A decorative graphic on the right side of the page. It features three concentric blue circles of varying sizes. Two thin blue lines originate from the top left and extend diagonally towards the circles. A larger blue circle is partially visible at the bottom right corner.

I590-I690 Structured Conceptual Design (Summer 2010)
Indiana University School of Informatics
Dr. Davide Bolchini

Assignment 3

IDM Conceptual, Logical, & Page Design

Conceptual, Logical, & Page Designs for a proposed web
site for Golf Courses of Central Indiana

David Craske
June 3, 2010

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PROJECT INTRODUCTION

This project will discuss a conceptual and logical web site design for providing a one-stop location for browsing and reviewing golf courses within the Central Indiana region. The proposed web site will also allow users to review tournament events of interest they may want to either participate in or as a spectator.

Key Stakeholders:

- Individual Golfer: A visitor to the web site in order to acquire information on a given golf course or golf courses in the region.
- Golf Course Management: A golf course manager or representative will want potential customers to be drawn to their golf course by user reviews, providing event information, perhaps potential discounts to consumers, and the like.

Website Goals:

- To provide web site visitors with locations pertinent to golf courses around the Indianapolis and Central Indiana region.
- To provide web site visitors with golf course specifics before arriving at the course itself, including cost, length, status (public/private), type (9/18 holes), layout, & photos.
- To provide web site visitors with a list of activities or events being hosted around the region, including league play, tournaments, and social business gatherings.

User Profiles & Scenarios:

- Sarah: 28-year-old single female. Sales associate for medical equipment. Novice Golfer (< 2 years experience). Plays golf for relaxation and exercise.
- William: 51-year-old married male with 2 grown children. Director of Operations for metal fabrication organization. Intermediate to Good Golfer (20 years experience). Plays golf for relaxation, exercise, and for business purposes.

Sarah recently started playing the game of golf, at the suggestion of several friends from college. She has taken a handful of lessons, and has taken a liking to the game itself. While she considers herself still a novice, she wants to try other golf courses in the Indianapolis area. Sarah hopes to find a golf course within a short drive that will be a challenge to her, but yet not too expensive. She enters the new web site and begins her search by selecting a region near her current residence. All of the golf courses within the region are listed to her. She then selects a desired price range, which refreshes the screen to show only those courses within that range. She selects an individual golf course to review details, including course location, length of the course for women, photos, cost, and other user reviews. Sarah is encouraged by the information and proceeds to reserve a tee-time by contacting the golf course.

William has been playing golf for many years, and knows many of the golf courses in the Indianapolis area. Two potential clients are flying into Indianapolis for business and are bringing their golf clubs. He would like to impress them by selecting a signature golf course for the area. William would like to play the new golf course in Noblesville, so he enters the web site and selects the region which includes Noblesville. All of the golf courses in the region are displayed, including the golf course he would like to attend. He selects the golf course in question to review costs, and whether or not it will be a difficult course for new players to play. He also reads several user reviews to get feedback from golfers whom have played the course. There are many positive reactions to the course, including the ideal time to play during the week. He proceeds to contact the golf course to reserve three tee-times for the course during the mid-afternoon next Thursday.

IDM CONCEPTUAL DESIGN

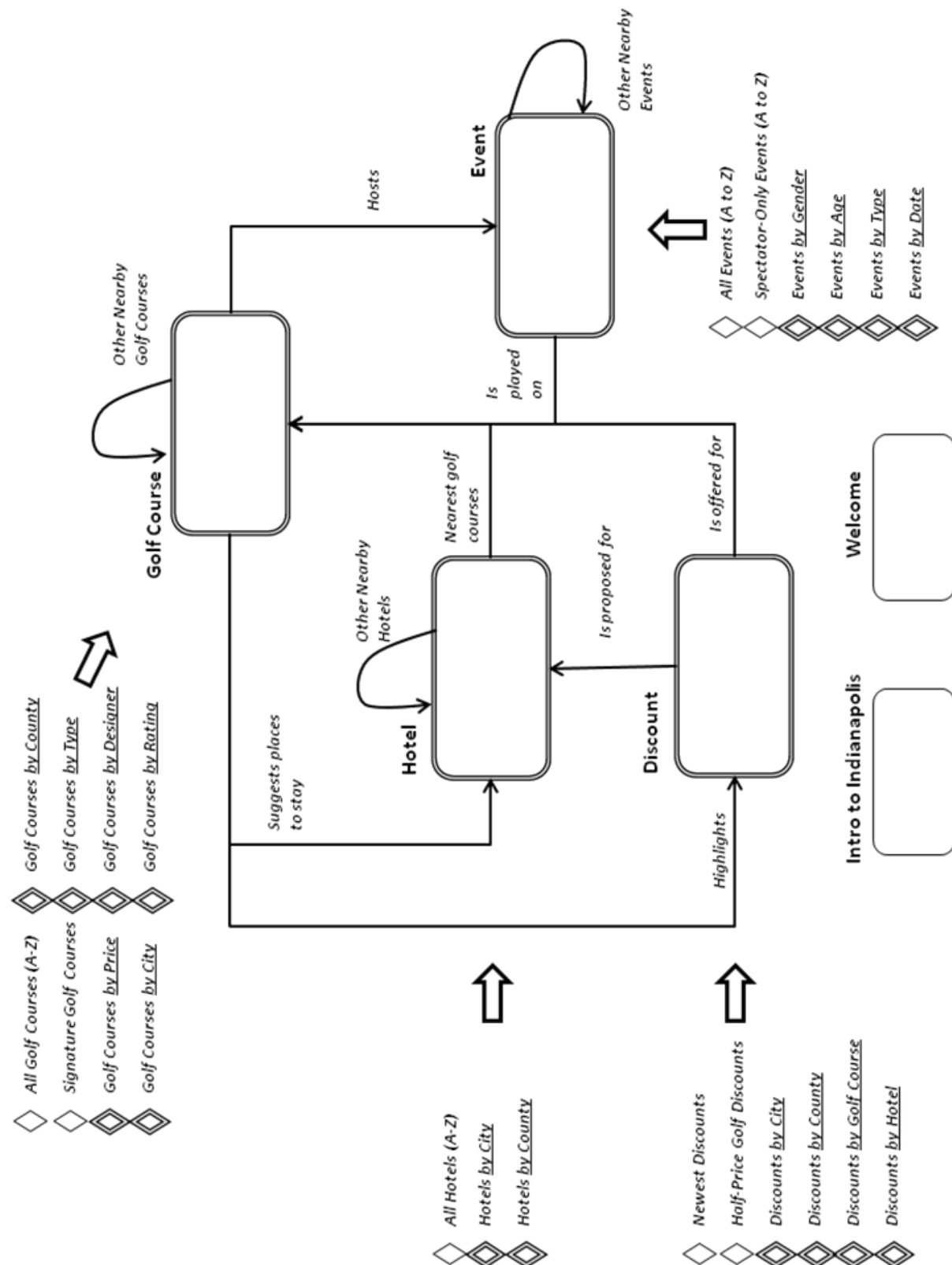


Figure C-IDM #1: IDM Conceptual Design – Golf Courses of Central Indiana

SINGLE TOPICS

The **Intro to Indianapolis single topic** is a general introduction to the city of Indianapolis and the Central Indiana region. Content could come from the Indianapolis Visitors Bureau and/or several county-specific visitor information sources.

The **Welcome single topic** is a welcome message (either typed or video) from a local representative for Central Indiana golf, whether from a community political figure or PGA Tour member from local area.

MULTIPLE TOPICS

The **Golf Course multiple topic** will be the primary focus of the web site. Each instance created will contain high-level information on the golf course itself, such as contact information, map, course details, photos, and suggested reservation process. This multiple topic will also contain related information such as potential golf discounts, events being held by the course, and nearby hotels (for travellers). There are at least 100 different golf courses in the Indianapolis and Central Indiana regions, with each golf course having its own page.

The **Event multiple topic** will be used to advertise an event being held at a particular golf course. Information such as event name, date/time, event format, cost, registration and prizes should be displayed. A golf course may advertise zero to multiple events at any one given time. A few examples of an event would be: (1) Stroke play tournament being played at XX golf club on MM/DD/YYYY, beginning at 9am, (2) Women's 4-person scramble at Eagle Creek Golf Course benefitting Healthy Hearts association on MM/DD/YYYY, with a \$25/person entry fee, (3) PGA Tour event at Crooked Stick Golf Club July 31st-August 3rd, tickets available for spectators at ###-###-####. There are an unknown number of golf course events at this time, though it is quite possible for a single golf course to have multiple-scheduled golf events at any one time. For the purposes of this report, we will estimate approximately 500 events.

The **Discount multiple topic** will be used to provide potential discounts to users for individual golf courses and/or individual hotels. Each instantiation will consist of location of the discount (GC or Hotel), the discount or special offered by the location, the expiration date, and the terms of the discount, to name a few. Two examples of discounts would be (1) Purchase 3 rounds of golf with golf carts at XX Golf Course, and get a 4th round free. Offer good weekdays through September 30th. (2) 2-nights at XXX Hotel plus 2 rounds of golf at YYY Golf Course for \$ZZZ, all-inclusive, through July 31st, 2010. The number of discounts available via the web site is unclear at this time, though it is perceived each golf course may offer a discount through the web site as a personal gauge of web site traffic and effectiveness. Hotels may also participate in the discounts program, in conjunction with select golf courses. For the purposes of this report, we will estimate approximately 200 discounts, for both golf courses and hotels combined.

The **Hotel multiple topic** will be used to advertise local lodging options for users whom may be travelling to play golf in the Central Indiana region. Each instantiation will contain basic hotel information, including address & location, estimated rates, amenities, discounts, website directly to the hotel in question, golf courses close to hotel, and user ratings (to name a few). An example would be: Westin Hotel, 86th St. and Keystone Parkway, Indianapolis. It would be perceived this functionality would be used for advertising purposes only, with potential discounted rates incorporated in the link between the new web site and the hotel chain's web site. If the hotel does not have a web site, a phone number with discount "code" should be provided to the user. There are an estimated 200+ hotels around the Indianapolis and Central Indiana region, with each hotel having its own page

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RELEVANT SEMANTIC RELATIONSHIPS (10)

Name	Constituents (From / To)	Semantics	Cardinality
Other Nearby Golf Courses	Golf Course / Golf Course	If other golf courses within the region, they should be listed.	0:N There may be no golf courses nearby.
Suggests places to stay	Golf Course / Hotel	At least one suggested hotel should be displayed (that being the closest hotel). If multiple hotels are nearby, they should be listed accordingly.	1:N A golf course should list at least one hotel for visitors to review if they require lodging.
Hosts	Golf Course / Event	A golf course may host an event (tournament, outing, etc.), whether for public participation or for watching.	0:N A golf course may not have any events scheduled.
Highlights	Golf Course / Discount	A golf course may advertise a special discount or discounts to web site viewers.	0:N A golf course may not have any discounts being advertised on web site.
Other Nearby Hotels	Hotel / Hotel	If other hotels are within the region, they should be listed.	0:N There may not be any other hotels within the current region.
Nearest Golf Courses	Hotel / Golf Course	For each hotel accessed, at least one nearby golf course should be listed, if not more.	1:N The closest golf course should be displayed first, followed by other hotels within the region.
Is proposed for	Discount / Hotel	A discount may be available for a hotel in a given region, which may encourage the visitor to lodge there before/after playing golf.	1:N An individual discount may be offered for at least one individual hotel.
Is offered for	Discount / Golf Course	There may be a discount offered for a selected golf course which may entice the user to play the course.	0:N There may be no current discounts offered.
Other Nearby Events	Event / Event	There may be an event scheduled at a given golf course the visitor may want to participate in or watch others play.	0:N There may not be events offered for the selected golf course.
Is Played On	Event / Golf Course	There may be a golf course with at least one event scheduled.	1:1 An individual event is scheduled for an individual golf course.

