POLITECNICO
MILANO 1863

Design Report

Hypermedia Applications

ÎNNOVATIVE
ÎNTERACTIVE
ÎNTERFACES Laboratory

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Contents

1   Abstract

In this document we present the Design Report of the website of "Start Me Up", a venture capital firm specialized in hi-tech projects. The website's objectives include showcasing the company's investment priority areas, offering details about their personnel and previous endeavors, and luring prospective business partners and associates to join their ecosystem.

The design is structured into three main components: content, navigation and presentation. Additionally, some scenarios are defined to illustrate an user interactions and a database (DB) diagram is included in order to outline the underlying data structure.

In terms of content, the design focuses on presenting key information about the venture capital through the usage of C-IDM (Content – Interactive Dialogue Model) diagrams, both in-the-large (defining Kind of Topics, Topics, Groups and Multiple Groups) and in-the-small (specifying the content of each element).

To display the possible navigation connections throughout the website, the navigation design is built on Abstract Pages. They serve as a concise layout of the information and links that are shown on each page. Pages with abstracts are included in the annex.

In terms of presentation, commented high-fidelity screenshots of the website pages are presented to give a final and detailed overview of the visual layout of the website, putting together all the elements described before.

Scenarios are defined to show examples of specific user interactions and journeys on the website, both on desktop and mobile devices. They try to cover all the different page types, in order to give an exhaustive outline of the available navigation opportunities.

In conclusion, the database diagram also provides details on the underlying data structure that was employed in the creation of the website.
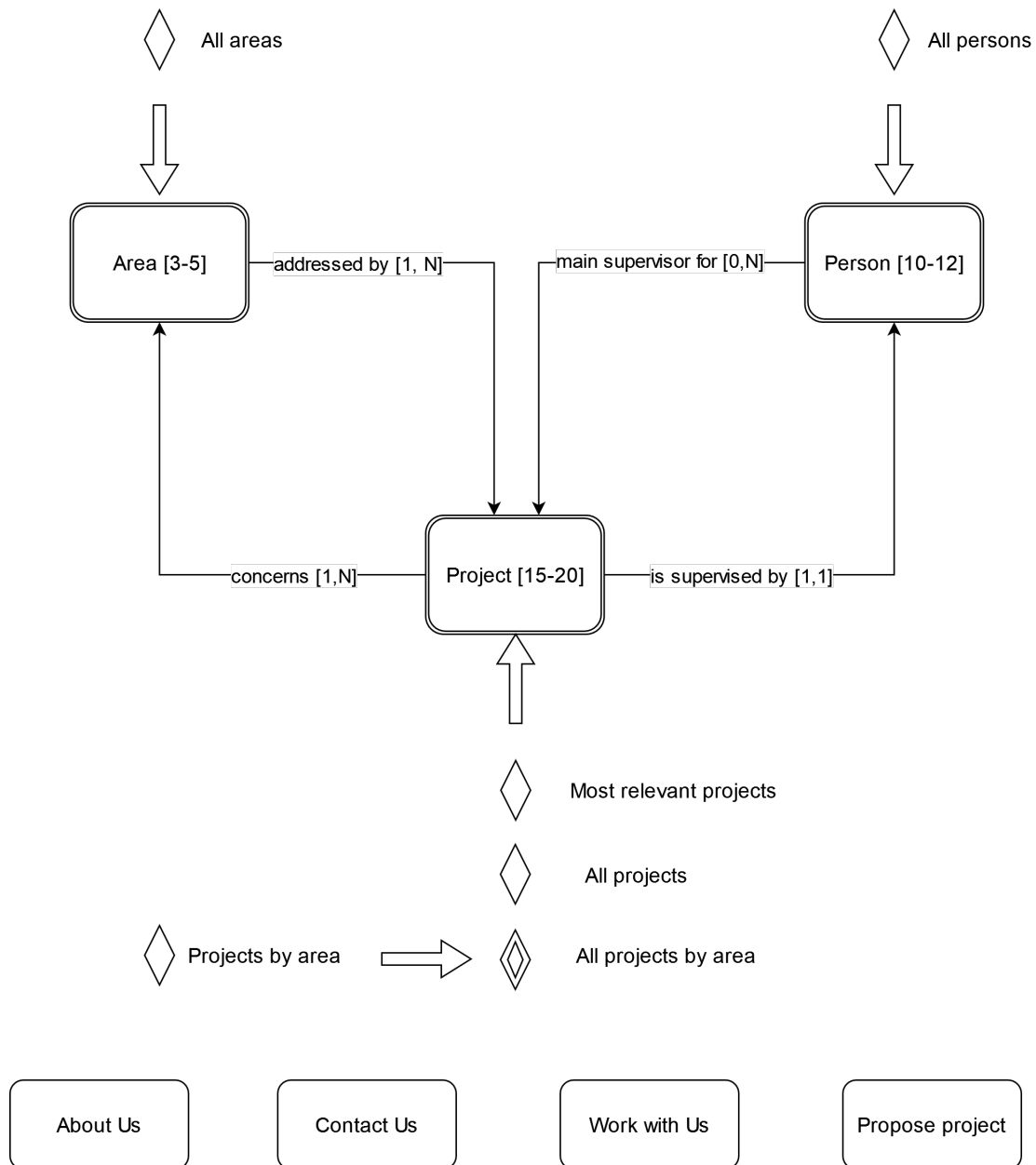
2   C-IDM Diagram

Figure 1: C-IDM Diagram

3   Content-in-the-small Tables

3.1   Areas

Kind of Topic - Area
Area's image: Image
Title: Text (max 5 words)
Description: Text (max 370 words)
Related Projects preview: [Image, Title, Short Description (max 10 words)]

Figure 2: Kind of topic - Area

Group - All areas
Areas preview: List of [image, title]

Figure 3: Group - All areas

3.2   Persons

Kind of Topic - Person
Title: Text (max 5 words)
Profile's photo: Image
Name: Text
Surname: Text
Role: Text
Age: Number
Address: Text
Email: Text
Description: Text (max 250 words)
Related Projects preview: [Image, Title, Short Description (max 10 words)]

Figure 4: Kind of topic - Person

Group - All persons
Title: "Team"
Persons preview: List of [Image, Name, Role]

Figure 5: Group - All persons

3.3 Projects

Kind of Topic - Project
Project's image: Image
Title: Text (max 3 words)
Description: Text (max 350 words)
Budget: Number
Start Date, End Date: Date
Gallery's Title: Text
Gallery: List of [Image, Short description (max 10 words)]
Related Person preview: Name
Related Areas preview: List of [Name]

Figure 6: Kind of topic - Project

Group - All projects
Title: "All projects"
Projects preview: [Image, Title, Short Description (max 10 words), List of [Area Name]]

Figure 7: Group - All projects

Group - Most relevant projects
Title: "Most Relevant"
Projects preview: [Image, Title, Short Description (max 10 words), List of [Area Name]]

Figure 8: Group - Most relevant projects

Multiple Groups - All projects by area
Title: "Projects by area"
Areas preview: List of [Area Name]

Figure 9: Multiple group - All projects by area

Group - Projects by area
Area Title: Text
Projects preview: [Image, Title, Short Description (max 10 words)]

Figure 10: Group - Projects by area

3.4   About us

Topic - About Us
Title: "About Us"
Content: List of [Title, Subtitle (max 15 words), Description (max 90 words), Image]

Figure 11: Topic - About Us

3.5   Contact us

Topic - Contact Us
Title: "General Info"
Address: Text
Main Phone: Tel. Number
Secondary Phone: Tel. Number
Email: Email Address

Figure 12: Topic - Contact Us

Topic - Work with Us
Title: "Work with Us"
(Form fields)
Surname: Text
Name: Text
Email: Text
Phone Number: Tel. Number
CV File: File
Brief Introduction: Text

Figure 13: Topic - Work with Us

Topic - Propose Project
Title: "Propose Project"
(Form fields)
Surname: Text
Name: Text
Email: Text
Phone Number: Tel. Number
Project Name: Text
Project Description: Text

Figure 14: Topic - Propose Project

4   Final Commented Wireframes

This section contains high-fidelity screenshots of the different types of pages of the website, with comments about the connectivity and the different links.

Important notes:

- The header and the footer are always present, so their link analysis that is done only in the homepage will be valid for all the website.

- The orientation info in the Kind of Topic pages (Area, Person, Project) is missing due to implementation reasons. They were planned from the design point of view, in the same way they are present in all the other pages, but we weren't able to properly implement them in Nuxt. For example, in "Areas", "Projects", "Team", "About Us" and "Contact Us" the section is correctly highlighted; instead, when inside a single area, or project, or person, the orientation info disappears. We notify this for consistency reasons.

Homepage

Figure 15: Homepage - High-fidelity screenshot

4.1   Areas

Area
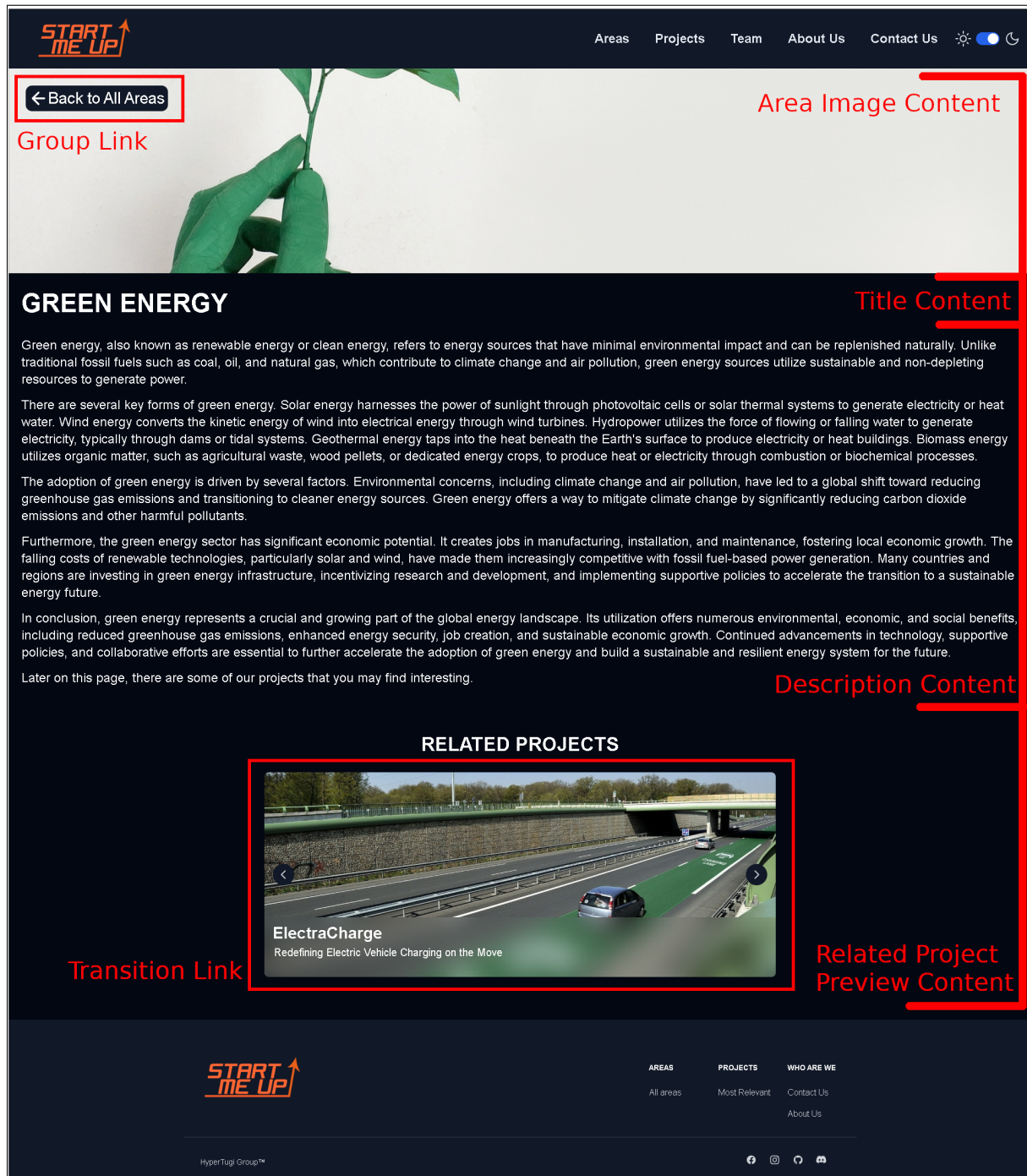
Figure 16: Area - High-fidelity screenshot

All Areas
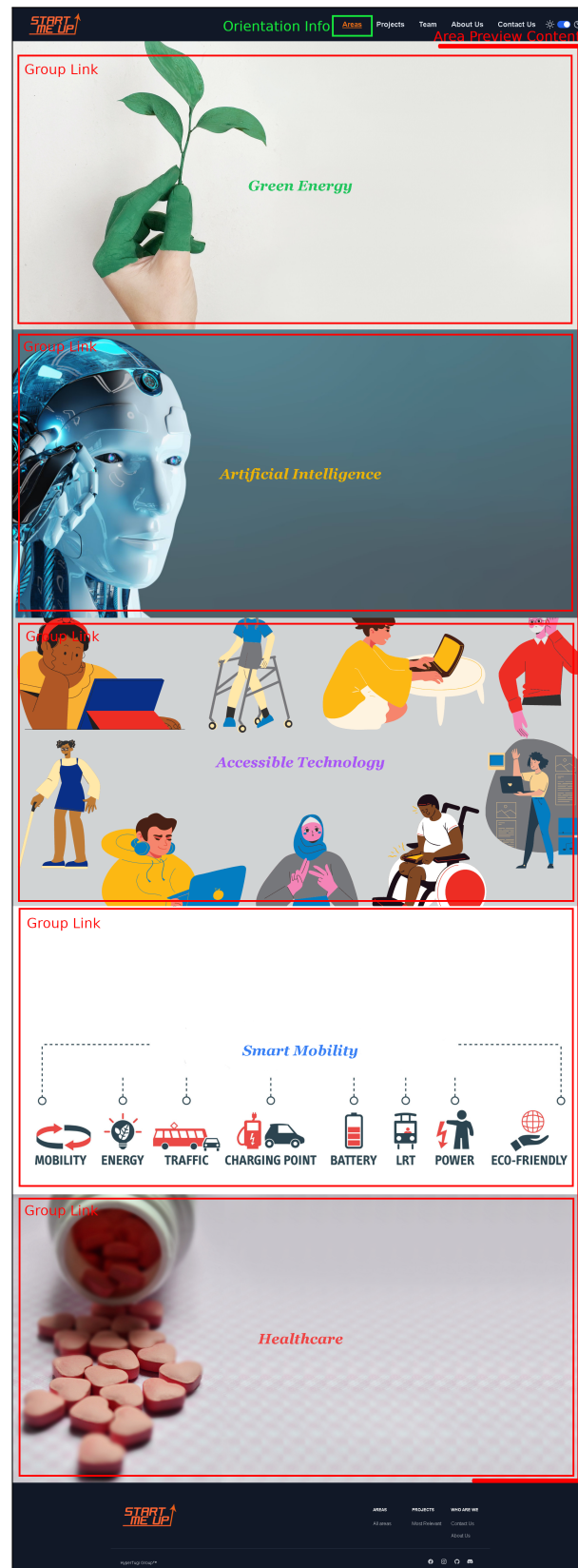
Figure 17: All Areas - High-fidelity screenshot

4.2   Persons

Person

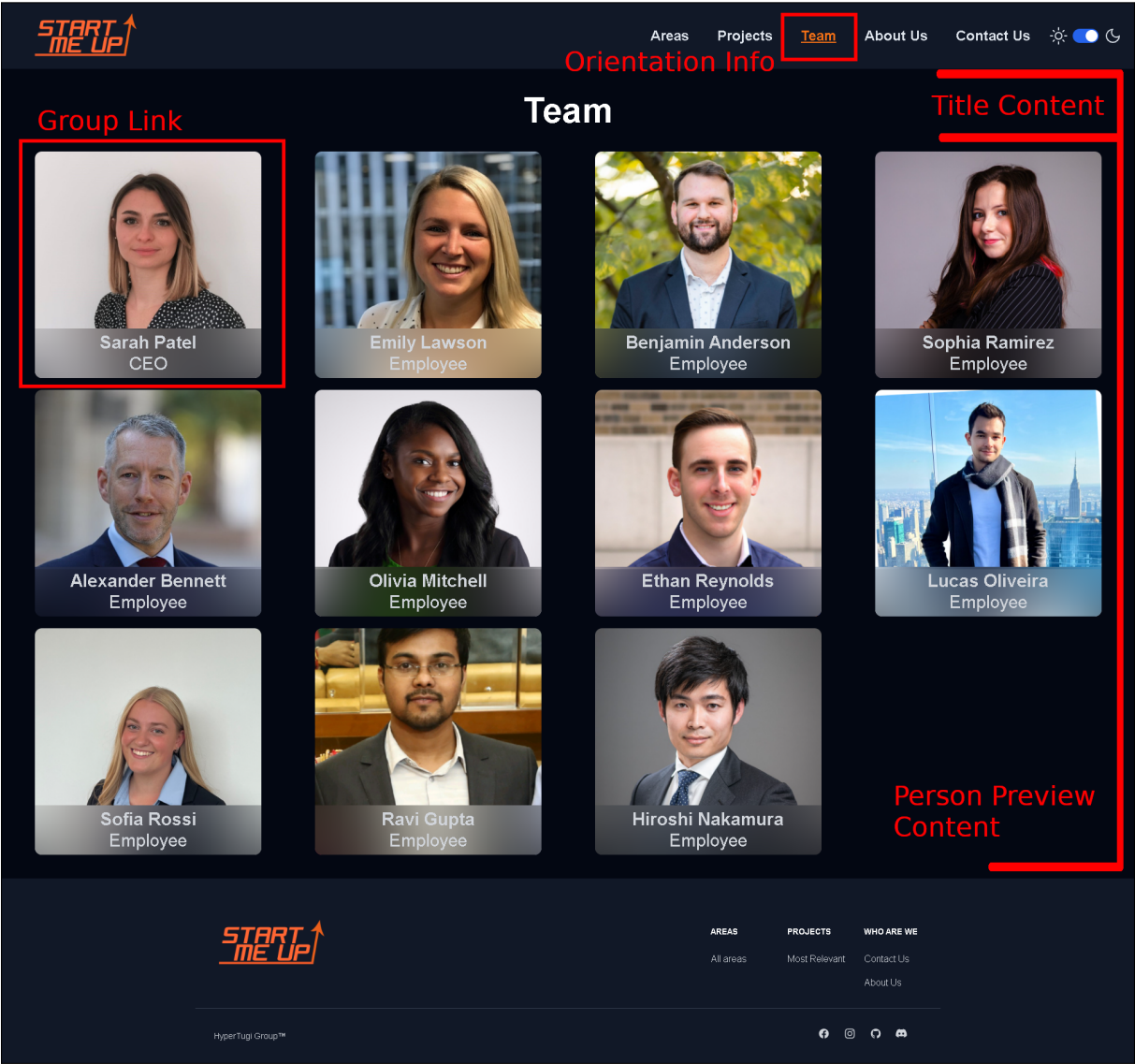Figure 18: Person - High-fidelity screenshot

