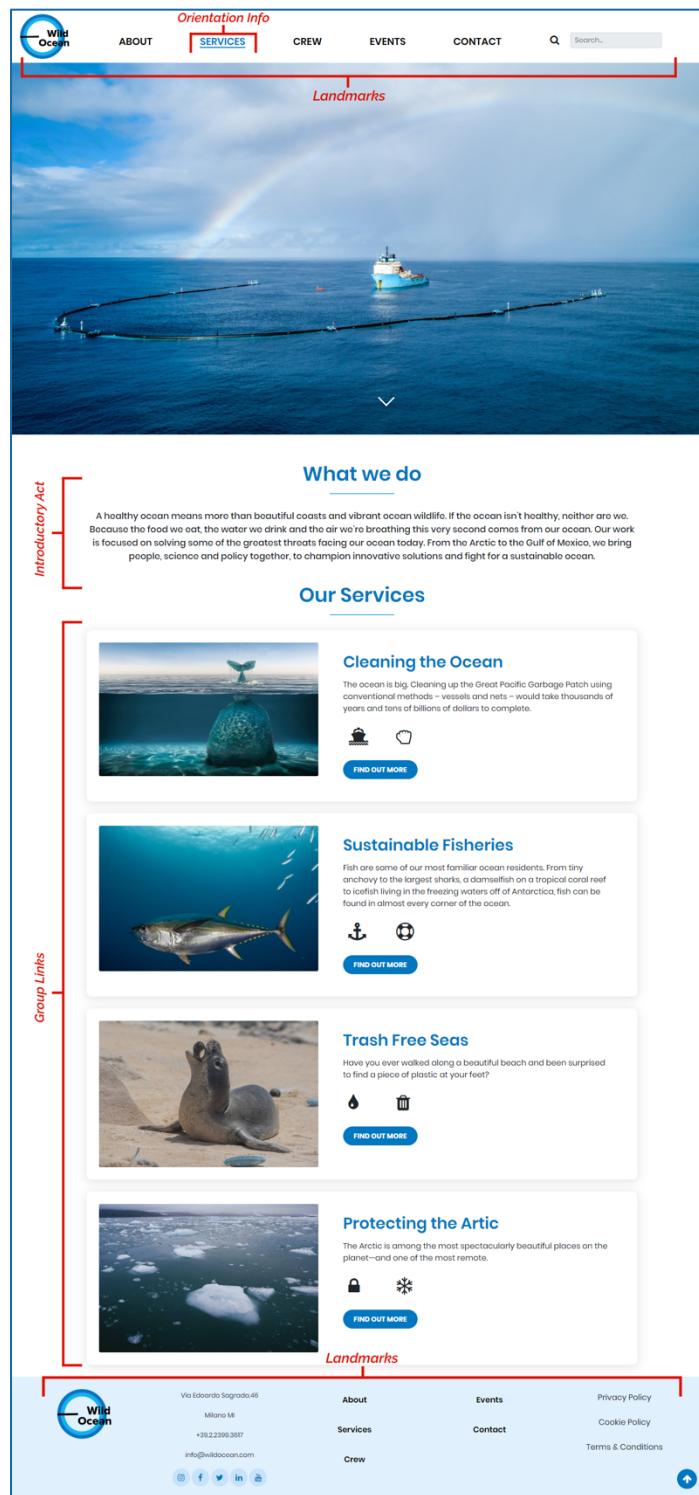
This page describes in detail the main characteristics of our association: who we are, what is our mission and our vision, which are the values we respect, what we do for the planet and the impact until today. Finally, there's a section related awards and recognitions received during the years. The page is divided in 4 different dialogue acts as described by the previous schemas and images.

