



**POLITECNICO**  
MILANO 1863

# Visit DAM

Hypermedia Applications | Design Report

*Authors:*

Davide Franchi  
Marco Ferrero  
Daniele Ferracuti  
Emile Lampe

# **Abstract**

Visit DAM is the tourist organization of Amsterdam. It needs to have an accessible and well working website for tourists, inhabitants, and commercial partners. This document will give an overview on how the website works, both from a user as from a designer perspective. To do this, this document contains extensive models, schemas and screenshots.

<b>Introduction</b>	<b>4</b>
Requirements	4
Purpose	4
<b>1. Conceptual Design</b>	<b>4</b>
1.1. Content Design	4
1.1.1. C-IDM Diagram	4
1.1.2. Content Tables	5
1.2. Navigation Design	6
1.2.1. Content tables - pages mapping	6
1.2.2. P-IDM Diagram	9
<b>2. Visual Design</b>	<b>10</b>
2.1. Home Page	10
2.2. Single Topic Pages	13
2.2.1. About Page	13
2.2.2. Contacts Page	14
2.3. Introductory Pages	16
2.3.1. Attractions Page	16
2.3.2 Itineraries Page	21
2.3.3. Events Page	25
2.4. Multiple Topic Pages	28
2.4.1. Attraction Page	28
2.4.2. Itinerary Page	30
2.4.3. Service Page	33
2.4.4. Event Page	35
2.5. Transition Pages	36
2.5.1. Service Types Page	36
Screenshot	37
2.5.2. Attractions List Page	38
<b>3. Interaction Scenarios</b>	<b>42</b>
3.1. Use Case 1	42
3.2. Use Case 2	44
3.3. Use Case 3	46
<b>Database Design</b>	<b>49</b>
3.7. Relational Tables	50

# Introduction

## Requirements

Vist DAM is an organization that is part of the municipality of Amsterdam. Its goal is to make Amsterdam more accessible to tourists, inhabitants, and people that are commercially interested in it. Because of this, the website must show a wide range of information, from local events, to services that are provided in the city.

Furthermore, the following relations should be present:

- An Event is hosted in a Point of Interest
- A Point of Interest one or more Events
- An Itinerary involves several Points of Interest
- A Point of interest is involved in one Itinerary (or more)

## Purpose

This document shows the design process of creating the Visit DAM website. This is done through high-level diagrams, wireframes, and screenshots of examples on the website. After reading this document, the reasons behind why the website is made the way it is should be clear.

# 1. Conceptual Design

In this chapter, the content and navigation design are discussed.

## 1.1. Content Design

In this section a Content Interaction Dialogue Model (C-IDM) will be presented. A C-IDM shows the website as a dialogue between a human user and the application. It puts emphasis on how this conversation is classified, mutually related and grouped.

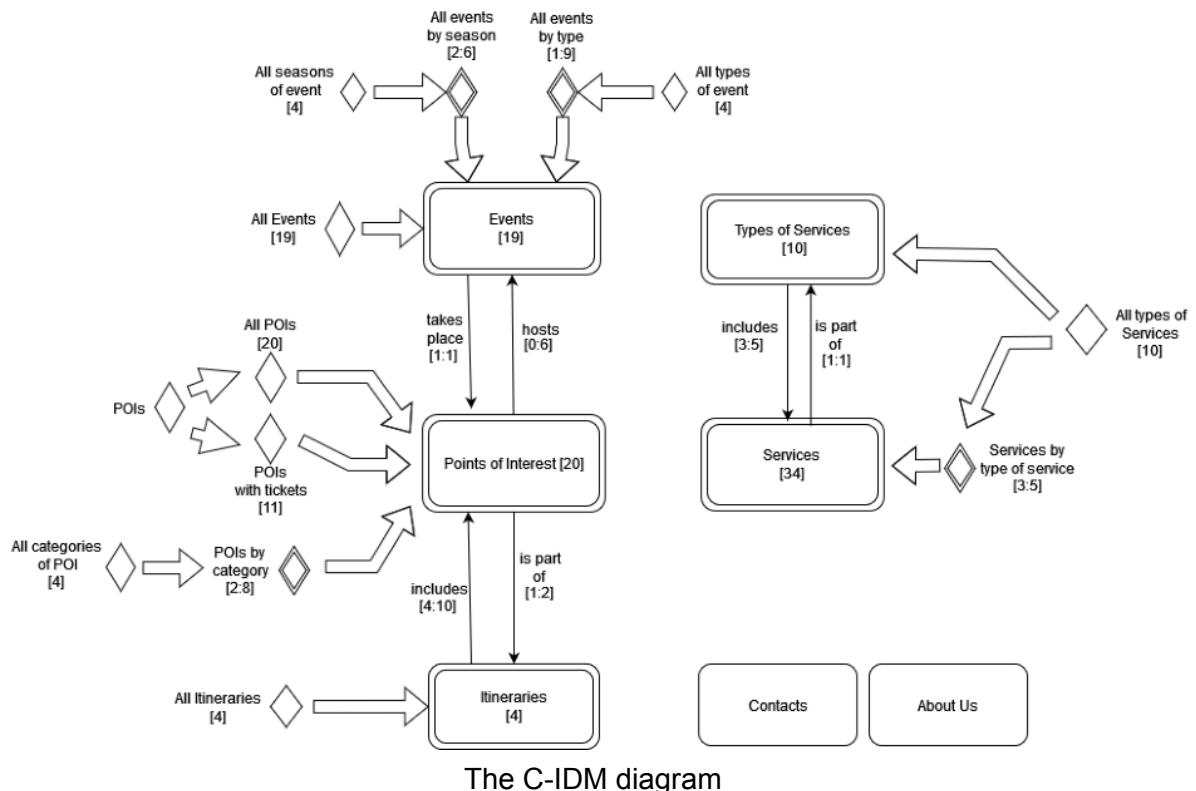
### 1.1.1. C-IDM Diagram

The main topics of the C-IDM diagram resolve around two groups of topics. In the first group, the *Events*, *Points of Interest*, and *Itineraries* are related to each other. A Point of Interest can have 0 to 6 hosts, while 1 Event takes place at a Point of Interest. At the same time, one or two Points of Interest are in an itinerary, while an itinerary includes 4 to 10 Points of Interest. The Points of Itineraries are grouped by category, and Pol with or without tickets. The Events are grouped by season.

The second group of topics is that of *Services* and *Types of Services*. Each Type of Services includes 3 to 5 Services, while each Service is part of 1 Type of Services. The Services are also grouped by the type of services.

Lastly, there are also two smaller topics: the Contact page, and the About Us page.

## C-IDM



The C-IDM diagram

### 1.1.2. Content Tables

In the following tables are defined the contents of the conversation between the human and the application for each category of subject.

KIND OF TOPIC: <i>Points of Interest</i>
Name: text
Description: text
Category: text
Image: image
Location: map
Opening Hours: text
Tickets info: text
List of Events: [Event name]
List of Itineraries: [Itinerary Name]

KIND OF TOPIC: <i>Itineraries</i>
Name: text
Description: text
Route map: map

**KIND OF TOPIC: Itineraries**

List of POIs: [poi name, poi description, poi position]

**KIND OF TOPIC: Events**

Name: text

Description: text

Image: image

Location: map, Point of Interest

Date: date

**KIND OF TOPIC: Types of service**

Name: text

Description: text

Image: image

Locations: map

List of specific services: [services name]

**KIND OF TOPIC: Service**

Name: text

Description: text

Image: image

Address: text

Opening hours: text

**TOPIC: About**

Company overview: text

**TOPIC: Contacts**

Office information (address, phone, map)

## 1.2. Navigation Design

### 1.2.1. Content tables - pages mapping

The following tables detail the mapping of the previously identified contents into pages.

- **KIND OF TOPIC: Points of interest**

**INTRODUCTORY PAGE: Points of interest Page**

Most visited attractions description: text

List of most visited POIs: [poi name, poi image, poi description]

**INTRODUCTORY PAGE:** *Points of interest Page*

Art and cultural attractions description: text

List of art and cultural POIs: [poi name, poi image, poi description]

List of POIs with tickets: [poi name, poi image, poi description]

**TOPIC PAGE:** *Point of interest Page*

Name: text

Description: text

Category: text

Image: image

Location: map

Opening Hours: text

Tickets info: text

List of Events: [Event name]

List of Itineraries: [Itinerary Name]

**TRANSITION PAGE:** *All Points of interest Page*

List of POIs with tickets: [poi name, poi image, poi description]

• **KIND OF TOPIC: Itineraries****INTRODUCTORY PAGE:** *Itineraries Page*

City itineraries description: text

List of itinerary: [itinerary name, itinerary image]

City sightseeing Tours description: text

Canal Cruises description: text

**TOPIC PAGE:** *Itinerary Page*

Name: text

Description: text

Route map: map

List of POIs: [poi name, poi description, poi position]

• **KIND OF TOPIC: Events****INTRODUCTORY PAGE:** *Events Page*

Events description: text

List of event: [event name, event image, event location, event date]

<b>TOPIC PAGE:</b> <i>Event Page</i>
--------------------------------------

| Name: text |
| Description: text |
| Image: image |
| Location: map, Point of Interest |
| Date: date |

- **KIND OF TOPIC: Types of Service**

<b>INTRODUCTORY PAGE:</b> <i>Types of Service Page</i>
--------------------------------------------------------

| List of type of Services: [service name, service image] |

<b>TOPIC PAGE:</b> <i>Types of Service Page</i>
-------------------------------------------------

| Service type name: text |
| Service type description: text |
| Service type image: image |
| Service type locations: map |
| List of specific services: [service names, service descriptions, service address, service opening hours ] |