All persons

Figure 19: All persons - High-fidelity screenshot
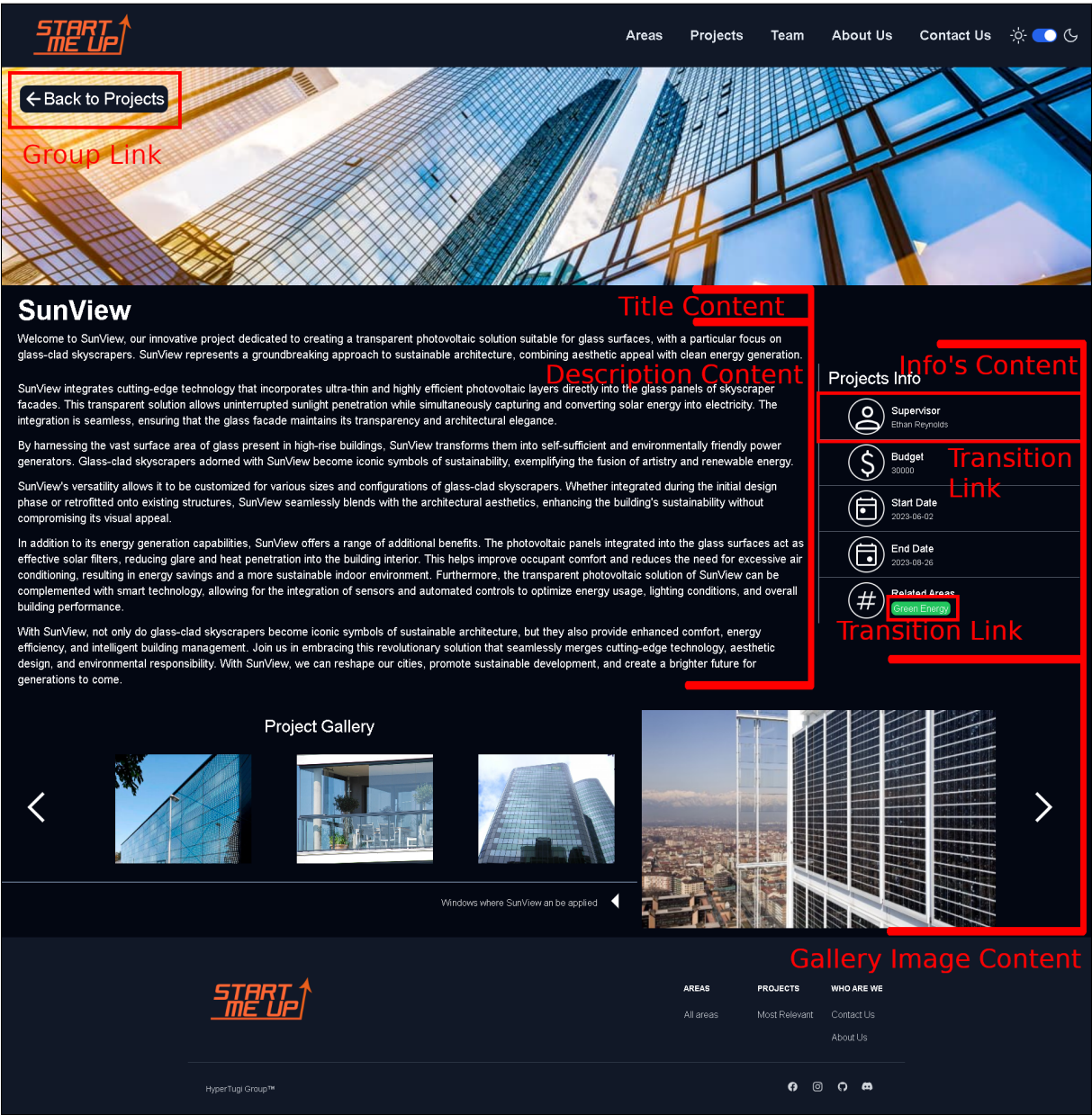
4.3   Projects

Project

Figure 20: Project - High-fidelity screenshot
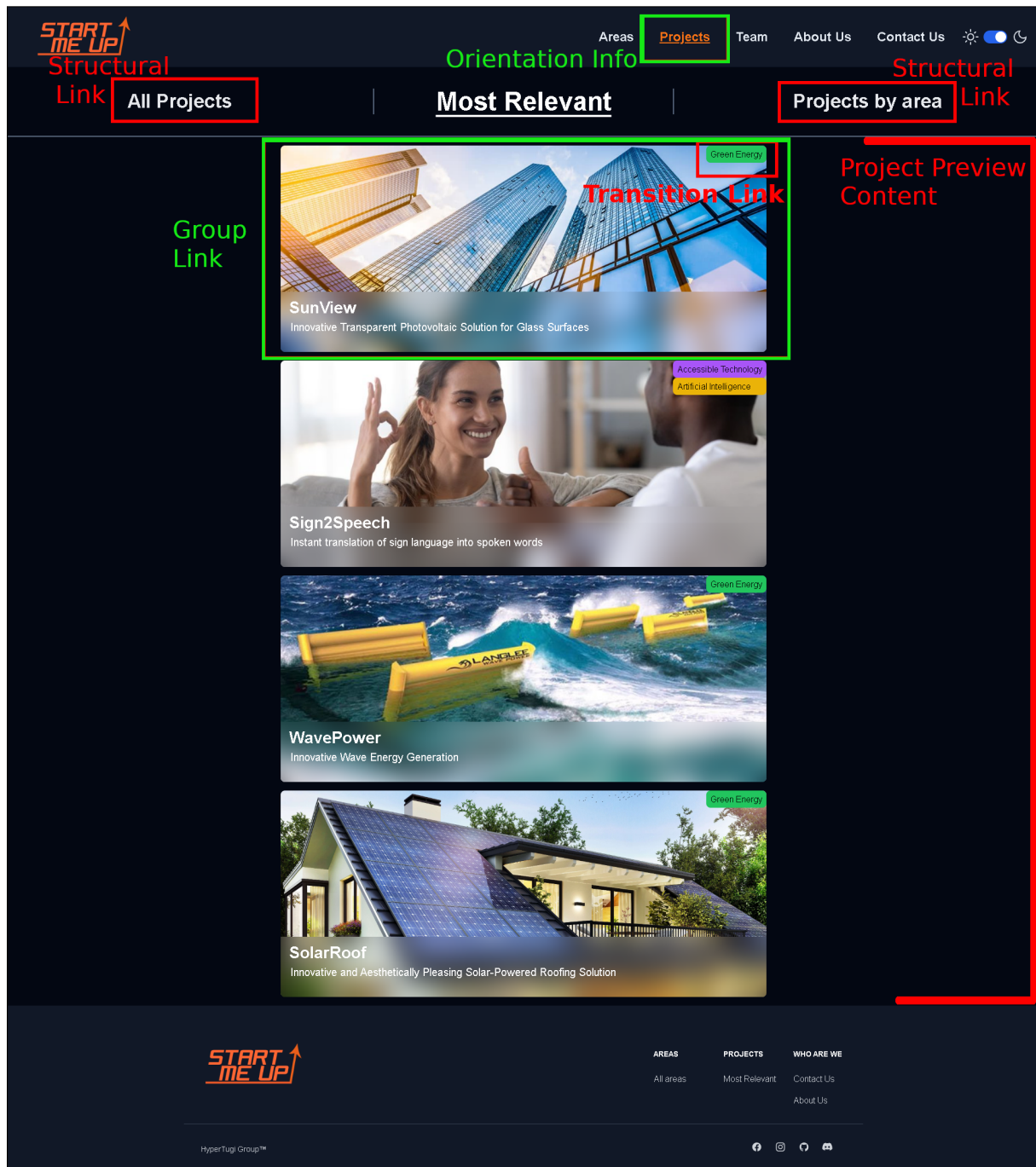
Most relevant projects

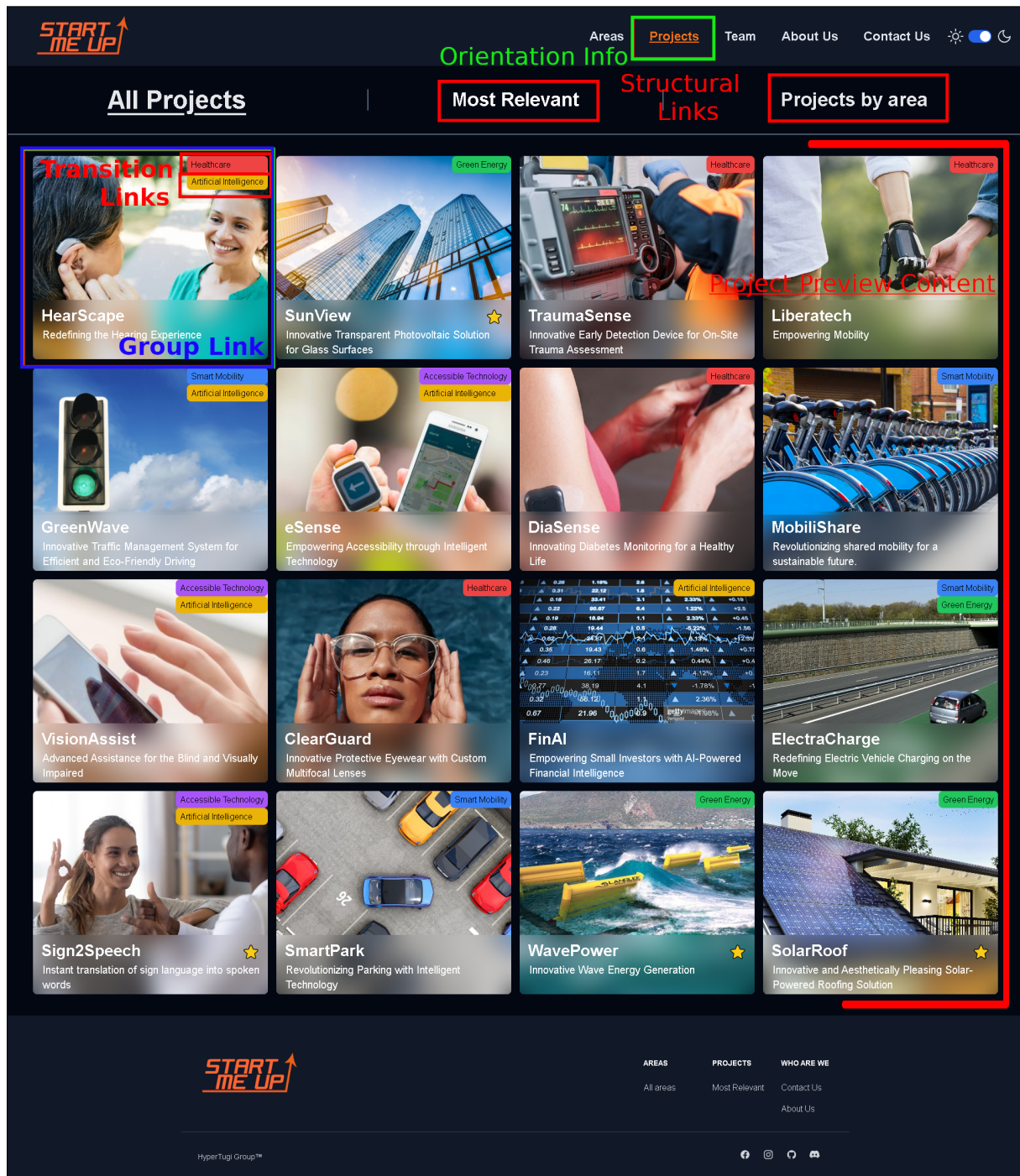Figure 21: Most relevant projects - High-fidelity screenshot

All projects

Figure 22: All projects - High-fidelity screenshot

Projects by area

Figure 23: Projects by area - High-fidelity screenshot

4.4 About Us

About Us

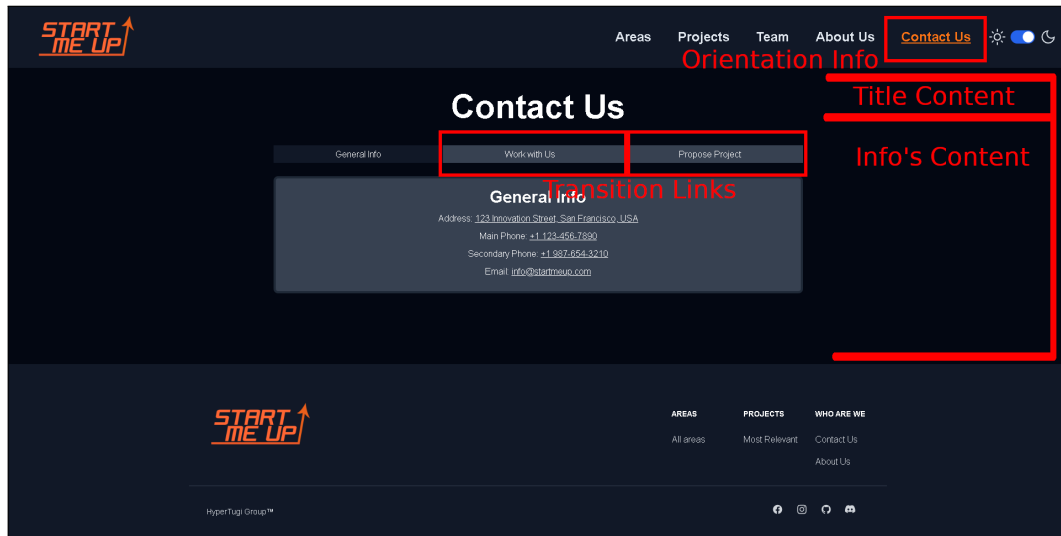Figure 24: About Us - High-fidelity screenshot

4.5   Contact Us

Contact Us

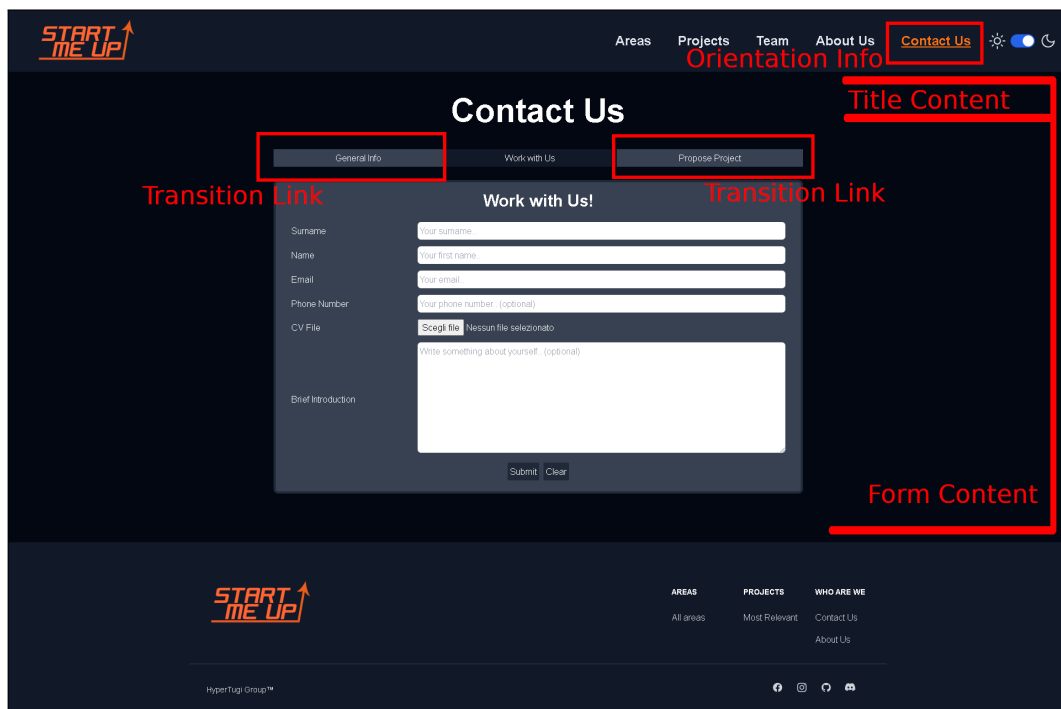Figure 25: Contact Us - High-fidelity screenshot