### 3.3 All Services (Introductory Page)

#### Wireframe



## Screenshot

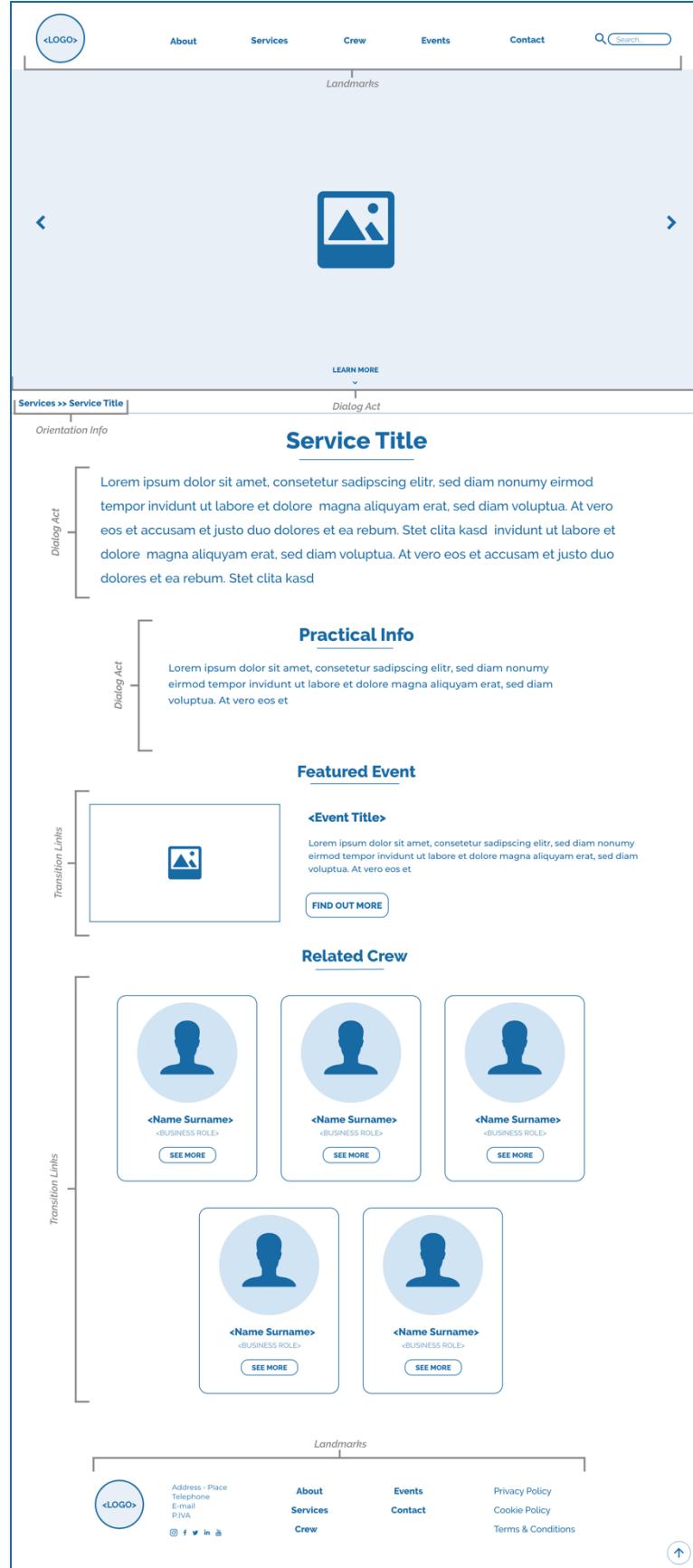


## Comment

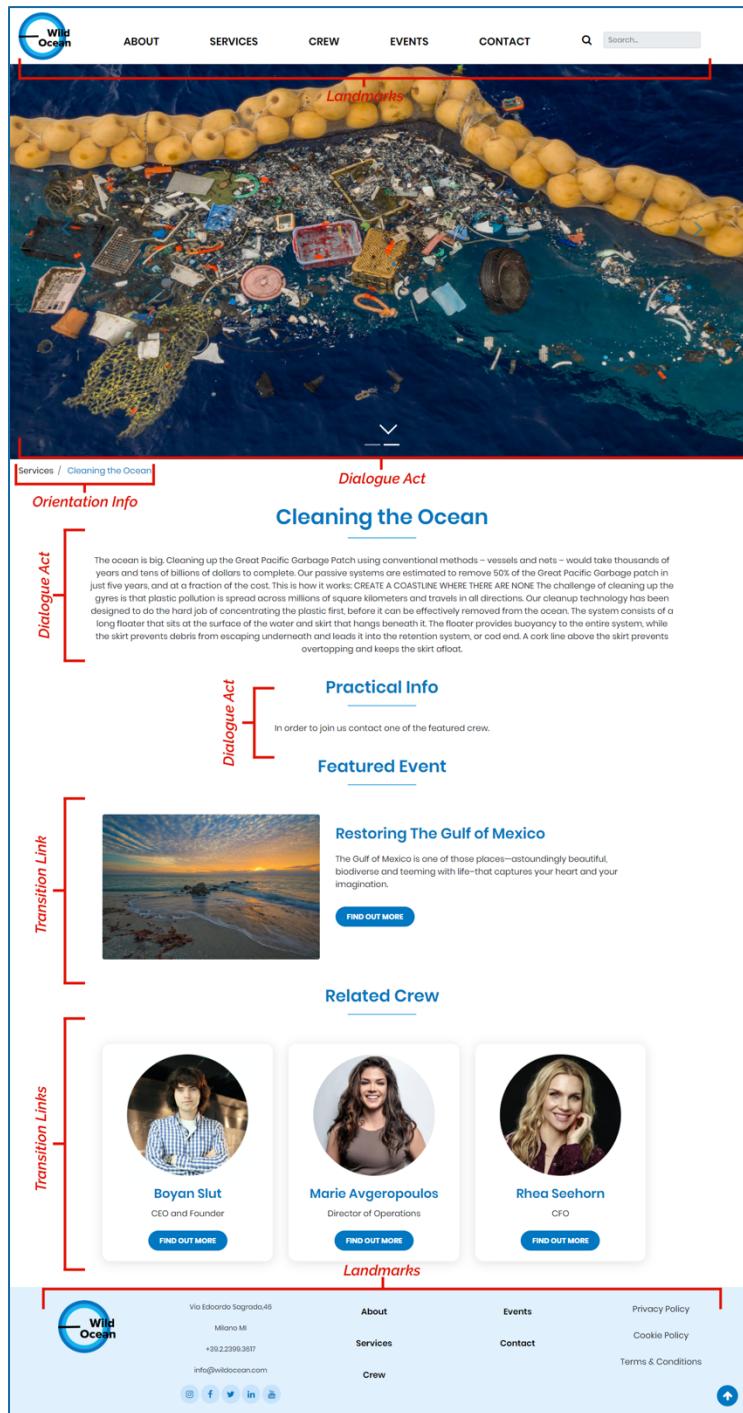
The All Services introductory pages has a main image followed by an introductory act of what we do as association. After that, there are some horizontal cards that present all the services available. Each service presents an image, a title, a short description and the "Find out more" button to go the page of the specific service, which act as a group link. The horizontal cards are implemented to fadeIn while scrolling the page.

