D9.1 Project Website

sauce

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Author(s)	Sara Coppola-Nicholson
EC Project Officer	Ms. Cristina Maier, Cristina.MAIER@ec.europa.eu
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1.0 11-06-18	Document created by Sara Coppola-Nicholson
1.1 14-06-18	Version for internal review (14 days before submission date)
1.2 26-06-18	Revisions in response to review: final versions submitted to Commission

Table of Contents

1   EXECUTIVE SUMMARY

The principal Objectives of *WP9 Exploitation Planning and Impact Demonstrations* are to demonstrate and promote the SAUCE concepts and prototypes to the Media Industry and its users, as well as planning for the exploitation by SAUCE Partners.

This document accompanies the first Deliverable of WP9 at M6, *D9.1 Project Website*, which consists of a high quality multimedia website where public Deliverables and information about Project activities are housed. Together with the website, in order to maximise the promotion of the Project's results and dissemination impact, social media pages have also been created and linked to the website homepage.

2   BACKGROUND

D9.1 Project Website[1] is the first Deliverable for WP9 Exploitation Planning and Impact Demonstrations. Lead by Foundry with the collaboration of all Partners, WP9T1 and WP9T2 run through the whole duration of the Project and focus respectively on *Industry Exploitation* (WP9T1) and *Dissemination and Demonstration* (WP9T2).

The Project website hosts all official information regarding the Project description, objectives and Partners, in addition to periodic updates.
From the *About* page, links to Parters' main webisites can be found.
Interactive icons will redirect to the Project social media Twitter[2] and Facebook[3] accounts and the LinkedIn Group[4]. These will be venues for more informal, but frequent engagement with the Media Industry and will offer additional opportunities to reach new users for dissemination, exploitation planning and feedback on Projects prototypes.

3   INTRODUCTION

The Project website can be visited at https://www.sauceProject.eu/
It clearly desctribes the Project scope, objectives and Partners outline. In addition, to maximise audience reach, the content on the website is periodically updated, with news feeds from dissemination activities carried out by the Project Consortium and the individual Partners; Public Deliverables will be made available for download; updates of the development progress will be published and redirection to social media for soft content (pictures, videos, relevant industry news, etc).

3.1   Main objectives and goals

The main objective of this Deliverable is to demonstrate and promote the SAUCE concepts and prototypes to the Media Industry and its users. The target is to reach 1,000 sessions with over 300 unique visitors throughout the Project duration, with 200 sessions in the first Year only.

3.2   Methodology

The Project website has been designed with the aim to provide users with two main types of information: *Home, About* and *Contact* pages and relative sub-pages showcase key information about the Project's Objectives, the Consortium and the individual Partners. There is no plan to change these sections during the Project's lifetime. *News* and *Docs* pages are constantly evolving with up to date content regarding respectively news about dissemination activities and public deliverables.

3.3   Terminology

URL Uniform Resource Locator, colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it.[5]

Social Media computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Like is a term used on Facebook to give positive feedback or connect with things a user cares about. On a business page, it is possible to monitor how many Likes a post on the page receives to connect directly with customers.[6]

Followers are subscribers on a certain account on social networks. By following, a user receives the followed account's post in their feed.[7]

Linkedin Groups support a limited form of discussion area, moderated by the group owners and managers. Groups also keep their members informed through emails with updates to the group, including most talked about discussions within your professional circles.[8]

Webpage is a document that is suitable for the World Wide Web and web browsers. A web browser displays a web page on a monitor or mobile device.[9]

Sub-page (or subpage) refers to a lower level web page in a website or wiki with the same main name as the starting level page plus a slash and text identifying the location of the subpage. More precisely, it refers to a part of the path in the hierarchical part of the Uniform Resource Identifier (also known as URI or URL).[10]

4   D9.1 Project Website

This is an outline of the Project Website structure and pages. All pages present at the top an identical main header, showing the SAUCE logo, the EU flag to represent the European Union's Horizon 2020 Research and Innovation Programme, a *search* field and interactive icons to redirect to social media profiles.

Underneath the main header, the navigation menu consists of interactive buttons and drop down menus to allows visualisation of all other website pages.