- **TOPIC: About**

<b>INTRODUCTORY PAGE:</b> <i>About Page</i>
---------------------------------------------

| Company overview: text |

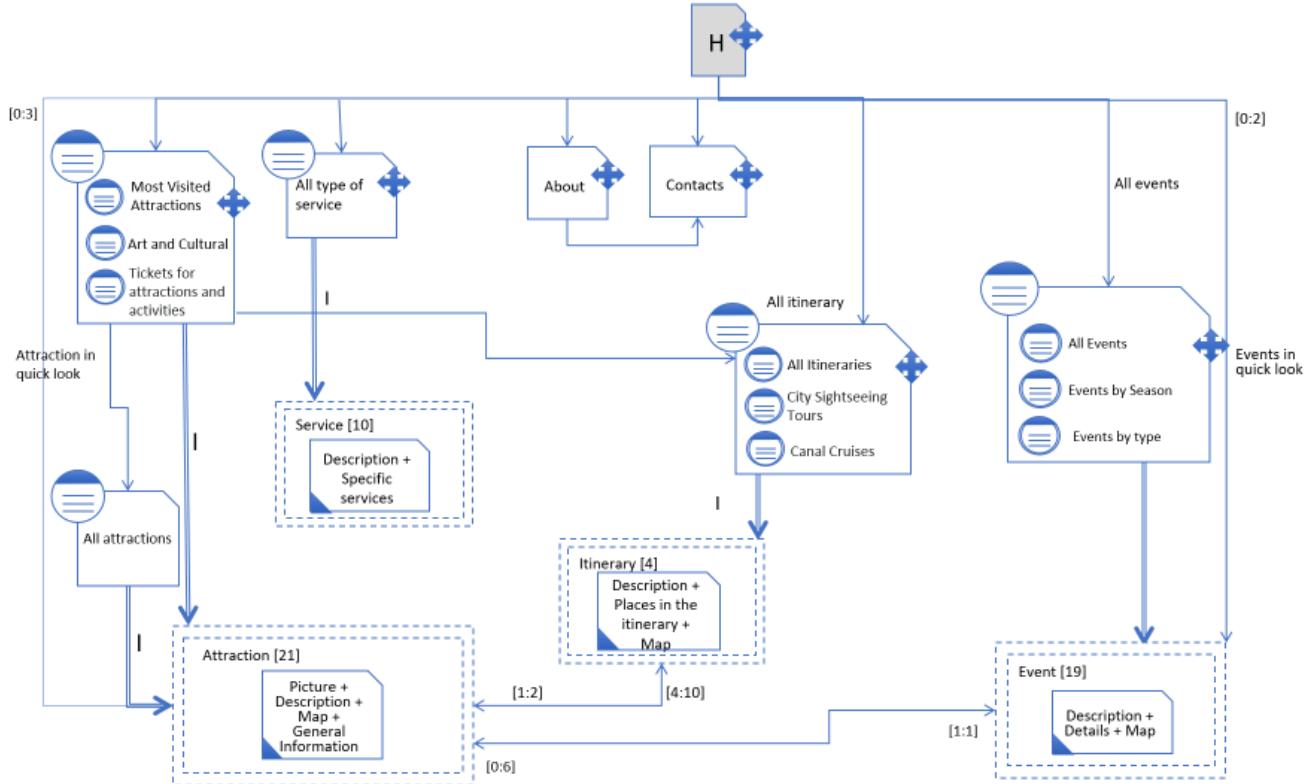
- **TOPIC: Contact**

<b>INTRODUCTORY PAGE:</b> <i>Contact Page</i>
-----------------------------------------------

| Office information (address, phone, map) |

## 1.2.2. P-IDM Diagram

The Page Interaction Dialogue Model (P-IDM diagram) shows how to content is mapped to pages and what the link between the pages is.



The P-IDM diagram

The landmarks in the diagram are for the main topics of *Attraction*, *Event*, *Itinerary*, and *Service*. Also, the *About* and *Contact* page can be accessed from everywhere. HomePage can directly access some specific *Attraction* and *Event* topic pages.

Introductory page and the transition page (all attractions) to the *Attraction* topic allow you to navigate between the specific attractions through an index pattern (with no guided tour). Each attraction page may contain transitional links to *Itineraries* in which it is included or to *Events* that take place in that specific POI. Introductory page for attractions can reach its transition page and *Itinerary* topic introductory page through transition links.

The same pattern is used to access the *Type of Service* topic that in the topic page contains information for the specific *Service* topic as well.

*Itineraries* and *Events* page introductory pages can reach specific topic and respectively through transitional links can access attractions that are part of the topic (e.g. POIs in an itinerary or POI in which an event takes place).

## 2. Visual Design

This chapter concerns the style choices and page composition of the website. Each page is described using a wireframe, which is a low-resolution schematic of the webpage content. Then, we will append a screenshot of the actual page to show the real appearance.

### 2.1. Home Page

The home page is the landing page of the website. It should describe the brand of the website, and offer the visitor a quick recap of the content and purposes of the website. We chose to keep it simple, and put the most relevant things in easy-to-access places.

## Wireframe

The wireframe illustrates a website layout with the following components:

- Header:** A dark navigation bar at the top with the title "Visit-DAM". It includes a logo icon, a search bar placeholder "Search", and navigation links for Attractions, Itineraries, Events, Services, Contacts, and About.
- Search Bar:** A large search input field with a magnifying glass icon and a dropdown arrow icon below it.
- Main Content Area:** A large central area containing the text "What are you looking for?" followed by four placeholder card slots, each marked with a large 'X'.
- Section Header:** A section titled "Quick look" with a horizontal line below it.
- Card Preview Area:** A grid of six placeholder cards, arranged in two rows of three. Each card has a "Card Title" and a horizontal line below it.
- Footer:** A dark footer bar at the bottom featuring a small logo icon, the text "2022 Visit DAM", and social media icons for Facebook, Instagram, and YouTube.

## Screenshot

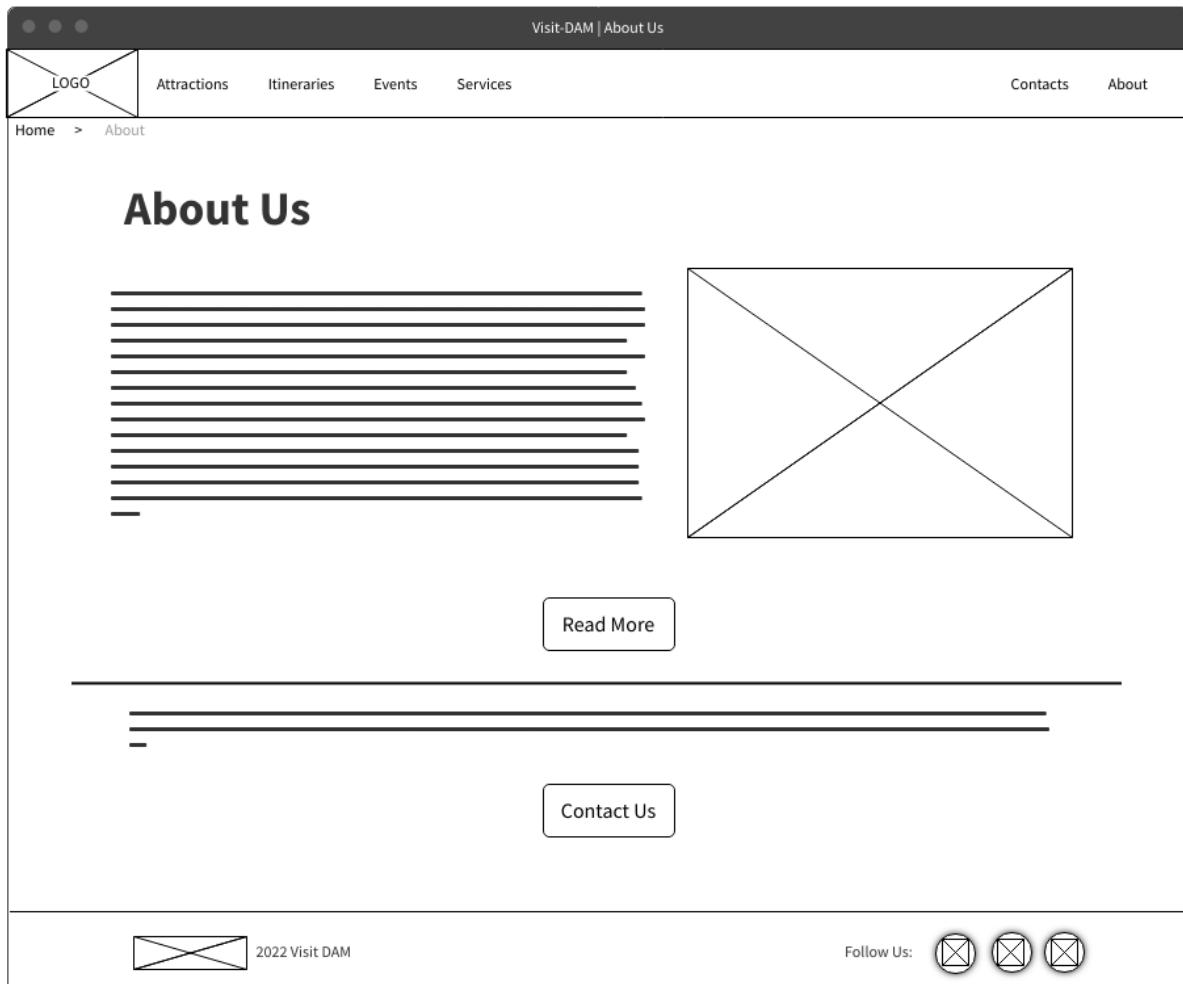
The screenshot shows the homepage of the Visit Amsterdam website. At the top, there is a navigation bar with a logo consisting of three red stars, followed by links for 'Attractions', 'Itineraries', 'Events', and 'Services'. On the right side of the nav bar are 'Contacts' and 'About' links. Below the navigation is a large, vibrant photograph of the Rijksmuseum in Amsterdam, with the text 'Welcome to Amsterdam!' overlaid in white. In front of the museum, a large, colorful 'I amsterdam' sign is reflected in a pool of water. Below the main image, the text 'What are you looking for?' is centered. Underneath this, there are four square buttons with icons: 'Attractions' (showing a modern building), 'Itineraries' (showing a canal scene with windmills), 'Events' (showing a night scene with lights), and 'Hard Rock Services' (showing a Hard Rock logo). A horizontal line separates this from the 'Quick look' section. The 'Quick look' section features five cards, each with a thumbnail image and a title. The first card is 'Dam square' (Dam square at night) with the text: 'Its notable buildings and frequent events make it one of the best-known and most important locations in the city and the country.' The second card is 'Amsterdam Fringe Festival' (a large crowd at a festival) with the text: 'Sometimes referred to as the NL Theater Festival's quirky sister, Amsterdam Fringe Festival is all about bringing avant-garde productions to light. Each year some 70 productions are presented created by...'. The third card is 'Anne Frank house' (a row of traditional Dutch houses) with the text: 'The Anne Frank House is a writer's house and biographical museum dedicated to Jewish wartime diarist Anne Frank.' The fourth card is 'Pride Amsterdam' (people running in a race) with the text: 'One of the biggest celebrations of LGBTI equality in the world, Pride Amsterdam celebrates its 25th anniversary in 2021. Whilst most...'. The fifth card is 'Vondelpark' (people relaxing in a park) with the text: 'The Vondelpark is a public urban park of 47 hectares in Amsterdam, Netherlands. It is part of the borough of Amsterdam-Zuid and...'. At the bottom of the page, there is a dark footer bar with the Visit Amsterdam logo, the text '© 2022 Visit DAM', and social media links for Facebook, Twitter, and Instagram.

## 2.2. Single Topic Pages

### 2.2.1. About Page

This page contains information about the developers and the association that created this website, as well as the general purpose of it. In this page, the users can learn general information about the website.

#### Wireframe



## Screenshot

The screenshot shows a dark-themed website for Visit DAM. At the top, there's a red navigation bar with three white stars and the text "Attractions Itineraries Events Services". To the right, there are links for "Contacts" and "About". Below the navigation, a breadcrumb trail shows "» About". The main content area has a light background. A section titled "About us" contains two paragraphs of text. To the right, there's a logo for NBTC (Nederlands Bureau voor Toerisme & Congressen) featuring an orange tulip icon and the text "NBTC Nederlands Bureau voor Toerisme & Congressen". At the bottom of the page, there's a footer with social media icons for Facebook, Twitter, and LinkedIn, along with copyright information: "© 2022 Visit DAM".