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GROUPS OF TOPICS (7)

Name	Constituent & Instances	Semantics
All Golf Courses	Golf Course. All participating Golf Courses listed.	Objective. Golf courses will be listed alphabetically A to Z. Potential resorting of list will be available.
Signature Golf Courses	Golf Course. Selected Golf Courses listed, as fixed by web site.	Subjective. Perhaps there are golf courses that are historical or venerable in nature, built by famous architects, or sites of famous tournaments, as determined by the website administration and golfing community.
All Hotels	Hotel. All participating hotels in Central Indiana listed.	Objective. Hotels initially listed alphabetically A to Z. Potential resorting of list will be available.
Newest Discounts	Discount. List of all new discounts added to web site within last XX days (TBD).	Subjective. Age of discount before removal to be determined by committee prior to implementation.
Half-Price Golf Discounts	Discount. Subset of all discounts for golf course play, whereby the offer is half-off.	Objective. Strictly for Golf Courses. Perhaps could expand for 2-for-1 situations as well.
All Events	Event. All golf course events listed.	Objective. List of each event within database, ordered by golf course name (A to Z). Potential resorting of list to be considered.
Spectator-Only Events	Event. All golf course events that are for spectators-only (i.e., PGA Tour event in town, collegiate tournament) (A-Z by golf course)	Objective. List of each spectator-only events within database, ordered by golf course name (A to Z). Potential resorting of list to be considered.

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MULTIPLE GROUP OF TOPICS (16)

Name	Constituent & Instances	Semantics
Golf Courses by Price	Golf Course. Parameter is price range provided to user	Initial guess of price ranges should be listed by \$, \$\$, \$\$\$, \$\$\$\$, \$\$\$\$\$, to which a legend may be needed. Price ranges to be determined.
Golf Courses by City	Golf Course. Parameter is list of cities within Central Indiana region, including Indianapolis	
Golf Courses by County	Golf Course. Parameter is list of counties within Central Indiana region, including Marion County (Indianapolis)	May consider also providing county “seat”, so that user can recognize location easier (North/South/East/West)
Golf Courses by Type	Golf Course. Parameter is of three types of golf courses: Public, Private, Semi-Private	
Golf Courses by Designer	Golf Course. Parameter is list of known golf course designers within Central Indiana region	Selections may include Pete Dye, Tom Fazio, Robert T. Jones, among others. Each golf course should have known designer (or designer company) available for submission to list.
Golf Courses by Rating	Golf Course. Parameter is list of rating values (rounded to nearest whole number)	Scale should be 0-5 stars (rounded for simplicity), based on user submissions.
Hotels by City	Hotel. Parameter is list of Central Indiana regional cities with at least one hotel in web site database	Cardinality is 1:N. At least one hotel will be displayed to the user.
Hotels by County	Hotel. Parameter is list of counties within Central Indiana region, including Marion County, with at least one participating hotel	Cardinality is 1:N. At least one hotel will be displayed to the user.
Discounts by City	Discount. Parameter is list of cities with at least one discount offered (either golf course or hotel)	Cardinality is 1:N. At least one discount will be displayed to user. Listing must effectively display whether discount is for a golf course or for a hotel.
Discounts by County	Discount. Parameter is list of counties within Central Indiana region, including Marion County, with at least one discount (golf course or hotel) being offered within the county.	Cardinality is 1:N. At least one discount will be displayed to user. Listing must effectively display whether discount is for a golf course or for a hotel.

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Discounts by Golf Course	Discount. Parameter is list of all golf courses with at least one current offered discount.	Cardinality is 1:N. At least one golf course selection will be displayed to the user.
Discounts by Hotel	Discount. Parameter is list of all hotels with at least one current offered discount.	Cardinality is 1:N. At least one hotel selection will be displayed to the user.
Events by Gender	Event. Parameter is one of three: Men's, Women's, Mixed	Cardinality is 0:N. Resulting list could display no records.
Events by Age	Event. Parameter is list of general age groups, as determined by web site construction	Cardinality is 0:N. Age Groups under consideration should be Youth, High School, Collegiate, Open, Senior. Resulting list could display no records.
Events by Type	Event. Parameter is list of known golf competitions.	Cardinality is 0:N. Types include Stroke Play, Scramble, Best Ball, Alternate Shot, among others. Full list to be determined. Resulting list could display no records.
Events by Date	Event. Parameter is list of different generalized date ranges (decided by web side administration)	Cardinality is 0:N. Date ranges should include This Week, Next Week, Next 2 Weeks, This Month, Next Month, among others. Full list to be determined. Resulting list could display no records.

IDM LOGICAL DESIGN

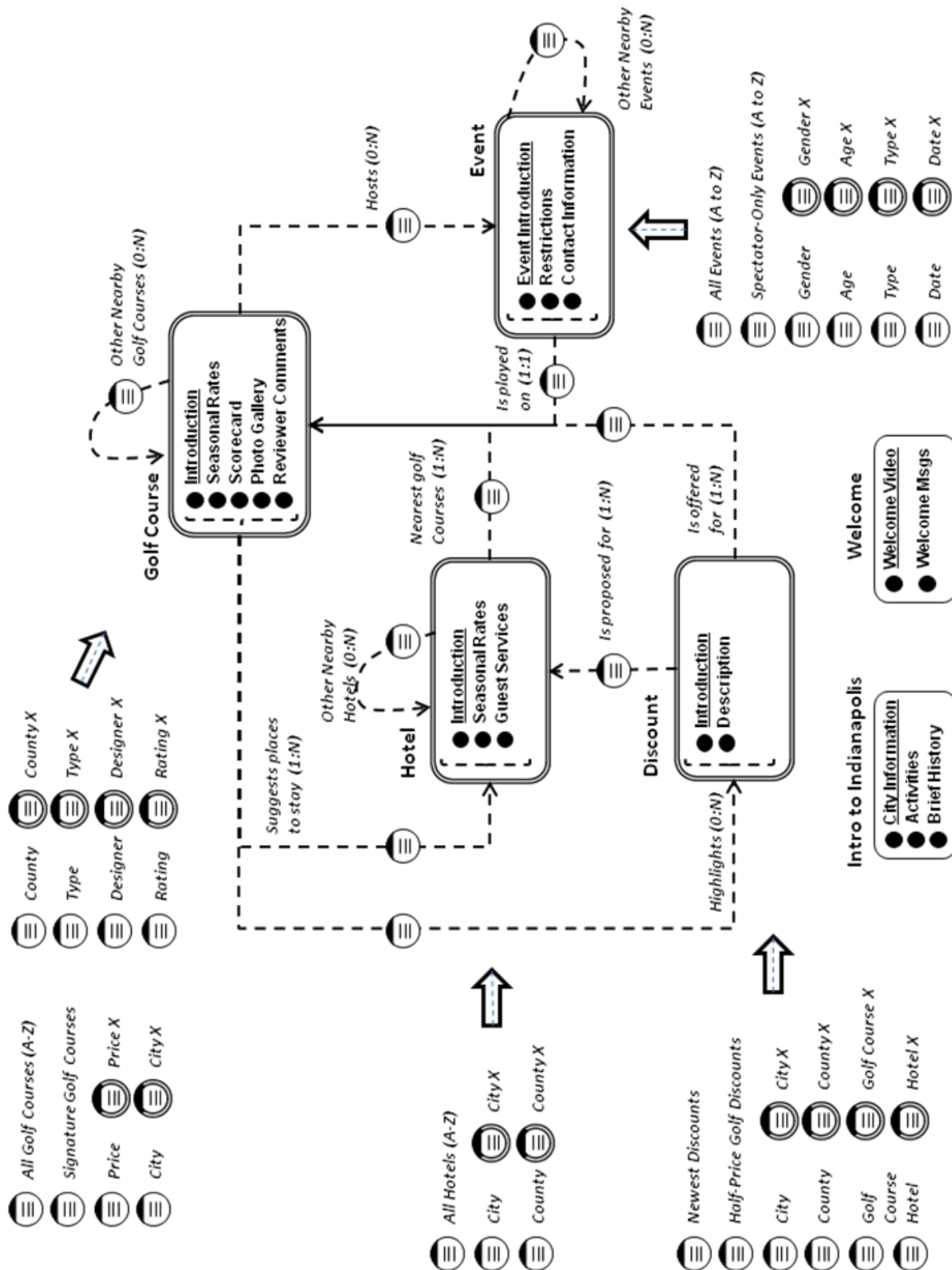


Figure L-IDM #1: IDM Logical Design – Golf Courses of Central Indiana

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SINGLE TOPICS (2)

Topic Name: Intro to Indianapolis

Structural Strategy Navigation Pattern: All-to-All

Content-Dialogue Act	Description
City Information (Default)	A couple of paragraphs describing the City of Indianapolis and the Central Indiana region. Viewers may not be familiar with the city itself.
Activities	High-level list of various activities visitors can attend and participate in around the city, such as sporting venues, concerts, arts & theatre, cultural districts, etc.
Brief History	A couple of paragraphs on the history of Indianapolis itself. How it was founded, how it became state capitol, major industries over time, etc.

Topic Name: Welcome

Structural Strategy Navigation Pattern: All-to-All

Content-Dialogue Act	Description
Welcome Video (Default)	Video of a prominent figure(s) of Indianapolis and/or Central Indiana welcoming golfers and visitors to the web site and region
Welcome Msgs	Written messages from prominent figure(s) inviting golfers and visitors to Indianapolis and/or Central Indiana.

MULTIPLE TOPICS (4)

Topic Name: Golf Course

Structural Strategy Navigation Pattern: All-to-All

Content-Dialogue Act	Description
Introduction (Default)	Will contain high-level information about the golf course, including address, link to website (if available, phone number, link to map, user rating, & general course details
Seasonal Rates	Contains last known rates (walking vs. cart, 9-hole vs. 18-hole costs, special rates) for golf course
Scorecard	Breakdown of the golf course itself (Yardage, Par, USGA Rating, USGA Slope, Tees, etc.)
Photo Gallery	Several pictures of the golf course and amenities (if supplied by course). Could also have several reviewer-specific pictures.
Reviewer Comments	Section for web site visitors to read user-submitted ratings and comments about the golf course in question, as well as an area for the visitor to submit their own rating and comments

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Topic Name: Hotel

Structural Strategy Navigation Pattern: All-to-All

Content-Dialogue Act	Description
Introduction (Default)	Will contain high-level overview of a selected hotel, including address, link to map, phone numbers, and (if available) photo of main building.
Seasonal Rates	Contain last known rates for rooms, based on number of beds, smoking/non-smoking, etc.
Guest Services	List of on-site services available at the hotel, such as pool, sauna, laundry, Cable TV, Continental Breakfast, Local calls, newspaper, kitchenette, etc.

Topic Name: Event

Structural Strategy Navigation Pattern: All-to-All

Content-Dialogue Act	Description
Event Introduction (Default)	This will contain the Golf Course information, and high-level information regarding the event itself, such as dates/times, type of event, cost, etc.
Restrictions	Quick list of restrictions for the event itself. For example, a tournament may be women only, or perhaps it is for those 50+ years old.
Contact Information	Contact information of the golf course. In particular, this should probably be an individual name at the golf course and his/her phone number, in order to gather more details and register for the event.

Topic Name: Discount

Structural Strategy Navigation Pattern: All-to-All

Content-Dialogue Act	Description
Introduction (Default)	Describes whom the discount is for (whether for a golf course or for the hotel), along with high-level associated information (name, address, link to map, phone numbers, link to associated web site, etc.).
Description	Contains the actual details of the discount itself, including how to claim the discount, valid dates of use, restrictions, etc.

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TRANSITION DIALOGUE ACTS (10)

"Other Nearby Golf Courses" (Relation between Golf Course & Golf Course)

Introductory Content	List of all golf courses within XX miles of selected golf course (Radius TBD).
Organization	List of all golf courses in alphabetical order. Cardinality is 0:N, as there may not be any golf courses within the default radius of the selected golf course
Navigation Strategy	Index navigation pattern

"Highlights" (Relation between Golf Course & Discount)

Introductory Content	Brief disclaimer advising to contact the golf course prior to arrival to assure discount validity.
Organization	List of all discounts offered by the golf course at the given time. List is ordered by age of discount (Newest to Oldest) in terms of length of time on web site. Cardinality is 0:N, as golf course may not offer a discount, or may offer multiple discounts
Navigation Strategy	All-to-All navigation pattern (all discounts to be displayed together)

"Suggests Places to Stay" (Relation between Golf Course & Hotel)

Introductory Content	List all hotels suggested by the golf course.
Organization	List of all discounts offered by the golf course at the given time. List is ordered by age of discount (Newest to Oldest) in terms of length of time on web site. Cardinality is 1:N, as a golf course should provide recommended hotel(s) to web site at time of inclusion
Navigation Strategy	Indexed navigation pattern.