Each page is composed by a combination of pictures, videos, interactive links and text relevant to the information it delivers.
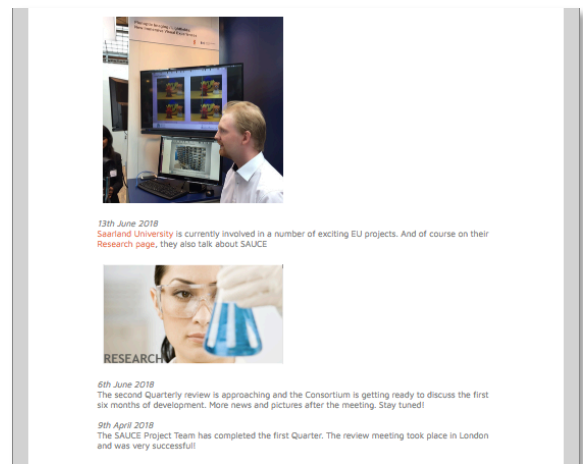
4.1   Home

4.1.1   Home: *Content*

The *Home* page presents SAUCE with a short description of the Project and all Parters' logos. There are no planned changes to this page throughout the duration of the Project.

4.2 News

4.2.1 News: *Content*

The *News* page is constantly updated with dissemination activities like events, published papers, public talks, awards and demonstrations carried out by the Consortium or individual Partners. It also offers pictures, videos and interactive links to external relevant websites. During the Project lifetime, this section of the website offers a constant update to the users.
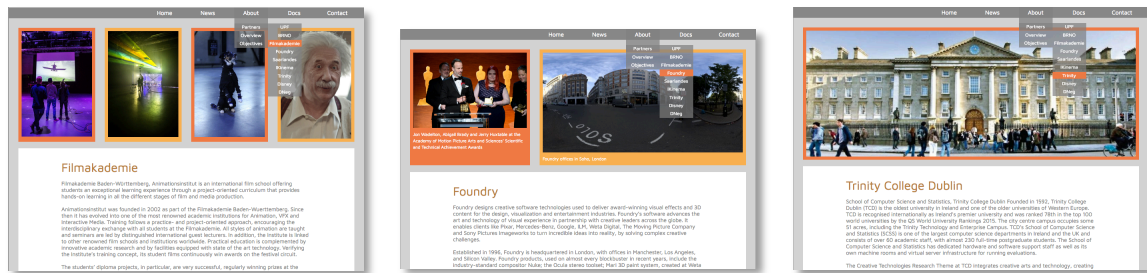
4.3 About
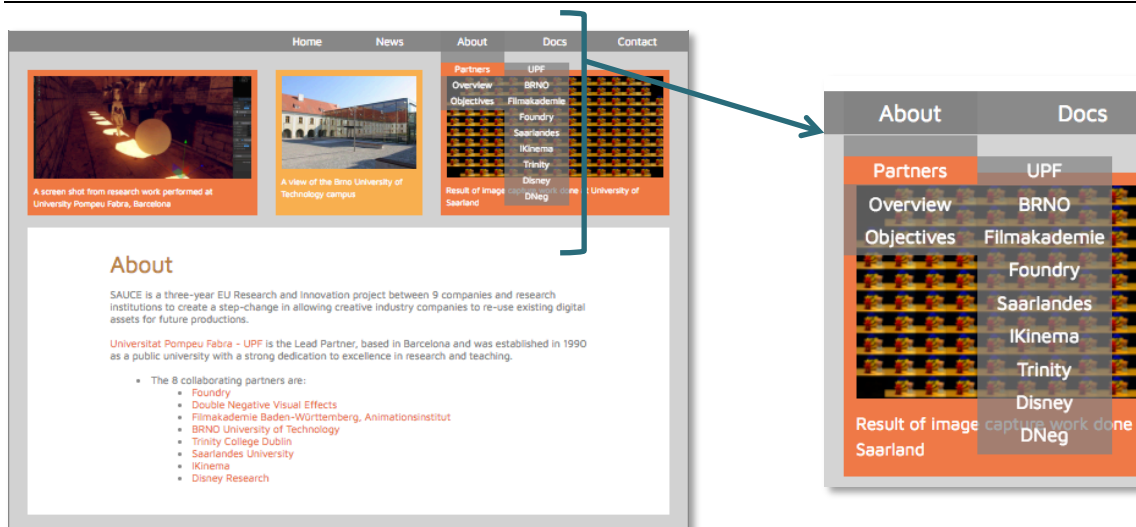
4.3.1 About: *Content*