Visit DAM is an association that is part of the NBTC, the Netherlands Board of Tourism & Conventions.

NBTC is all about the development, branding and marketing of the Netherlands as a destination. As the national destination management organisation of and for the Netherlands, NBTC provides a national vision for tourism based on relevant knowledge and insights. We use this vision to inspire, connect and facilitate cities, regions, business owners and other stakeholders. To make our country a liveable, popular and valuable destination for residents, visitors and companies.

[Read more about NBTC](#)

---

If we want to receive any information or ask us some questions about your travel in Amsterdam:

[Contact Us](#)

© 2022 Visit DAM

Follow us:

### 2.2.2. Contacts Page

This page contains all the contact information for the user to contact the organization. There is even a form for the user to compile to quickly reach out.

## Wireframe

Visit-DAM | Contact Us

LOGO Attractions Itineraries Events Services Contacts About

Home > Contacts

# Contact Us

Map

---

**Message Form**

Name

Email

Message

Submit

Follow Us:   

 2022 Visit DAM

## Screenshot

The screenshot shows the 'Contact us' page of the Visit DAM website. At the top, there's a navigation bar with icons for attractions, itineraries, events, services, contacts, and about. Below the navigation is a breadcrumb trail: » Contacts. The main heading is 'Contact us'. To the left is a map of Amsterdam with a red marker pointing to the 'I amsterdam Visitor Centre' at De Ruijterkade 28. The map also shows other locations like 'Coffeeshop.Information Centre Amsterdam', 'IJpassage', 'Starbucks', and 'Tours & Tickets Amsterdam Central...'. To the right of the map, there's a text block about the visitor center, its address (De Ruijterkade 28, 1012 AA Amsterdam, Netherlands), and phone number (+31 20 702 60 00). Below this is a contact form with fields for Name\*, Email address\*, and Message\*. There's also a checkbox for agreeing to privacy policies and a 'Submit' button. At the bottom, there's a footer with social media links and a copyright notice: © 2022 Visit DAM.

## 2.3. Introductory Pages

### 2.3.1. Attractions Page

This page contains information about the city attractions and points of interest, offering the user some grouping of attractions based on their category (most visited, artistic...). Throughout this page, the user can reach the single attraction and also a complete list of all attractions.

## Wireframe

The wireframe illustrates a website layout for 'Visit-DAM | Attractions'. The header features a logo placeholder, navigation links for Attractions, Itineraries, Events, Services, Contacts, and About, and a breadcrumb trail indicating the user is at Home > Attractions. The main content area is currently empty, represented by three large rectangular boxes with diagonal crosses. Below this, a section titled 'Most visited attractions' contains four cards, each labeled 'Card Title' and showing a similar crossed-out structure. A final button at the bottom right encourages users to 'Go to all the attractions'.

Visit-DAM | Attractions

Attractions Itineraries Events Services

Contacts About

Home > Attractions

---

Card Title

Card Title

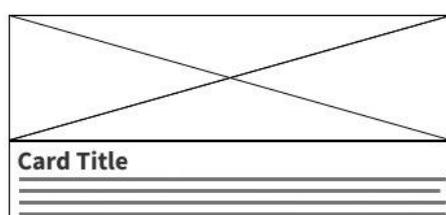
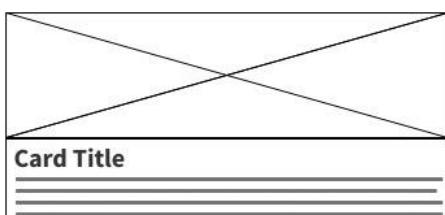
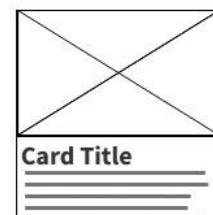
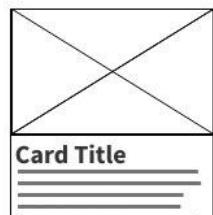
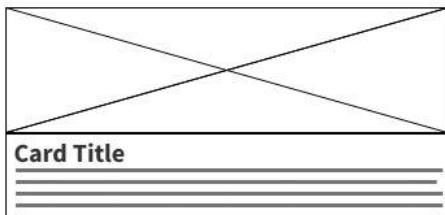
Card Title

Card Title

Go to all the attractions

---

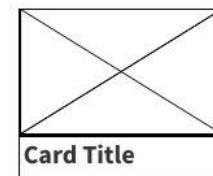
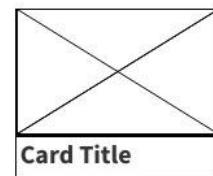
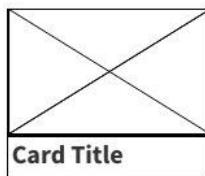
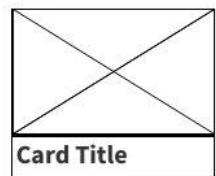
## Art and Cultural



---

## Tickets for attractions and activities

Card Slider



2022 Visit DAM

Follow Us:



## Screenshot

Attractions Itineraries Events Services

Contacts About

» Attractions



**Things to do**

**Attractions Tours**

**Art and Culture**

**Buy Tickets**

---

### Most visited attractions

There's more to Amsterdam than just the storybook charm of its Golden Age architecture and quaint canals. This pocket-size city likes to think big. Its acclaimed museums hold the world's largest collection of Van Goghs along with impressive Rembrandts, Vermeers, and modern masters. While its eco-friendly attitude and proud history of embracing diversity has long attracted international attention. With so much going for it, we've made it easier for you by sharing our top picks. From the Rijksmuseum's homegrown collection to Anne Frank's heart-rending house, discover the best the city has to offer. And don't forget to soak up some gezellig, the Dutch concept of coziness, at any number of bruin cafés.



**Dam square**  
Its notable buildings and frequent events make it one of the best-known and most important locations in the city and the country.



**Anne Frank house**  
The Anne Frank House is a writer's house and biographical museum dedicated to Jewish wartime diarist Anne Frank.



**Vondelpark**  
The Vondelpark is a public urban park of 47 hectares in Amsterdam, Netherlands. It is part of the borough of Amsterdam-Zuid and situated west from the...



**Royal Palace of Amsterdam**  
In the middle of the capital stands the Royal Palace Amsterdam, King Willem-Alexander's official reception palace.



**Canals of Amsterdam**  
Since its development in the 17th century, Amsterdam's Canal Ring has grown to be one of the world's most unique urban landscapes.

[Go to all the attractions](#)

## Art and cultural

Amsterdam is one of the most popular cities in Europe and a hotbed for Dutch and international art and culture. In addition to being one of Europe's greenest cities and famed for its canal networks which earn the city the nickname 'Venice of the North', there is an abundance of art and culture in Amsterdam. From galleries displaying world famous art, to an exciting music, film and theatre scene, the Dutch capital has a little bit of everything. Continue reading for our list below outlining eight things to see in Amsterdam that showcase the best of Dutch and international art and culture. For business travellers visiting The Netherlands and keen on exploring Amsterdam, these attractions are certainly worth visiting.



### Rijksmuseum

Rijksmuseum Amsterdam. Rijksmuseum in Amsterdam is in the top 3 of most visited museums of the Netherlands and we totally understand why. With it's magnificent art from the Netherlands and lots of other countries, it's well worth visiting.



### Van Gogh Museum

The Van Gogh Museum specialises in works by Vincent Van Gogh. Museum housing the world's largest...



### Rembrandt House Museum

The Rembrandt House Museum is housed in the former house of the Dutch painter Rembrandt van Rij...



### NEMO Science Museum

In the green building of the Italian architect Renzo Piano you find NEMO, the largest science museum in the Netherlands. From its roof top square you can admire an amazing view over Amsterdam.



### EYE Film Institute Netherlands

Eye Filmmuseum is a film archive, museum, and cinema in Amsterdam that preserves and presents both Dutch and foreign films screened in the Netherlands.

