



Horizon 2020
Programme

WIDEST

Water Innovation through Dissemination Exploitation of Smart Technologies

GA number: 642423

WP 5: Dissemination and communication channels

D5.1: Project website

V1.4 30 April 2015

<http://www.widest.eu/>

Document Information

Project Number	642423	Acronym	WIDEST
Full title	Water Innovation through Dissemination Exploitation of Smart Technologies		
Project URL	http://www.widest.eu		
Project officer	Erik Pentimalli		

Deliverable	Number	5.1	Title	Project Website
Work Package	Number	5	Title	Dissemination and Communication channels

Date of delivery	Contractual	M3	Actual	M3
Nature	Prototype X <input checked="" type="checkbox"/> Report X <input checked="" type="checkbox"/> Dissemination <input type="checkbox"/> Other <input type="checkbox"/>			
Dissemination Level	Public X <input checked="" type="checkbox"/> Consortium <input type="checkbox"/>			

Responsible Author	Lydia S. Vamvakeridou-Lyroudia	Email	L.S.Vamvakeridou-Lyroudia@ex.ac.uk
Partner	UNEXE	Phone	0044 1392 723634

Abstract (for dissemination)	Report on the project website, describing the design principles, the technical specifications and the main features of the website www.widest.eu
Key words	website

Version Log				
Issue Date	Version	Author	Partner	Change
22-04-15	1.0	David Walker	UNEXE	1 st Draft
24-04-15	1.1	Lydia Vamvakeridou-Lyroudia	UNEXE	Review and Updated Structure-Adding Executive Summary
27-04-15	1.2	Xavier Domingo	BDigital	Review
29-04-15	1.3	Lydia Vamvakeridou-Lyroudia	UNEXE	Review and some changes
29-04-15	1.4	Xavier Domingo	BDigital	Review and some screenshots added

Executive Summary

This report is part of WIDEST (www.widest.eu), a H2020 funded project – Coordination and Support Action (Ref. Number 642423). It is about the project website (WP5-Deliverable 5.1). This document describes the technical specifications, design principles, structure and main features of the website, presenting in a functional way all the sections, as they are in April 2015, at the early stages of the project (Month 3). The main technical characteristics are specified.

The project website will continue to evolve and develop, as the project proceeds and matures. The website went public at an early stage of the project (Month 3). Currently we are awaiting feedback on the website from selected external users, acting as advisory board to the project. Consequently the WIDEST consortium will resubmit an updated version of this document, as soon as we get some significant feedback and implement it, i.e. in two to four weeks (from May 15 to May 30).

To understand this document the following deliverables have to be read.

Number	Title	Description
NONE		

Table of contents

1. INTRODUCTION - PURPOSE OF THE WEBSITE	6
2. WEBSITE DESIGN	7
2.1 DESIGN PRINCIPLES	7
2.2 TECHNICAL SPECIFICATIONS	8
2.3 USER FRIENDLY DESIGN	9
3. WEBSITE IMPLEMENTATION.....	9
4. WEBSITE DESCRIPTION.....	9
4.1 HOME PAGE	10
4.2 PROJECT	11
4.2.1 <i>Project Outcomes</i>	11
4.2.2 <i>Project Tasks</i>	11
4.2.3 <i>Project Impact</i>	11
4.3 NEWS.....	12
4.4 LINKS	13
4.5 DOWNLOADS.....	13
4.6 ABOUT US AND CONTACT US.....	13
5. WEBSITE MANAGEMENT	13
6. CONCLUSIONS-RECOMMENDATIONS	14
7. REFERENCES	15

Table of figures

FIGURE 1 "SAMPLE PAGE DISPLAY ON A PC (TOP) AND ON A SMARTPHONE (RIGHT)"	8
FIGURE 2 "DISPLAY FROM THE HOME PAGE"	10
FIGURE 3 "DISPLAY FROM THE PROJECT PAGE"	11
FIGURE 4 "SAMPLE DISPLAY FROM THE PROJECT IMPACT PAGE"	12
FIGURE 5 "NEWS PAGE"	12
FIGURE 6 "THE LINKS PAGE, AS OF APRIL 2015, SHOWING ALSO THE LINKS TO THE SOCIAL MEDIA"	13

1. Introduction - Purpose of the website

WIDEST (www.widest.eu) is a H2020 funded project (Coordination and Support Action - CSA– Ref. Number 642423), entitled "Water Innovation through Dissemination Exploitation of Smart Technologies". This report is part of the project (WP5-Deliverable 5.1). It describes the design and implementation of the WIDEST project website, as it is in April 2015, at the early stages of the project (Month 3). Promoting public awareness and disseminating the results of a Horizon 2020 Coordination and Support Action, such as the WIDEST project, is one of its key objectives.