"Hosts" (Relation between Golf Course & Event)

Introductory Content	Brief disclaimer advising to contact the golf course prior to arrival to assure participation eligibility or availability of tickets (if necessary)
Organization	List of all events currently scheduled for the selected golf course, <i>ordered by date</i> . Cardinality is 0:N, as a golf course may not have any advertised events at the time.
Navigation Strategy	Mixed navigation pattern (Index & Guided Tour)

"Nearest Golf Courses" (Relation between Hotel & Golf Course)

Introductory Content	List of all golf courses within XX miles of selected hotel (Radius TBD).
Organization	List of all golf courses in alphabetical order. Cardinality is 1:N. There may <u>not</u> be any golf courses within the default radius of the selected golf course, but closest golf course to hotel <i>should</i> be listed.
Navigation Strategy	Index navigation pattern

"Other Nearby Hotels" (Relation between Hotel & Hotel)

Introductory Content	List of all hotels within XX miles of selected hotel (Radius TBD).
Organization	List of all hotels in alphabetical order. Cardinality is 0:N, as there may not be any hotels within the default radius of the currently-selected hotel.
Navigation Strategy	Index navigation pattern

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“Is Offered For” (Relation between Discount & Golf Course)

Introductory Content	Brief disclaimer advising to contact the golf course prior to arrival to assure discount validity.
Organization	List of all discounts offered by the golf course at the given time. List is ordered by age of discount (Newest to Oldest) in terms of length of time on web site. Cardinality is 1:N, as golf course must offer at least one discount in order to be displayed.
Navigation Strategy	All-to-All navigation pattern (all discounts to be displayed together)

“Is Proposed For” (Relation between Discount & Hotel)

Introductory Content	Brief disclaimer advising to contact the hotel prior to arrival to assure discount validity.
Organization	List of all hotels offering a particular discount at the given time. List is ordered by hotel name in alphabetical order. Cardinality is 1:N, as there must be at least one hotel offering the particular discount, but may have multiple hotels.
Navigation Strategy	All-to-All navigation pattern (all discounts to be displayed together)

“Other Nearby Events” (Relation between Event & Event)

Introductory Content	List of all events within XX miles of the golf course related to the selected event (Radius TBD).
Organization	List of all golf courses, event(s), and dates within the given radius. Events listed in alphabetical order by golf course. Cardinality is 0:N, as there may not be any additional events within the default radius of the-selected golf course.
Navigation Strategy	Index navigation pattern

“Is Played On” (Relation between Event & Golf Course)

Introductory Content	List of all events of identical nature (i.e., If a Stroke Play tournament was selected for Golf Course XX, the selection may read “Here are all of the Stroke Play tournaments”
Organization	List of all golf courses, event(s), and dates matching the event. Events listed in alphabetical order by golf course. Cardinality is 1:1, as the golf course should be listed for the event in question.
Navigation Strategy	Index navigation pattern

INTRODUCTORY DIALOGUE ACTS (7)**“All Golf Courses” (Golf Course Multiple Topic)**

Introductory Content	n/a
Organization	Each line contains the name of a golf course Listed in alphabetical order
Navigation Strategy	Index navigation pattern, primarily due to quantity of golf courses.

“Signature Golf Courses” (Golf Course Multiple Topic)

Introductory Content	Brief description of what constitutes a signature golf course, according to web site management.
Organization	Each line contains the name of a golf course. Listed in alphabetical order
Navigation Strategy	Mixed navigation pattern (Index & Guided Tour)

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“All Hotels” (Hotel Multiple Topic)

Introductory Content	n/a
Organization	Each line contains the name of a hotel in the web site. Listed in alphabetical order
Navigation Strategy	Index navigation pattern, primarily due to quantity of hotels available.

“Newest Discounts” (Discount Multiple Topic)

Introductory Content	Brief description of what constitutes a newly-available discount (primarily concentrating on age of discount from initially being added to web site – approximately 14 days).
Organization	Each line will contain names of the golf course or hotel offering a discount, and a brief discount description. The list will be grouped first by entity (Golf Courses, then Hotels), then listed in alphabetical order.
Navigation Strategy	Mixed navigation pattern (Index & Guided Tour)

“Half-Price Golf Discounts” (Discount Multiple Topic)

Introductory Content	n/a
Organization	Each line will contain names of the golf course offering a half-price discount, and a brief discount description. The list will be in alphabetical order by golf course.
Navigation Strategy	Mixed navigation pattern (Index & Guided Tour)

“All Events” (Event Multiple Topic)

Introductory Content	n/a
Organization	Each line will contain names of the golf courses, event(s), and event dates. Events listed in alphabetical order by golf course.
Navigation Strategy	Mixed navigation pattern (Index & Guided Tour)

“Spectator-Only Events” (Event Multiple Topic)

Introductory Content	Brief description of what constitutes a spectator-only event. These are golf events normal visitors will not participate in, but rather order tickets to watch. Events such as PGA Tour events, collegiate competitions, and statewide touring associations would qualify as Spectator-only
Organization	Each line will contain names of the golf courses, event(s), and event dates. Events listed in alphabetical order by golf course.
Navigation Strategy	Mixed navigation pattern (Index & Guided Tour)

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For each Parametric Introductory Act, a parameter value choice will be provided. For purposes of this section, each parametric introductory dialogue act and corresponding value choice will be categorized by the assigned multiple group topic.

GOLF COURSE MULTIPLE GROUP TOPICS (6)

Parametric Value Choice	
Name	Price
Introductory Content	n/a
Organization	Each line will contain a symbolic representation of an estimation of price range (i.e., \$, \$\$, \$\$\$, \$\$\$\$). Listed in order from least expensive to most expensive
Navigation Strategy	Index navigation pattern

Parameter Introductory Act	
Name	Golf Courses by Price
Introductory Content	The introductory act will re-affirm the price range selection.
Organization	Each line will contain names of the golf course(s) belonging to the selected price range. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parametric Value Choice	
Name	City
Introductory Content	n/a
Organization	Each line contains a city name within the Central Indiana region, including Indianapolis, with at least one golf course. Listed in alphabetical order
Navigation Strategy	Index navigation pattern

Parameter Introductory Act	
Name	Golf Courses by City
Introductory Content	The introductory act will re-affirm the city selection
Organization	Each line will contain names of the golf course(s) located in the selected city. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parametric Value Choice	
Name	County
Introductory Content	n/a
Organization	Each line contains a county name within the Central Indiana region, including Marion County, with at least one golf course. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parameter Introductory Act	
Name	Golf Courses by County
Introductory Content	The introductory act will re-affirm the county selection
Organization	Each line will contain names of the golf course(s) located in the selected county. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

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Parametric Value Choice

Name	Type
Introductory Content	n/a
Organization	List of three entries: Public, Private, & Semi-Private
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Golf Courses by Type
Introductory Content	The introductory act will re-affirm the golf course type selection
Organization	Each line will contain names of the golf course(s) of the selected type. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parametric Value Choice

Name	Designer
Introductory Content	n/a
Organization	Each line contains an individual golf course designer, listed alphabetically by last name, first name.
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Golf Courses by Designer
Introductory Content	The introductory act will re-affirm the designer selection
Organization	Each line will contain names of the golf course(s) that were designed by the selected golf course designer. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parametric Value Choice

Name	Rating
Introductory Content	n/a
Organization	List of six rating entries, as documented by reviewers. Listed in reverse numerical power (highest rated category to lowest rated category)
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Golf Courses by Rating
Introductory Content	The introductory act will re-affirm the rating selection
Organization	Each line will contain names of the golf course(s) rated by users (cumulative score). Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Course:

INFO590 – Struct. Concept. Design
Dr. Bolchini

Assignment Title:

Assignment #3
IDM Conceptual, Logical, & Page Design

Name:

David Craske
Summer I 2010

HOTEL MULTIPLE GROUP TOPIC (2)

Parametric Value Choice

Name	City
Introductory Content	n/a
Organization	Each line contains a city name within the Central Indiana region, including Indianapolis, with at least one hotel. Listed in alphabetical order
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Hotels by City
Introductory Content	The introductory act will re-affirm the city selection
Organization	Each line will contain names of the hotel(s) located in the selected city. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parametric Value Choice

Name	County
Introductory Content	n/a
Organization	Each line contains a county name within the Central Indiana region, including Marion County, with at least one hotel. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Hotels by County
Introductory Content	The introductory act will re-affirm the county selection
Organization	Each line will contain names of the hotel(s) located in the selected county. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

EVENT MULTIPLE GROUP TOPIC (4)

Parametric Value Choice

Name	Gender
Introductory Content	n/a
Organization	List of three entries: Men's, Women's, Mixed
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Events by Gender
Introductory Content	The introductory act will re-affirm the gender selection for events listed
Organization	Each line will contain names of the golf courses, event(s), and dates for the selected gender. Events listed in alphabetical order by golf course.
Navigation Strategy	Index navigation pattern

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Parametric Value Choice

Name	Age
Introductory Content	n/a
Organization	Each line contains a general age group (Full list TBD), ordered by ascending age groups. (Under consideration: Youth, High School, Collegiate, Open, Senior)
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Events by Age
Introductory Content	The introductory act will re-affirm the age group selection for events listed
Organization	Each line will contain names of the golf courses, event(s), and dates for the selected age group. Events listed in alphabetical order by golf course.
Navigation Strategy	Index navigation pattern

Parametric Value Choice

Name	Type
Introductory Content	n/a
Organization	Each line contains specific type of event (Full list TBD), listed alphabetically. (Under consideration: Stroke Play, Scramble, Best Ball, Alternate Shot, among others)
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Events by Type
Introductory Content	The introductory act will re-affirm the event type selection for events listed
Organization	Each line will contain names of the golf courses, event(s), and dates for the selected event type. Events listed in alphabetical order by golf course.
Navigation Strategy	Index navigation pattern

Parametric Value Choice

Name	Date
Introductory Content	n/a
Organization	Each line contains a date range (Full list TBD), to be listed in ascending order from soonest to farthest away. (Under consideration: This Week, Next Week, Next 2 Weeks, This Month, Next Month, among others)
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Events by Date
Introductory Content	The introductory act will re-affirm the date range selection for events listed
Organization	Each line will contain names of the golf courses, event(s), and dates for the selected event type. <i>Events listed in alphabetical order by date.</i>
Navigation Strategy	Index navigation pattern

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DISCOUNT MULTIPLE GROUP TOPIC (4)

Parametric Value Choice

Name	City
Introductory Content	n/a
Organization	Each line contains a city name within the Central Indiana region, including Indianapolis, with at least one discount being offered on the web site. Listed in alphabetical order
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Discounts by City
Introductory Content	The introductory act will re-affirm the city selection
Organization	Each line will contain names of the golf course or hotel, and a brief discount description for the selected city. The list will be grouped first by entity (Golf Courses, then Hotels), then listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parametric Value Choice

Name	County
Introductory Content	n/a
Organization	Each line contains a county name within the Central Indiana region, including Marion County, with at least one hotel. Listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Discounts by County
Introductory Content	The introductory act will re-affirm the county selection
Organization	Each line will contain names of the golf course or hotel, and a brief discount description for the selected county. The list will be grouped first by entity (Golf Courses, then Hotels), then listed in alphabetical order.
Navigation Strategy	Index navigation pattern

Parametric Value Choice

Name	Golf Course
Introductory Content	n/a
Organization	Each line contains a golf course name offering at least one discount, listed alphabetically.
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Discount by Golf Course
Introductory Content	The introductory act will re-affirm the golf course selection
Organization	Each line will contain names of the golf course and a brief discount description. The list will be presented in descending order from newest discount to oldest discount (in regards to length of time on web site)
Navigation Strategy	Index navigation pattern

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Parametric Value Choice

Name	Hotel
Introductory Content	n/a
Organization	Each line contains a hotel offering at least one discount, listed alphabetically.
Navigation Strategy	Index navigation pattern

Parameter Introductory Act

Name	Discounts by Hotel
Introductory Content	The introductory act will re-affirm the hotel selection.
Organization	Each line will contain names of the hotel and a brief discount description. The list will be presented in descending order from newest discount to oldest discount (in regards to length of time on web site)
Navigation Strategy	Index navigation pattern

IDM PAGE DESIGN

MULTIPLE TOPIC DIALOGUE ACTS – MULTIPLE TOPIC “GOLF COURSE”

Figure P-IDM #1 shows a generalized electronic sketch of a dialogue act of Multiple Topic “Golf Course” for Eagle Creek Golf Course. The figure demonstrates the “Introduction” dialogue. The user reached this particular instantiation of “Golf Course” through the “Golf Course by County”, selecting Marion County.