### 3.4 Service (Kind of Topic)

#### Wireframe



## Screenshot

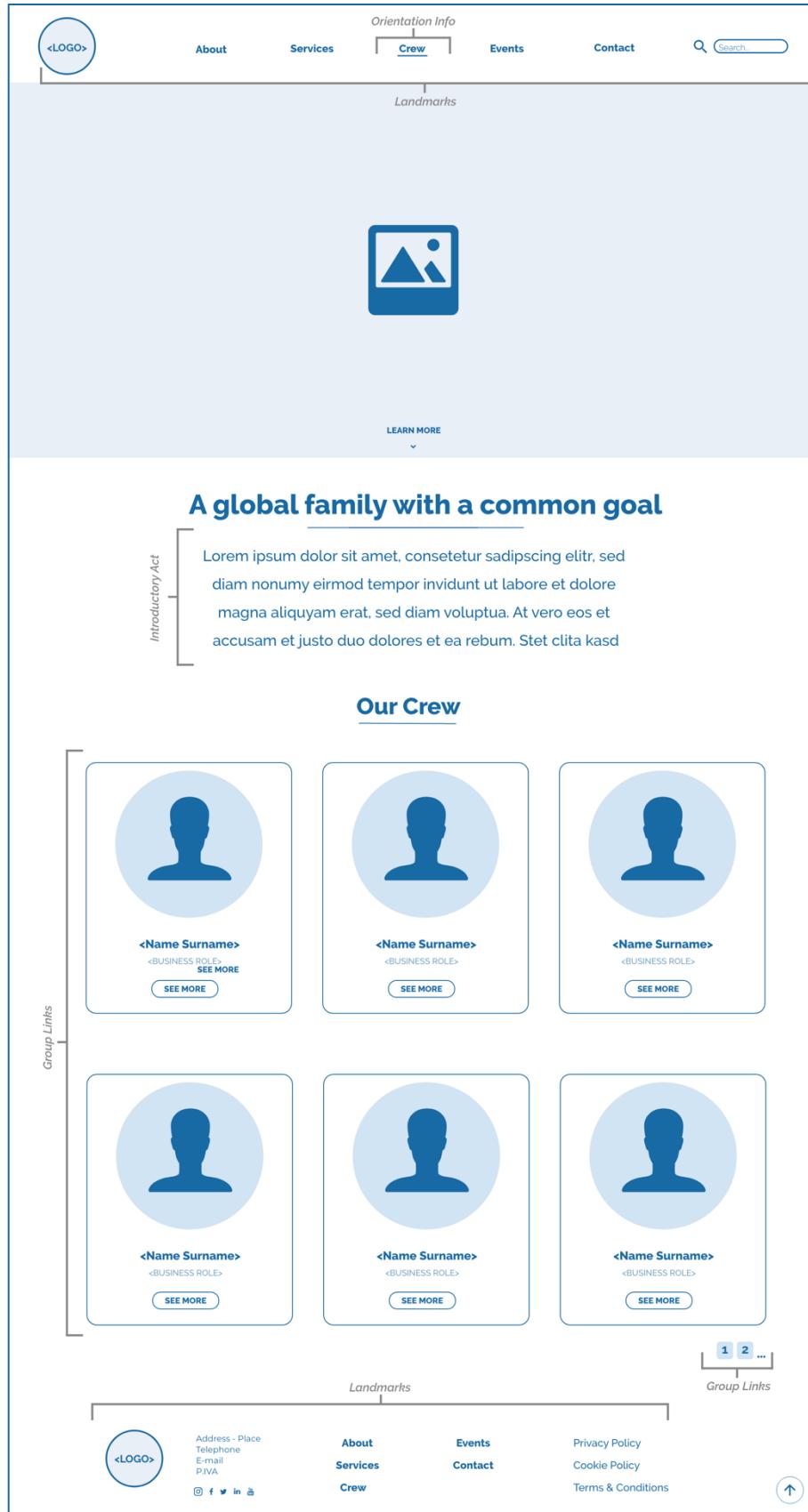


## Comment

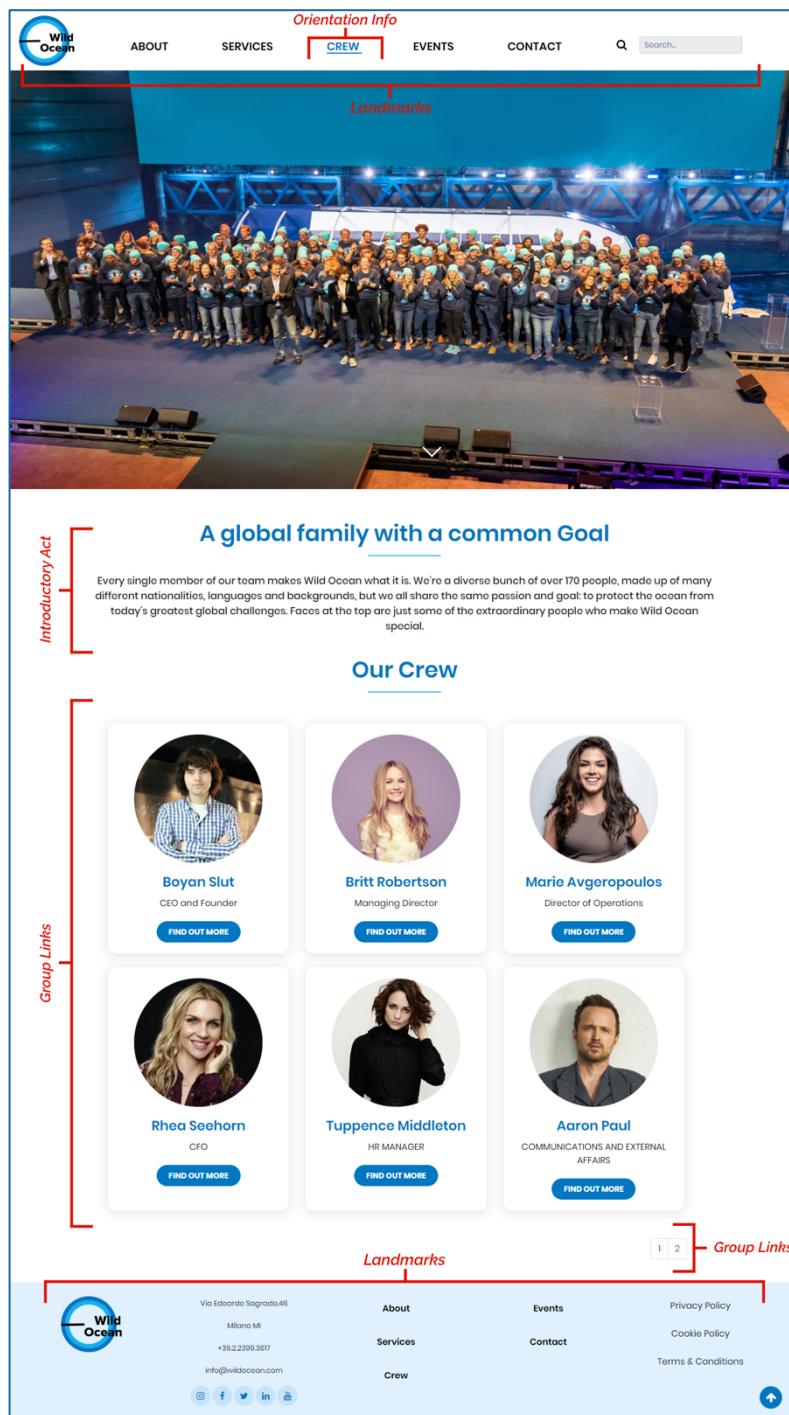
The Service page describe in detail one of the association's service. It is divided in a first section which contain a carousel slider with the different images related to the service (dialog act). Under the slider there are orientation info for the user to return to the list of services. After that there are two other dialog acts to present the service with a title, a description and practical info. The last two sections are transition acts embedded in the page, in particular there's a transition link to the event in which the service is presented and transition links to the group of people involved in the displayed service.