Overall, the project website intends to enhance the general-purpose communication objectives for WIDEST, i.e., to:

- Provide visibility to the Project and its scientific outcomes, within the research community working in related fields. Material from all the other Work Packages will be gradually added to the website, as the project matures and they become available.
- Raise awareness for WIDEST and for other websites and projects (e.g. the ICT4WATER cluster (<http://ict4water.eu>), of which WIDEST is a member), within different potential user groups.
- Promote Smart Technologies, related to ICT for Water Management, in accordance to the scope and aims of EIP for Water (EC).
- Provide links to a substantial number and type of material, which will be developed within the project (e.g. The Massive Open Online Courses, the dedicated YouTube channel, the web lectures on Smart Water Technologies, the EIP Water Action group related to the project, etc...).
- Provide direct access to the ICT for Water Observatory.

Therefore, the WIDEST website will be serving as an effective mechanism for rapid and straightforward knowledge-sharing, in a disciplined and controlled manner, in order to promote the project's results and material, as they become available, to the widest possible audience, throughout the duration of the project, with an emphasis on accessibility and usability by non-experts.

It should be pointed out that the look and the contents of the website will be continuously changing, as the project matures. So, what is described in this report (e.g. the screenshots) are not "final", nor will there ever be any "final" ones. WIDEST may update them at any time, to suit newer information, photos and outputs. It only reflects the contents of the website in April 2015, at the beginning of the project. The project consortium is using a selected group of external reviewers for assessing the quality of the website, acting as advisory board. They mostly come from the *ict4water* cluster. As soon as we get significant feedback, we'll implement the changes and resubmit this document, with updated screenshots etc. We estimate that this will happen in two to four weeks after the website goes public (i.e. around 15-30 May, 2015).

The remainder of this report describes the design principles behind the site, as well as the technologies used to implement it. A short outline of the website sections is provided, along with screenshots of selected pages.

2. Website design

2.1 Design principles

As stated in the previous section, the general purpose of this website is to provide a single point of access for people requiring information about the project and smart water technology in general. Given the nature of the WIDEST project, seeking to promote dissemination of research in the area of computing and water engineering, having a well designed and thoughtful website is a vital requirement. As such, the structure and design of the website has been considered in such a way that its use and the ease of access of information through it is maximised, while more information and external links may be added all the time. Also the menus are all flexible, in order to allow for easy modifications at a later date, if needed.

Finally, the website has been designed to incorporate aspects of responsive web design, which is a design principle used to ensure that a website is viewable on a mobile device. This includes measures such as modifying the arrangement of elements within the page and altering the display of optional aspects of a page such as the menu. An example of a webpage, with this feature, is shown in Figure 1.

In this Figure a sample page from the website is shown as an example. On the left the page is shown at it appears in a web browsed on a PC or laptop, while on the right, the same page is shown as it will appear on a smartphone. In the latter case, the design of the navigation elements within the page have been arranged in a column, to make better use of the column-shape of the phone's screen, rather than the width-preferring layout of the PC/laptop screen.