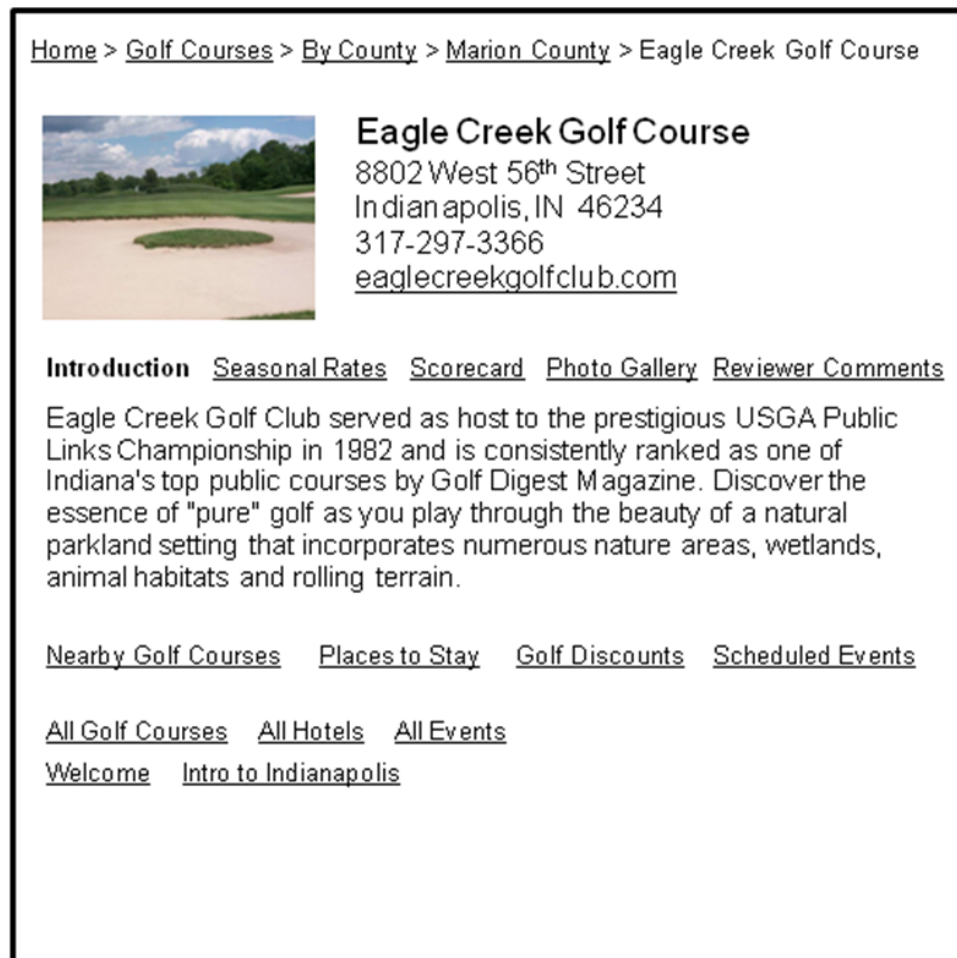


Figure P-IDM #1: Eagle Creek Golf Course instantiation of Multiple Topic “Golf Course”

Figure P-IDM #1: Multiple Group Topic: “Golf Course” – Content Dialogue: “Introduction” Instance: Eagle Creek Golf Course	
Content	Picture, golf course name, address, phone number, web site link, introductory paragraph description.
Structured Links	Four links between Picture/Address section & introductory paragraph section, similar to tabular format.
Semantic Relationships	Four links under introductory paragraph, one per proposed transition act. <ul style="list-style-type: none"> Nearby Golf Courses: From Golf Course to Golf Course Places to Stay: From Golf Course to Hotel Golf Discounts: From Golf Course to Discount Scheduled Events: From Golf Course to Event
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page, dependent on the introductory act direction used by the visitor.

Figure P-IDM #2 shows a generalized electronic sketch of a dialogue act of Multiple Topic “Golf Course” for Eagle Creek Golf Course. The figure demonstrates the “Seasonal Rates” dialogue. The user has reached this instantiation of “Golf Course” through the “Golf Course by County”, selecting Marion County.

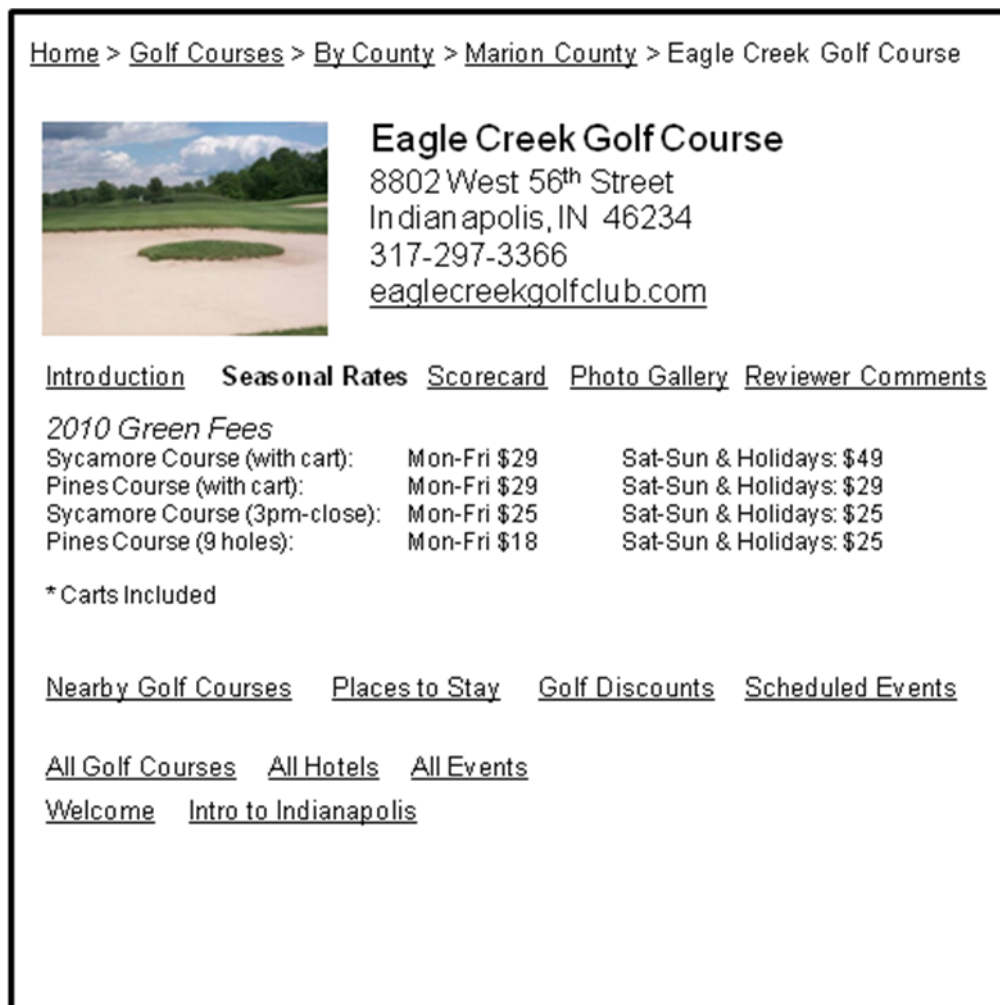


Figure P-IDM #2: Example of Eagle Creek Golf Course instantiation of Multiple Topic “Golf Course”

Figure P-IDM #2: Multiple Group Topic: “Golf Course” – Content Dialogue: “Seasonal Rates” Instance: Eagle Creek Golf Course	
Content	Picture, golf course name, address, phone number, web site link, & content information specific to green fee rates for the current golf season.
Structured Links	Four links between Picture/Address section & introductory paragraph section, similar to tabular format.
Semantic Relationships	Four links under introductory paragraph, one per proposed transition act. <ul style="list-style-type: none"> Nearby Golf Courses: From Golf Course to Golf Course Places to Stay: From Golf Course to Hotel Golf Discounts: From Golf Course to Discount Scheduled Events: From Golf Course to Event
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page, dependent on the introductory act direction used by the visitor.

Figure P-IDM #3 shows a generalized electronic sketch of a dialogue act of Multiple Topic “Golf Course” for Plum Creek Golf Course. The figure demonstrates the “Introduction” dialogue. The user has reached this instantiation of “Golf Course” through the “Golf Course by Designer”, selecting Pete Dye.

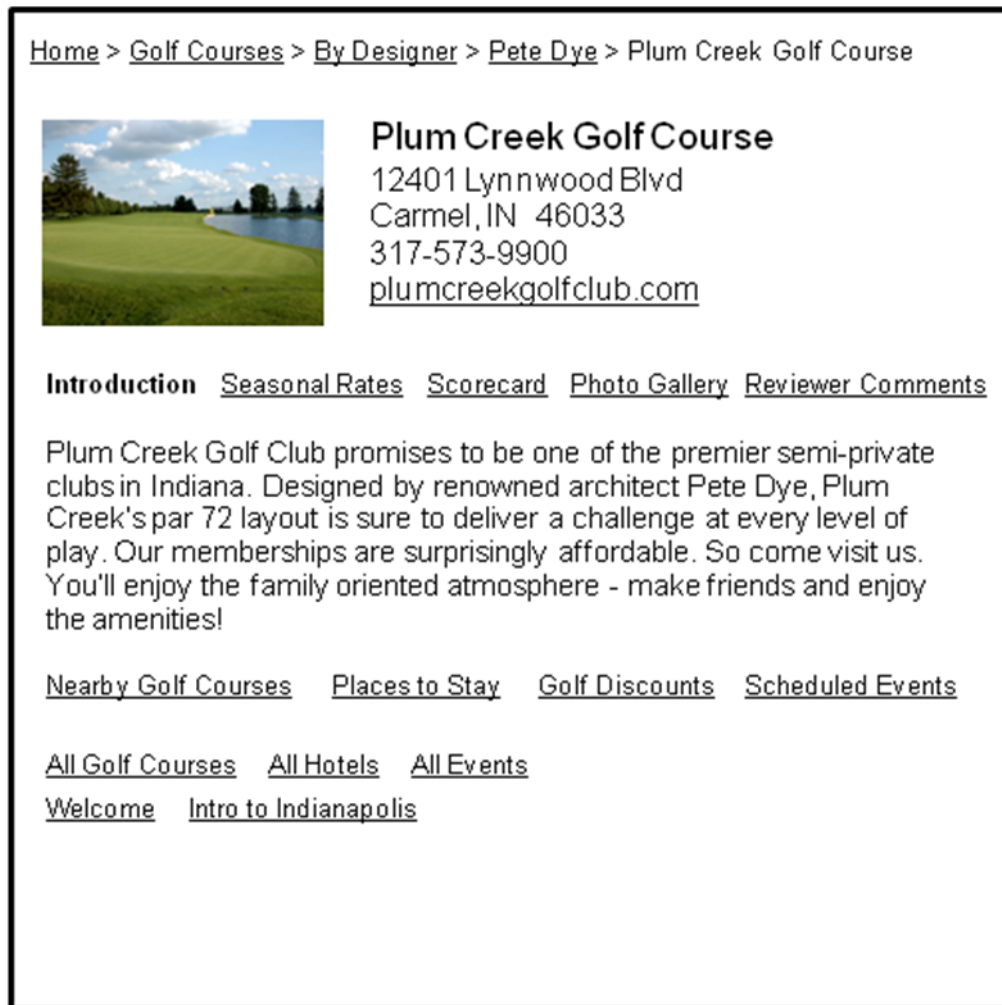


Figure P-IDM #3: Example of Plum Creek Golf Course instantiation of Multiple Topic “Golf Course”

Figure P-IDM #3: Multiple Group Topic: “Golf Course” – Content Dialogue: “Introduction” Instance: Plum Creek Golf Course	
Content	Picture, golf course name, address, phone number, web site link, & links to golf course scorecard images, either displayed in separate layer or external window.
Structured Links	Four links between Picture/Address section & introductory paragraph section, similar to tabular format.
Semantic Relationships	Four links under introductory paragraph, one per proposed transition act. <ul style="list-style-type: none"> Nearby Golf Courses: From Golf Course to Golf Course Places to Stay: From Golf Course to Hotel Golf Discounts: From Golf Course to Discount Scheduled Events: From Golf Course to Event
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page, dependent on the introductory act direction used by the visitor.