### 3.5 All People (Introductory Page)

## Wireframe



## Screenshot

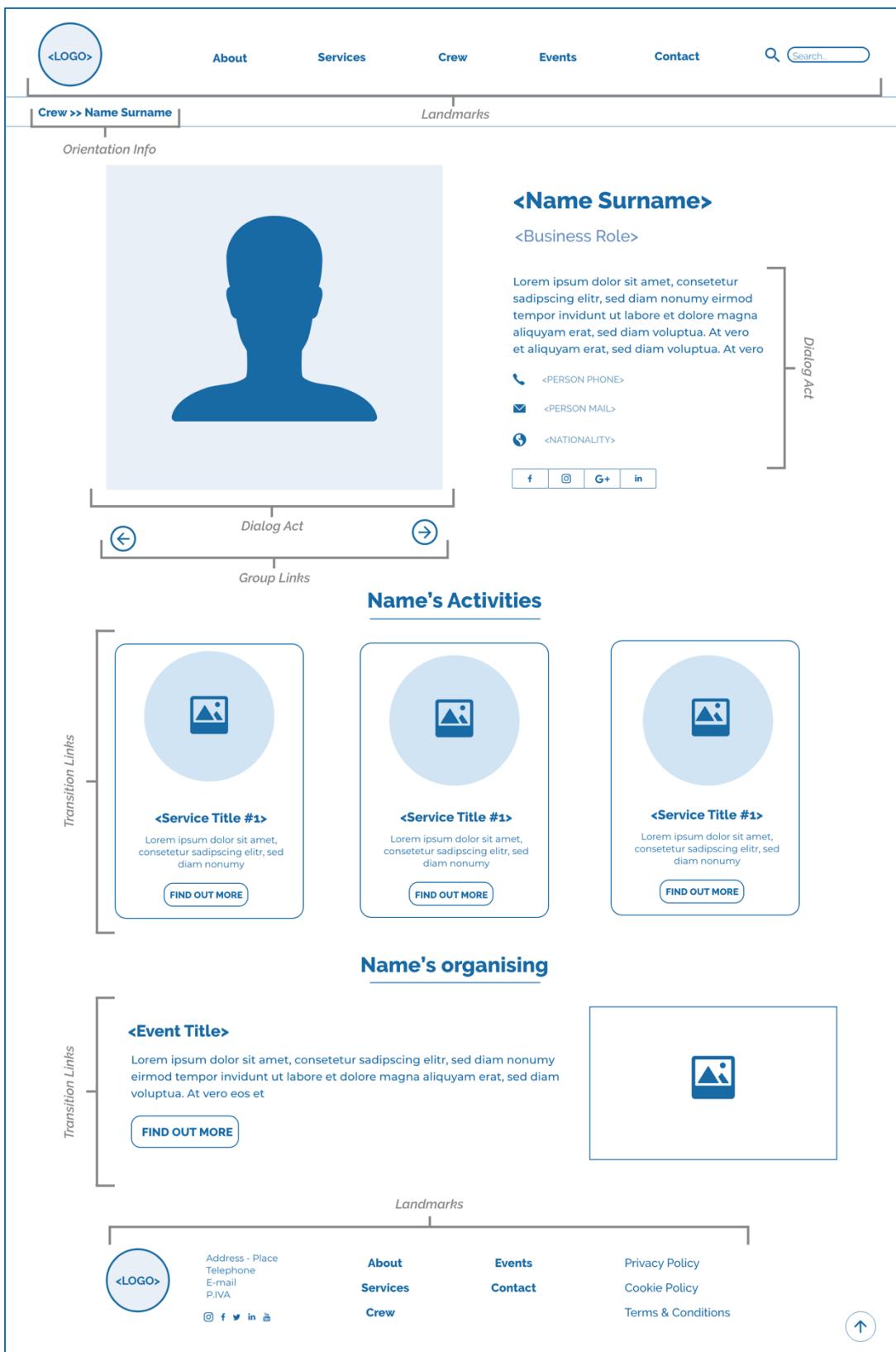


## Comment

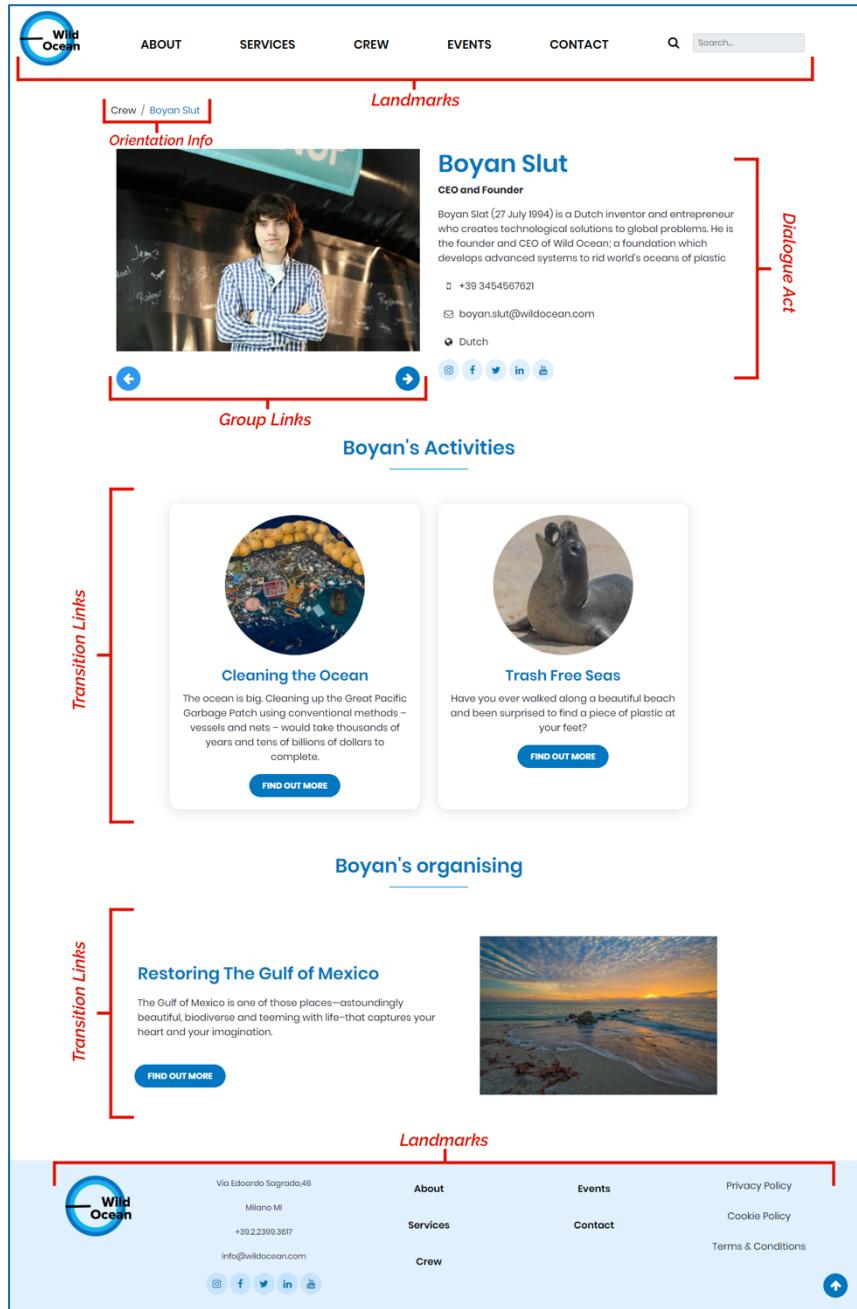
The All People page contains the list of all the people who are part of the association. In our case we decided to call this page “Crew”. The page has main images on the top and an introductory act for introduce the page. After that there are cards of all the people with an image, their name and their role in the association. These cards, through the “Find Out More” are group links to the single page of a person. In the right bottom there’s a group link to switch between different pages to discover all the associates.

### 3.6 Person (Kind of Topic)

#### Wireframe



## Screenshot



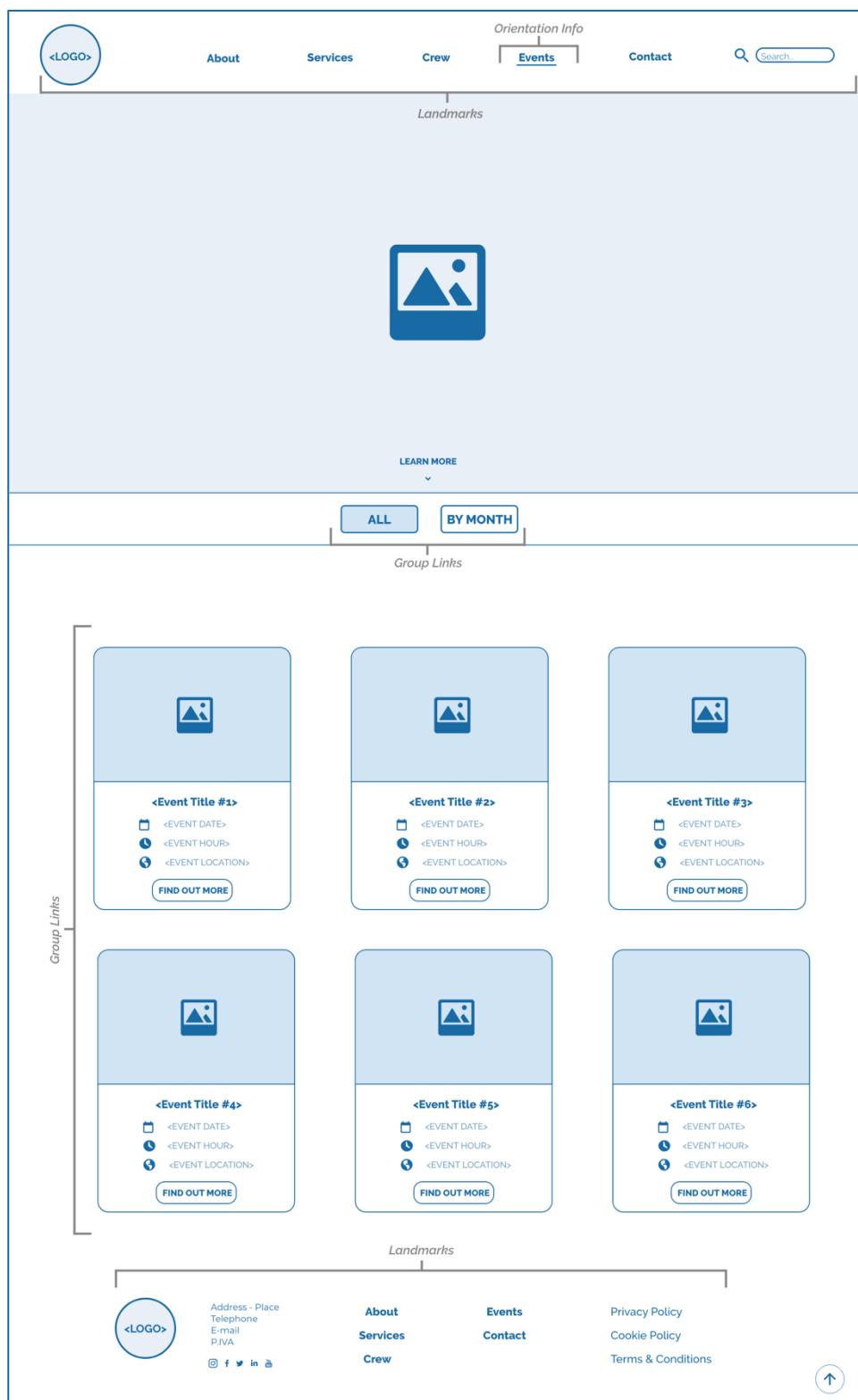
## Comment

The Person page displays a description, an image and information about role and contact of the specific person such as e-mail, phone, nationality. These contents are from dialogue acts. There are links to social pages of the person, but they are disabled.

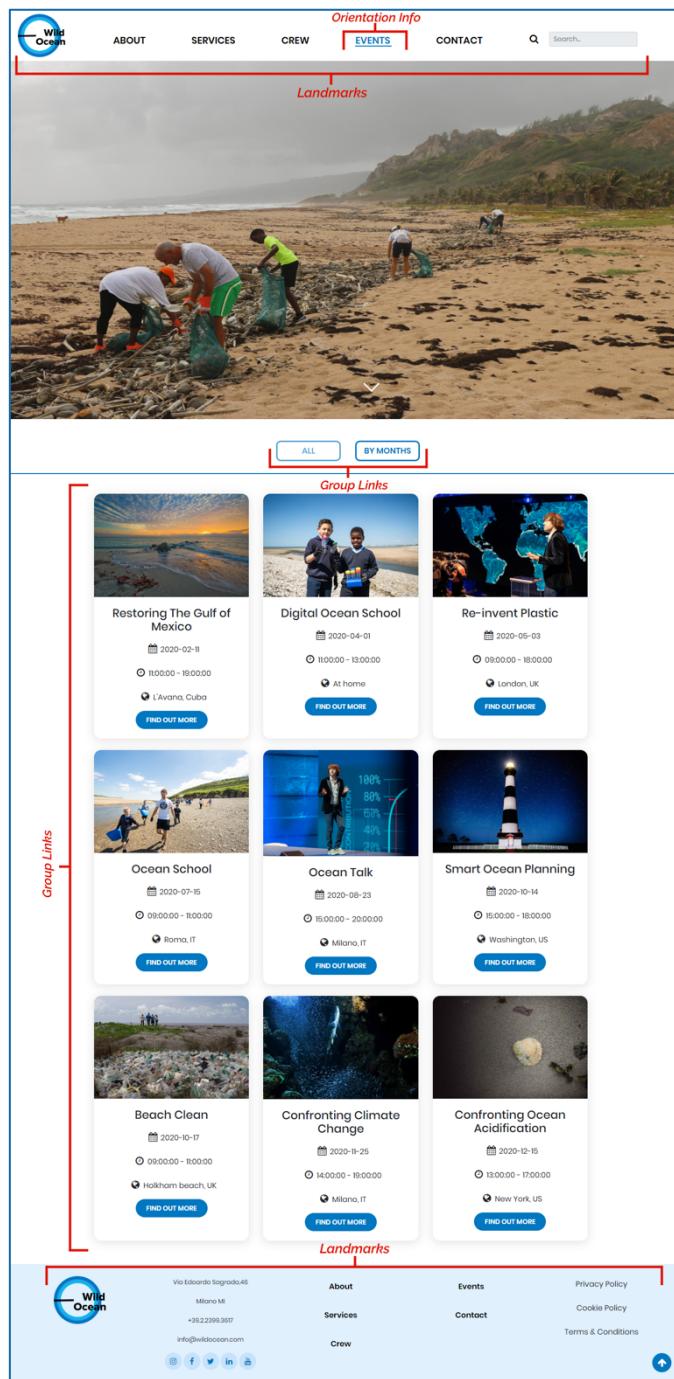
The other two sections are, again, transition acts embedded in the page. In particular, the first one is a transition link to the service (or services) in which the person is involved while the second is a transition link the event, he/she is organizing. Both services and events are displayed with a title, an image, a short description and links to the page through a "Find Out More" button. Under the image there's a group link useful to navigate between the different person and to respect to GT pattern.