Work with Us

Figure 26: Work with Us - High-fidelity screenshot

Propose Project

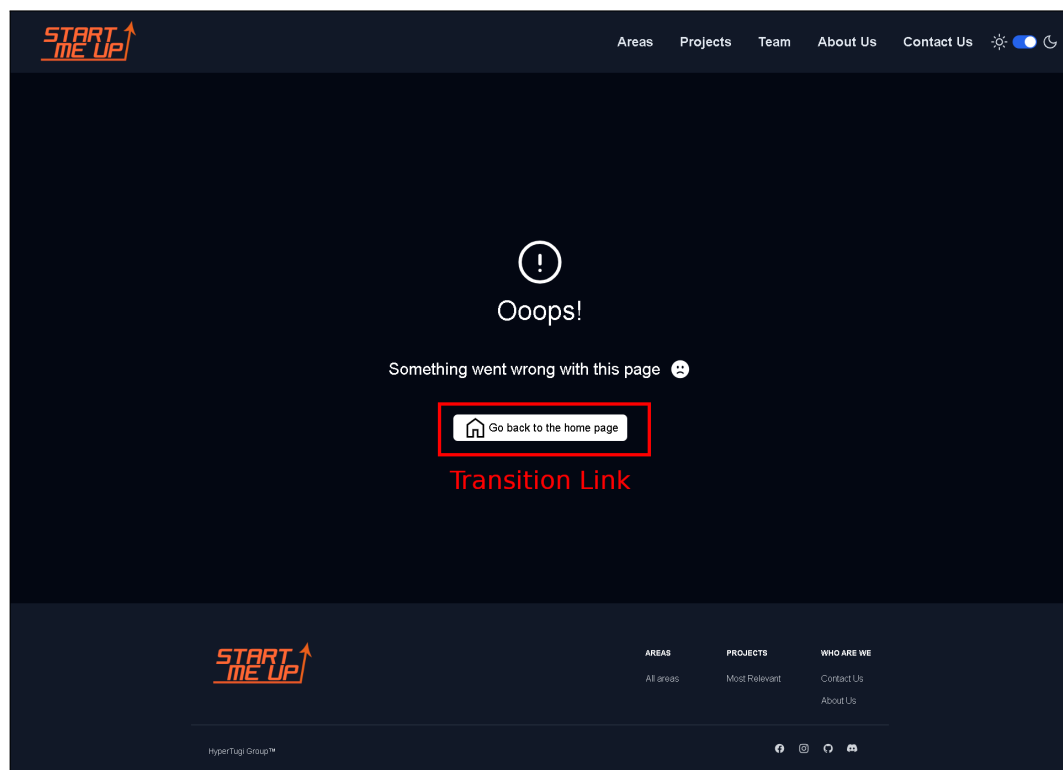Figure 27: Propose Project - High-fidelity screenshot

Error

Figure 28: Error page - High-fidelity screenshot

5 Interaction Scenarios

5.1 Scenario 1

Lorenzo is an entrepreneur with an innovative idea for a green energy start-up. He needs funding to kickstart his company and has heard great things about a venture capital firm called "StartMeUp" He decides to visit the company's website with a computer to find out what kind of projects they have funded in the past that have become successful.
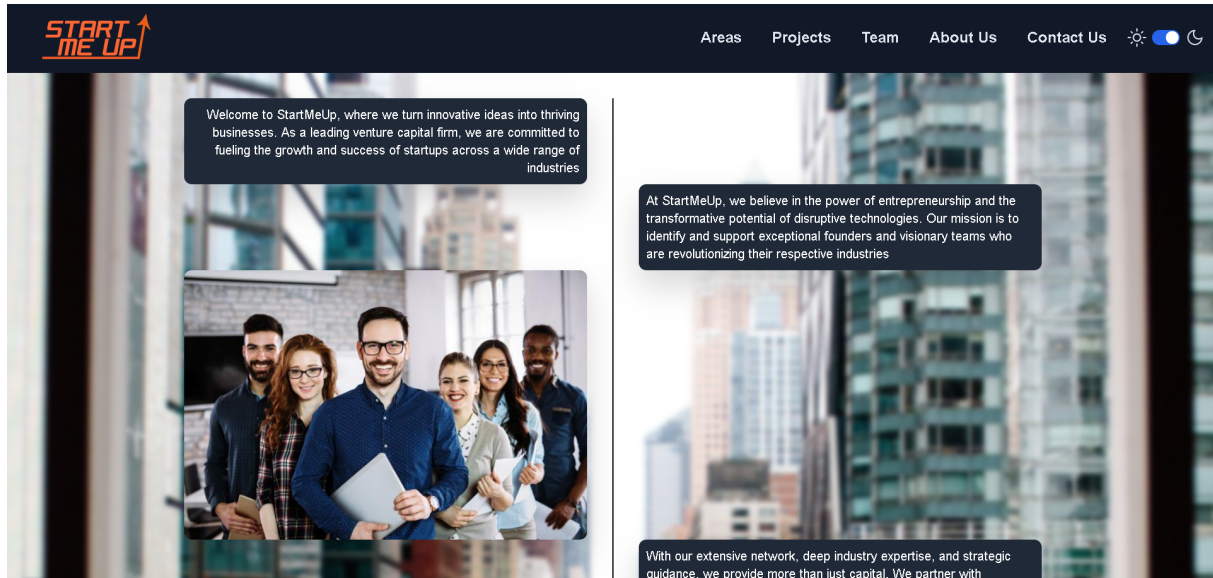
Figure 29: Homepage

Lorenzo navigates to the homepage of the website and clicks on the "Projects" section from the menu to conduct his research.
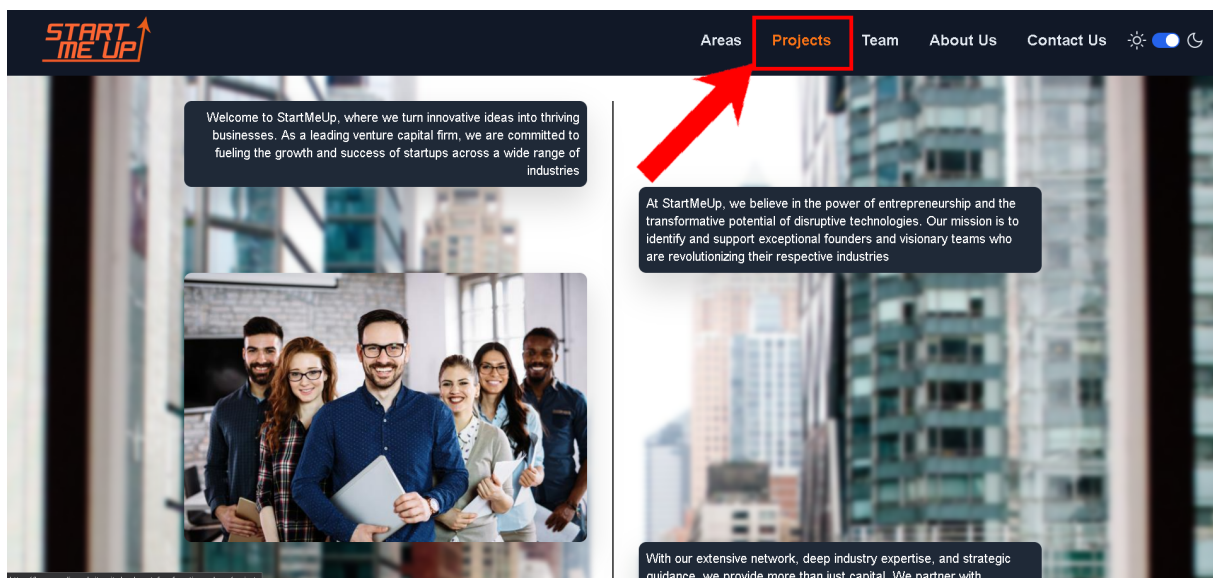
Figure 30: Click on "Projects"

On this page, he is particularly interested in exploring older projects within the same domain as his company. He clicks on "Projects by Area" and selects the relevant category, focusing on green energy projects.
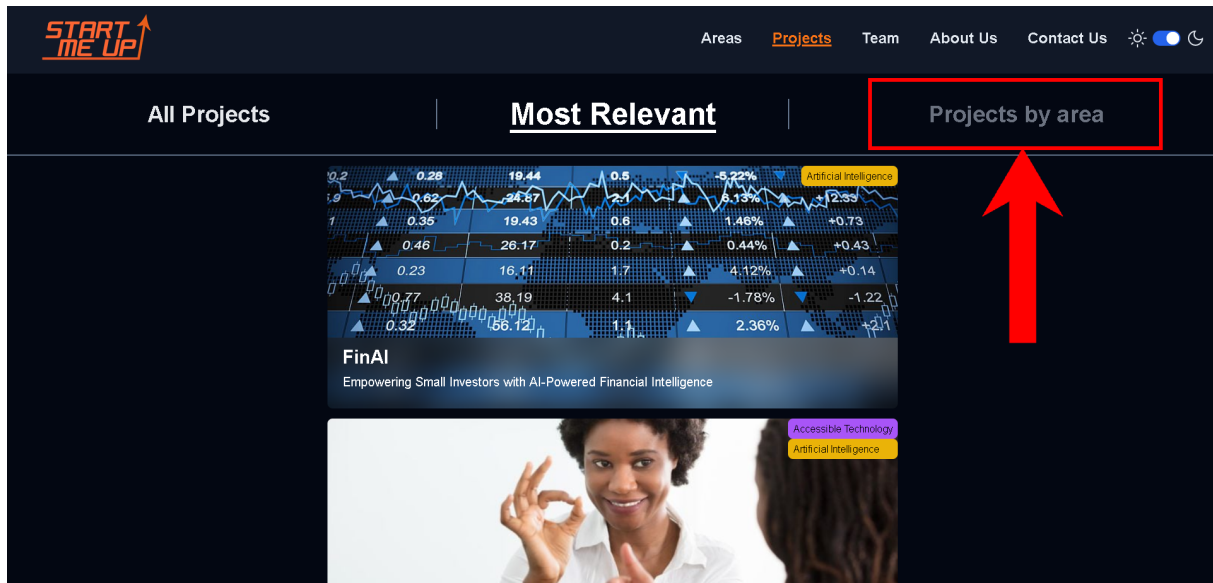
Figure 31: Click on "Projects by area"

He views the project preview and clicks on the specific area highlighted in green.
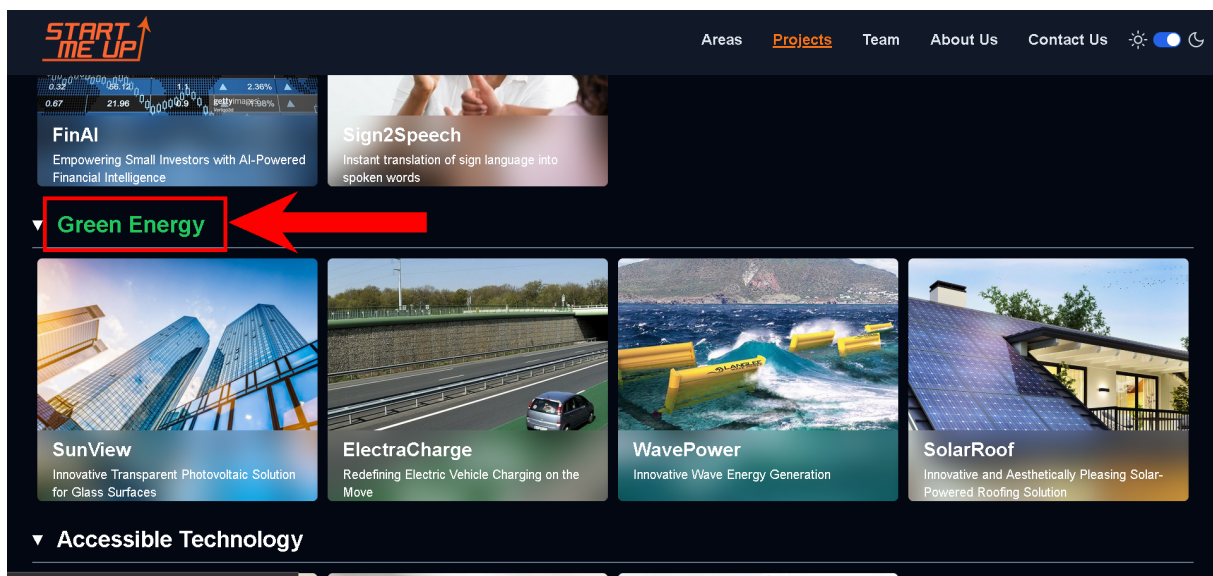
Figure 32: Click on "Green Energy"

From there, he explores the specific area and reads the description to assess whether his project aligns with the venture capital's investment focus area.
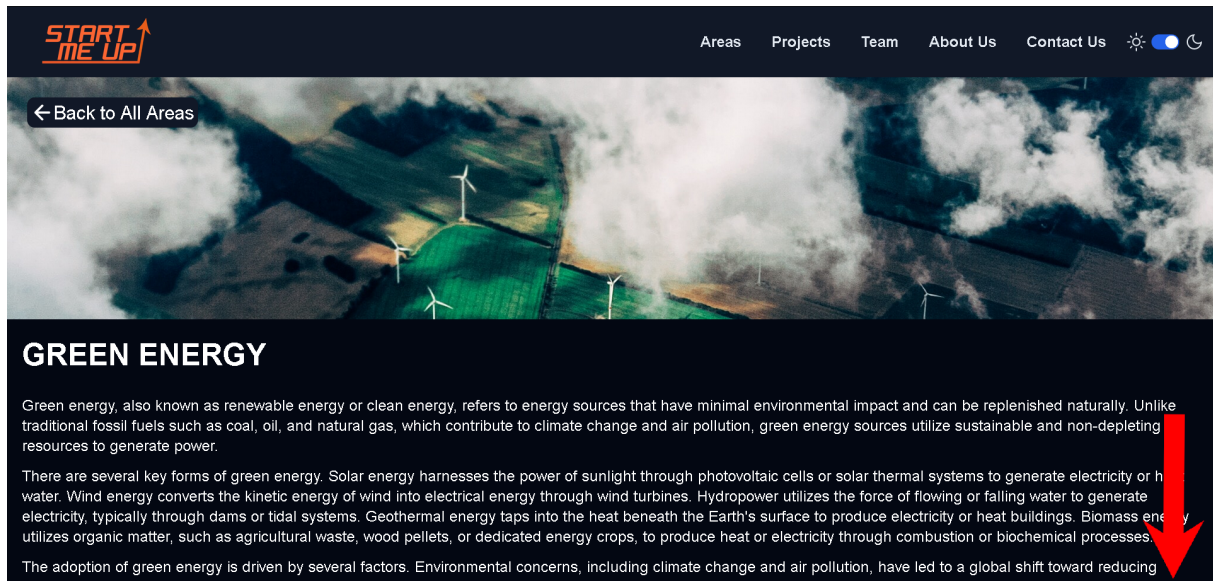
Figure 33: Scroll through page

After confirming that his project fits within their investment area, Lorenzo proceeds to the "Contact Us" section.
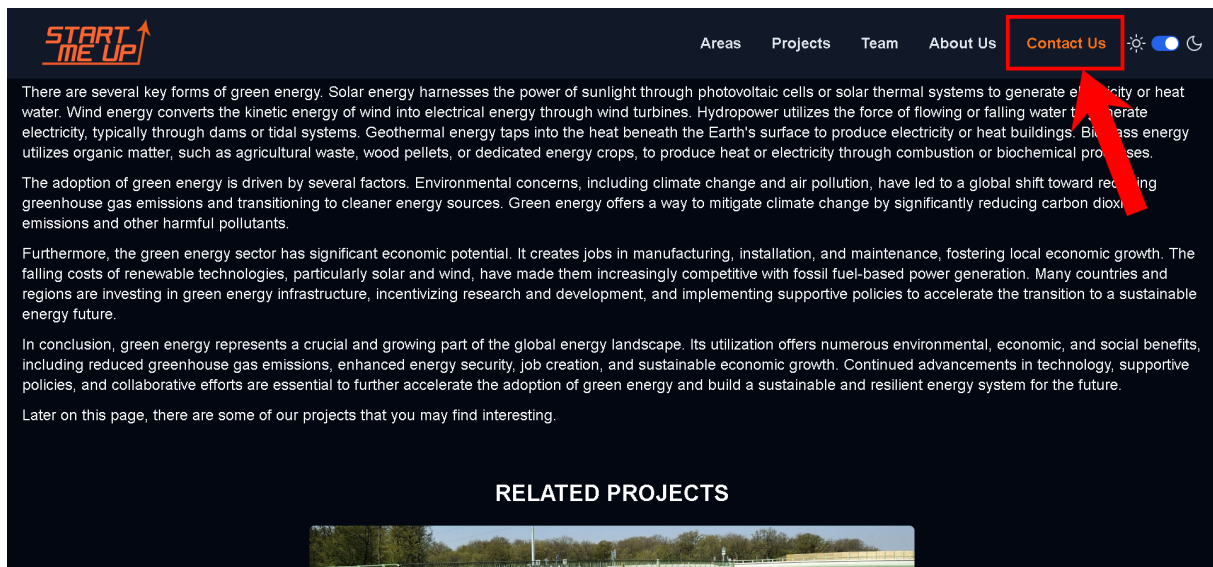
Figure 34: Click on "Contact Us"