Figure P-IDM #4 shows a generalized electronic sketch of a dialogue act of Multiple Topic “Golf Course” for Plum Creek Golf Course. The figure demonstrates the “Seasonal Rates” dialogue. The user has reached this instantiation of “Golf Course” through the “Golf Course by Designer”, selecting Pete Dye.

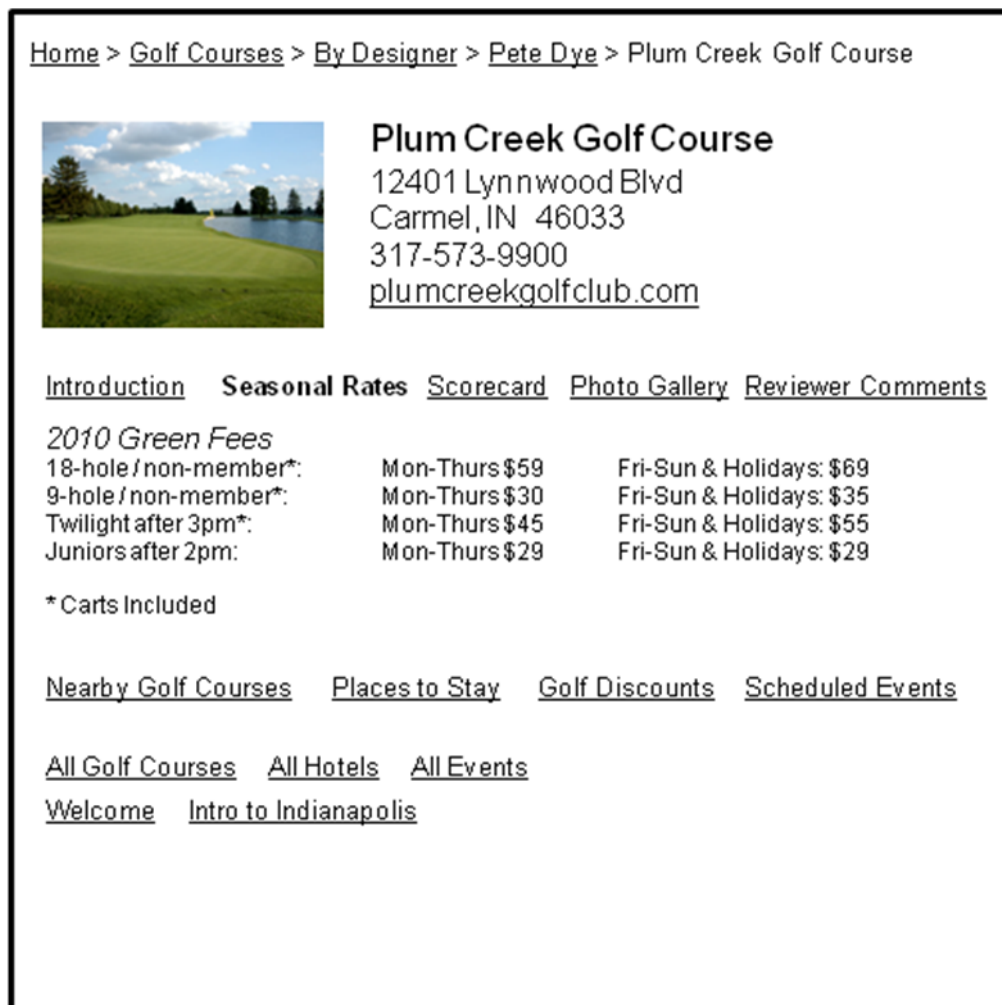


Figure P-IDM #4: Example of Plum Creek Golf Course instantiation of Multiple Topic “Golf Course”

Figure P-IDM #4: Multiple Group Topic: “Golf Course” – Content Dialogue: “Seasonal Rates” Instance: Plum Creek Golf Course	
Content	Picture, golf course name, address, phone number, web site link, & content information specific to green fee rates for the current golf season.
Structured Links	Four links between Picture/Address section & introductory paragraph section, similar to tabular format.
Semantic Relationships	Four links under introductory paragraph, one per proposed transition act. <ul style="list-style-type: none"> Nearby Golf Courses: From Golf Course to Golf Course Places to Stay: From Golf Course to Hotel Golf Discounts: From Golf Course to Discount Scheduled Events: From Golf Course to Event
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page, dependent on the introductory act direction used by the visitor.

MULTIPLE TOPIC DIALOGUE ACTS – MULTIPLE TOPIC “EVENT”

Figure P-IDM #5 shows a generalized electronic sketch of a dialogue act of Multiple Topic “Event” for 2010 U.S. Open Championship tournament held at Crooked Stick Golf Club. The figure demonstrates the “Event Introduction” dialogue. The user has reached this instantiation of “Event” through the “Spectator Only Events” single group topic.



Figure P-IDM #5: 2010 U.S. Open Championship instantiation of “Event” Multiple Topic

Figure P-IDM #5: Multiple Group Topic: “Event” – Content Dialogue: “Event Introduction” Instance: 2010 U.S. Open Championship	
Content	Event name, picture of golf course, golf course name, address, phone number, web site link, and event introduction description paragraph.
Structured Links	Three links between Picture/Address section & introductory paragraph section, similar to tabular format.
Semantic Relationships	Two links under event introduction, one per proposed transition act. <ul style="list-style-type: none"> • Crooked Stick Golf Club: From Event to Golf Course • Nearby Events: From Event to Event <i>Note: Name of golf course in event header is also transition act from Event to Golf Course.</i>
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page, dependent on the introductory act direction used by the visitor.

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Figure P-IDM #6 shows a generalized electronic sketch of a dialogue act of Multiple Topic “Event” for 2010 U.S. Open Championship tournament held at Crooked Stick Golf Club. The figure demonstrates the “Contact Information” dialogue. The user has reached this instantiation of “Event” through the “Spectator Only Events” single group topic.

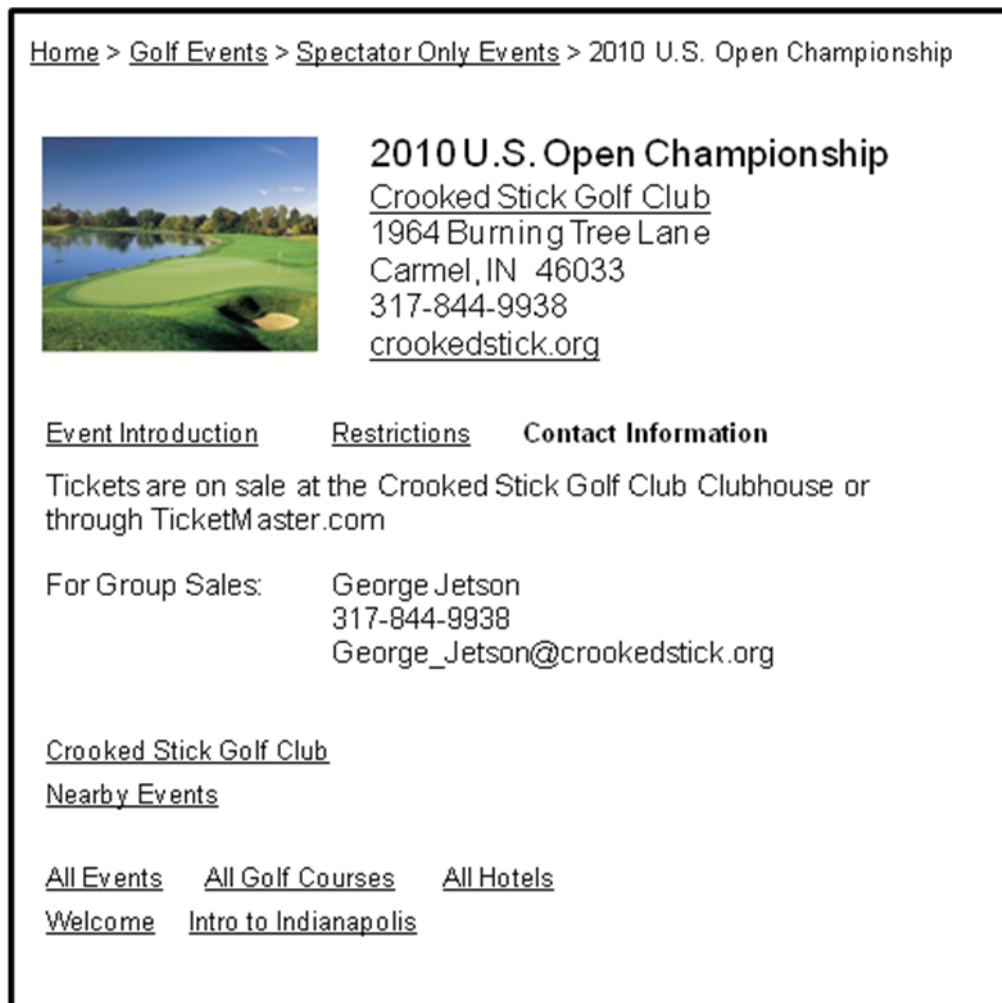


Figure P-IDM #6: 2010 U.S. Open Championship instantiation of “Event” Multiple Topic

Figure P-IDM #6: Multiple Group Topic: “Event” – Content Dialogue: “Contact Information” Instance: 2010 U.S. Open Championship	
Content	Event name, picture of golf course, golf course name, address, phone number, web site link, and event contact information provided.
Structured Links	Three links between Picture/Address section & introductory paragraph section, similar to tabular format.
Semantic Relationships	Two links under event introduction, one per proposed transition act. <ul style="list-style-type: none"> • Crooked Stick Golf Club: From Event to Golf Course • Nearby Events: From Event to Event <i>Note: Name of golf course in event header is also transition act from Event to Golf Course.</i>
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page, dependent on the introductory act direction used by the visitor.

Figure P-IDM #7 shows a generalized electronic sketch of a dialogue act of Multiple Topic “Event” for the Men’s 2-Man Scramble Championship tournament held at Sahm Golf Course. The figure demonstrates the “Event Introduction” dialogue. The user has reached this instantiation of “Event” through the “All Events” single group topic.

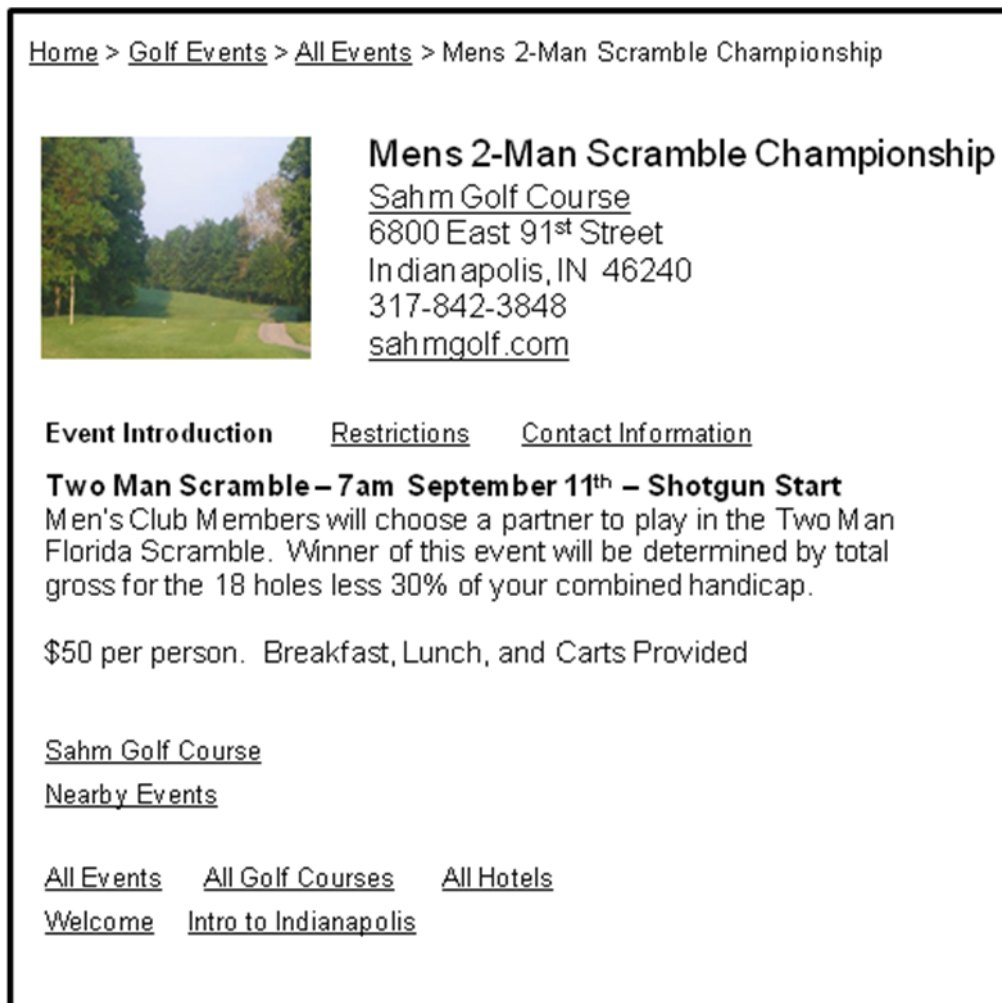


Figure P-IDM #7: Men’s 2-Man Scramble Championship instantiation of “Event” Multiple Topic