### 3.7 All Events (Introductory Page)

#### Wireframe



## Screenshot



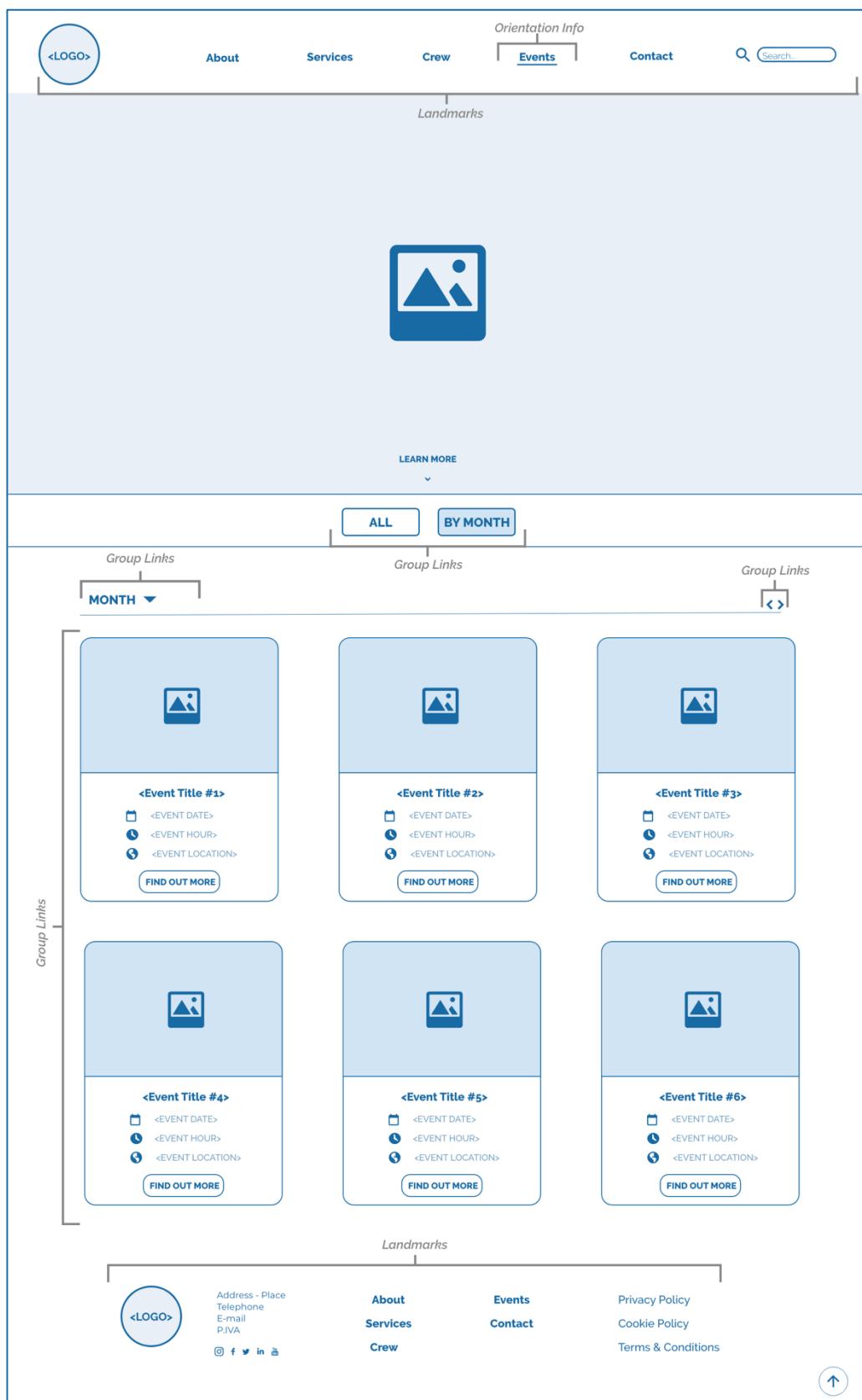
## Comment

The All Events introductory page is opened when a user clicks the Events item in the navigation bar. 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”.

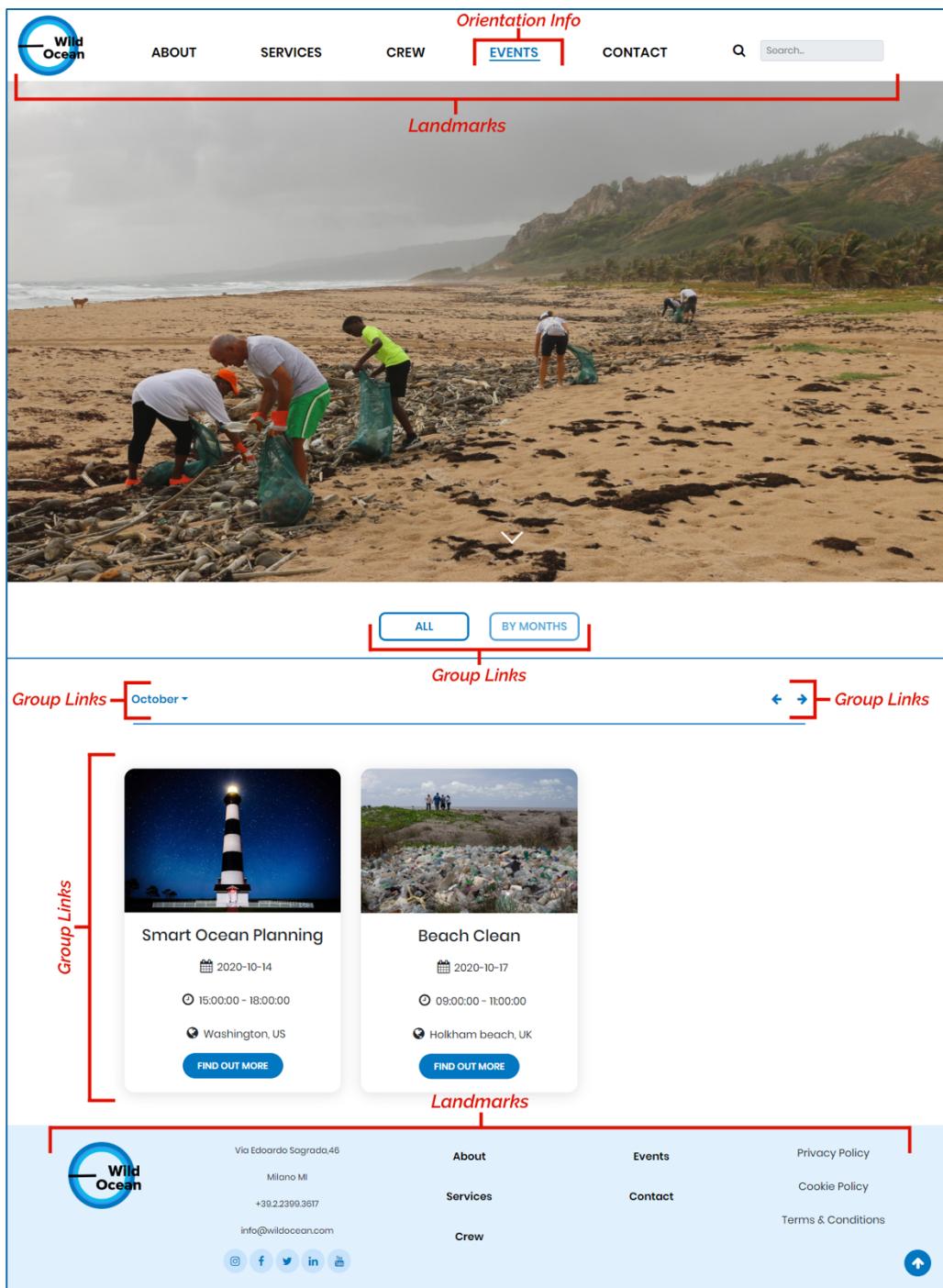
In the All Events tab there's a list of all the events the association is organizing. Each event is represented with a card with an image, some practical info and a group link to the page of the specific event.