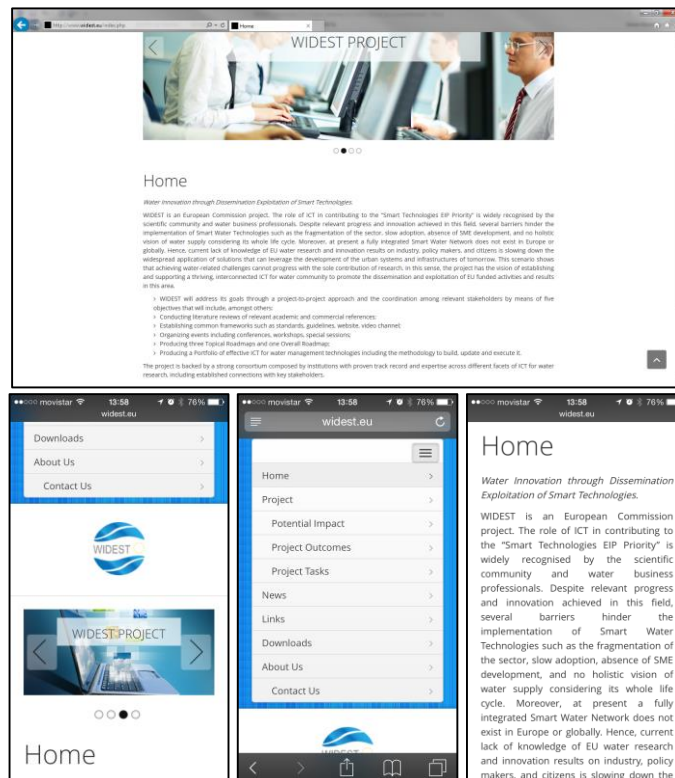


Figure 1 "Sample page display on a PC (top) and on a smartphone (right)"

2.2 Technical Specifications

The design adheres to the standard web design principles of the W3C, which maximises browser compatibility and guarantees correct behaviour and administration. The main technical specifications are:

- Managed via Joomla
- Full compliance with the standards of the W3C
- Language: English
- Cross browser compatibility
- Social networks services incorporated

This final point is of high importance for WIDEST as a CSA project. An important component of Dissemination and Communication for WIDEST, is the use of social media channels to disseminate project information. The website contains links to the project Twitter, LinkedIn and YouTube profiles so that they can be easily accessed by a user. These channels will in turn be used to promote the project and the website and increase traffic to it by posting content such as links.

2.3 User friendly design

The WIDEST website has been designed and developed under accessibility principles, with elements that grab the visitors' attention, encouraging them to continue reading, i.e.:

- Calmer graphic design along all the sections
- Easy navigation
- Limited use of images
- No flashes
- Descriptive titles
- Useful content, avoiding irrelevant and ambiguous information

Moreover, the website look-and-feel has been designed so that it does not distract from the website content. This has been done with a minimalist design (e.g., white background, limited colour used only to highlight important regions of a page such as titles and headings).

3. Website Implementation

The website has been implemented using the popular Joomla Content Management System (CMS) (www.joomla.org). This allows the look-and-feel of the website to be implemented as a template, which can then be used to create articles that are used as pages. The creation and management of menus is controlled by the CMS, as is any media (e.g., images and logos) used by the site content or templates. By using a CMS it is not necessary to involve technical specialists in the day-to-day management of the website (Patnaik & Mishra, 2015).

Beyond the standard Joomla installation, the website makes use of several Extensions from the *FavThemes* family. These include *FavSlider*, which is used to power the images slide show on the home page, and *FavSocial* which facilitates the incorporation of links to the project's social media channels in the footer of each page. Other Extensions include a login form that will be used to ensure that certain areas (e.g., some project downloads) are only available to authorised users, and a breadcrumb extension that enables easier navigation around the website.

The WIDEST website was released on 30th April 2015.

4. Website description

The website contains up-to-date and exhaustive information about the project aims and objectives, as well as providing current news about project activities. It has a special focus on multimedia content, because and will also gather the whole production of digital content related to WIDEST. The navigation

bar provides the visitor with options to move around the website, without crowding the rest of section accesses.

The website is structured as follows:

- **Home page** (outline of the project)
- **Project** (overview and detailed description)
- **News** (updated news about the project and other related activities)
- **Links** (selected links to other websites, most notably to the cluster ict4water)
- **Downloads**
- **About Us** (information about the project partners and contact details)

Each of these areas is described briefly in the coming sub-sections. Moreover the website provides some common features for all the pages, such as:

- Internal search, to facilitate searching the content within the portal
- Media social buttons, to share information in the social networks (Twitter ,LinkedIn and YouTube)

4.1 Home page

The home page provides a brief outline of the entire project, describing its funding, remit and broad aims.