Figure P-IDM #7: Multiple Group Topic: “Event” – Content Dialogue: “Event Introduction” Instance: Mens 2-Man Scramble Championship	
Content	Event name, picture of golf course, golf course name, address, phone number, web site link, and event introduction description paragraph.
Structured Links	Three links between Picture/Address section & introductory paragraph section, similar to tabular format.
Semantic Relationships	Two links under event introduction, one per proposed transition act. <ul style="list-style-type: none"> Sahm Golf Course: From Event to Golf Course Nearby Events: From Event to Event <i>Note: Name of golf course in event header is also transition act from Event to Golf Course.</i>
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page, dependent on the introductory act direction used by the visitor.

Figure P-IDM #8 shows a generalized electronic sketch of a dialogue act of Multiple Topic “Event” for the Mens 2-Man Scramble Championship tournament held at Sahm Golf Course. The figure demonstrates the “Event Introduction” dialogue. The user has reached this instantiation of “Event” through the “All Events” single group topic.

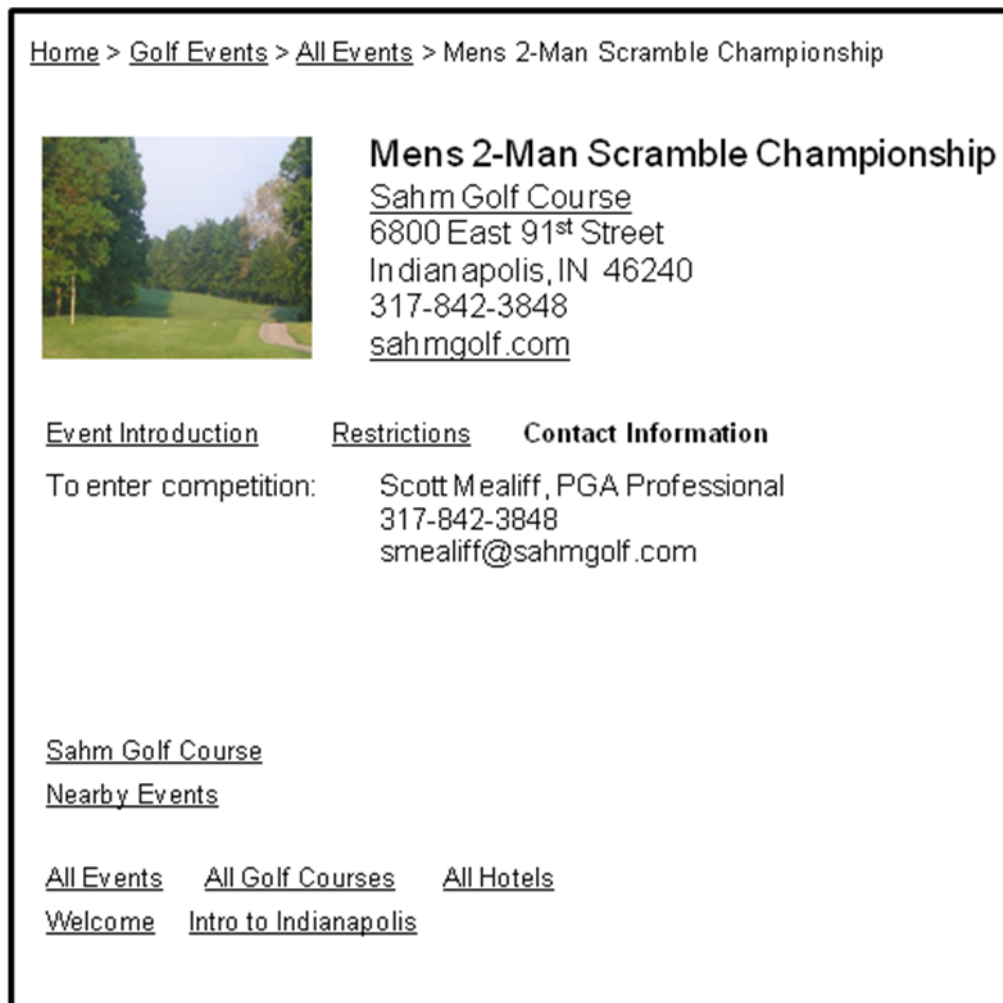


Figure P-IDM #8: Mens 2-Man Scramble Championship instantiation of “Event” Multiple Topic

Figure P-IDM #8: Multiple Group Topic: “Event” – Content Dialogue: “Contact Information” Instance: Mens 2-Man Scramble Championship	
Content	Event name, picture of golf course, golf course name, address, phone number, web site link, and event contact information provided.
Structured Links	Three links between Picture/Address section & introductory paragraph section, similar to tabular format.
Semantic Relationships	Two links under event introduction, one per proposed transition act. <ul style="list-style-type: none"> Sahm Golf Course: From Event to Golf Course Nearby Events: From Event to Event <i>Note: Name of golf course in event header is also transition act from Event to Golf Course.</i>
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page, dependent on the introductory act direction used by the visitor.

INTRODUCTORY ACTS

Figure P-IDM #9 shows a generalized electronic sketch of an introductory act of Multiple Topic “Golf Course” for the single group of topics “Signature Golf Courses”. The user has reached page through the web site home page.

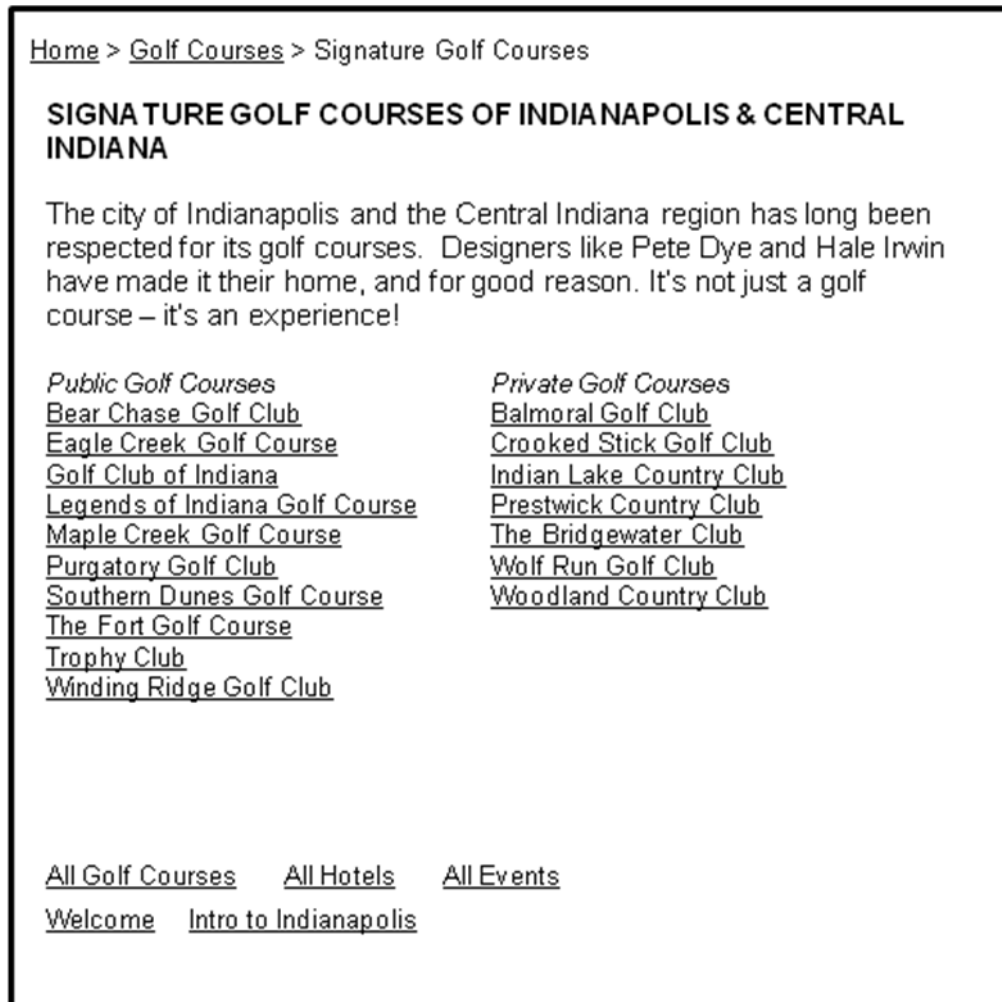


Figure P-IDM #9: “Signature Golf Courses” Single Introductory Act for Multiple Topic “Golf Course”

Figure P-IDM #9: Multiple Group Topic: “Golf Course” – Introductory Act: “Signature Golf Courses”	
Introductory Content Selections	Restate the Signature Golf Course page, and a brief description. Grouped by Public and Private Golf Courses, ordered alphabetically. Courses are selected at web site discretion.
Landmarks Orientation	Links to primary introductory content, plus links to both single group topics. Located at top of page.

Figure P-IDMs #10 & #11 show a generalized electronic sketch of a multiple introductory act “Golf Courses by County”. Figure P-IDM #10 shows the initial selection page of counties, with Figure P-IDM #11 shows the listing of golf courses for the selected county.

[Home](#) > [Golf Courses](#) > By County

COUNTY SELECTION

Please select a county you would like to play golf in:

Boone County	(Including Lebanon, Thorntown, Zionsville)
Hamilton County	(Including Carmel, Fishers, Noblesville, Westfield)
Hancock County	(Including Greenfield, McCordsville, New Palestine)
Hendricks County	(Including Avon, Brownsburg, Danville, Pittsboro)
Johnson County	(Including Franklin, Greenwood, Whiteland)
Madison County	(Including Anderson, Lapel, Pendleton)
Marion County	(Including Indianapolis, Beech Grove, Speedway)
Morgan County	(Including Martinsville, Monrovia, Mooresville)
Shelby County	(Including Edinburgh, Morristown, Shelbyville)

[All Golf Courses](#) [All Hotels](#) [All Events](#)

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Figure P-IDM #10: “County” Single Introductory Act for the Multiple Group Topic “Golf Course”

Figure P-IDM #10: Multiple Group Topic: “Golf Course” – Single Introductory Act: “County”	
Introductory Content Selections	Restate the purpose of page (selection of a county), and a brief description. All counties surrounding and including Marion County. Lists larger cities for referential purposes. Counties are listed in alphabetical order. <i>May also consider graphical map of the nine counties with embedded city names.</i>
Landmarks Orientation	Links to primary introductory content, plus links to both single group topics. Located at top of page.