This is a complex page with a number of sub-pages. *About* describes the Consortium and lists all Partners' names as active links to their main websites. The *About* tab on the main menu is also a drop-down menu that navigates to the relevant sub-pages: *Partners,* with a page for each Partner, *Overview* and *Objectives.*

4.3.1.1 Partners

By clicking on each Partner's name on the *About* drop-down menu, the user navigates to the Partner's sub-page. Here there is a Company description accompanied by some photos.

4.3.1.2 Overview

This sub-page describes the technical challenges SAUCE is addressing and the main goals, helped by a graphical representation of the SAUCE system functionalities and Partners' contribution.
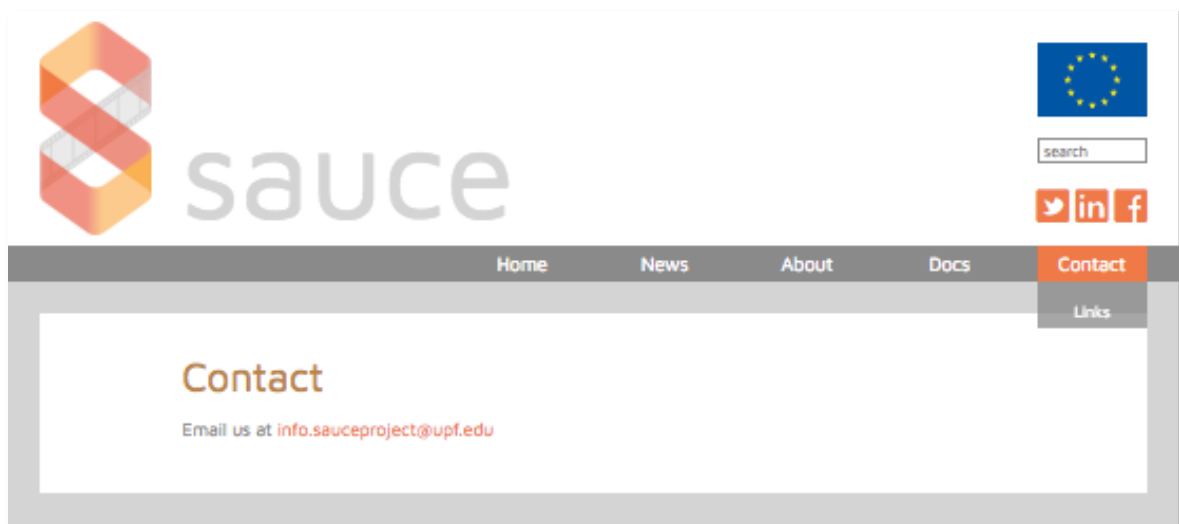
4.3.1.3 Objectives

This sub-page lists the eight Project's Objectives.

4.4 Docs

On the Docs page, the Consortium makes available all public deliverables so that users can download them and learn more about the progress and Project development.
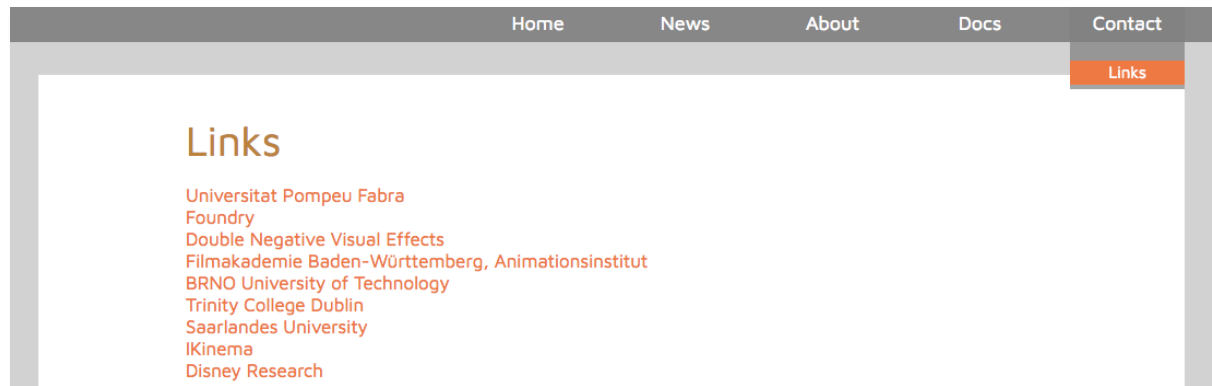
4.5 Contact