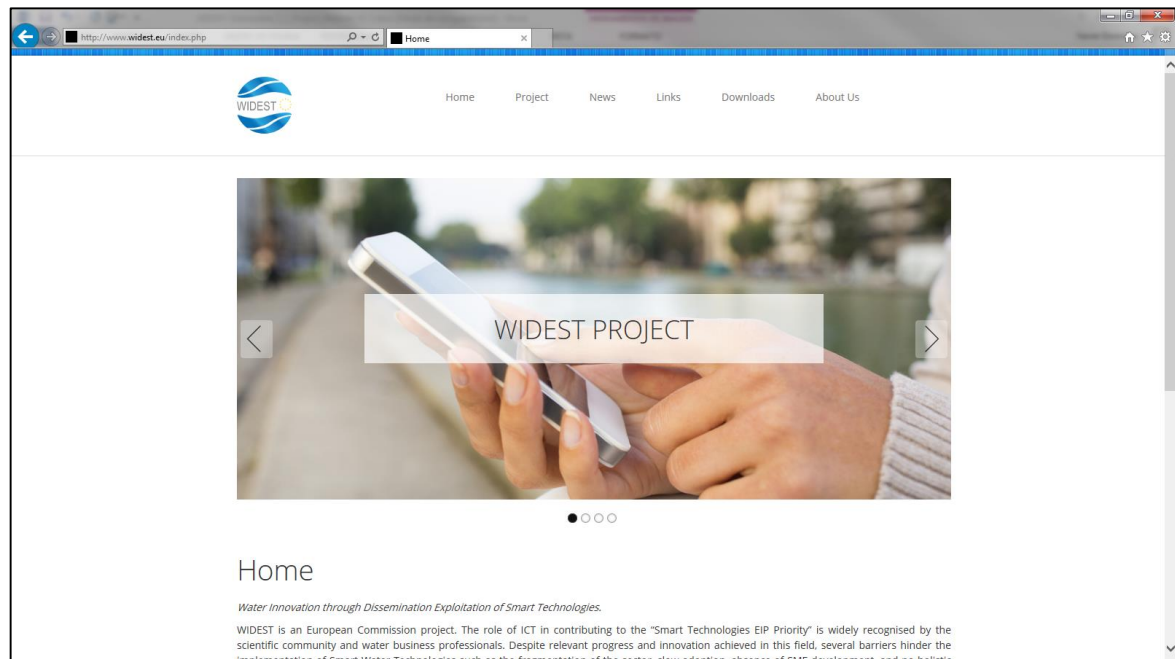


Figure 2 "Display from the home page"

4.2 Project

The main project page contains a more detailed description of the project and its vision, together with its goals and objectives.



Figure 3 “Display from the Project page”

Further information is available on the Project sub-pages, where the Work Packages and Tasks are described. These include:

4.2.1 Project Outcomes

Project outcomes are listed under each work package. This is a high level description of the project objectives, leaving individual tasks for the next sub-page.

4.2.2 Project Tasks

Individual project tasks, as described in the Grant Agreement (Description of the Action), are listed under their respective work packages.

4.2.3 Project Impact

The potential for impact resulting from WIDEST is described in terms of the measures against which the actual impact achieved will be assessed.