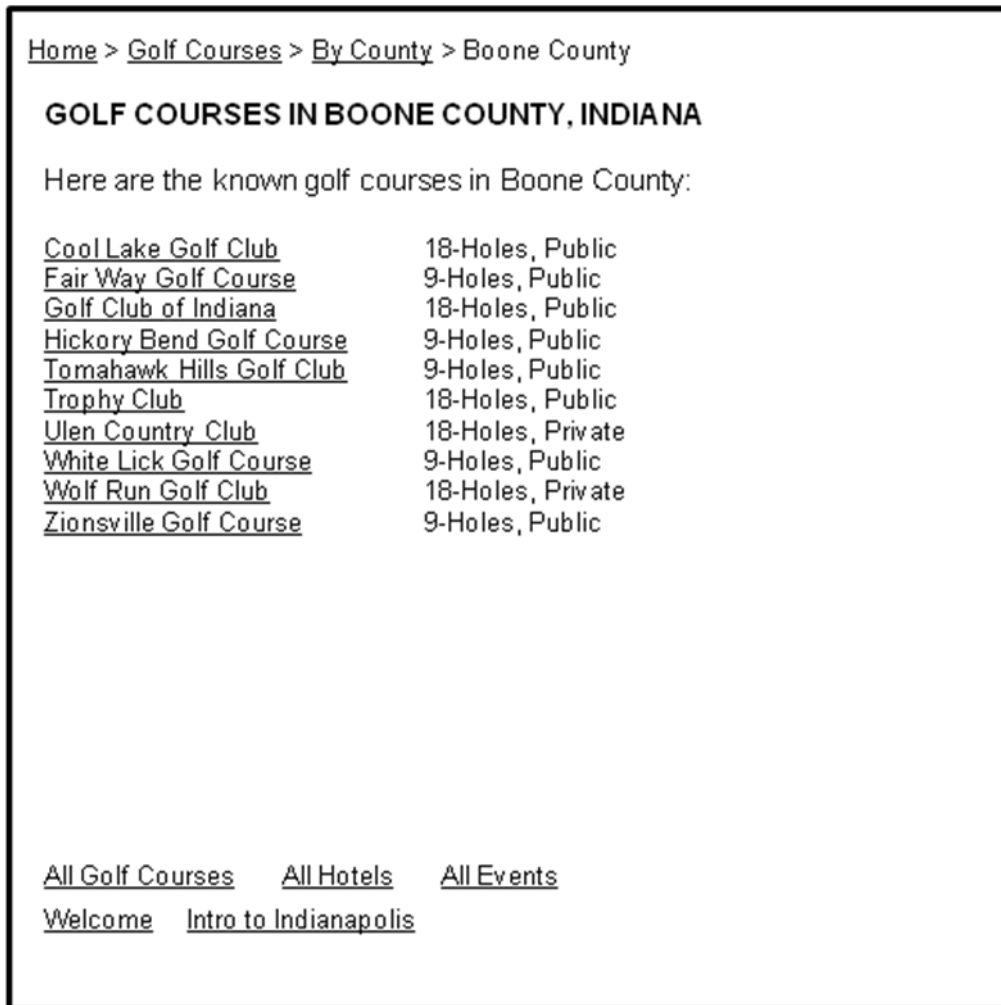


Figure P-IDM #11: "County X" Multiple Introductory Act for the Multiple Group Topic "Golf Course"

Figure P-IDM #11: Multiple Group Topic: "Golf Course" – Multiple Introductory Act: "County X"	
Introductory Content Selections	Restate the county selected, and a brief description. All golf courses located within specific county, listed alphabetically. Also provides very quick description of golf course itself (number of holes, private or public golf course).
Landmarks Orientation	Links to primary introductory content, plus links to both single group topics. Located at top of page. User can click "By County" link to return to county selection page.

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Figure P-IDMs #12 & #13 show a generalized electronic sketch of an multiple introductory act “Events by Date”. Figure P-IDM #12 shows the initial selection page of date ranges, and Figure P-IDM #13 shows the event listings for the selected date range.

[Home](#) > [Events](#) > By Date

DATE RANGE SELECTION

Please select an event date range you are looking for:

[Next 7 Days](#)
[Next 14 Days](#)
[Next 30 Days](#)
[Next Full Month](#)
[Next 3 Months](#)
[Next 6 Months](#)

[All Upcoming Events in 2010](#)
[All Upcoming Events in 2011](#)
[All Upcoming Events in 2012](#)

[All Golf Courses](#) [All Hotels](#) [All Events](#)
[Welcome](#) [Intro to Indianapolis](#)

Figure P-IDM #12: “Date” Single Introductory Act for the Multiple Group Topic “Event”

Figure P-IDM #12: Multiple Group Topic: “Event” – Single Introductory Act: “Date”	
Introductory Content Selections	Restate the purpose of page (selection of a date range), and a brief description. All date ranges listed (as decided by the web site) are shown to the user. <i>This list is subjective as per the directive of the web site construction, and is subject to change</i>
Landmarks Orientation	Links to primary introductory content, plus links to both single group topics. Located at top of page.

Home > Events > By Date > Next 7 Days		
GOLF EVENTS SCHEDULED FOR THE NEXT 7 DAYS		
01-JUN-2010	Women's Summer Open	Trophy Club
01-JUN-2010	Men's 2-Man Scramble	Hickory Bend Golf Course
02-JUN-2010	Men's Calcutta	Sahm Golf Course
02-JUN-2010	Coffee Can Scramble	Maple Creek Golf Course
02-JUN-2010	Men's Club Championship	Eagle Creek Golf Course
03-JUN-2010	4-Man Championship	Sultan's Run Golf Course
03-JUN-2010	4-Women's Championship	Country Oaks Golf Course
04-JUN-2010	Men's Alt-Shot Open	Sahm Golf Course
04-JUN-2010	NCAA Regional	Crooked Stick Golf Club
05-JUN-2010	NCAA Regional	Crooked Stick Golf Club
05-JUN-2010	Junior PGA Invitational	Golf Club of Indiana
05-JUN-2010	March of Dimes Scramble	Bear Chase Golf Course
05-JUN-2010	Easter Seals Golf-A-Thon	The Fort Golf Course
05-JUN-2010	Junior Club Championship	Purgatory Golf Club
05-JUN-2010	Old Fogies Liars Club Open	Sahm Golf Course
All Golf Courses All Hotels All Events Welcome Intro to Indianapolis		

Figure P-IDM #13: "Date X" Multiple Introductory Act for the Multiple Group Topic "Event"

Figure P-IDM #13: Multiple Group Topic: "Event" – Multiple Introductory Act: "Date X"	
Introductory Content Selections	Restate the date range selected. All events during the selected date range are displayed to the user, ordered by date. Secondary ordering of listings (event name, golf course) to be determined later. Event name will be a link to the actual Event instantiation.
Landmarks Orientation	Links to primary introductory content, plus links to both single group topics. Located at top of page. User can click "By Date" link to return to date range selection page.

TRANSITION ACTS

Figure P-IDM #14 shows a generalized electronic sketch of a transition act from an instantiation of the Multiple Group Topic “Golf Course” to an instantiation of the Multiple Group Topic “Hotel”. The user has just clicked on the “Places To Stay” link from a previously-selected golf course (in this case, Eagle Creek Golf Course – See Figure P-IDM #1 for Golf Course instantiation). The user previously arrived at the golf course via the “Golf Courses By County” introductory acts.

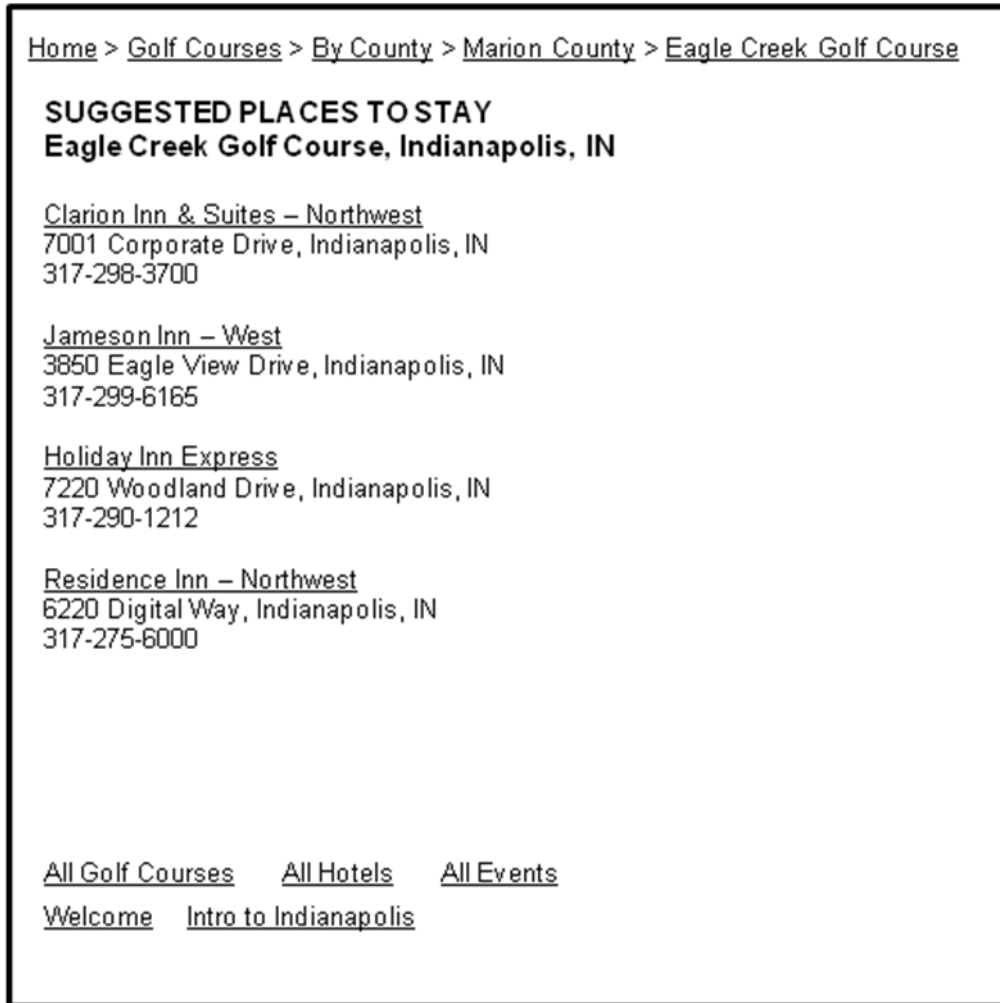


Figure P-IDM #14: Transition Act “Suggested Places to Stay”
from Multiple Topic “Golf Course” to Multiple Topic “Hotel”

Figure P-IDM #14: Transition Act “Suggested Places To Stay” Constituents (From / To): Golf Course / Hotel	
Introductory Content	Restate the page type purpose (suggested places to stay), and the golf course instantiation <i>being traversed from</i> .
Selections	List all hotels (within X distance from golf course – distance TBD) by alphabetical order, including address and phone number. Hotel name is link to the individual instantiation of the Multiple Group Topic “Hotel” for that listing.
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation	Located at top of page. Name of Golf Course is a return link back to the individual instantiation of the Multiple Group Topic “Golf Course”. The orientation remains focused with the golf course selection, as visitor has not reached the individual hotel selection as of yet.

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Figure P-IDM #15 shows a generalized electronic sketch of a transition act from an instantiation of the Multiple Group Topic “Golf Course” to an instantiation of the Multiple Group Topic “Event”. The user has just clicked on the “Scheduled Events” link from a previously-selected golf course (in this case, Eagle Creek Golf Course – See Figure P-IDM #1 for Golf Course instantiation). The user previously arrived at the golf course via the “Golf Courses By County” introductory acts.

[Home](#) > [Golf Courses](#) > [By County](#) > [Marion County](#) > [Eagle Creek Golf Course](#)

SCHEDULED EVENTS

Eagle Creek Golf Course, Indianapolis, IN

Please contact Eagle Creek Golf Course for full eligibility rules and/or ticket availability. Specific contact information is provided within each event.

02-JUN-2010	Men's Club Championship	Eagle Creek Golf Course
08-JUN-2010	Men's 2-Man Scramble	Eagle Creek Golf Course
13-JUN-2010	Men's Calcutta	Eagle Creek Golf Course
14-JUN-2010	Coffee Can Scramble	Eagle Creek Golf Course
18-JUN-2010	Women's Club Championship	Eagle Creek Golf Course
27-JUN-2010	4-Man Championship	Eagle Creek Golf Course
03-JUL-2010	4-Women Championship	Eagle Creek Golf Course
04-JUL-2010	Firecracker Open	Eagle Creek Golf Course

[All Golf Courses](#) [All Hotels](#) [All Events](#)
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Figure P-IDM #15: Transition Act “Hosts”
from Multiple Topic “Golf Course” to Multiple Topic “Event”

Figure P-IDM #15: Transition Act “Hosts” Constituents (From / To): Golf Course / Event	
Introductory Content	Restate the page type purpose (listing of scheduled events), and the golf course instantiation <i>being traversed from</i> . Provide brief disclaimer advising to contact the golf course prior to arrival to assure participation eligibility or availability of tickets (if necessary)
Selections	List all events being hosted by the selected golf course in ascending date order. Event name is link to the individual instantiation of the Multiple Group Topic “Event” for that specific golf course event.
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation	Located at top of page. Name of Golf Course is a return link back to the individual instantiation of the Multiple Group Topic “Golf Course”. The orientation remains focused with the golf course selection, as visitor has not reached the individual event selection as of yet.