## Tickets for attractions and activities



### Anne Frank house



### Royal Palace of Amsterdam



### Rijksmuseum

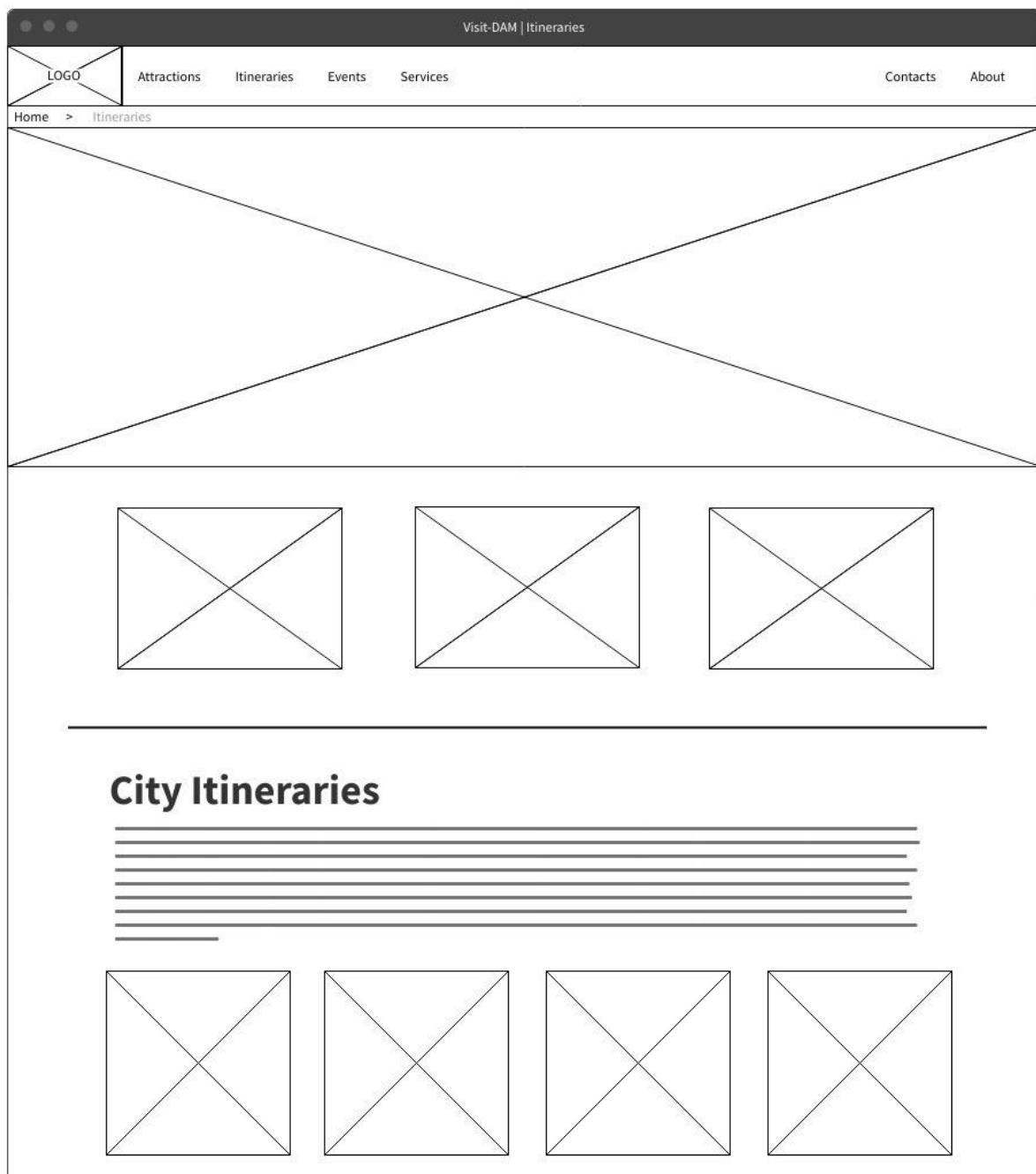


### Van Gogh Museum

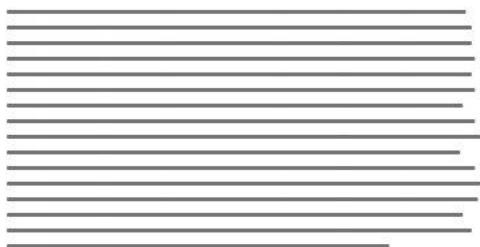
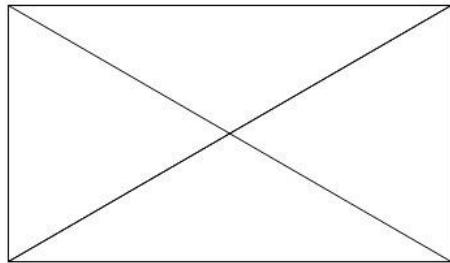
## 2.3.2 Itineraries Page

This page shows the user the main information about the itineraries that collect POIs of the city. The user can choose between the designated itineraries, or can browse this page to explore city sightseeing tours and canal cruises.

### Wireframe

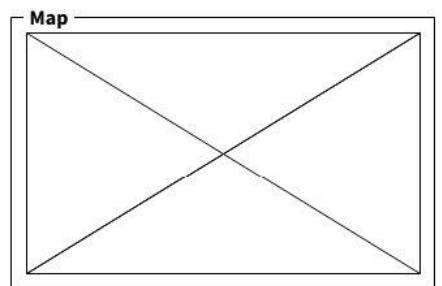
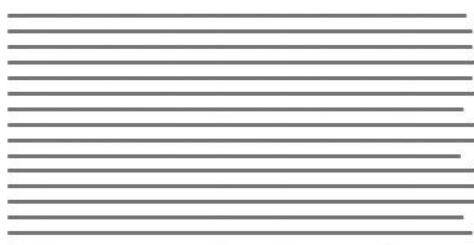
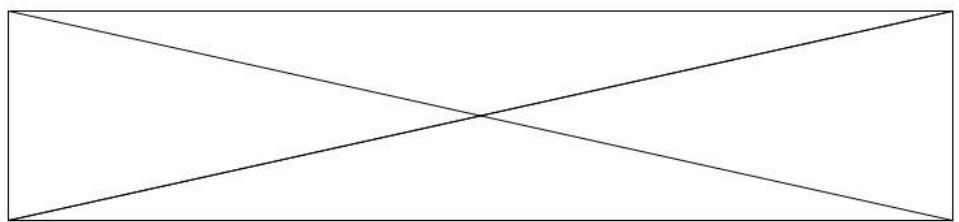


## City Sightseeing



[Book a ticket](#)

## Canal Cruises



[Book a ticket](#)



2022 Visit DAM

Follow Us:



## Screenshot

» Itineraries

## Itineraries and Guided Tours

**City Itineraries**

**City Sightseeing**

**Canal Cruises**

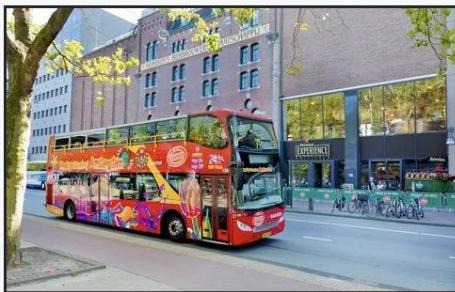
### City Itineraries

If you've only got a few days (or even a few hours) to see Amsterdam, you'll want to get the most out of your time here. Thankfully, Amsterdam is relatively small compared to other European capitals, and it's definitely possible to get a good taste of the city's best sights, attractions and experiences in a short space of time if you know where to go. Below you'll see some suggested itineraries for different lengths of trip - so whether you're here for a day or a week, here's some inspiration for the best things to see and do during your time in Amsterdam .

Amsterdam has something for everyone, but the sheer number of sights means that you might need some suggestions for where to start. Take a look at these itineraries to get inspiration for your next trip. Whether you're here for a day or a week, we've got plenty of tips to keep you busy.



## City Sightseeing Tours



City Sightseeing Amsterdam offers the most convenient way to get around the city. Make use of the Hop On – Hop Off buses and boats to see all the best the city has to offer at your own pace. To make sure City Sightseeing Amsterdam fits your schedule you can choose between a 24- or a 48-hour ticket.

City Sightseeing Amsterdam will save you time and money during your stay in Amsterdam. Choose between a 24- or a 48 hour ticket and see all the best highlights in Amsterdam. You can hop on and off the buses and boats at every stop. The GPS audio guide on board is available in 18 languages and free Wi-Fi is included on all buses and boats. Download the free app and get a live view of what the routes of the buses and boats are, so you can reduce waiting times to a minimum. Get your tickets now and enjoy your holidays in Amsterdam to the fullest!

[Book a ticket](#)

## Canal Cruises



The Dutch capital is undeniably gorgeous – but during a canal cruise you can see the city in a whole different light. During your Amsterdam canal cruise you'll see the beautiful facades of stately canal houses gliding past you ... and look! There's the Westerkerk and the Anne Frank House! And did you see those gorgeous houseboats? Amsterdam's canals are a total must-see. Amsterdam's canal ring is so gorgeous, it's UNESCO World Heritage! Book your ticket for an Amsterdam canal tour now and let the city enchant you! We've got canal cruises in Amsterdam for both young and old; truly everyone can enjoy a canal tour in this amazing city.



[Book a ticket](#)



© 2022 Visit DAM

Follow us: [Facebook](#) [Twitter](#) [Instagram](#)

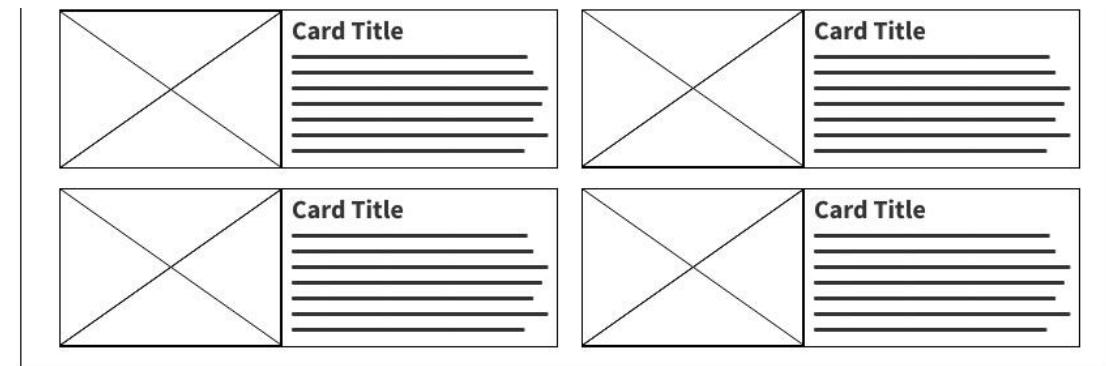
### 2.3.3. Events Page

The Events page collects all events that take place in the city. The user can select a specific season to see only the events that take place in a particular time period, by default all events are shown.

Another sorting criterion is provided below, allowing the user to select only a specific event kind (e.g.: sport, experience, cultural...)

#### Wireframe





---

## Find your favorite events

Events by type

- Music
- Art
- Food
- Sport

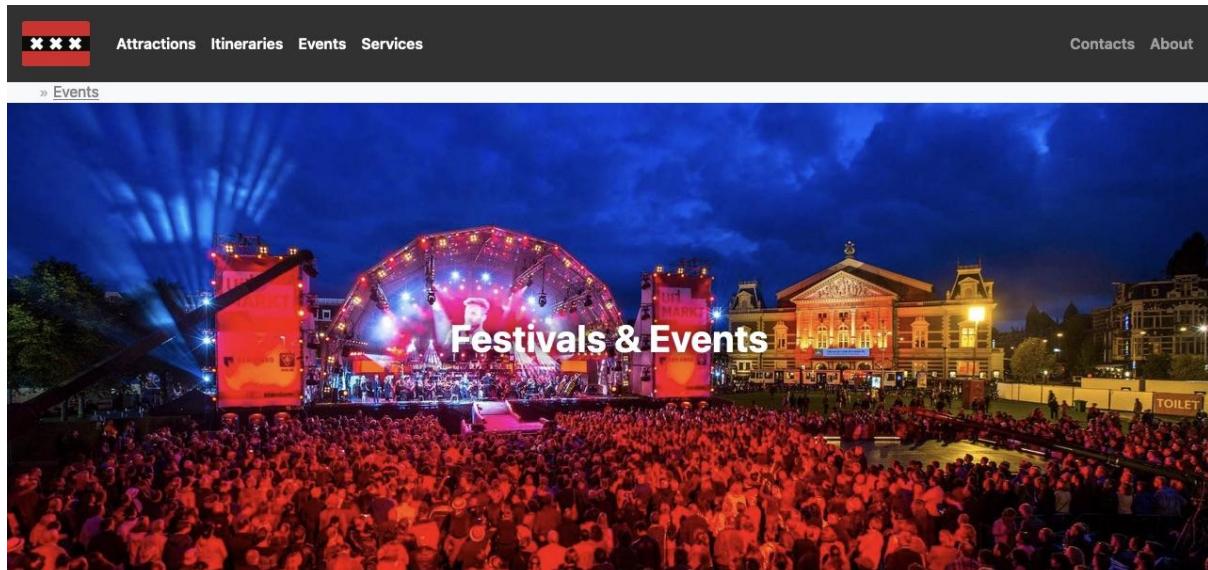


2022 Visit DAM

Follow Us:



## Screenshot



## What's up in Amsterdam?

Almost every week a cultural event or festival is held in Amsterdam. Many of these Amsterdam events and festivals have a long tradition and are carefully conserved by the Dutch. But these typical Dutch festivities are also very nice for tourists, because a lot of them are held with an English-speaking public in mind.

### Choose a time period!

All    Winter    Spring    Summer    Fall

### Winter Events

The cold season brings everyone to stay in home and enjoy a hot cup of tea looking at the fireplace. Amsterdam, thought, never sleeps! Browse through the winter activities that are taking place in the city.