### 3.8 Events by Month (Introductory Page)

#### Wireframe



## Screenshot



## Comment

The Events by Month introductory page is reached when the user clicks the tab By Month in the switch of the All Events page. The page shows a list of events for the month selected in the group link displayed at the left of the page.

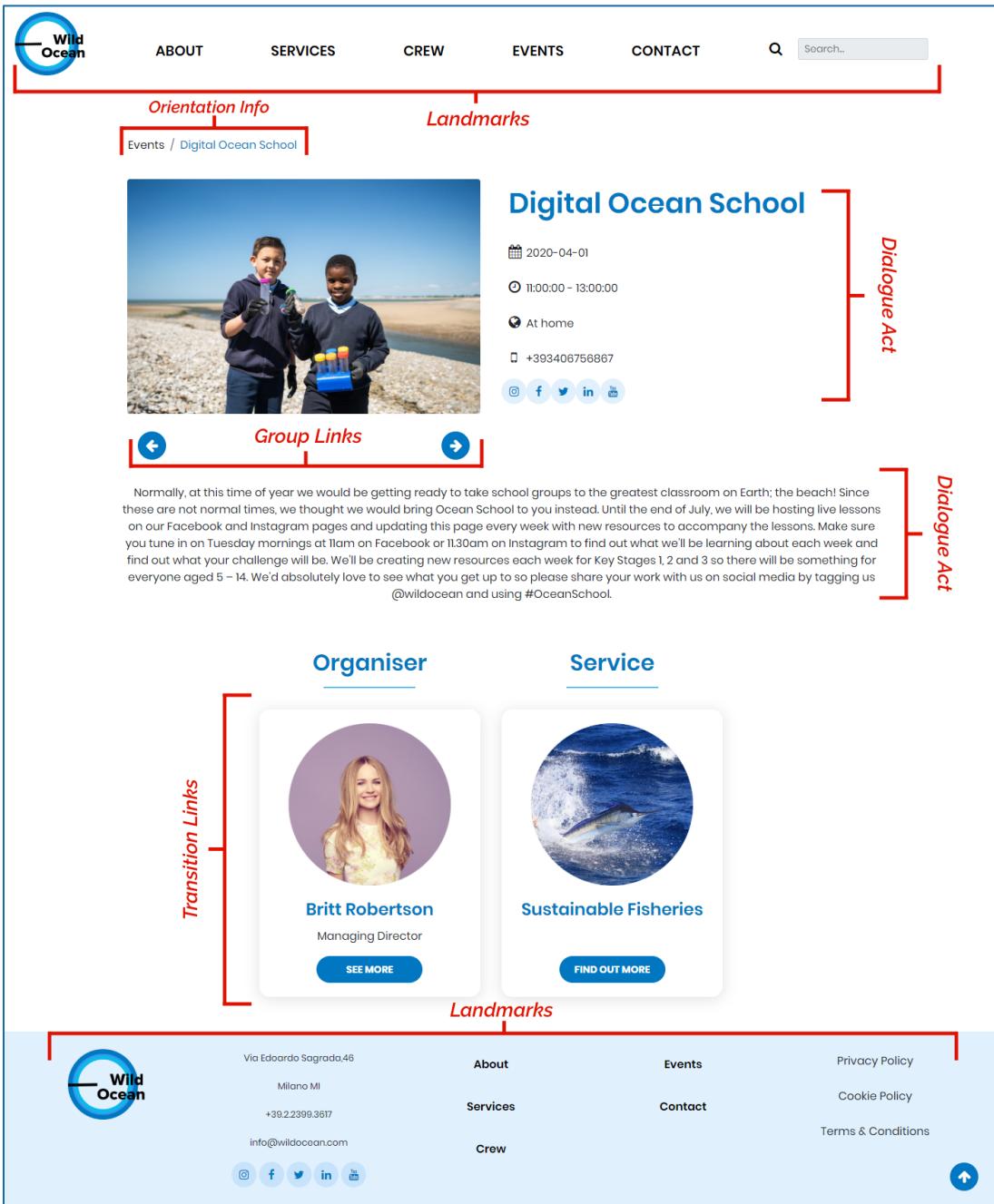
The group link let the user navigate among the different month, he just clicks the dropdown button and it change to the one of the twelve months, while the group link in the right top of the page let the user to switch to the previous and next month.

### 3.9 Event (Single Topic)

#### Wireframe



## Screenshot



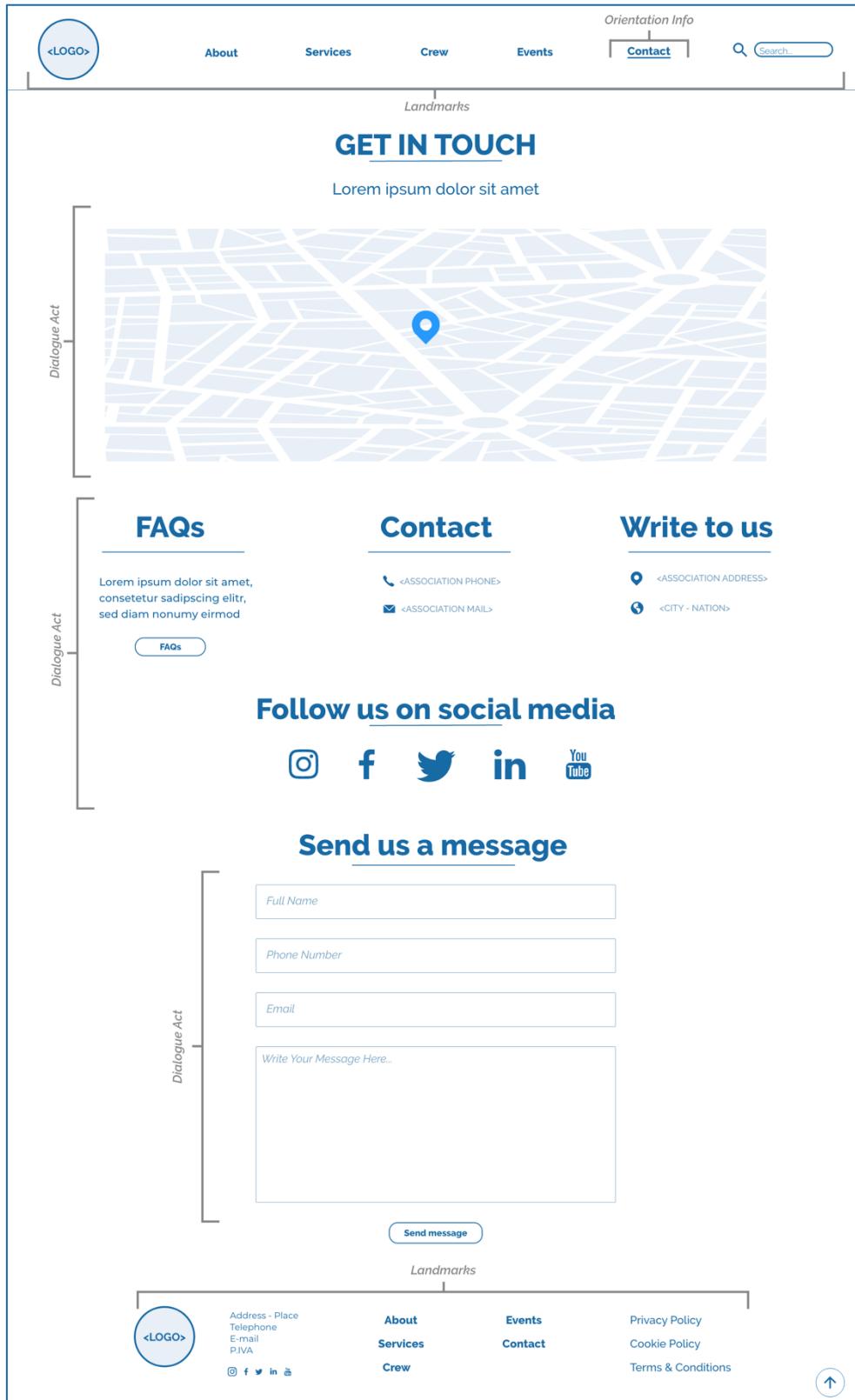
## Comment

The single Event page gives an overview of the selected event. The page has two main sections: the first one displays an image, a description and practical info with social link to share the event (these links are disabled like in the other cases). These contents are related to the dialogue cats.