Upon reviewing the information provided, he notices a dedicated section for proposing projects to the investors.
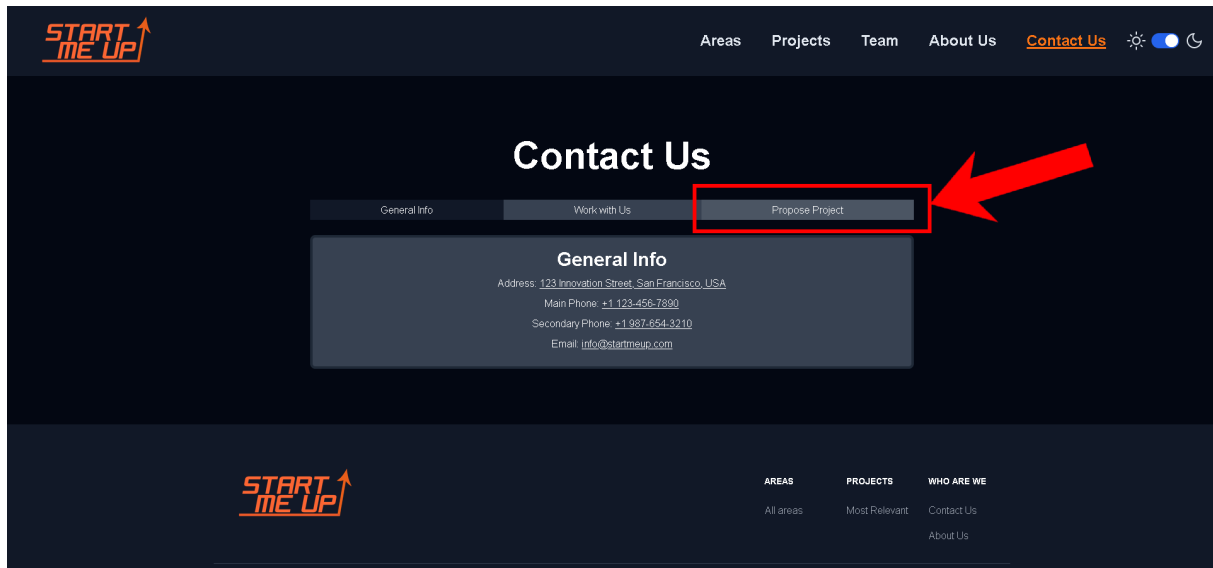
Figure 35: Click on "Propose Project"

This encourages him as he realizes there is a formal channel to present his project to the venture capitalists and decides to compile it in order to send his propose project.
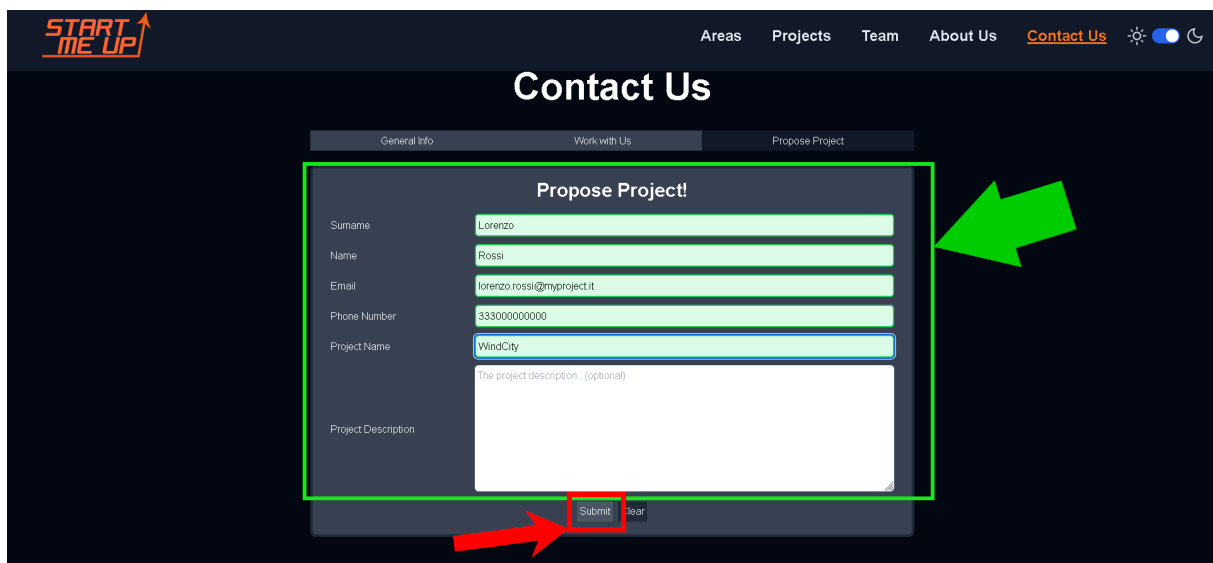
Figure 36: Fill the form and click "Submit"

He sends the form and receives a confirmation.
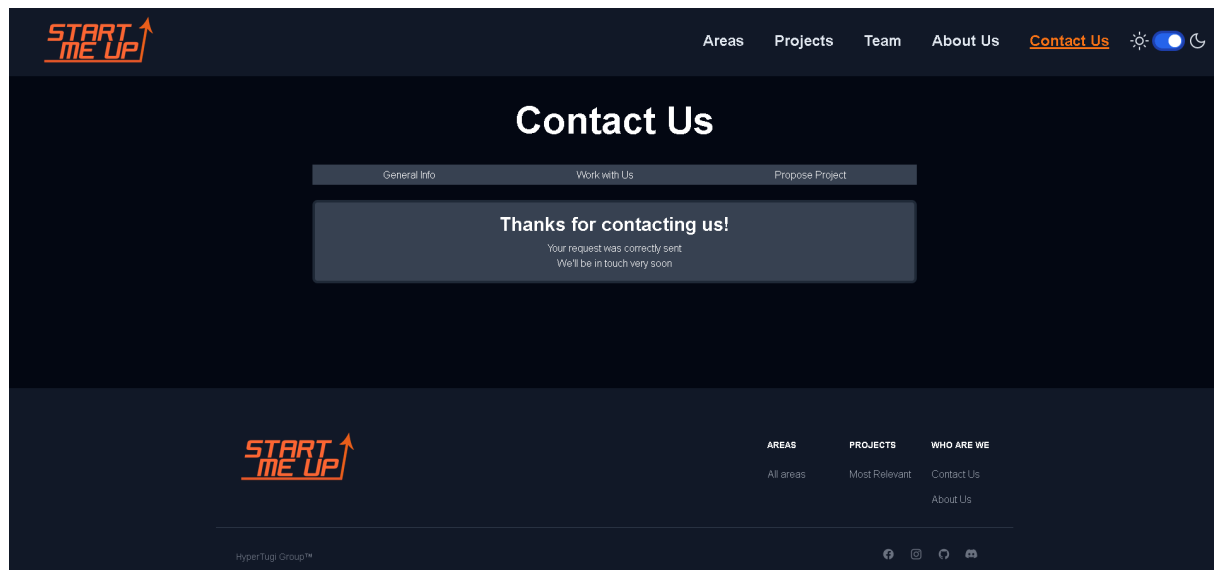
Figure 37: Form sent

5.2 Scenario 2

Giulia is a young professional with a strong passion for technological innovation, particularly in the field of artificial intelligence, and supporting start-ups. She has heard great things about a renowned venture capital firm called " StartMeUp " and has decided that it would be an ideal place to develop her career in the field of technology investments. Giulia decides to visit the website of StartMeUp to learn more and assess if it could be a good fit for working with them.

Giulia accesses the website and finds a brief introduction to the venture capital, its goals, and the team on the homepage.
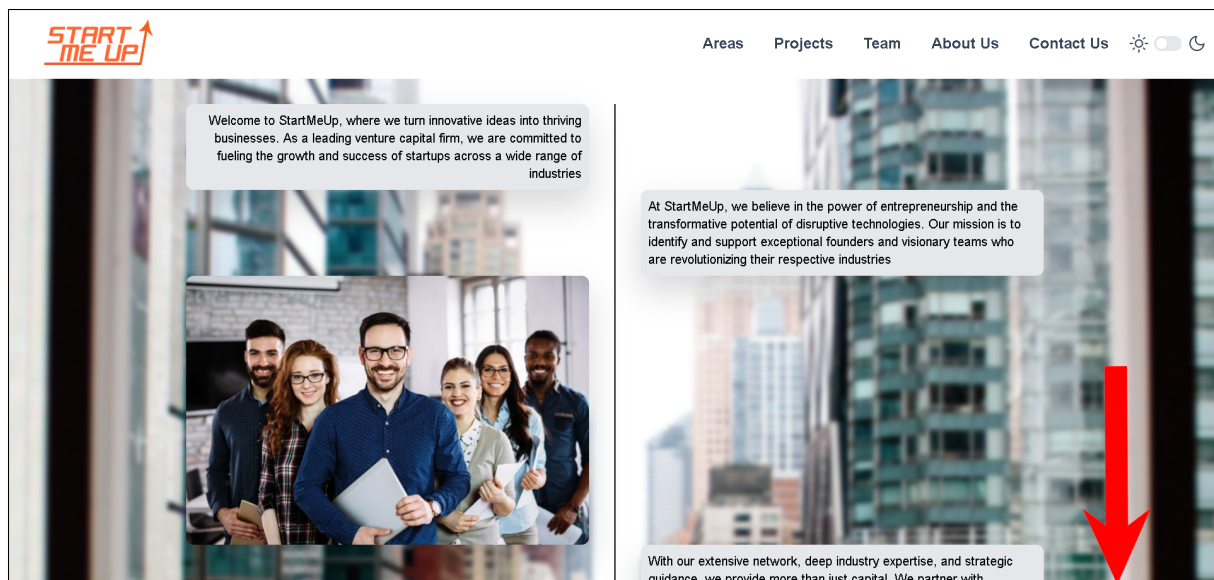
Figure 38: Scroll the Homepage

Wanting to learn more, she navigates to the "About Us" section, where she finds detailed information about the history and mission of StartMeUp.
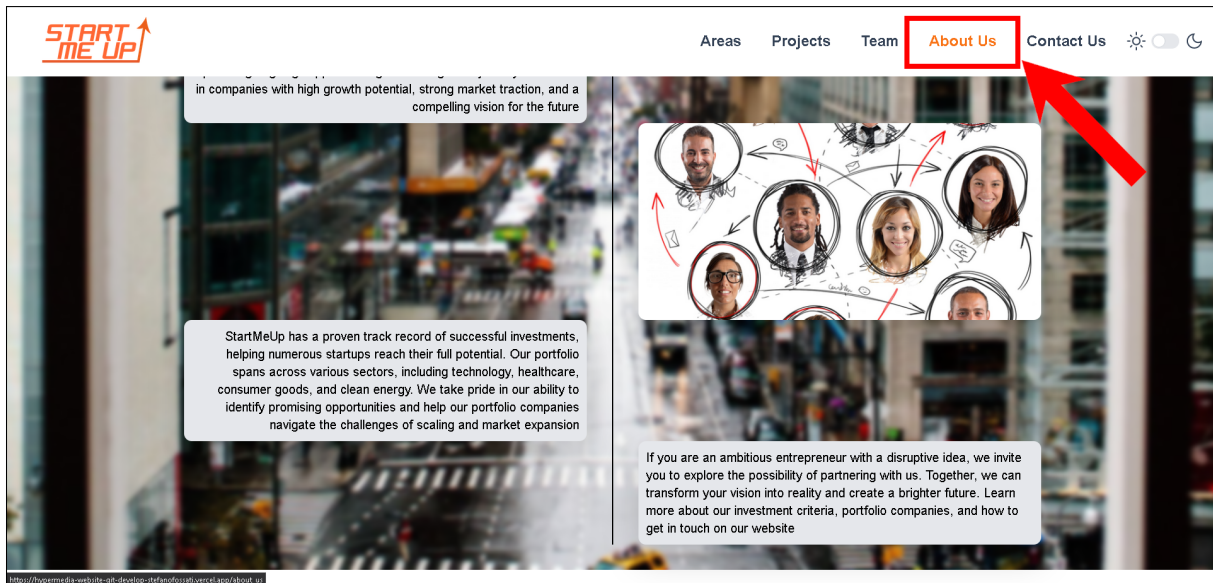
Figure 39: Click on "About Us"

Giulia is drawn to the vision of StartMeUp and identifies with their goal of promoting innovation.
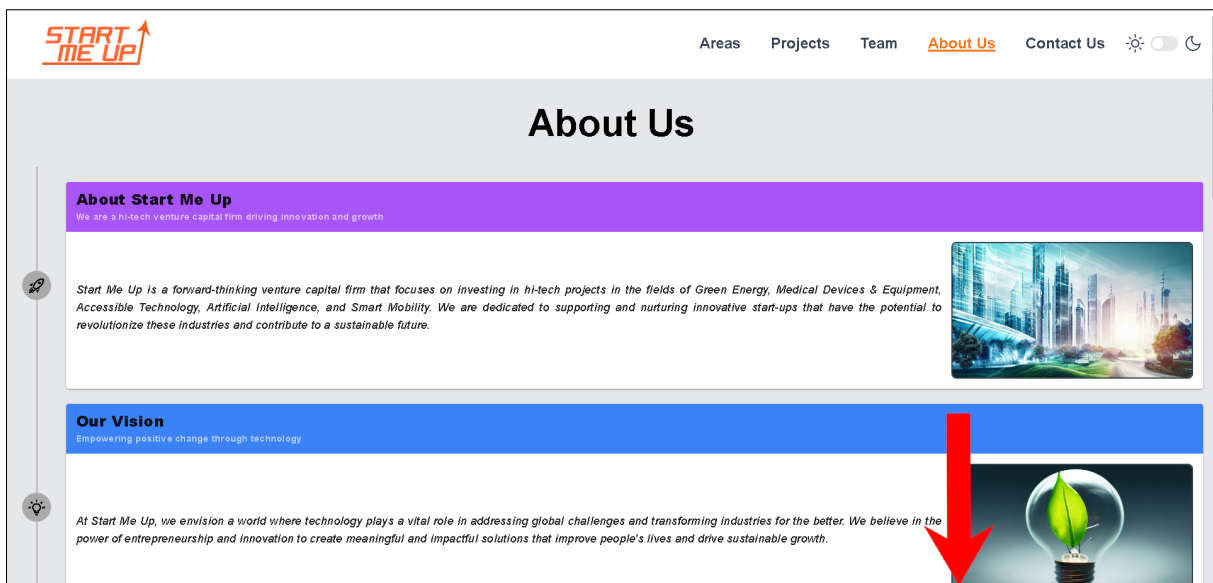
Figure 40: Scroll "About Us" page

Next, Giulia explores the "Team" section to get to know the professionals working at StartMeUp Partners.
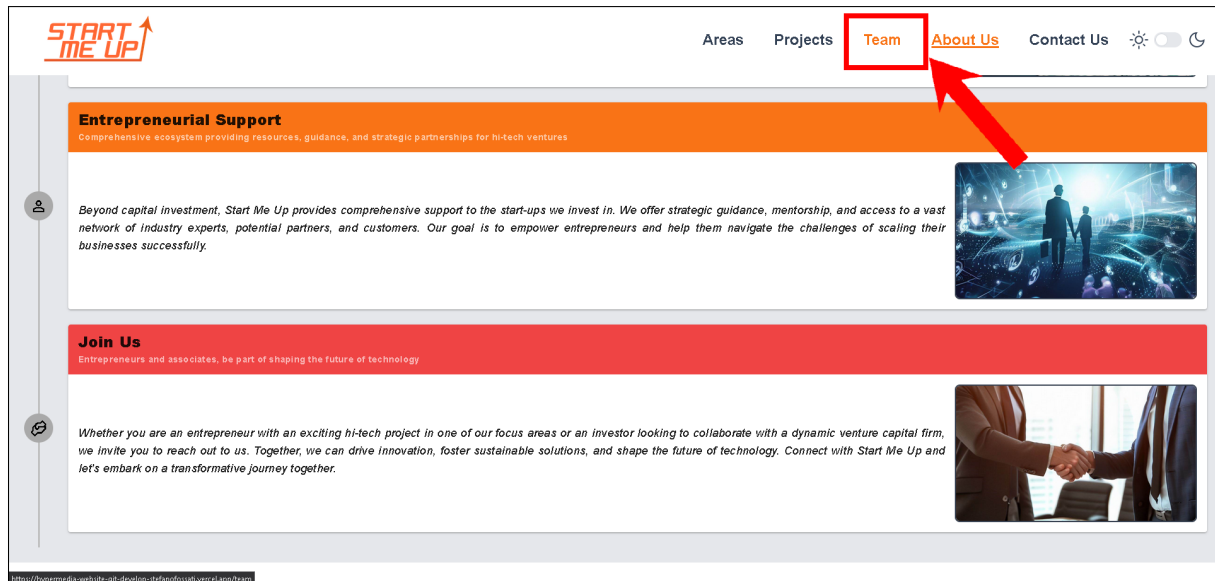
Figure 41: Click on "Team"