Ice skating on the river

📍 Vondelpark  
📅 2022-12-21



Vondelpark Open Air Theatre

📍 Vondelpark  
📅 2022-05-01



**Amsterdam Light Festival**

Canals of Amsterdam  
2022-12-02



**New Year's Eve in Amsterdam**

Dam square  
2022-12-31



**Sinterklaas**

Dam square  
2022-12-25



**Van gogh week**

Van Gogh Museum  
2023-01-07

## Cultural Agenda

**Music**

Art

Food

Sport



**Summer festival**

Vondelpark  
2022-08-05



**Fall rock festival**

Dam square  
2022-10-15

★★★
© 2022 Visit DAM
Follow us: [f](#) [t](#) [o](#)

## 2.4. Multiple Topic Pages

This section describes the design choices relating to the multiple topic pages, the places where users consume content about topics of a given kind.

### 2.4.1. Attraction Page

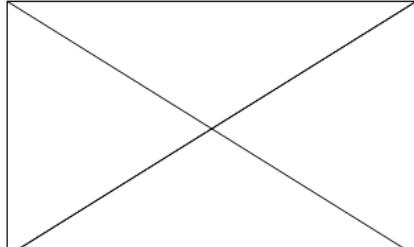
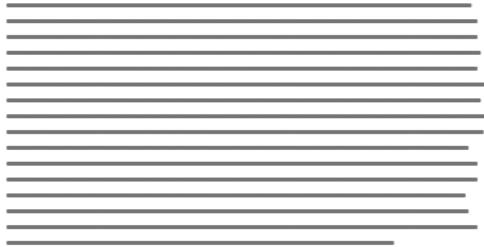
Attraction page provides the user information about the selected attraction. There's a map implemented with google maps and iframes, and the user is provided with general information (timetables if any, ticket booking if any) and related links (which itineraries include this particular attraction and which events are taking place here)

Visit-DAM | Attraction\_Name

LOGO Attractions Itineraries Events Services Contacts About

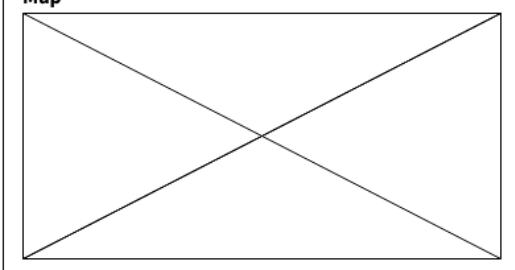
Home > Attractions > Attraction\_Name

# Attraction Name



---

**Map**



**General Information**

 Book a ticket

Events in this POI: 

Itineraries including this POI: 

 2022 Visit DAM

Follow Us: 

## Screenshot

**XXX** Attractions Itineraries Events Services

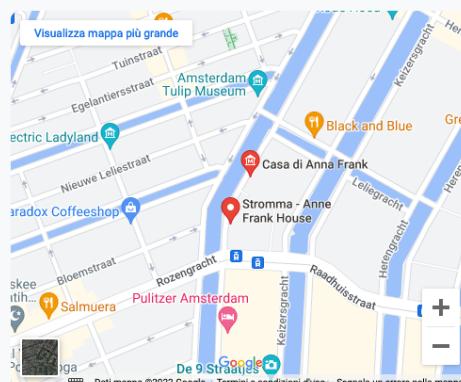
» Attractions » Anne Frank house

## Anne Frank house

The Anne Frank House is a writer's house and biographical museum dedicated to Jewish wartime diarist Anne Frank. The building is located on a canal called the Prinsengracht, close to the Westerkerk, in central Amsterdam in the Netherlands. During World War II, Anne Frank hid from Nazi persecution with her family and four other people in hidden rooms, in the rear building, of the 17th-century canal house, later known as the Secret Annex. She did not survive the war but her wartime diary was published in 1947. Ten years later the Anne Frank Foundation was established to protect the property from developers who wanted to demolish the block. The museum opened on 3 May 1960. It preserves the hiding place, has a permanent exhibition on the life and times of Anne Frank, and has an exhibition space about all forms of persecution and discrimination. In 2013 and 2014, the museum had 1.2 million visitors and was the 3rd most visited museum in the Netherlands, after the Rijksmuseum and Van Gogh Museum.



[Visualizza mappa più grande](#)



Related informations

09:00 - 22:00

[Book a ticket](#)

Events taking place here

There are currently no events scheduled here!

Itineraries that include this place

- [One-week itinerary](#)
- [Three-day itinerary](#)

[Back to all the attractions](#)

**XXX** © 2022 Visit DAM Follow us: [Facebook](#) [Twitter](#) [Instagram](#)

## 2.4.2. Itinerary Page

Itinerary page contains all the information about the selected itinerary. The photo, the description and the list of POIs that are included in this particular itinerary. There is also a map, implemented using Google MyMaps, that shows the itinerary between all the POIs.

## *Wireframe*

Visit-DAM | Itinerary Name

Attractions   Itineraries   Events   Services   Contacts   About

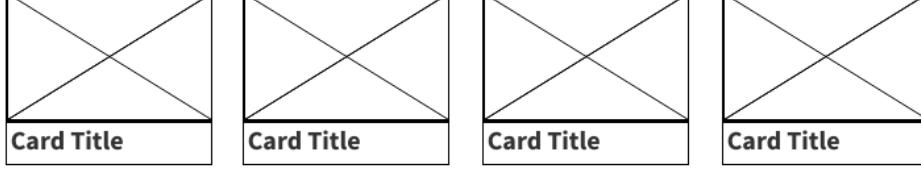
Home > Itineraries > Itinerary\_Name

# Itinerary Name

---

## Attractions in this itinerary

Card Slider



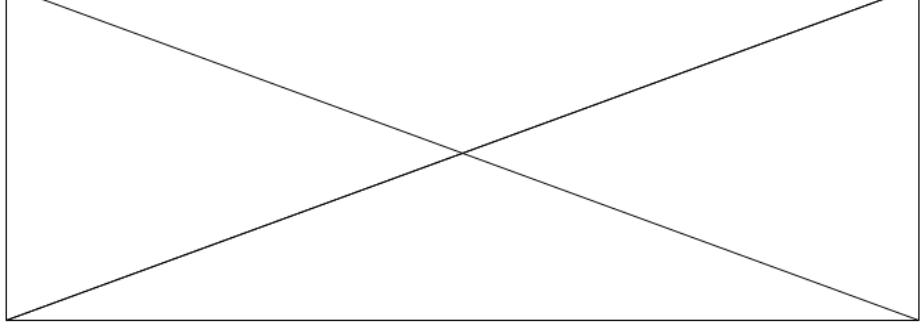
<      >

Card Title   Card Title   Card Title   Card Title

---

## Itinerary Map

Map



Back to Itineraries

---

LOGO

2022 Visit DAM

Follow Us:



## Screenshot

Attractions Itineraries Events Services

Contacts About

» Itineraries » Three day itinerary

# Three-day itinerary

Amsterdam is easily one of the most famous cities in Europe. If you're planning on spending 3 days in Amsterdam, we think you should visit this attractions. For your trip of 3 days we advise you five of the most characteristic attraction:

**Anne Frank house:**  
The Anne Frank House is a writer's house and biographical museum dedicated to Jewish wartime diarist Anne Frank.

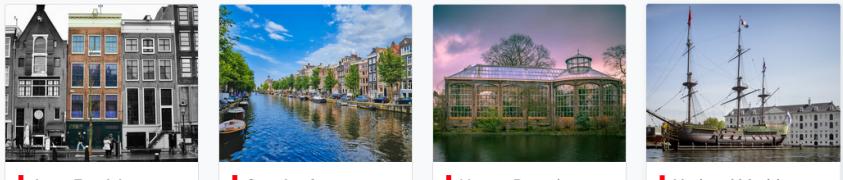
**Canals of Amsterdam:**  
Since its development in the 17th century, Amsterdam's Canal Ring has grown to be one of the world's most unique urban landscapes.

**Hortus Botanicus Amsterdam:**  
Amsterdam has one of the oldest botanical gardens in the world called Hortus Botanicus. It was established in 1638 by the city municipality as Hortus Medicus, an herb garden with medical plants for Amsterdam doctors and pharmacists.

**National Maritime Museum:**  
The National Maritime Museum holds one of the world's largest and most notable maritime collections including paintings, ship models, navigation instruments and sea charts.

**Rijksmuseum:**  
Rijksmuseum Amsterdam. Rijksmuseum in Amsterdam is in the top 3 of most visited museums of the Netherlands and we totally understand why. With it's magnificent art from the Netherlands and lots of other countries, it's well worth visiting.

### The places in this itinerary

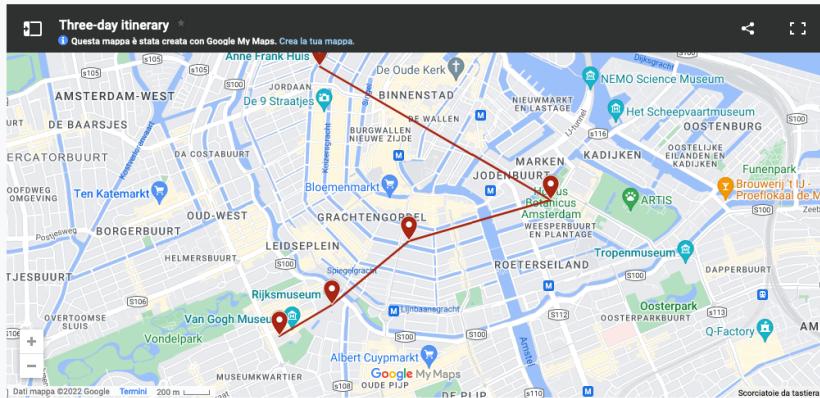


Anne Frank house      Canals of Amsterdam      Hortus Botanicus Amsterdam      National Maritime Museum

---

### Itinerary map

This is a map of all the attractions you will visit if you choose to embark on this itinerary. The points are numbered and a path is already layed out for you to follow, but you can visit these places in any order you want!