The second section of the page shows transition links to the organizer of the event and the service which is related to. Under the image there are group links to switch to the previous and next event to respect the GT pattern.

## 3.10 Contact (Single Topic)

### Wireframe



## Screenshot

**Orientation Info**

**Landmarks**

**GET IN TOUCH**

We are here to help you!

**FAQS**

Please note that our offices are currently closed due to government decisions. Please click below to find the answers to common problems.

**CONTACT**

+39.02.2399.3617  
info@wildeocean.com

**WRITE TO US**

Via Edoardo Sagrada, 46  
Milan, Italy

**FOLLOW OUR SOCIAL MEDIA**

**Send us a Message**

Fill in and a member of our friendly Crew will be in touch

Full Name  
Phone Number  
Email Address  
Message

**Send Message**

**Landmarks**

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**Wild Ocean**

**Dialogue Act**

**Dialogue Act**

**Dialogue Act**

## Comment

The contact page is the representation of the contact topic. There are three main section which represents the three dialogue acts. At the top there's a map with the head office location of the association. After that there are some contact information and FAQ. The FAQ button is disabled because there's no a FAQ page implemented because that's not useful for the purpose of the project, but it gives the idea of a real website. The same consideration applies to the social links.

Finally, there's a contact form to receive messages directly from the user. The contact form was implemented in the front-end, but it does not work. Send Message and FAQ button have a different color to let the user understand that they are disabled.

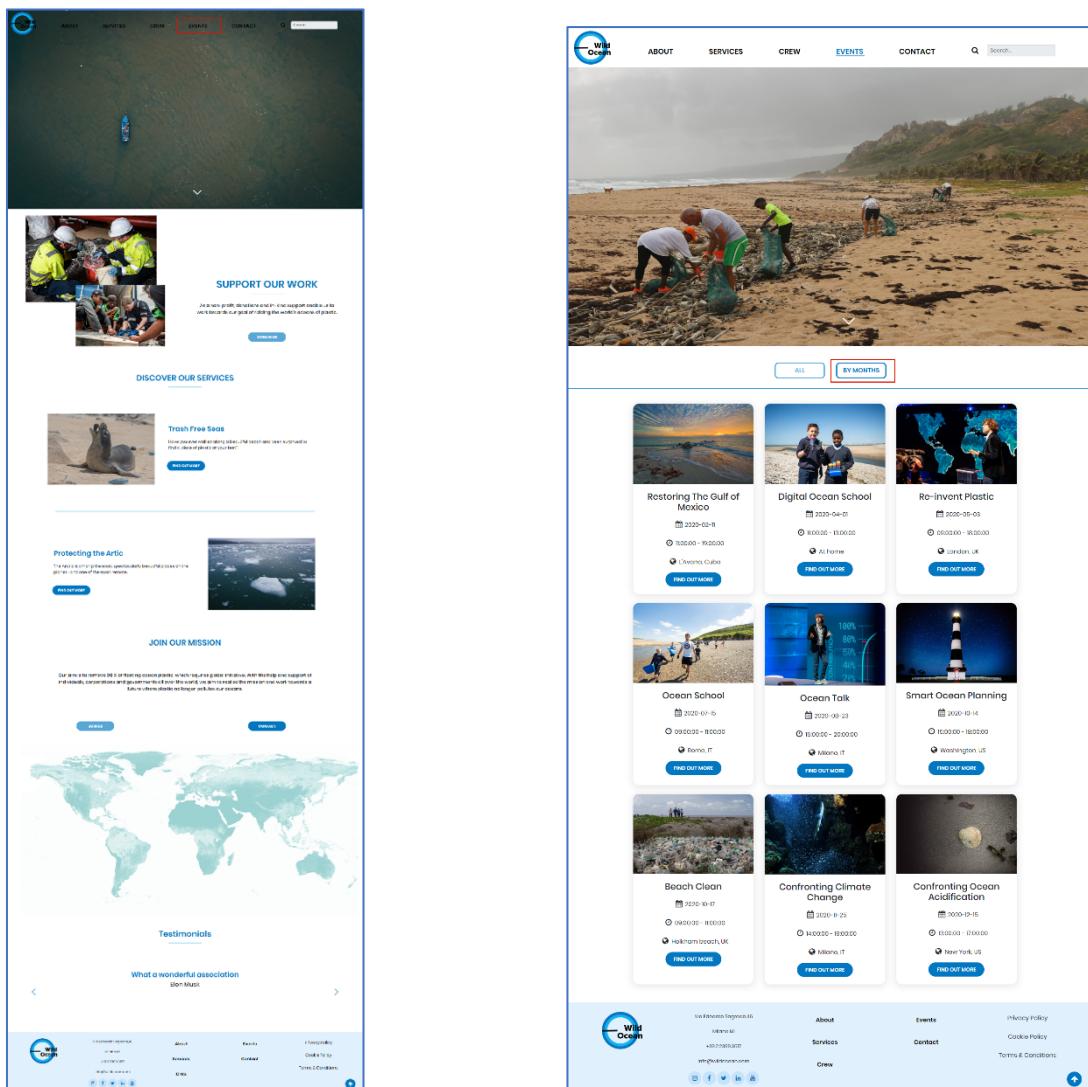
## 4 Interaction Scenarios

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

### 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 and find some events to attend. After having read all the information from the home page, she clicks on "Events" on the navigation bar; then, she selects "Events by Month" and choose the month she likes the most. Luckily for her, there is one event near her city in April. 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. She also wants to know more about the person who manage the event, thus she selects the person using the "See More" button.

The following screenshots show the flow: Home → Events → Events by Month → Dropdown menu (April) → Find Out More of the event → See More in Organiser.



## Design Document

Fadda Miceli Pranio Mundo



Wild Ocean

ABOUT SERVICES CREW **EVENTS** CONTACT

Search...



ALL BY MONTH

April ▾



Digital Ocean School

2020-04-01

080900 - 120000

At home

FIND OUT MORE



Wild Ocean

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Milano MI  
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## Digital Ocean School

2020-04-01  
10:00:00 - 13:00:00  
At home  
+9193400CT56807  
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Normally, at this time of year we would be getting ready to take school groups to the greatest classroom on Earth: the beach! Since these are not normal times, we thought we would bring Ocean School to you instead. Until the end of July we will be hosting live lessons on our Facebook and Instagram pages and updating this page every week with new resources to accompany the lessons. Make sure you tune in on Tuesday mornings at 10am on Facebook or 11:30am on Instagram to find out what we'll be learning about each week and find out what your challenge will be. We'll be creating new resources each week for Key Stages 1, 2 and 3 so there will be something for everyone aged 3 – 14. We'd absolutely love to see what you get up to so please share your work with us on social media by tagging us @wildocean and using #OceanSchool.

### Organiser



Britt Robertson  
Managing Director  
[SEE MORE](#)

### Service



Sustainable Fisheries  
[FIND OUT MORE](#)

Via Edoardo Segantini, 48  
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## 4.2 Scenario II

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. He finds the information for contact the association in the homepage and he clicks on the related button to go to the "Contact" page and find the contact information. After that, he decides to read carefully the "About" page in order to improve his knowledge about the association 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 using the "Person" page slide buttons.