She finds profiles of the team members, where the experts working for the venture capital are described. So she decide to see few profiles.
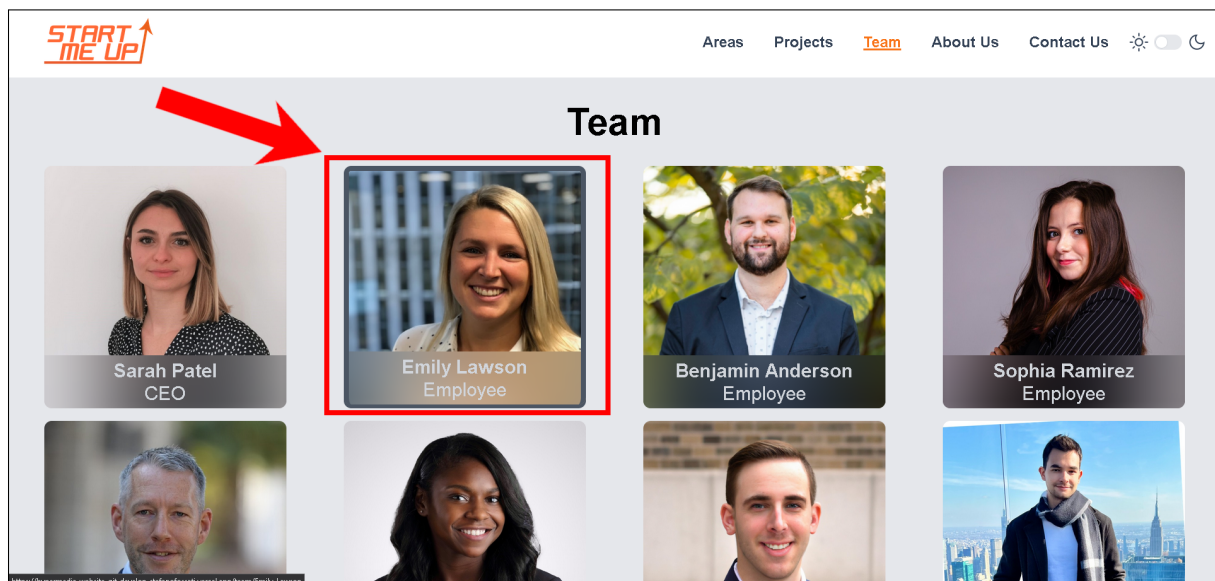
Figure 42: Click on Team member's profile

After reviewing few team members, Giulia wants to try contacting the venture capital to inquire about potential opportunities to work with them going on "Contact us" page.
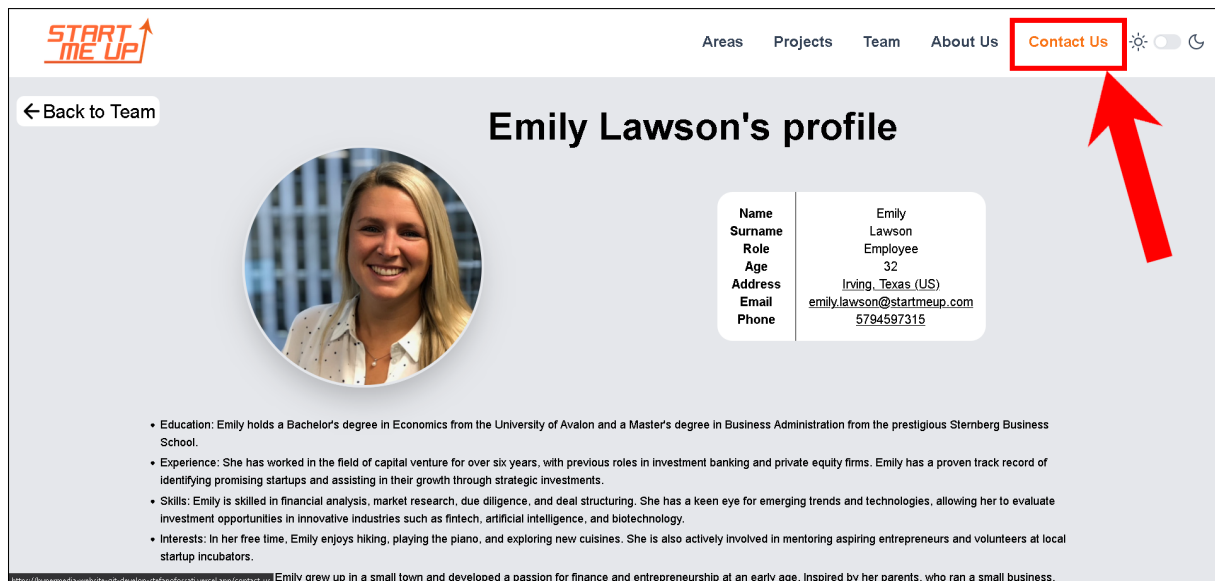
Figure 43: Click on "Contact Us"

She navigates to the "Contact Us" page and fills out the "Work With Us" form, expressing her interest and providing her relevant details.
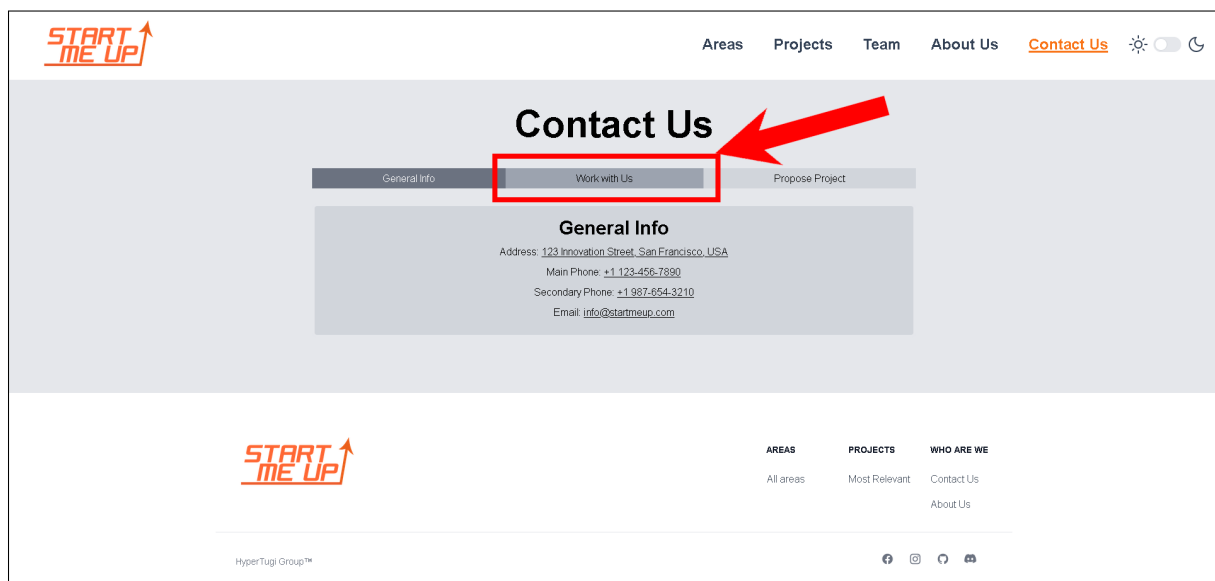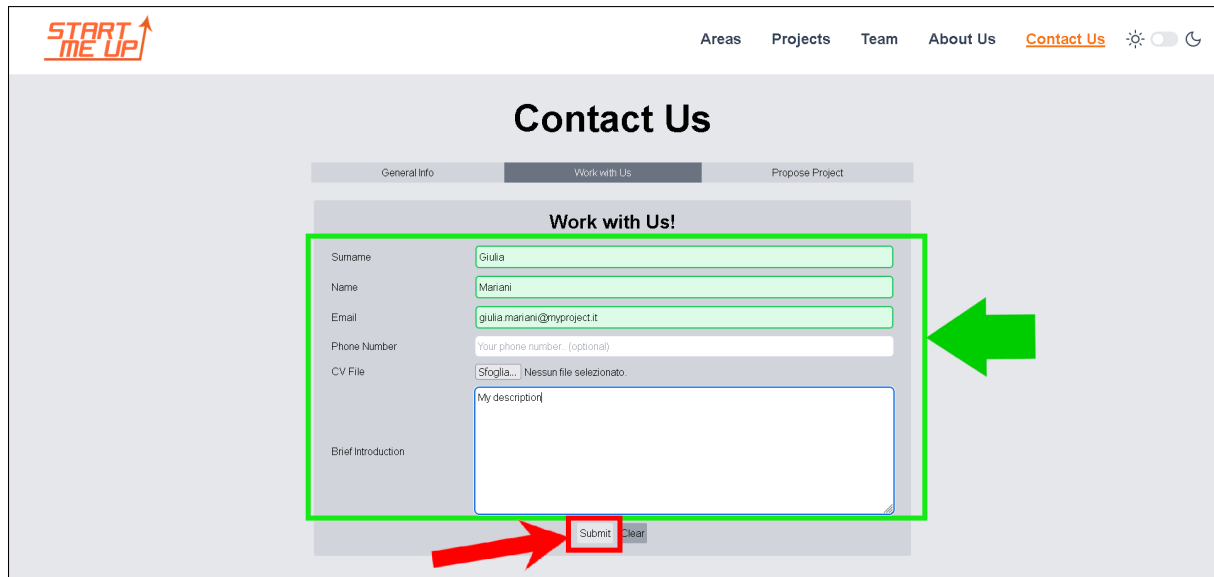
Figure 44: Click on "Work with Us"
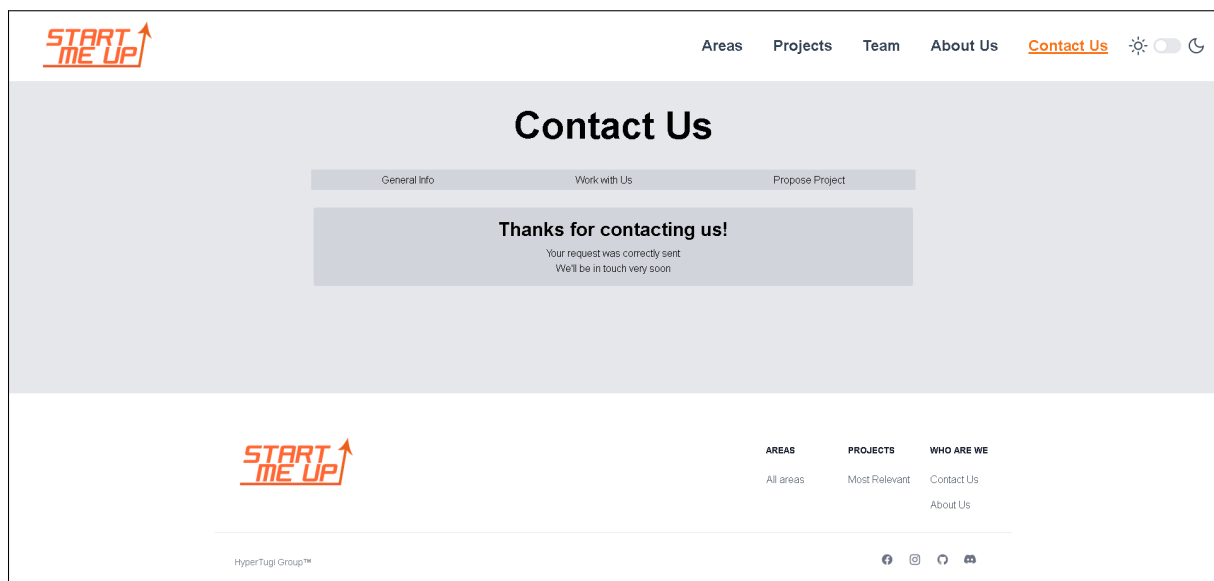
Figure 45: Fill the form and click on "Submit"

After that she has sent the form, a successful message is provided.

Figure 46: Form sent

5.3 Scenario 3

Sophia is a young entrepreneur in the medical technology sector. She has developed an innovative medical device that has the potential to revolutionize the way certain diseases are diagnosed and treated. However, to move forward with her project, she needs funding. She has heard good things about a venture capital firm called " StartMeUp " and decides to visit their website to learn more.
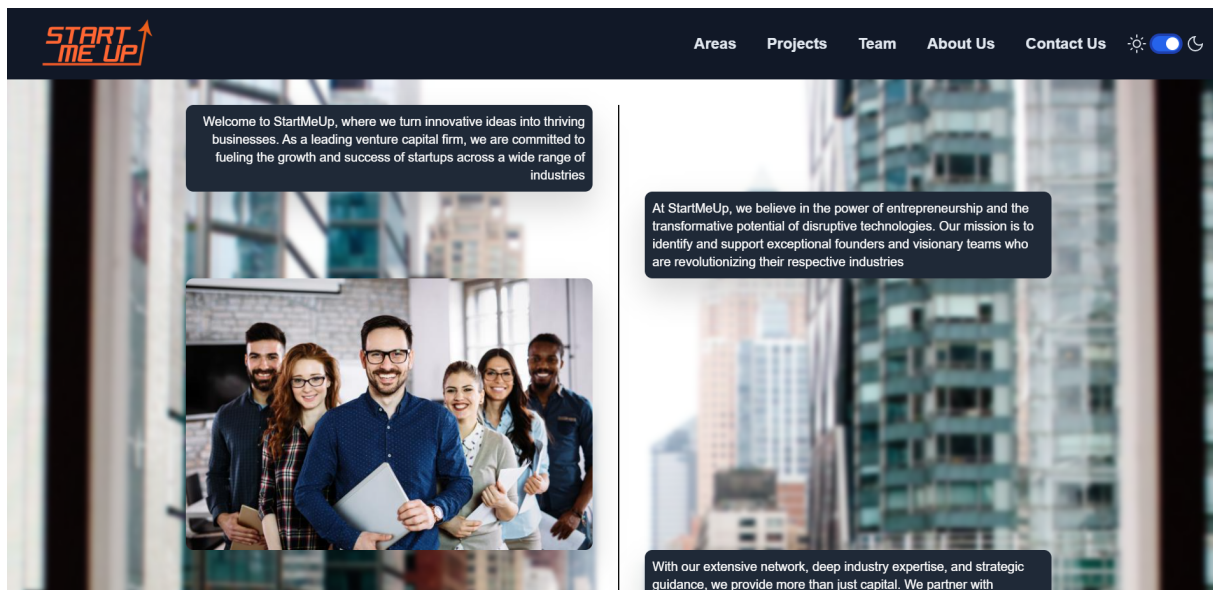
Figure 47: Homepage

Sophia wants to find out if the venture capital firm invests in medical devices, so she navigates to the "Areas" section of the website.
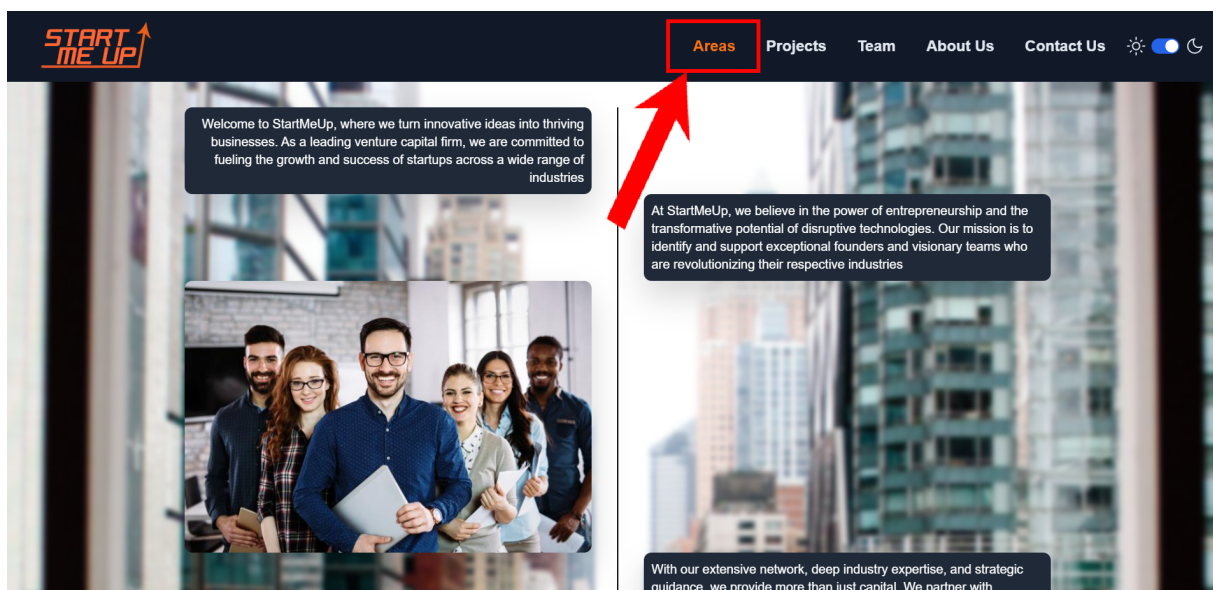
Figure 48: Click on "Areas"
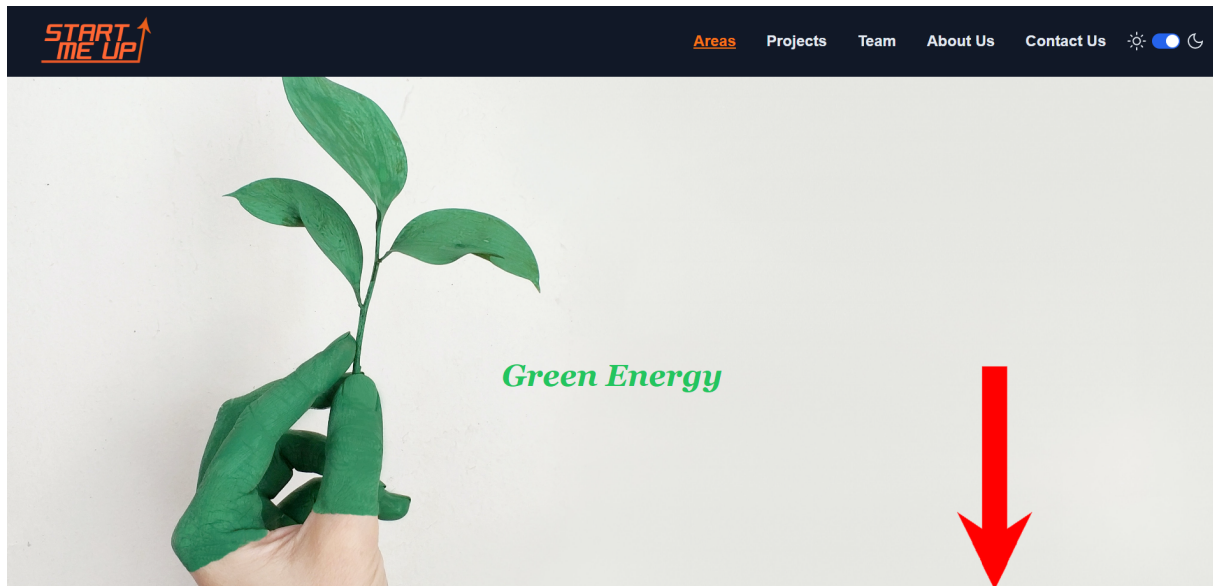
Figure 49: Scroll the "Areas" page