Back to itineraries

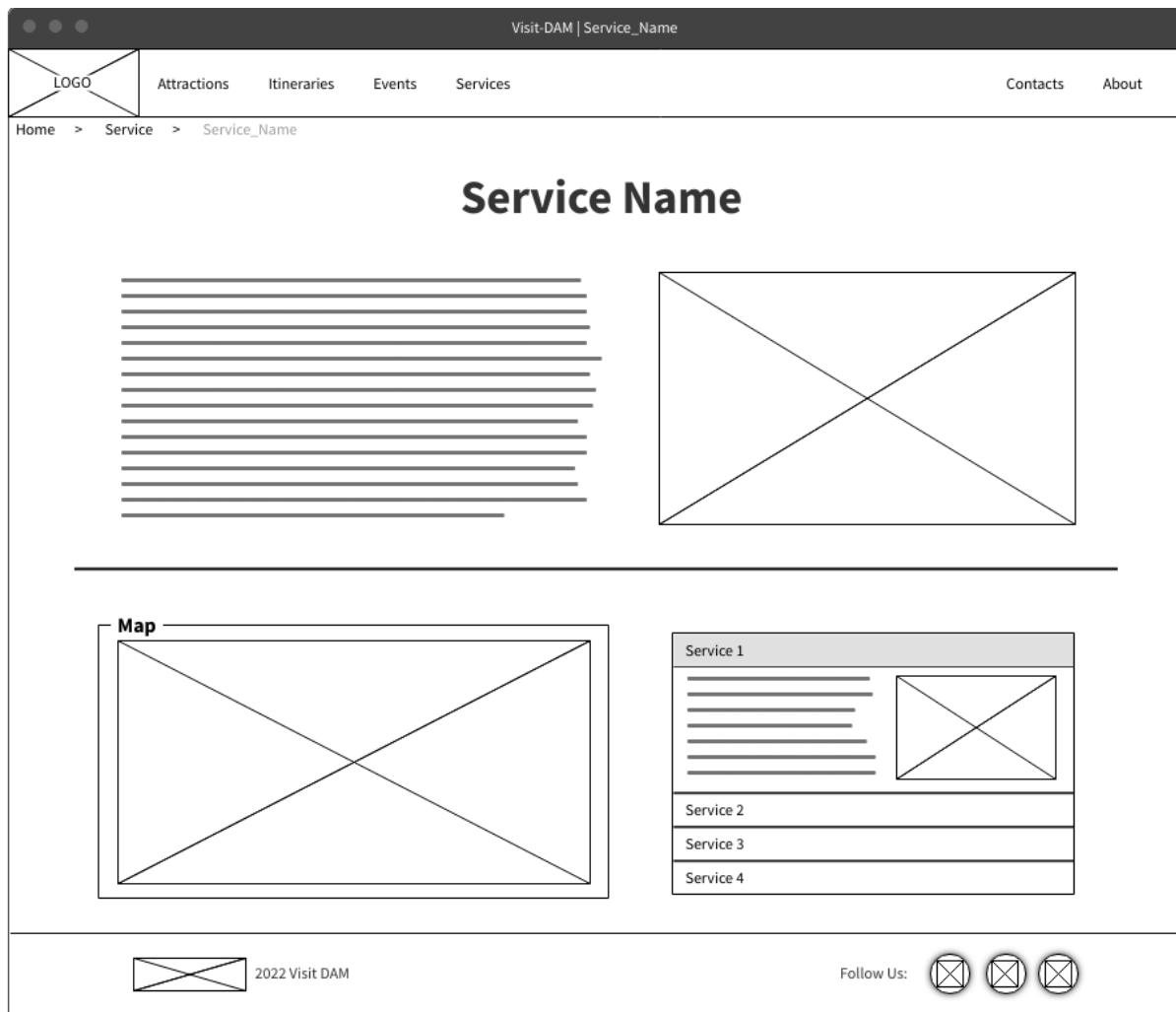
© 2022 Visit DAM

Follow us: [Facebook](#) [Twitter](#) [Instagram](#)

### 2.4.3. Service Page

Service page contains the description of the selected service kind, and an extensive list of singular services of that kind. A map, also implemented with google maps and iframes, shows the location of all the services of that kind, while the accordion component contains information on the singular service (e.g.: name, description, address...)

#### Wireframe



## Screenshot

**Attractions Itineraries Events Services**

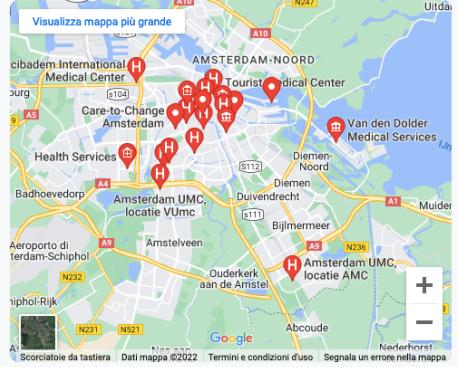
» Services » Medical Services

# Medical Services

Hospital, pharmacies and clinics. All you need for your wellness and well-being during your stay in Amsterdam!



---



Visualizza mappa più grande

AMSTERDAM-NOORD

Acibadem International Medical Center

Care-to-Change Amsterdam

Health Services

Amsterdam UMC, locatie VUmc

Amsterdam UMC, locatie AMC

Tourist Medical Center

Van den Dolder Medical Services

Diemen-Nord

Duivendrecht

Bijlmermeer

Ouderkerk aan de Amstel

Abcoude

Nederhorst

Aeroporto di Amsterdam-Schiphol

Schiphol-Rijk

Scorciatoie da tastiera

Dati mappa ©2022 Google

Termini e condizioni d'uso

Segnala un errore nella mappa

**Tourist Medical Center**

Tourist Medical Center is a medical facility for tourists.  
Address: De Ruijterkade, 24a  
Opening hours: Open 24/7



Amsterdam UMC

Acibadem International M.C.

Wilhelmina Gasthuis

Central Hospital

[Back to services](#)



© 2022 Visit DAM

Follow us:   

## 2.4.4. Event Page

Event page contains all important information about the selected event. There is a map that shows the place the event is taking place in, and beside it there's the “where” and “when”.

The wireframe illustrates the layout of the Event Page. At the top, a header bar displays the logo, navigation links (Attractions, Itineraries, Events, Services, Contacts, About), and the current page title "Visit-DAM | Event\_Name". Below the header, a breadcrumb trail shows the user's path: Home > Attractions > Attraction\_Name. The main content area features a large title "Event Name" above two placeholder sections: one with horizontal lines and another with a large 'X' mark. A horizontal line separates this from the bottom section. The bottom section includes a "Map" placeholder with a large 'X' mark, a "General Information" heading, and a "Link to POI" button with a location icon. Below these are a date placeholder ("15") and a "Follow Us:" social media links section with three circular icons. The footer contains a copyright notice "2022 Visit DAM" and a small logo.

Visit-DAM | Event\_Name

LOGO Attractions Itineraries Events Services

Contacts About

Home > Attractions > Attraction\_Name

## Event Name

Map

### General Information

[Link to POI](#)

15

Follow Us:

2022 Visit DAM

## Screenshot

The screenshot shows a website for a tourism service. At the top, there's a navigation bar with icons for attractions, itineraries, events, and services, along with links for contacts and about. Below the navigation, a breadcrumb trail indicates the user is at the 'Events' section, specifically the 'IDFA Festival'. The main title 'IDFA Festival' is displayed prominently. To the left, a text block describes the festival, mentioning it's held annually in November, is the world's largest documentary festival, and features lectures, workshops, and over 300 movies. To the right, there's a photograph of a stage where a group of people are standing, likely festival organizers or performers. Below this, there's a map of Amsterdam showing the location of the EYE Film Instituut Nederland. To the right of the map, under the heading 'General Information', there's a summary of the event details: the location (EYE Film Institute Netherlands), the dates (November 13 - November 19), and a link to more information.

Attractions Itineraries Events Services

Contacts About

» Events » IDFA Festival

## IDFA Festival

Each November, the International Documentary Film Festival Amsterdam (IDFA) transforms Amsterdam's city centre into a paradise for documentary film fans. Held since 1988, IDFA is the world's largest documentary festival and features lectures, workshops and over 300 movies that tell stories about life around the world. Some are funny, others sad, and they all represent the best the genre has to offer. Screenings take place throughout the city and include outdoor showings where you can watch a film under the night sky.



**EYE Film Instituut Nederland**  
IJpromenade 1, 1031 KT Amsterdam, Paesi Bassi  
4,4 ★★★★☆ 8.045 recensioni  
[Visualizza mappa più grande](#)

**General Information**

**EYE Film Institute Netherlands**

**November 13 - November 19**

[Back to events](#)

**Follow us:**

## 2.5. Transition Pages

This section deals with transition pages, which are pages where the user can navigate between a list of topics of the selected page.

### 2.5.1. Service Types Page

Service types page shows the user all the different kinds of services provided, he can select one of this and navigate to the service page of that particular topic.

## Wireframe

The wireframe depicts a web page layout for a service-oriented website. At the top, a header bar contains a logo icon labeled "LOGO", navigation links for "Attractions", "Itineraries", "Events", "Services", "Contacts", and "About", and a breadcrumb trail "Home > Services". The main content area features a large, bold heading "Which kind of service?" above a decorative separator consisting of three horizontal lines. Below the heading is a grid of 15 placeholder boxes, arranged in three rows of five. Each box is a square with a large "X" drawn through it, indicating where specific service icons or descriptions would be placed. At the bottom of the page, there is a footer bar with a small logo icon, the text "2022 Visit DAM", and social media links for "Follow Us:" with icons for Facebook, Instagram, and YouTube.

Visit-DAM | Services

LOGO Attractions Itineraries Events Services Contacts About

Home > Services

## Which kind of service?

2022 Visit DAM

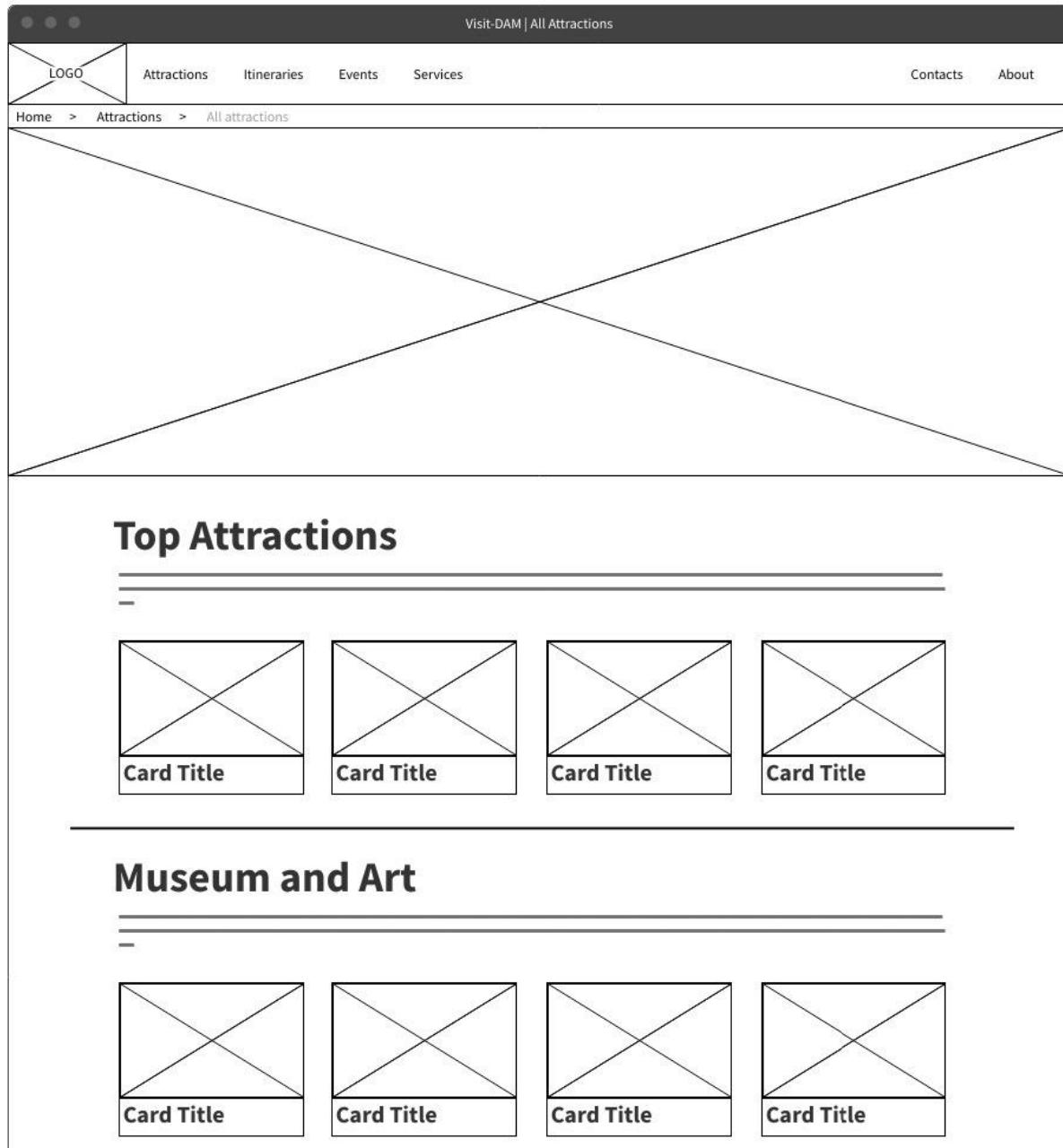
Follow Us:

Facebook Instagram YouTube

## 2.5.2. Attractions List Page

Attractions list page is a collection of all the POIs (or attractions) that the user can browse to. The list is organized by kind of attraction (e.g.: cultural, artistic...)

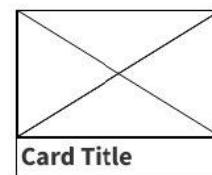
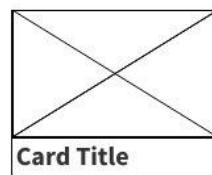
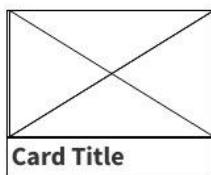
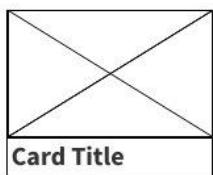
### Wireframe



## Experiences

---

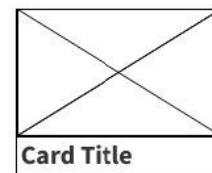
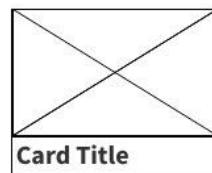
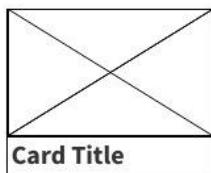
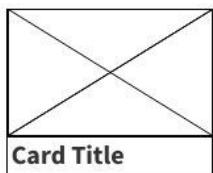
---



## Buildings ans Churches

---

---

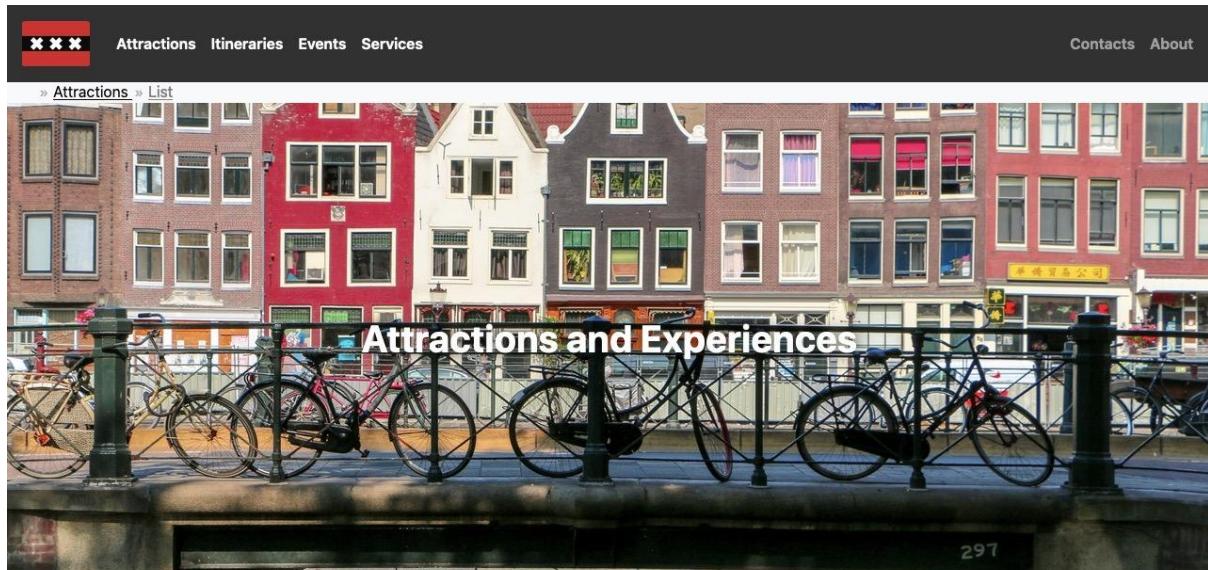


2022 Visit DAM

Follow Us:



## Screenshot



### Top Sights



Dam square



Anne Frank house



Vondelpark



Royal Palace of Amsterdam



Canals of Amsterdam

### Museums and Arts



Rijksmuseum



Van Gogh Museum



Rembrandt House Museum



NEMO Science Museum



EYE Film Institute  
Netherlands



Jewish Historical  
Museum



National Maritime  
Museum



Stedelijk Museum  
Amsterdam

## Experiences



Heineken  
Experience



Hortus Botanicus  
Amsterdam



Amsterdam Royal  
Zoo



Albert Cuyp Market



Bloemenmarkt



FOAM

## Buildings and Churches



West Church  
(Westerkerk)



The Oude Church



© 2022 Visit DAM

Follow us: [Facebook](#) [Twitter](#) [Instagram](#)

### 3. Interaction Scenarios

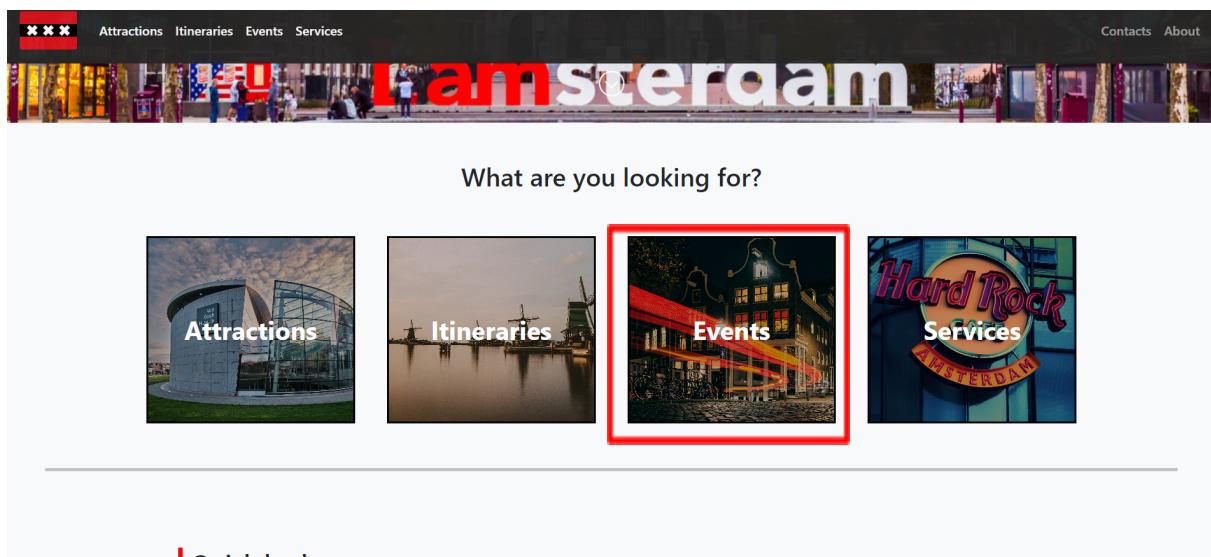
Through use case scenarios, examples of how typical users use the website are given. Each use case has a profile and a goal, with tasks that describe how such a goal would be achieved. The use case scenario all have an interaction flow, which shows annotated screenshots of the website at work, performing the tasks.

#### 3.1. Use Case 1

##### 3.1.1. Textual narrative

Name	Finding events with a specific date on Visit DAM
Profile	A tourist is looking for something special to do during his holiday in Amsterdam.
Goal	He wants to find an event that he likes and will be held during his stay there.
Context	The tourist is looking at his laptop from his home.
Tasks	<ol style="list-style-type: none"><li>0. The tourist opens the home page.</li><li>1. As the tourist scrolls through the home page, it decides to click on <i>Events</i>.</li><li>2. As the tourist will visit Amsterdam during summer, he clicks on the <i>Summer</i> button.</li><li>3. Here he sees the <i>Grachtenfestival Amsterdam</i> being held on the 12th of August, exactly when he is there.</li><li>4. He clicks on the event, reads he likes the information, and decides to put it in his calendar.</li></ol>

##### 3.1.2. Interaction flow



The tourist sees the *Events* link on the home page

# What's up in Amsterdam?

Almost every week a cultural event or festival is held in Amsterdam. Many of these Amsterdam events and festivals have a long tradition and are carefully conserved by the Dutch. But these typical Dutch festivities are also very nice for tourists, because a lot of them are held with an English-speaking public in mind.

Choose a time period!

All Winter Spring Summer Fall

## Events

Amsterdam is full of fun and interesting activities taking place throughout the whole year. Browse this page to discover all the events that are taking place in the city!



Ice skating on the river

Vondelpark



Vondelpark Open Air Theatre

Vondelpark

The tourist clicks the *Summer* button

# What's up in Amsterdam?

Almost every week a cultural event or festival is held in Amsterdam. Many of these Amsterdam events and festivals have a long tradition and are carefully conserved by the Dutch. But these typical Dutch festivities are also very nice for tourists, because a lot of them are held with an English-speaking public in mind.

Choose a time period!

All Winter Spring Summer Fall

## Summer Events

Summer is one of the best seasons to visit Amsterdam! The extreme cold is just a far memory, everyone is enjoying the mild climate in the city. All kinds of events take place during summer. Find more about them in this section!