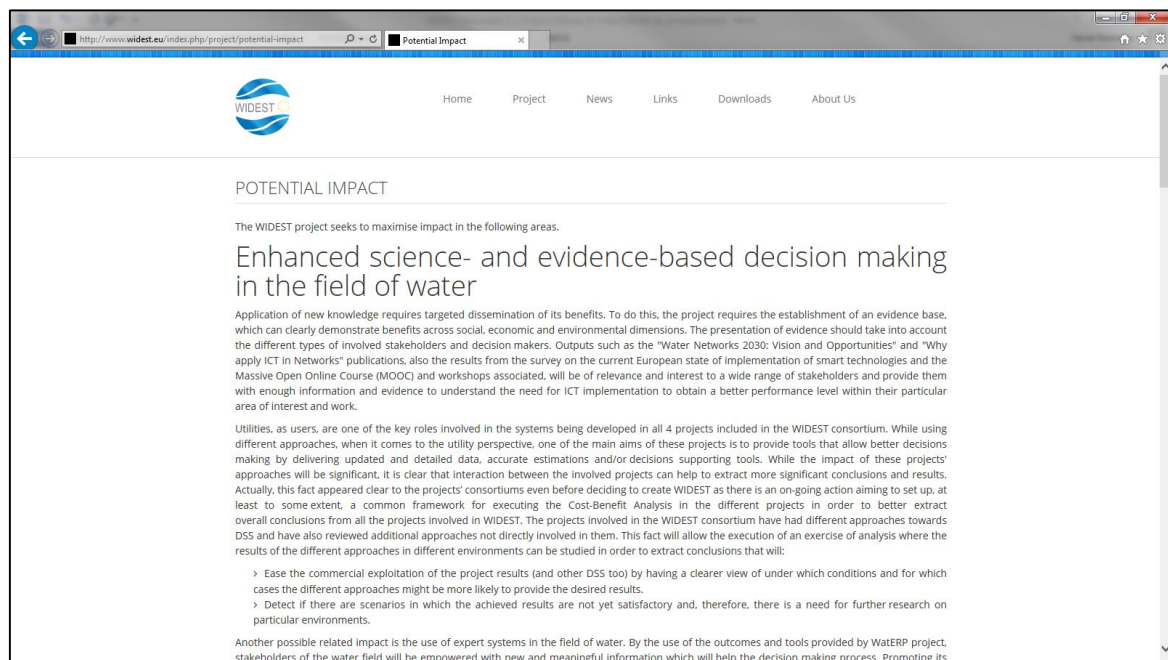


Figure 4 "Sample display from the project impact page"

4.3 News

The News section includes internal (project) news and external news, concerning related external activities (e.g. from the ict4water cluster). These will be regularly updated throughout the course of the project as news-worthy events occur.

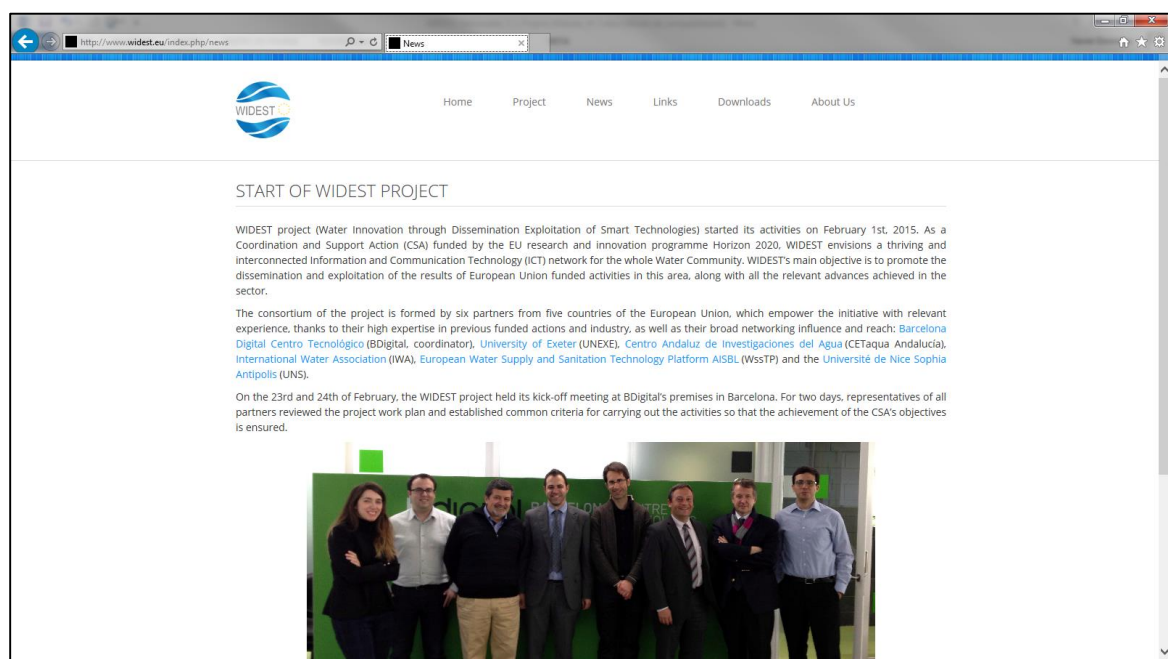


Figure 5 "News page"

4.4 Links

The Links page contains links to relevant online material. This initially contains links to the other projects within the remit of ICT4Water, and will be added to as additional relevant material is discovered.