She finds that Healthcare is listed as one of the areas of investment and clicks on the page.
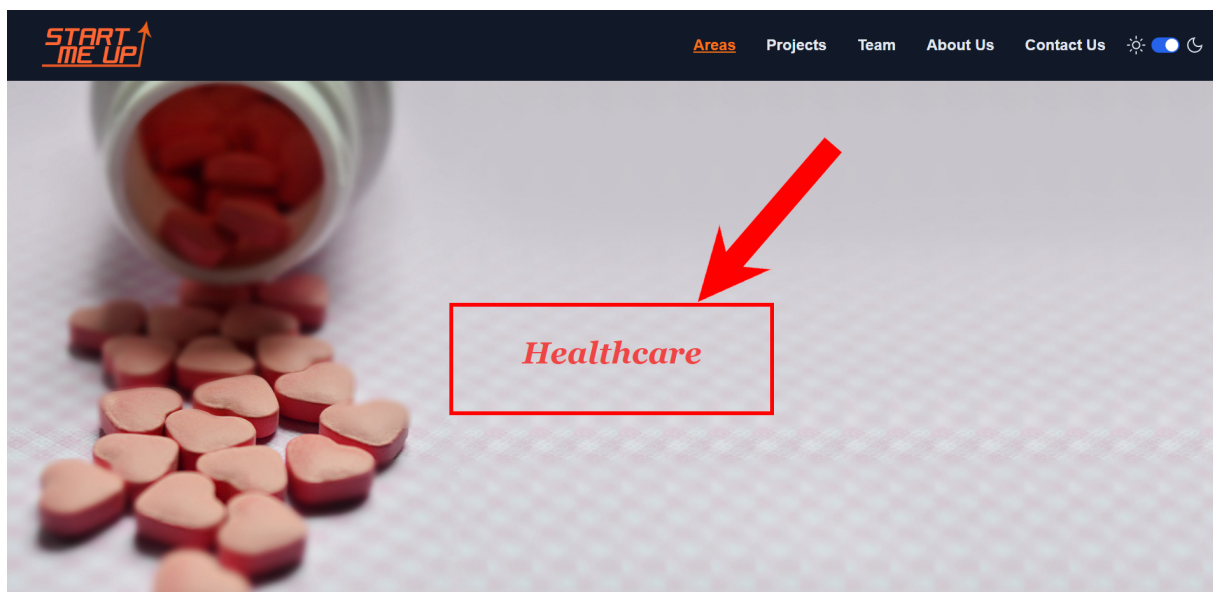
Figure 50: Click on "Healthcare"

In the dedicated healthcare page, she reads about the specific focus that the venture capital firm has in this area.
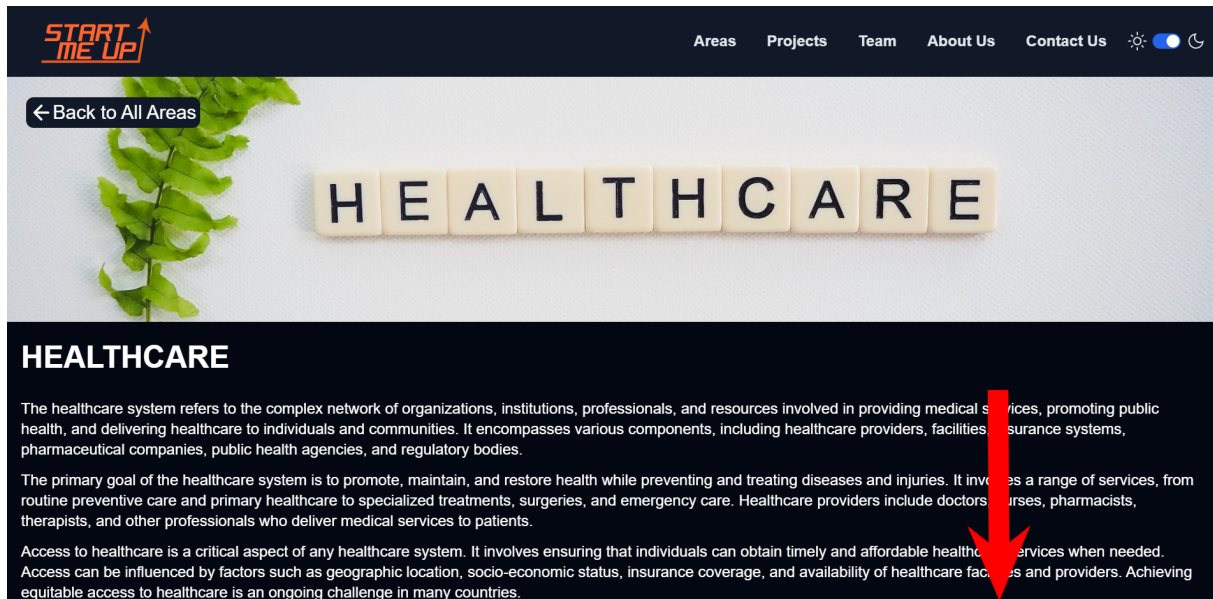
Figure 51: Scroll the area page

Towards the bottom, she sees a list of projects that have been funded within the healthcare sector and decides to delve deeper into the project that is most similar to her own by scrolling through them.
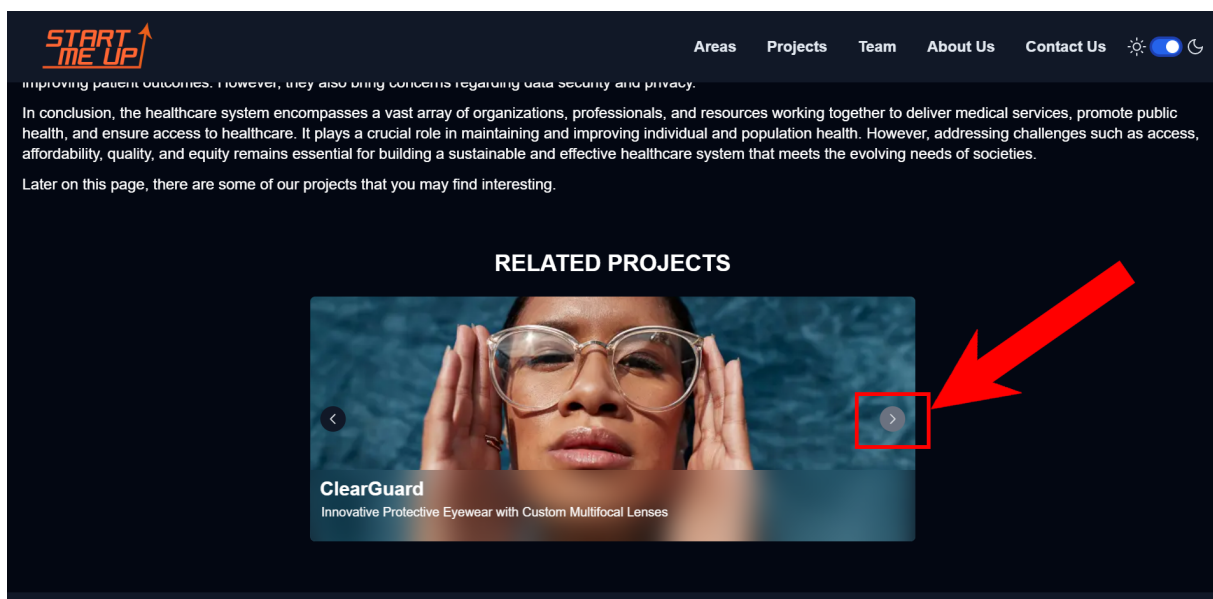
Figure 52: Navigate in the image gallery
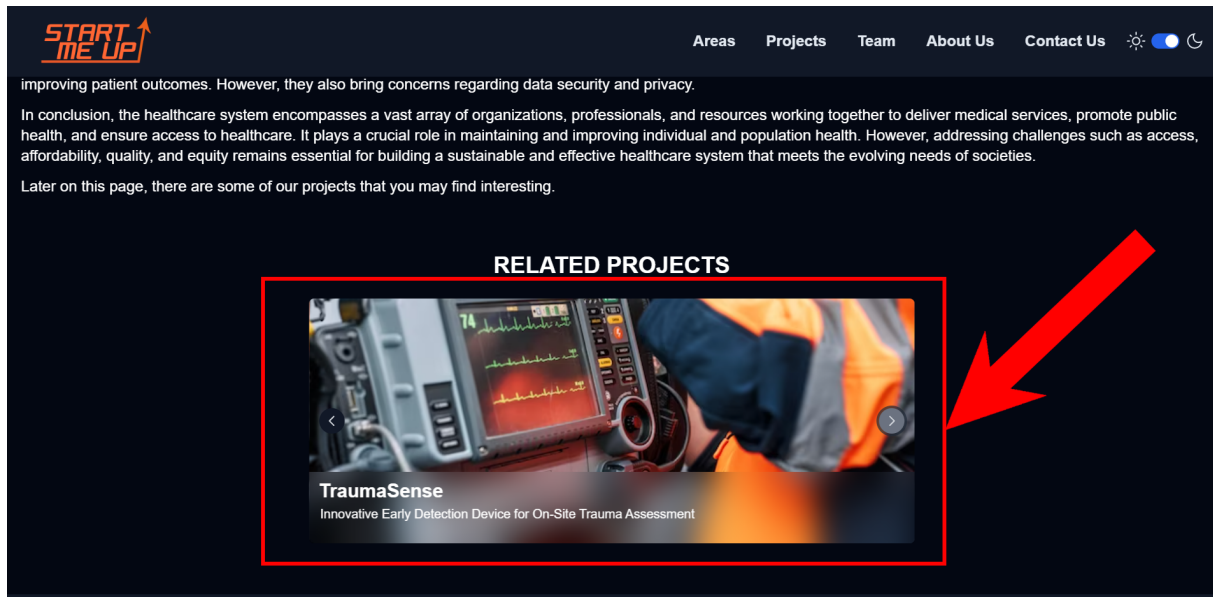
Figure 53: Click on "TraumaSense" project

Once she has reviewed the project, Sophia notices the information about the supervisor who oversaw that particular project.
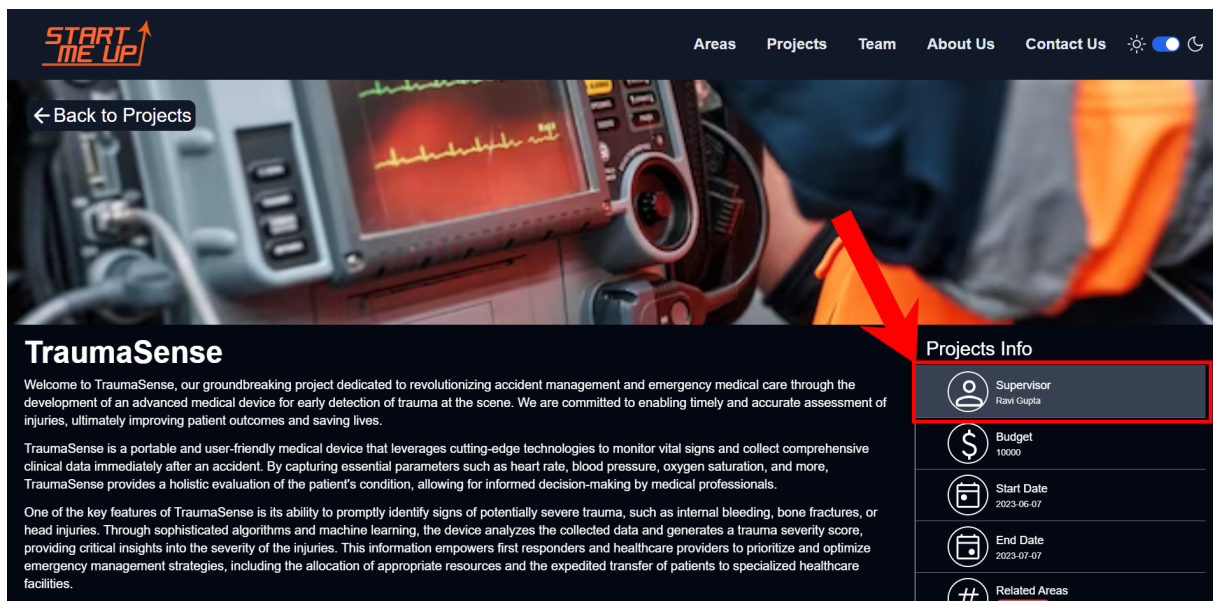
Figure 54: Click on supervisor's profile link

She clicks on the supervisor's profile and discovers that the person is an expert in her field. Recognizing the potential value of their expertise, Sophia decides to reach out directly to that person in order to seek potential funding and collaboration from the info, that are present in the team member profile.
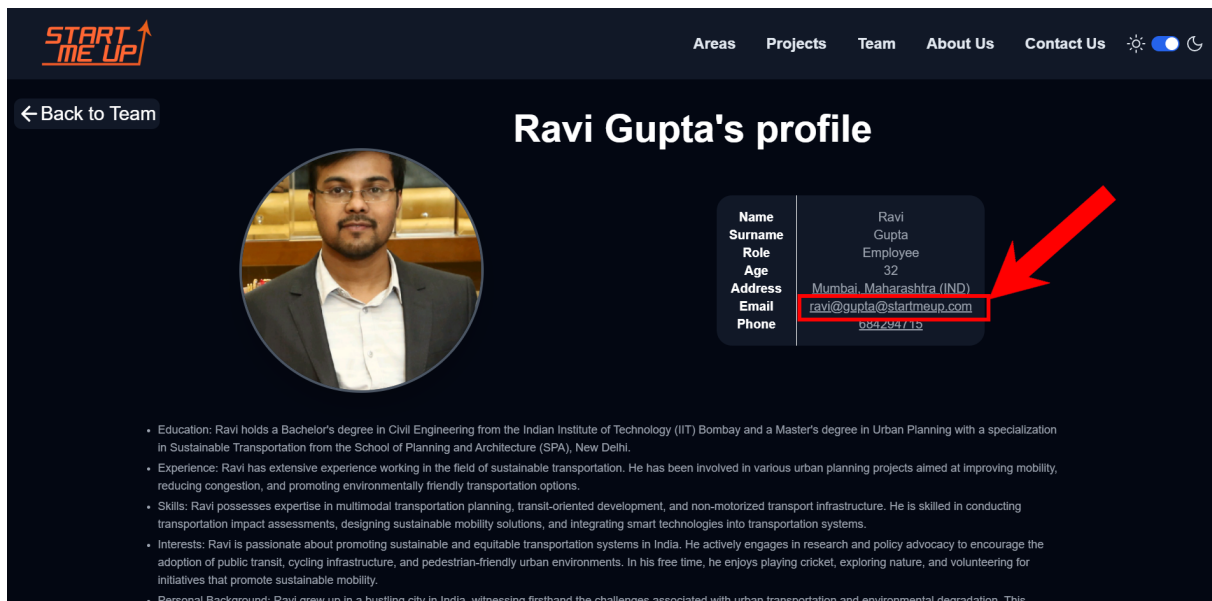
Figure 55: Click on team member's email address
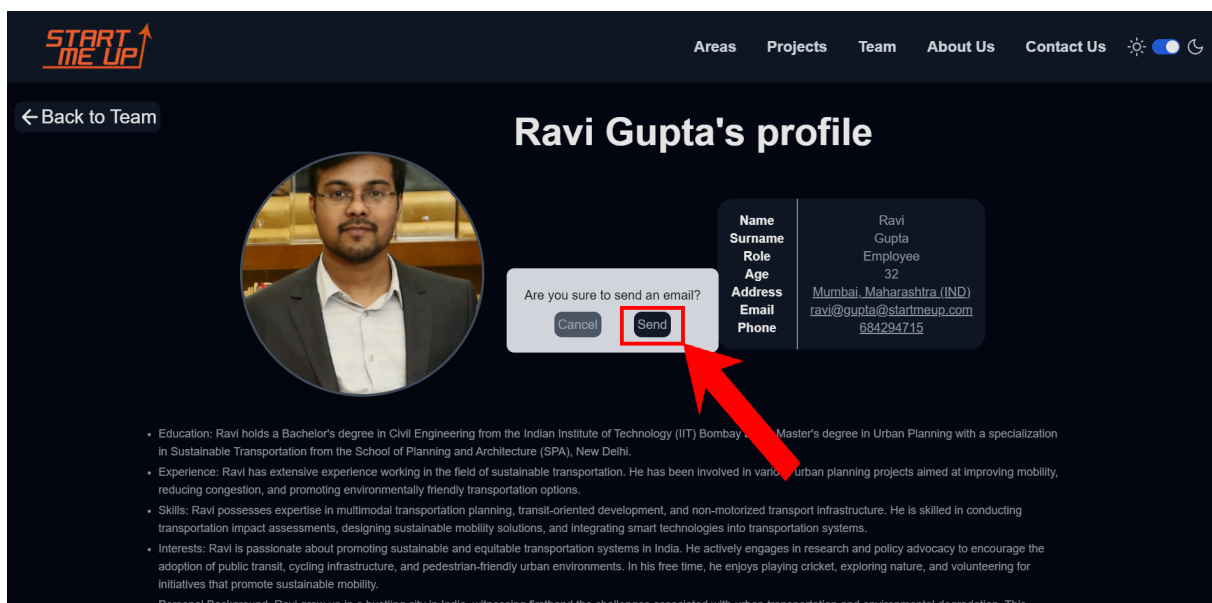
Figure 56: Click on "Send" to open email editor