Amsterdam Fringe Festival



Pride Amsterdam

Dam square

The tourist looks at the summer events

	<p>Amsterdam Fringe Festival</p> <hr/> <p>📍 Vondelpark</p> <p>📅 2022-09-01</p>		<p>Pride Amsterdam</p> <hr/> <p>📍 Dam square</p> <p>📅 2022-06-01</p>
	<p>Grachtenfestival Amsterdam</p> <hr/> <p>📍 Canals of Amsterdam</p> <p>📅 2022-08-12</p>		<p>De Parade Theatre Festival</p> <hr/> <p>📍 Vondelpark</p> <p>📅 2022-08-12</p>
	<p>Summer festival</p> <hr/> <p>📍 Vondelpark</p> <p>📅 2022-08-05</p>		<p>Modern art exhibit</p> <hr/> <p>📍 FOAM</p> <p>📅 2022-08-15</p>

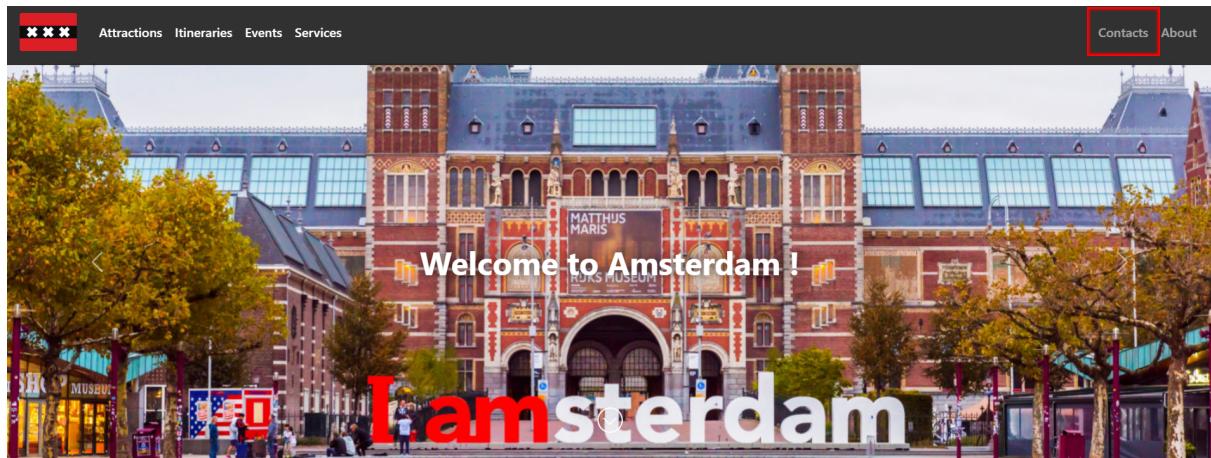
The tourist sees the Grachtenfestival in Amsterdam with the date

## 3.2. Use Case 2

### 3.2.1. Textual narrative

Name	Contacting the organization of Visit DAM
Profile	An <i>event organizer</i> wanting to submit his event
Goal	He wants to contact Visit DAM so that he can tell them about his event
Context	The organizer uses his PC from their office
Tasks	<ol style="list-style-type: none"> <li>0. The organizer opens the home page</li> <li>1. He sees Contact in the corner of the page and clicks it</li> <li>2. He sees the phone number and the contact form, and decides to use the contact form</li> <li>3. He fills out the form and clicks submit</li> <li>4. He clicks on the event, reads he likes the information, and decides to put it in his calendar.</li> </ol>

### 3.2.2. Interaction flow



The event organizer clicks the *Contact* button on the home page

A screenshot of the 'Contact us' page. The top navigation bar is identical to the home page. The main content area has a light gray background. On the left, there is a map showing the location of the 'I amsterdam Visitor Centre' at De Ruijterkade 28, 1012 AA Amsterdam, Nederland. The map also shows nearby landmarks like 'Coffeeshop Information Centre Amsterdam', 'IJpassage', 'Central Station', and 'Starbucks'. On the right side of the map, there is descriptive text: 'Amsterdam main official tourist office is in the center of the city. This office not only inform you about the city in a professional way but can also give you free small maps and folders with information about the city.' Below this text is a contact card with a location pin icon, the address 'De Ruijterkade 28, 1012 AA Amsterdam, Netherlands', and a phone icon with the number '+31 20 702 60 00'. At the bottom of the page, there is a red-bordered contact form with fields for 'Name \*', 'Name', and 'Email address \*'.

Contact us

I amsterdam Visitor Centre  
De Ruijterkade 28, 1012 AA  
Amsterdam, Nederland  
4,1 ★★★★☆ 524 reviews  
Grotere kaart bekijken

Coffeeshop Information Centre Amsterdam

IJpassage

Central Station

Starbucks

Park Plaza Victoria

De Ruijterkade 28, 1012 AA  
Amsterdam, Netherlands

+31 20 702 60 00

Name \*

Name

Email address \*

The event sees both the phone number and the contact form

The screenshot shows a contact form on a website. At the top, there's a navigation bar with icons and links for Attractions, Itineraries, Events, Services, Contacts, and About. The main form area has fields for Name\*, Email address\*, and Message\*. The Message\* field contains a festival request. Below the form is a checkbox for privacy policies and a red 'Submit' button. A red box highlights the message input field, and a red arrow points from the explanatory text below to the 'Submit' button.

### 3.3. Use Case 3

#### 3.2.1. Textual narrative

Name	Finding a store on Visit DAM
Profile	An <i>inhabitant</i> needs to buy medication
Goal	She lives in Amsterdam-West, and wants to see if there is a pharmacy close to her house
Context	She uses the laptop from her living room
Tasks	<ol style="list-style-type: none"> <li>0. The inhabitant opens the home page</li> <li>1. She sees the Services and clicks on it</li> <li>2. On the Services page, she sees Pharmacy Services and clicks on it</li> <li>3. On the Pharmacy Services page, she checks out the three noted there, and sees that Lairesse Pharmacy is close to her house</li> </ol>

### 3.2.2. Interaction flow

The screenshot shows the Amsterdam website's homepage. At the top, there is a navigation bar with the Dutch flag icon, 'Attractions', 'Itineraries', 'Events', 'Services', 'Contacts', and 'About'. Below the navigation is a large banner featuring the word 'Amsterdam' in red and white. A search bar with the placeholder 'What are you looking for?' is positioned below the banner. There are four main service categories displayed as cards: 'Attractions' (image of a modern building), 'Itineraries' (image of windmills), 'Events' (image of a city street at night), and 'Services' (image of a Hard Rock logo). The 'Services' card is highlighted with a red border.

Quick look

The inhabitant sees the Services link

The screenshot shows a grid of service categories on the Amsterdam website. The top row includes 'Medical Services' (two doctors), 'Cultural Services' (a library interior), 'Public parks' (a field of tulips), 'Job Services' (a person working on a car), and 'Student Services' (students in a classroom). The bottom row includes 'Bank Services' (a bank building), 'Transport Services' (a tram), 'Pharmacy Services' (a brick building with a green cross sign), 'Rental bikes Services' (a bicycle), and 'Shopping center Services' (a shopping mall exterior). The 'Pharmacy Services' card is highlighted with a red border.

The inhabitant sees the *Pharmacy Services* link



Dam Apotheek

Amsterdam Central Pharmacy

Lairesse Pharmacy

**Lairesse Pharmacy**  
Address: De Lairessestraat 40hs,  
1071 PB Amsterdam, Paesi Bassi  
Opening hours: 08:30-18:00



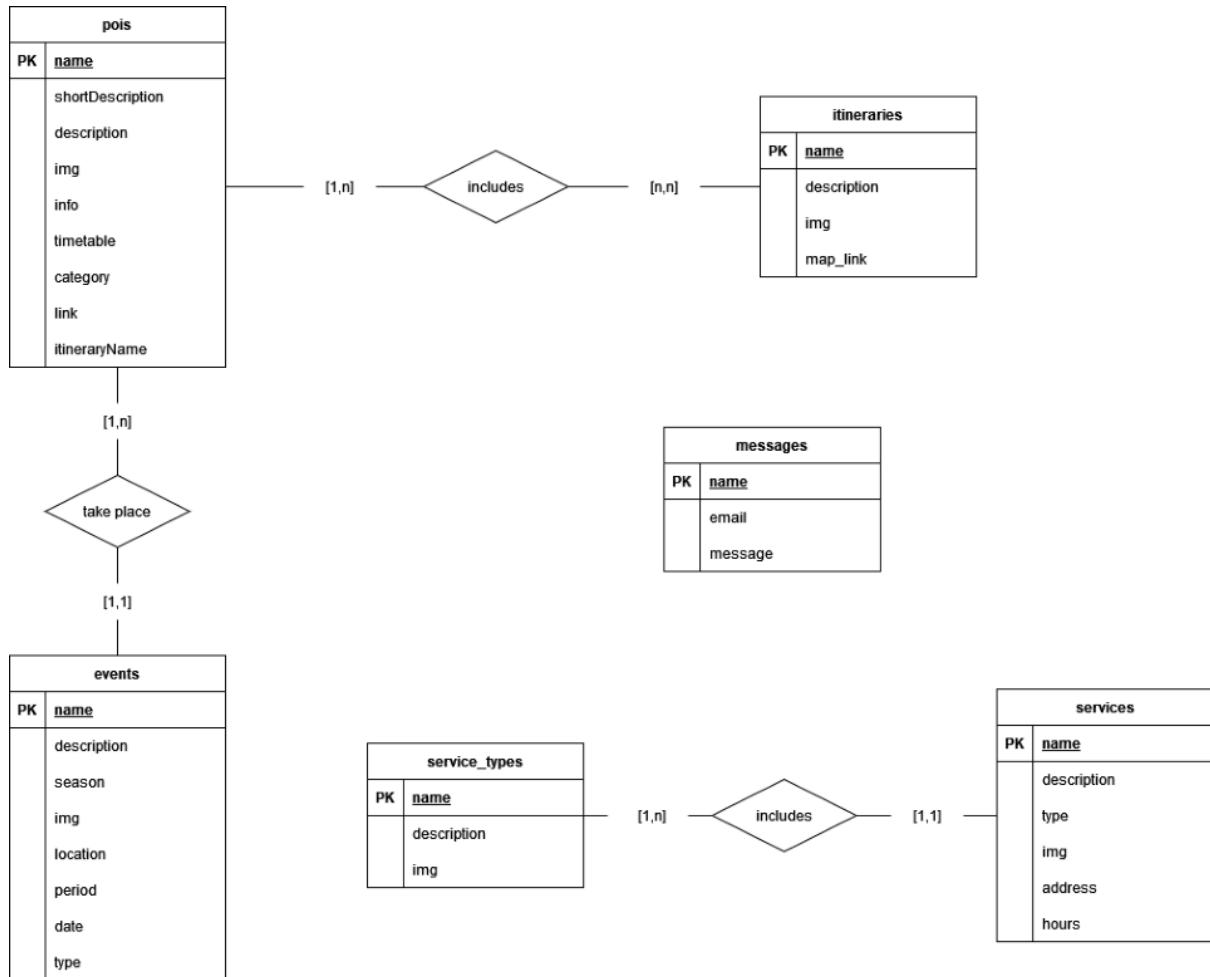
[Back to services](#)

The inhabitant checks all the pharmacies and picks out Lairesse

# Database Design

In this chapter, a graphical representation is given of how the database is built. This is done through an Entity-Relationship Diagram and through Relational Tables.

## Entity-Relationship Diagram



### 3.7. Relational Tables