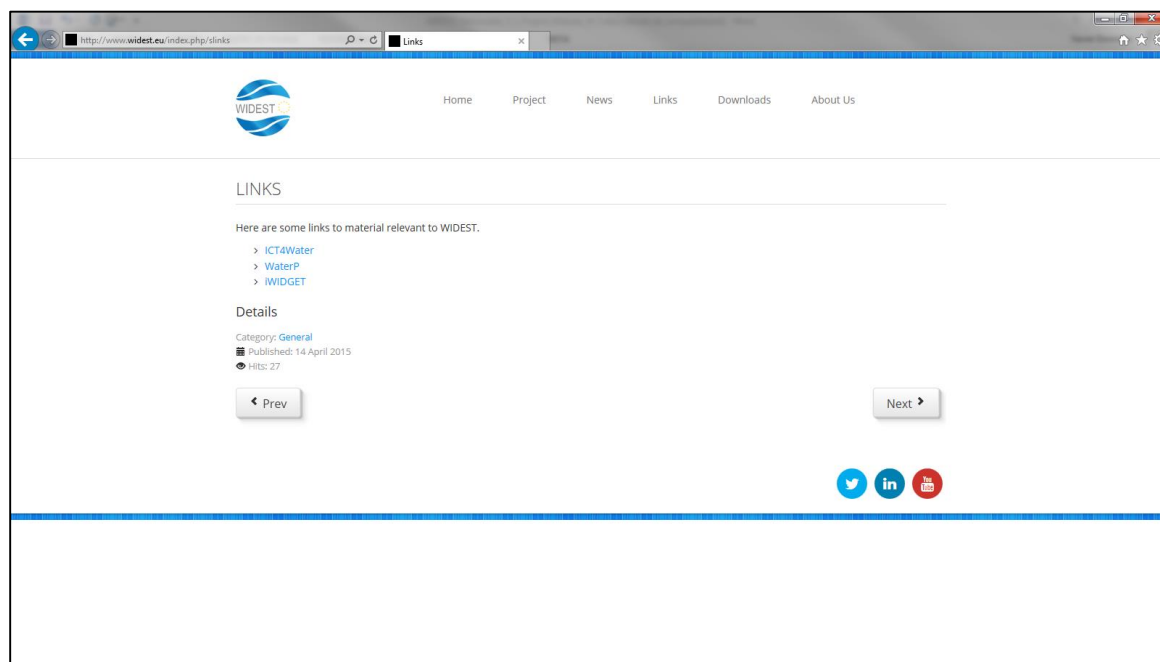


Figure 6 "The links page, as of April 2015, showing also the links to the social media"

4.5 Downloads

As the project progresses and downloadable material is generated, it will be placed here.

4.6 About Us and Contact Us

The About Us contains the partners forming the WIDEST project, while the contact Us page directs users to information through which BDigital (Project coordinator) and the University of Exeter's Centre for Water Systems (WP5 "Dissemination and Communications Channels" leader) can be contacted.

5. Website Management

The website is hosted at BDigital, the Project Coordinators, where technical management is undertaken. Content management is the responsibility of the University of Exeter, as Dissemination and Communication Leader for the project,, who will ensure that the website is regularly updated and represents current state of the project accurately.

6. Conclusions-Recommendations

The WIDEST website (www.widest.eu) has been designed as a flexible, easy to maintain and expand website portal, with user-friendly easy navigation, providing information about the project and links to other related activities, most notable to the cluster ict4water, with the ability to host any kind of digital material, as produced by the project. This website will evolve as the project matures. We intend to submit an updated version of this document between May,15-30, 2015, i.e. within 2-4 weeks from the time the website went public (April 30, 2015), once we get back some feedback from some selected external users, acting as advisory board.

The website will be the most up-to-date and complete reference for any project-related public information. This means that all the partners will need to contribute with their latest material, as soon as possible. They should also make references to it on their public websites and provide the WIDEST Coordinator and Dissemination leader with news and latest facts, such as complete information (date, place, media, reference, purpose, contents, etc.) on publications, press releases, public communication, presentations etc.

7. References

Patnaik, R., & Mishra, M. (2015). Role of Content Management Software (CMS) in libraries for information dissemination. *4th International Symposium on Emerging Trends and Technologies in Libraries and Information Services (ETTLIS)* 6-8, 117-121.