The following screenshot show the flow: Home → Contact → About → Crew → Find Out More on Boyan Slut → switch person through group link

The image consists of three side-by-side screenshots of a website for "Wild Ocean".

- Left Screenshot (Home Page):** Shows a large banner image of a boat at sea. Below it are sections for "SUPPORT OUR WORK" (with a photo of workers) and "DISCOVER OUR SERVICES" (with a photo of a seal). There is also a "Protecting the Arctic" section with a photo of icebergs.
- Middle Screenshot (Contact Page):** Shows a map titled "GET IN TOUCH" with various locations marked. Below the map are sections for "FAQs", "CONTACT", and "WRITE TO US". There is also a "FOLLOW OUR SOCIAL MEDIA" section with icons for Facebook, Twitter, YouTube, and Instagram.
- Right Screenshot (About Page):** Shows a large banner image of a boat at sea. Below it is a section titled "About Us" with a detailed description of the organization's mission. It includes sections for "Our Vision", "Our Mission", "Our Values", and "Our Impact".

In the bottom right corner of the middle screenshot, there is a small blue circular icon with a white "P" inside, which is likely a placeholder for a person's profile picture. In the bottom right corner of the right screenshot, there is a small blue circular icon with a white "C" inside, which is likely a placeholder for another person's profile picture.

**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 150 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. Focus at the top are just some of the extraordinary people who make Wild Ocean special.

**Our Crew**

<b>Boyan Slat</b> CFO and Founder <a href="#">FIND OUT MORE</a>	<b>Britt Robertson</b> Managing Director <a href="#">FIND OUT MORE</a>	<b>Marie Avgeropoulos</b> Director of Operations <a href="#">FIND OUT MORE</a>
<b>Rhea Sehorn</b> CHO <a href="#">FIND OUT MORE</a>	<b>Tuppence Middleton</b> HR MANAGER <a href="#">FIND OUT MORE</a>	<b>Aaron Paul</b> COMMUNICATIONS AND EXTERNAL AFFAIRS <a href="#">FIND OUT MORE</a>

1 | 2

Wild Ocean logo

Via D'Amico 15 (Capo d'Orlando)  
Miceli 101  
+39 0922 290 2807  
info@wildocean.com

[About](#) [Events](#) [Privacy Policy](#)  
[Services](#) [Contact](#) [Cookie Policy](#)  
[Terms & Conditions](#)

Social media icons: LinkedIn, Facebook, Twitter, YouTube, Instagram

Boyan / **Boyan Slat**

**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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E boyanslat@wildocean.com  
D Dutch

[+1](#) [+2](#) [+3](#) [+4](#) [+5](#) [+6](#)

**Boyan's Activities**

**Cleaning the Ocean**  
The ocean is big. Cleaning up the Great Pacific Garbage Patch using conventional methods – where it is possible – would take thousands of years and tons of billions of dollars to complete.  
[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?  
[FIND OUT MORE](#)

**Boyan's organising**

**Restoring The Gulf of Mexico**  
The Gulf of Mexico is one of those places—astoundingly beautiful, biodiverse and teeming with life—that captures your heart and your imagination.  
[FIND OUT MORE](#)

Wild Ocean logo

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[Terms & Conditions](#)

Social media icons: LinkedIn, Facebook, Twitter, YouTube, Instagram

### 4.3 Scenario III

Hugo is the CEO of a Mexican touristic company and he would like to create an event in collaboration with Wild Ocean for cleaning the seas near the beaches his clients spend most of their times. Thus, Hugo visits “Services” page to understand if Wild Ocean has already provided this kind of services. Once verified, he clicks “Find Out More” button and looks the “Featured Event” section to understand how the association organises this kind of events. Then he decides to see how to explore other events by clicking the arrows for sliding between the events. In the end he goes to “Contact” page for finding all the information about the association.

The following screenshots show the flow: Services → Find Out More on Cleaning the Ocean → Service → Find Out More on the Feature Event → Switch between Event through group link → Contact

**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. Instead, we're turning to technology. Our fleet of specialized ships and floating barriers – 50% of which have been deployed in the last five years, and at a fraction of the cost. These cutting-edge events are part of a **CLEANLINE** we're building. Through it, the challenge of cleaning up the great is that plastic pollution is spread across millions of square kilometers and travels in all directions. Our cleanup technology has been designed to do the hard job of concentrating the plastic first, before it can be effectively removed from the ocean. The system consists of a long float that sits at the surface of the water and skirt that hangs beneath it. The float provides buoyancy to the entire system, while the skirt prevents debris from escaping underneath and loops it into the retention system, or cool end. A cut line above the skirt prevents overlapping and keeps the last pieces.
- Sustainable Fisheries**  
For an ocean of such vast beauty, oceanic residents – from tiny anchovies to the largest sharks – depend on a tropical corridor to sustain living in the feeding waters off of 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 on your feet?
- Protecting the Arctic**  
The Arctic is among the most spectacularly beautiful places on the planet – and one of the most remote.

**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. Instead, we're turning to technology. Our fleet of specialized ships and floating barriers – 50% of which have been deployed in the last five years, and at a fraction of the cost. These cutting-edge events are part of a **CLEANLINE** we're building. Through it, the challenge of cleaning up the great is that plastic pollution is spread across millions of square kilometers and travels in all directions. Our cleanup technology has been designed to do the hard job of concentrating the plastic first, before it can be effectively removed from the ocean. The system consists of a long float that sits at the surface of the water and skirt that hangs beneath it. The float provides buoyancy to the entire system, while the skirt prevents debris from escaping underneath and loops it into the retention system, or cool end. A cut line above the skirt prevents overlapping and keeps the last pieces.

**Practical Info**

In order to join us contact one of the featured crew.

**Featured Event**

**Restoring The Gulf of Mexico**

The Gulf of Mexico is one of those places – astoundingly beautiful, biodiverse and teeming with life – that captures your heart and your imagination.

**Related Crew**

- Boyan Slat**  
CFO and Founder
- Marie Avgeropoulos**  
Director of Operations
- Rhea Seehorn**  
CEO

**Wild Ocean**

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**Restoring The Gulf of Mexico**

**Beach Clean**

**Organiser**

**Service**

**Aaron Paul**

**Organiser**

**Service**

**GET IN TOUCH**

**FAQs**

**CONTACT**

**WRITE TO US**

**FOLLOW OUR SOCIAL MEDIA**

**Send us a Message**

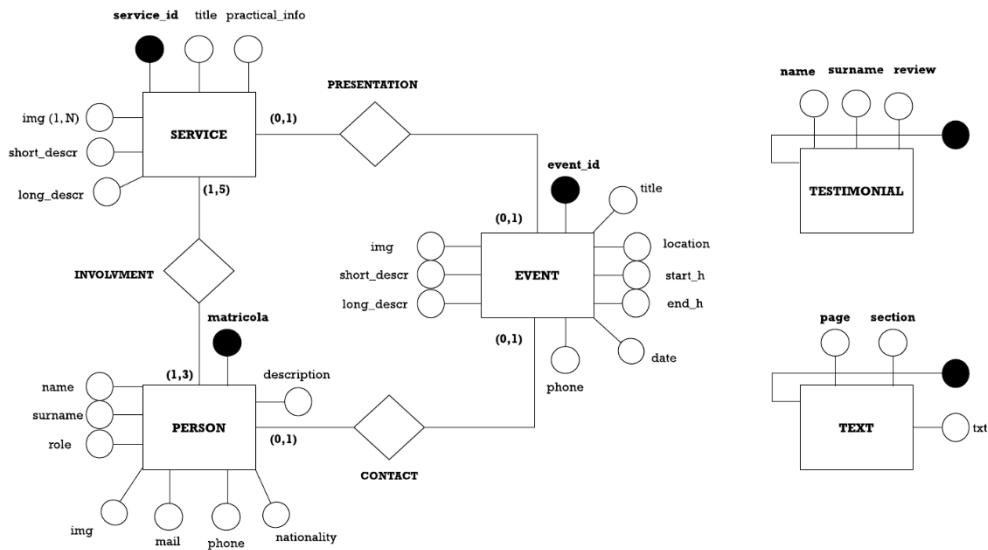
**ABOUT** **SERVICES** **CREW** **EVENTS** **CONTACT**

## 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