SINGLE TOPIC DIALOGUE ACT “INTRODUCTION TO INDIANAPOLIS”

Figure P-IDM #16 shows a generalized electronic sketch of a dialogue act of the Single Topic “Introduction to Indianapolis”. The figure demonstrates the “City Information” dialogue. The user has reached this single topic through home page access.

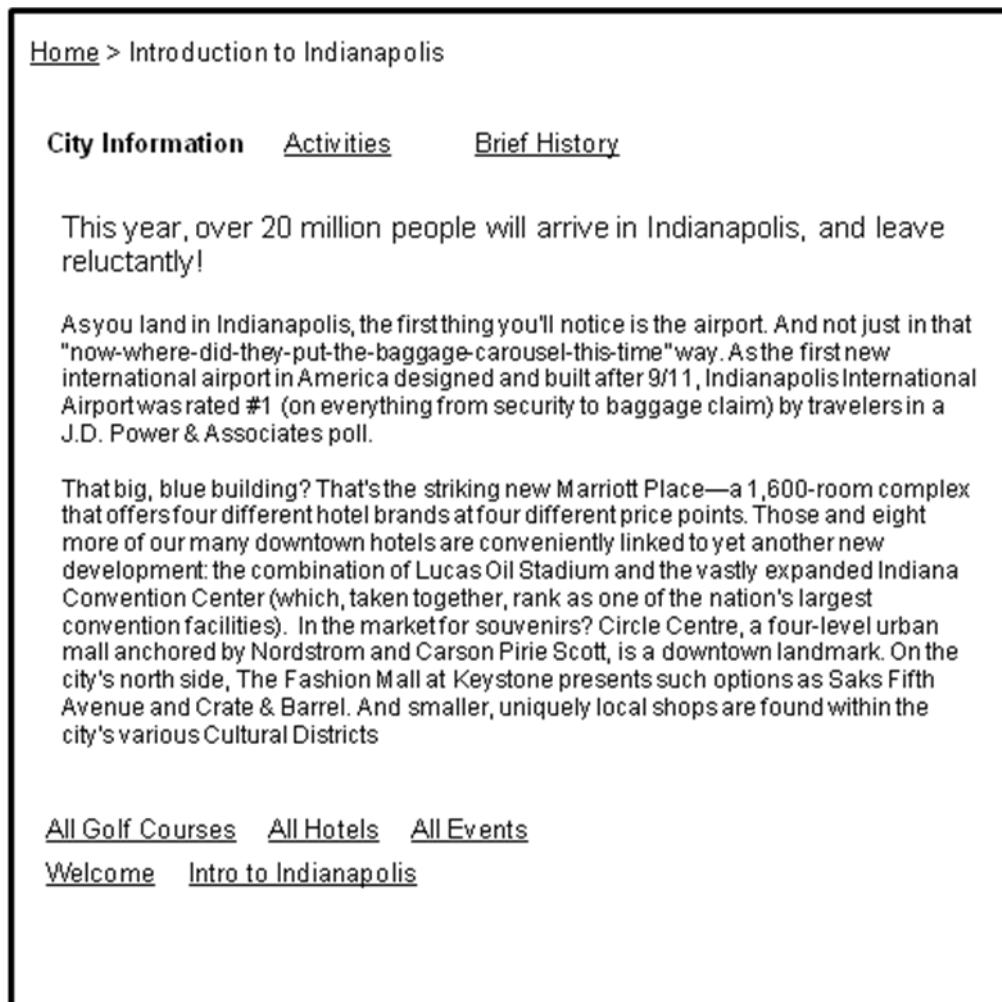


Figure P-IDM #16: Example of Single Topic “Introduction to Indianapolis” – “City Information” Dialogue

Figure P-IDM #16: Single Topic: “Introduction to Indianapolis” – Content Dialogue: “City Information”	
Content	Catchy header and description of the city of Indianapolis.
Structured Links	Two links between Orientation Information and content paragraph introduction, similar to tabular format. Selected page is highlighted in bold, but is not hyperlinked.
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page.

Figure P-IDM #17 shows a generalized electronic sketch of a dialogue act of the Single Topic “Introduction to Indianapolis”. The figure demonstrates the “Activities” dialogue. The user has reached this single topic through home page access.

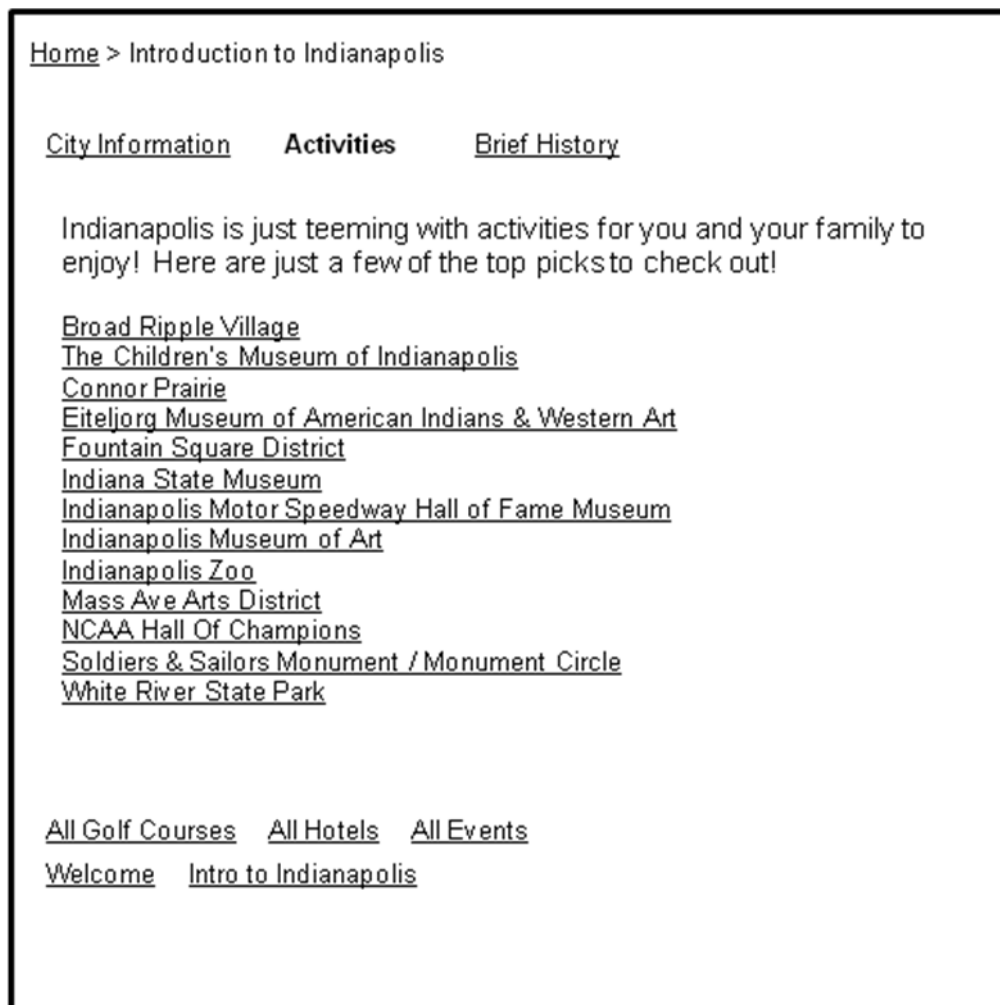


Figure P-IDM #17: Example of Single Topic “Introduction to Indianapolis” – “Activities” Dialogue

Figure P-IDM #17: Single Topic: “Introduction to Indianapolis” – Content Dialogue: “Activities”	
Content	Introductory statement for activities, and external links to various organizations. Links are ordered alphabetically, and will open new browser windows upon clicking.
Structured Links	Two links between Orientation Information and content paragraph introduction, similar to tabular format. Selected page is highlighted in bold, but is not hyperlinked.
Landmarks	Links to primary introductory content, plus links to both single group topics.
Orientation Info	Top of page.

HOME PAGE

IndianapolisGolf.com

Welcome to the premier golf resource for golfing in Indianapolis. Visitors to Indianapolis are amazed at the quality of golf courses, calling Indy Golf “a hidden jewel of golfing excellence”.

If you are from the Indianapolis area – welcome home! If you are visiting from outside of Indianapolis – welcome! Your tee-time and hotel opportunities await!

Welcome message from Fuzzy Zoeller, a native Hoosier

Introduction to Indianapolis

GOLF COURSES

All Golf Courses

Signature Golf Courses

OR

Select your course by:

City

County

Designer

Price

Rating

Type

GOLF EVENTS

All Golf Events

Spectator-Only Events

OR

Select an event by:

Age Range

Date Range

Gender

Type

HOTELS

All Hotels

OR

Select a hotel by:

City

County

GOLF/HOTEL DISCOUNTS

Newest Discounts

Half-Price Golf Discounts

OR

Select a discount by:

City

County

Golf Course

Hotel

Figure P-IDM #18: Perceived Home Page

Course:

INFO590 – Struct. Concept. Design
Dr. Bolchini

Assignment Title:

Assignment #3
IDM Conceptual, Logical, & Page Design

Name:

David Craske
Summer I 2010

Figure P-IDM #18: Perceived Home Page**Homepage Content Links**

Introductory paragraph or two describing purpose of web site

All Single Topic (2) and Introductory Acts (23) are represented as links within the homepage.

- Welcome Message: Single Topic “Welcome”
- Introduction to Indianapolis: Single Topic “Introduction to Indianapolis”
- Golf Courses Area: Contains two (2) single introductory act links and six (6) multiple introductory act links
- Golf Events Area: Contains two (2) single introductory act links and four (4) multiple introductory act links
- Hotels Area: Contains one (1) introductory act link and two (2) multiple introductory act links
- Golf/Hotel Discounts: Contains two (2) single introductory act links and four (4) multiple introductory act links

For navigation simplicity, it is perceived each of the four primary areas displayed in the homepage would have a specific and separate sub-area home page. This will allow users to return to a baseline starting point without having to return completely to the primary homepage. Figure P-IDM #19 represents a sub-area homepage design, in this case, for the sub-area “Golf Courses”.

Home > Golf Courses

Golfing in Indianapolis and the Central Indiana region is a great way to enjoy the scenery that makes up this wonderful area. Regardless of your golfing skills, you are sure to find a course that is challenging to your golf game, but leave you wanting for more excitement.

Let's begin your search for a golf course:

All Golf Courses

(Comprehensive list of every golf course in the Indianapolis area)

Signature Golf Courses

(The golf courses that put Indy golf on the map)

Refine your golf course search by:

City

(A list of all cities within the Indianapolis metropolitan area)

County

(All counties within the Indianapolis metropolitan area)

Designer

(Want to play a Pete Dye course? Or a Bobby Jones? Start here!)

Price

(Want to play golf while watching your budget? We do too!)

Rating

(We don't rate the courses – the golfers do. Let them tell you where to play)

Type

(Looking for a public, private, or semi-private golf course? Start here!)

Golf Courses

Hotels

Events

Discounts

Welcome

Intro to Indianapolis

Figure P-IDM #19: Perceived Sub-Area Home Page (Example of “Golf Courses”)

Course:

INFO590 – Struct. Concept. Design
Dr. Bolchini

Assignment Title:

Assignment #3
IDM Conceptual, Logical, & Page Design

Name:

David Craske
Summer I 2010

Figure P-IDM #19: Perceived Sub-Area Home Page

Homepage Content	Introductory paragraph or two introducing sub-area home-page
Links	All Single Topic and Introductory Acts– SPECIFIC TO THE SUB-AREA – are displayed to the user. Each hyperlink has a quick description as to what the introductory act will present, allowing visitor to understand the upcoming content.
Landmarks	Links to <i>sub-areas home pages</i> , plus links to both single group topics.
Orientation Info	Top of page, which includes a link back to the primary home page