5.4   Scenario 4

Alessandro is a young developer with a groundbreaking idea to make smartphones more accessible for blind people. He is seeking funding to start his activity and recently heard about a venture capital firm called " StartMeUp " during a discussion with colleagues. Intrigued by the prospect, he decides to visit the firm's website using his smartphone. As he accesses the website, Alessandro sees a homepage that highlights key points about the firm. He reads through the description and becomes even more curious.
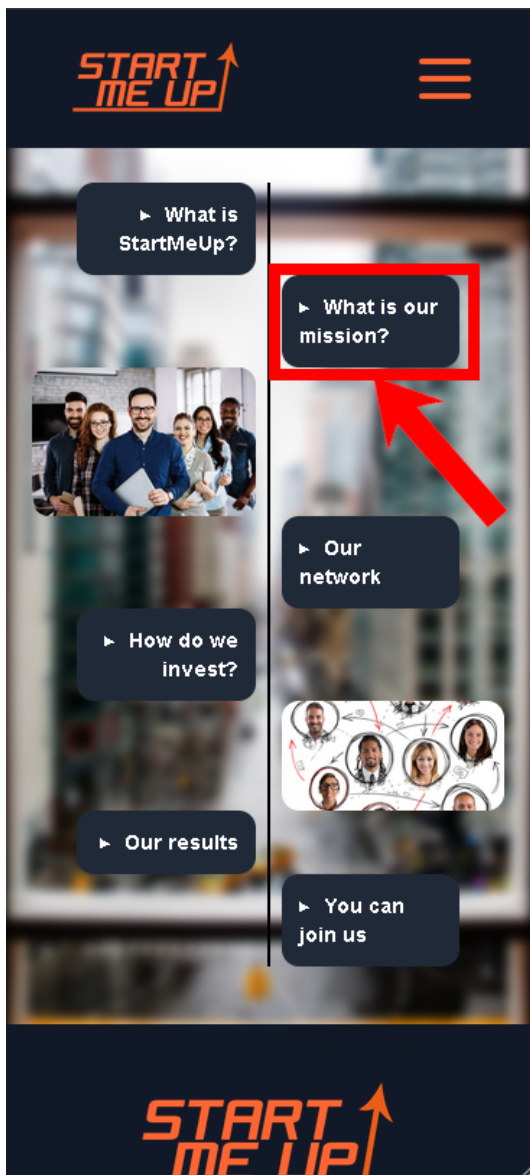
Figure 57: Click on Homepage text box
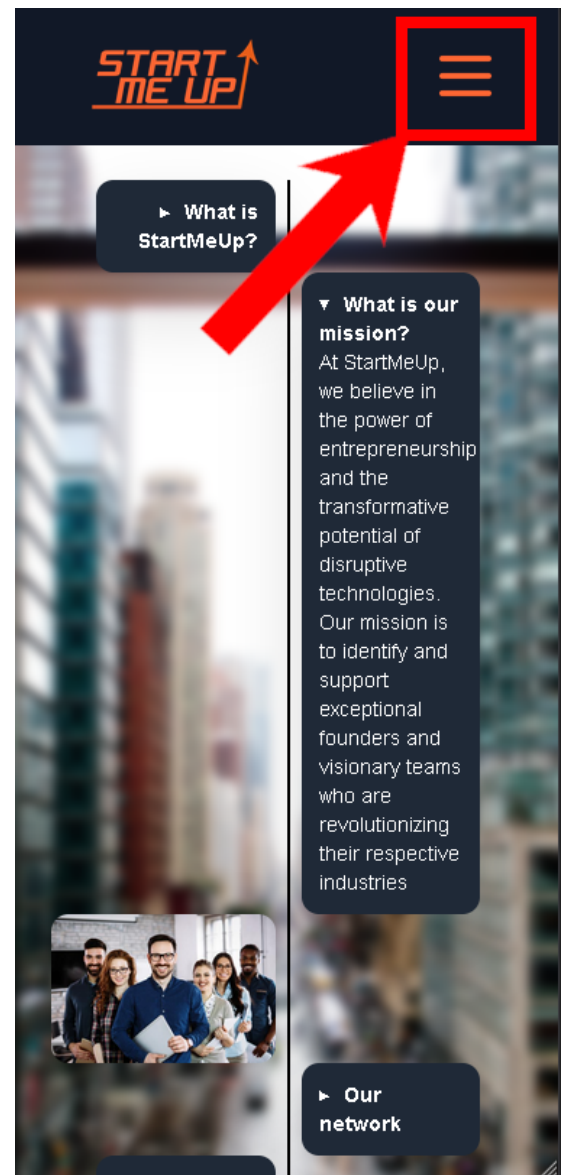
Figure 58: Click on Navigation Bar menu

Eager to learn more, he navigates to the "About Us" section to discover the history of StartMeUp. There, he finds detailed information about the firm's background, mission, and values.
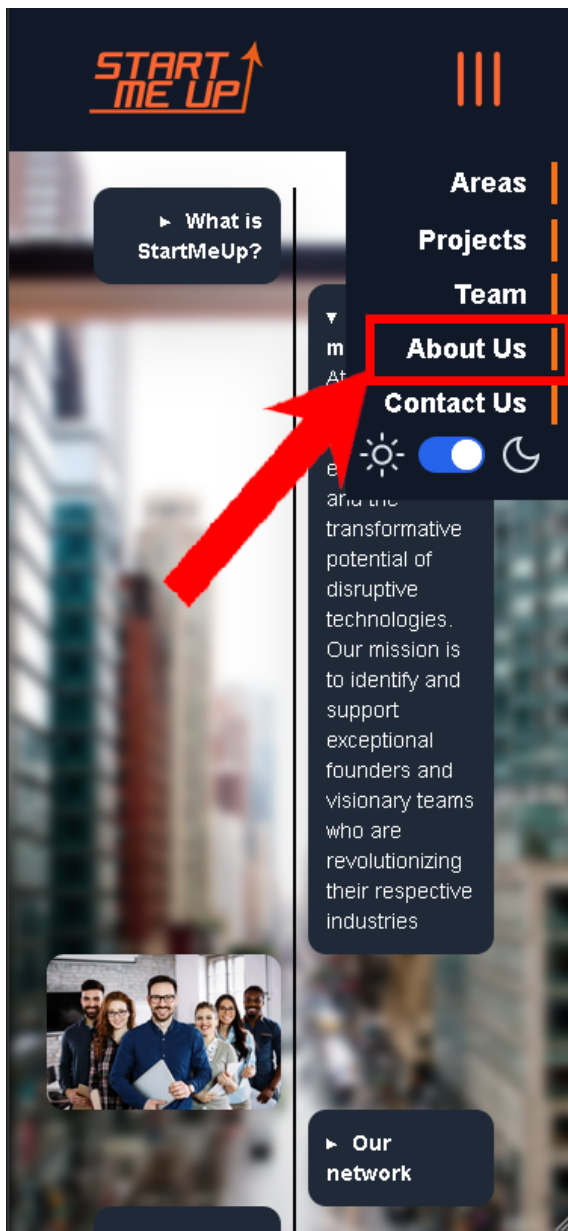
Figure 59: Click on "About Us"

Figure 60: Scroll "About Us" page

Further piquing his curiosity, Alessandro explores the "Projects" section to see the initiatives that have been funded by StartMeUp. Upon clicking on the projects, he discovers the most relevant ones and notices a tag related to accessible technology.
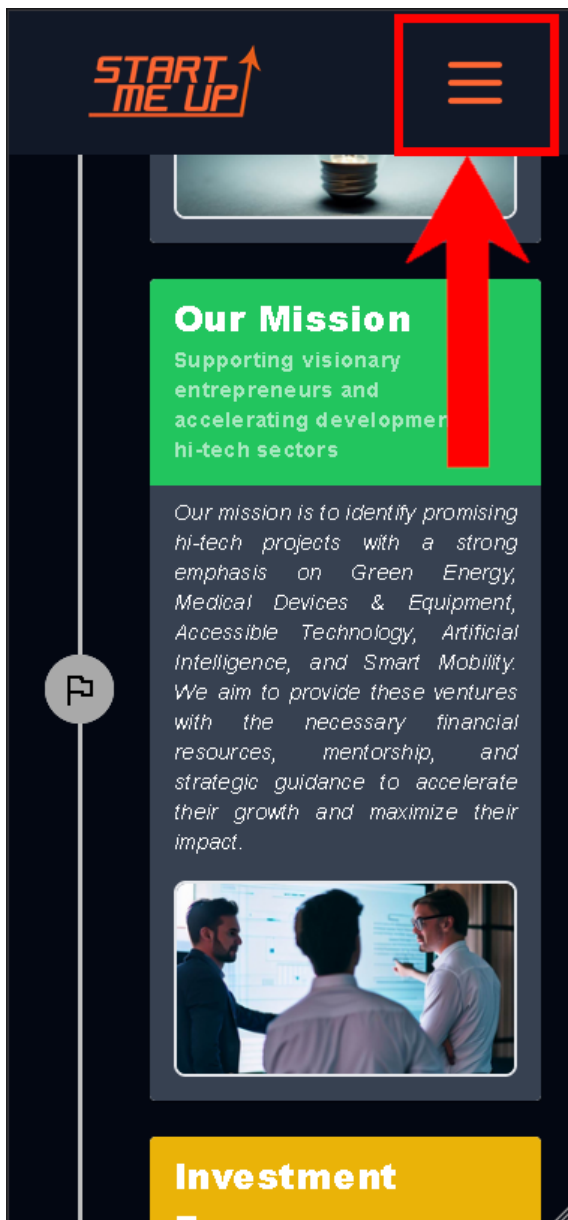
Figure 61: Click on Navigation Bar menu
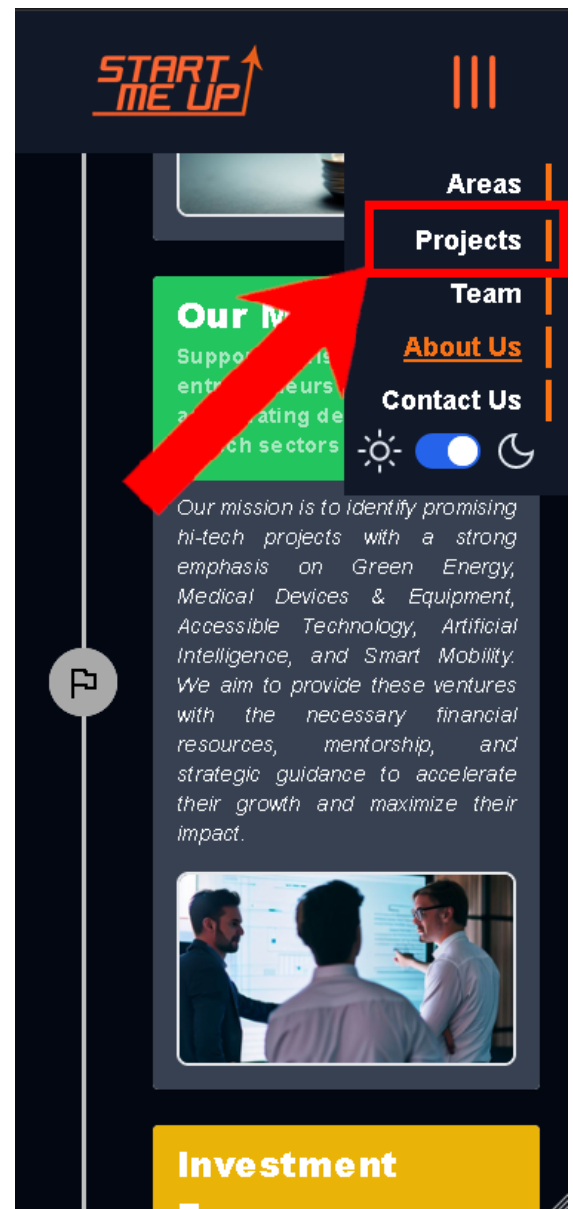
Figure 62: Click on "Projects"

Intrigued, he decides to delve deeper into the firm's vision for this area by clicking on the tag. Alessandro reads the description of the accessible technology area and looks at the projects funded within that category.
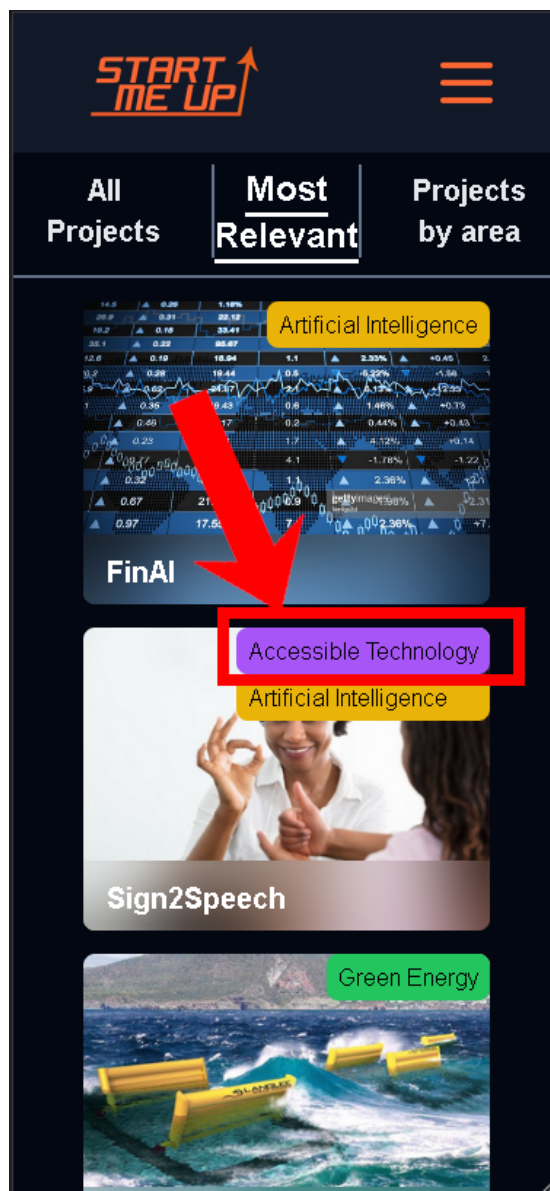
Figure 63: Click on area tag
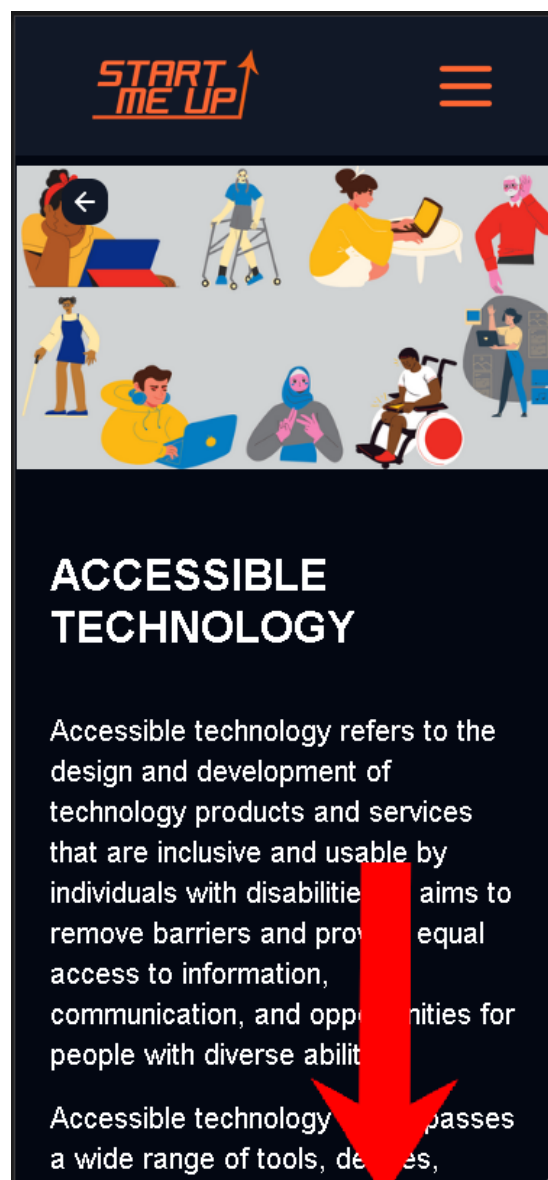
Figure 64: Scroll the area page

Impressed by the alignment of his idea with StartMeUp vision, Alessandro is motivated to reach out to the firm directly. He decides to contact them by phone and quickly locates the "Contact Us" section.
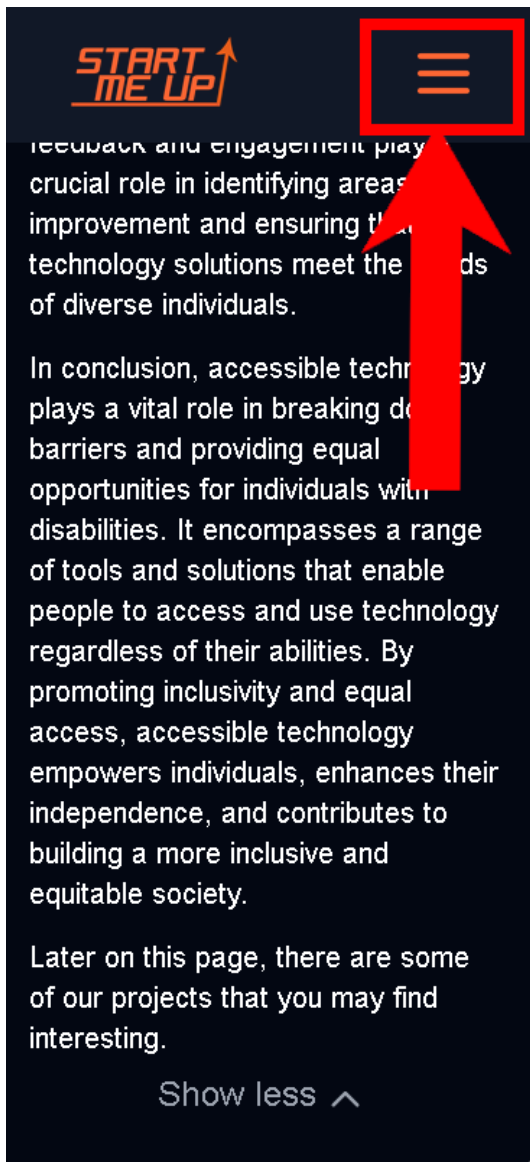
Figure 65: Click on Navigation Bar menu
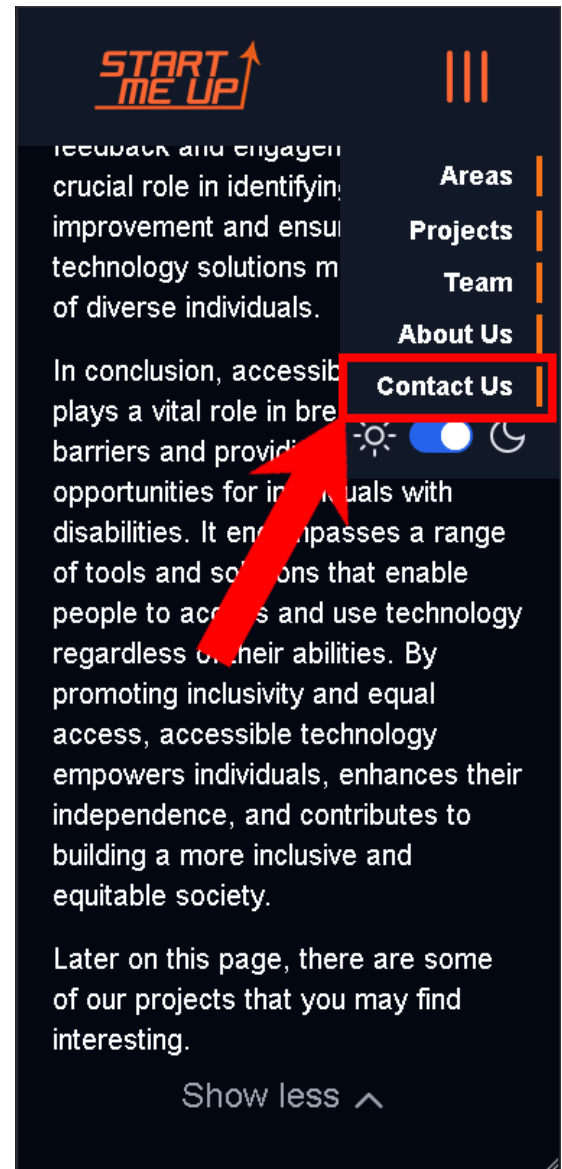
Figure 66: Click on "Contact Us"

He clicks on the provided phone number, which initiates a call dialog on his smartphone.
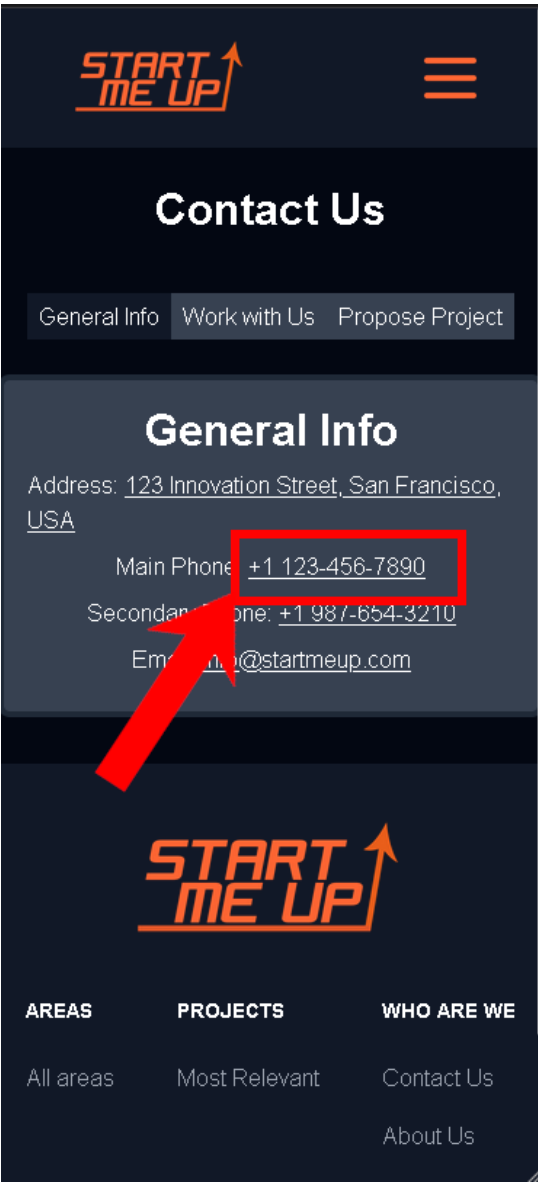
Figure 67: Click on "Main Phone" number
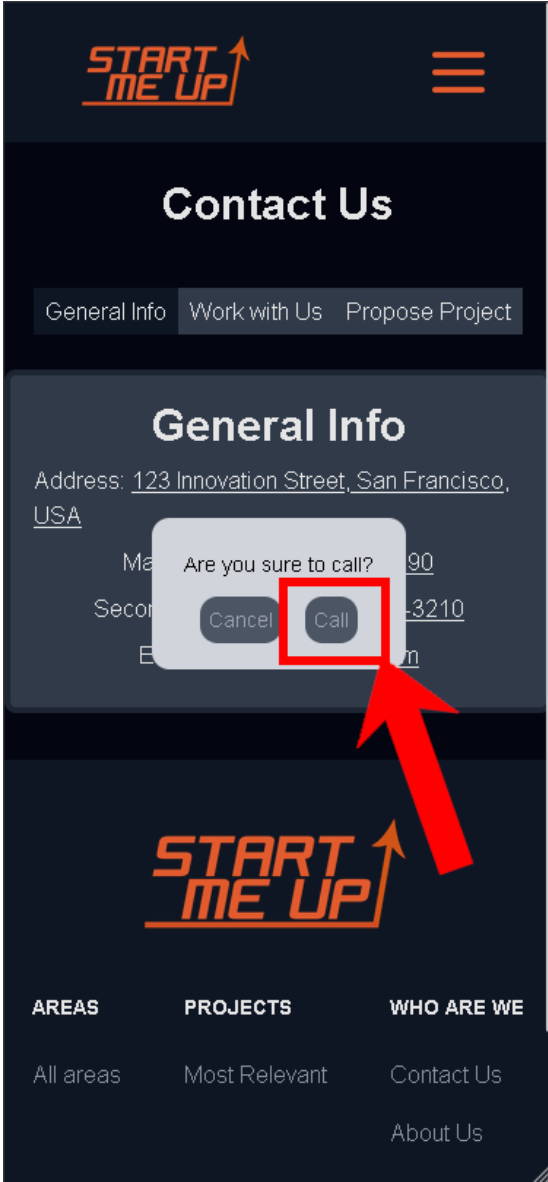
Figure 68: Click on "Call"

6   DB design
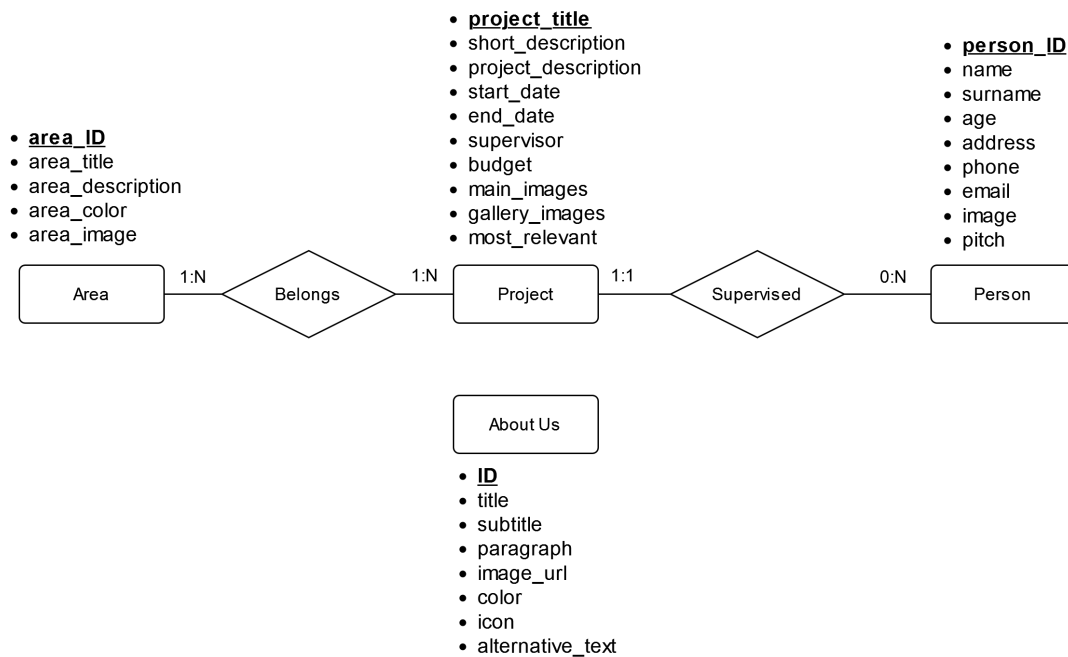
Figure 69: E-R Diagram

The main data that we need in order to represent all the pages is the following: Area, Project, Person, About Us.

6.1   Table Description

Area

The Area table contains all the information that are represented in the areas page of the website. It includes a title, a main image, a description and a color. The color is used to dynamically change some class parameters into the area pages and identify to which area a project belongs with the help of a tag. The key of this table is a text field.

6.1.1   Project Area

This is a join table implemented from the "belong" relationship between the area and project table. It contains the information about the area of the projects.

Project

In the Project table the key is the project title and it contains the main information that are needed to complete the website page. An important field is the gallery_images that is an array of JSON with this structure: {"description": "image_description", "url": "image_url" }. So this allows to fetch all the information about an image that can change two components dynamically. Another note about the description filed that is an array of text in order to separate the different paragraph of a description. One of the field contain the key of the supervisor of the project.

Team

In the Team table all the information about the person are present. The key is an ID. The pitch field is an array of text in order to allows to do a list in the webpage.

About Us

This table is not connected with other table because is only used to create a repetitive dynamic structure in the About Us webpage. Working just as a storage, it contains all the elements needed to create the correct page.
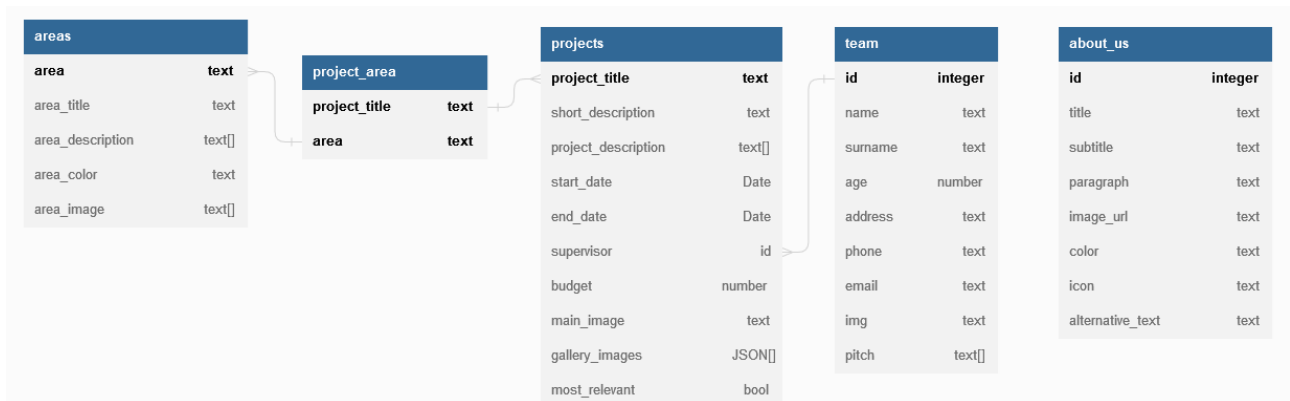
Figure 70: DB tables with attributes

7   Annex

7.1   Abstract Pages

In order to not be redundant, the Abstract Pages refer to Header and Footer without repeating every time their content. Here it is described what they contain:

- Header → Links to: Homepage, All areas, Most relevant projects, All persons, Contact Us, About Us

- Footer → Links to: Homepage, All areas, Most relevant projects, All persons, Contact Us, About Us

7.1.1   Areas

Page for: Kind of Topic - Area
Orientation Info: Header
(Content)
Area's image: Image
Title: Text (max 5 words)
Description: Text (max 370 words)
Related Projects preview: [Image, Title, Short Description (max 10 words)]
(Navigation)
Landmarks: Header, Footer
Transition Links: Links to projects of that area
Group Links: Link to all areas (Back Button)

Figure 71: Abstract Page - Area

Page for: Group - All areas
Orientation Info: Header
(Content)
Areas preview: List of [Image, Title]
(Navigation)
Landmarks: Header, Footer
Group links: Links to single areas (Navigation Pattern: Index)

Figure 72: Abstract Page - All areas

7.1.2 Persons

Page for: Kind of Topic - Person
Orientation Info: Header
(Content)
Title: Text (max 5 words)
Profile's foto: Image
Name: Text
Surname: Text
Role: Text
Age: Number
Address: Text
Email: Text
Description: Text (max 250 words)
Related Projects preview: [Image, Title, Short Description (max 10 words)]
(Navigation)
Landmarks: Header, Footer
Transition Links: Links to projects for that person
Group Links: Link to all persons (Back Button)

Figure 73: Abstract Page - Person

Page for: Group - All persons
Orientation Info: Header
(Content)
Title: "Team"
Persons preview: List of [Image, Name, Role]
(Navigation)
Landmarks: Header, Footer
Group Links: Links to persons (Navigation Pattern: Index)

Figure 74: Abstract Page - All persons

7.1.3 Projects

Page for: Kind of Topic - Project
Orientation Info: Header
(Content)
Project's image: Image
Title: Text (max 3 words)
Description: Text (max 350 words)
Budget: Number
Start Date, End Date: Date
Gallery's Title: Text
Gallery: List of [Image, Short description (max 10 words)]
Related Person preview: Name
Related Areas preview: List of [Name]
(Navigation)
Landmarks: Header, Footer
Transition Links:
- Link to person (supervisor)
- Links to related areas
Group Links: Link to projects (Back Button)

Figure 75: Abstract Page - Project

Page for: Group - All projects
Orientatio Info: Header, Title
(Content)
Title: "All projects"
Projects preview: [Image, Title, Short Description (max 10 words), List of [Area Name]]
(Navigation)
Landmarks: Header, Footer
Group Links: Links to projects (Navigation Pattern: Index)
Transition Links: Links to areas

Figure 76: Abstract Page - All projects

Page for: Group - Most relevant projects
Orientation Info: Header, Title
(Content)
Title: "Most Relevant"
Projects preview: [Image, Title, Short Description (max 10 words), List of [Area Name]]
(Navigation)
Landmarks: Header, Footer
Group Links: Links to projects (Navigation Pattern: Index)
Transition Links: Links to areas

Figure 77: Abstract Page - Most relevant projects

Page for: Multiple Groups - All projects by area
Orientation Info: Header, Title
(Content)
Title: "Projects by area"
Areas preview: List of [Area Name]
(Navigation)
Landmarks: Header, Footer
Group Links: Links to areas

Figure 78: Abstract Page - All projects by area

Page for: Group - Projects by area
Orientation Info: Header, Title
(Content)
Area Title: Text
Projects preview: [Image, Title, Short Description (max 10 words)]
(Navigation)
Landmarks: Header, Footer
Group Links: Links to projects

Figure 79: Abstract Page - Projects by area

7.1.4   About Us

Page for: Topic - About Us
Orientation Info: Header
(Content)
Title: "About Us"
Content: List of [Title, Subtitle (max 15 words), Description (max 90 words), Image]
(Navigation)
Landmarks: Header, Footer

Figure 80: Abstract Page - About Us

7.1.5   Contact Us

Page for: Topic - Contact Us
Orientation Info: Header
(Content)
Title: "General Info"
Address: Text
Main Phone: Tel. Number
Secodary Phone: Tel. Number
Email: Email Address
(Navigation)
Landmarks: Header, Footer
Transition Links:
- Link to Work with Us
- Link to Propose Project

Figure 81: Abstract Page - Contact Us

Page for: Topic - Work with Us
Orientation Info: Header
(Content)
Title: "Work with Us"
(Form fields)
Surname: Text
Name: Text
Email: Text
Phone Number: Tel. Number
CV File: File
Brief Introduction: Text
(Navigation)
Landmarks: Header, Footer
Transition Links:
- Link to Contact Us
- Lint to Propose Project

Figure 82: Abstract Page - Work with Us

Page for: Topic - Propose Project
Orientation Info: Header
(Content)
Title: "Propose Project"
(Form fields)
Surname: Text
Name: Text
Email: Text
Phone Number: Tel. Number
Project Name: Text
Project Description: Text
(Navigation)
Landmarks: Header, Footer
Transition Links:
- Link to Work with Us
- Link to Contact Us

Figure 83: Abstract Page - Propose Project