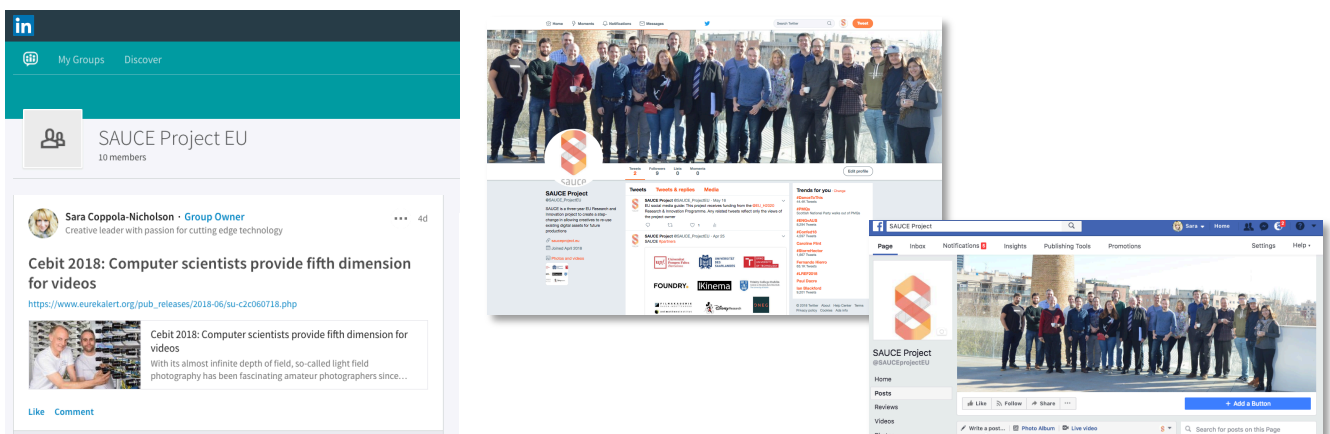### 4.5.1 Content: *Contact*

Through the *Contact* page, it is possible to get in touch with the Project Lead via an active link to info.sauceProject@upf.edu

4.5.1.1 Links

The drop-down menu navigates to an additional sub-page called *Links* where the users can be re-directed to the Partners' websites.

4.6 Social Media

4.6.1 LinkedIn Group

The *SAUCE Project EU LinkedIn Group* is a space for professional discussions between Partners and Industry Users. It also allows sharing of industry news, as well as details and links about Project dissemination activities like events, trade fairs, public demonstrations, publications and papers. It hosts a short description of SAUCE and redirects users to the Project website. The Consortium aims at adding 50 members to this Group by the end of the Project.

4.6.2 Twitter and Facebook pages

Both the *@SAUCE_ProjectEU Twitter* account and the *SAUCE Project Facebook* page are periodically updated with news about events, trade fairs, public demonstrations, publications and papers, and especially soft media content like pictures and videos. They are linked to each other and aim at engaging a wider audience and redirect interested users to the Project website. The Consortium plans to reach 150 followers (50 per year) via Twitter and 100 likes per year on Facebook, with 50 new followers per year (150 in total).

5 Conclusion

The Project Website is a powerful tool of interaction and engagement with the Media Industry. It hosts public Deliverables and information about Project activities in a clear but multilayered structure.

It's a complex system that, at the same time, provides users with all official information about the Project description, scope and challenges; and it's also designed to be a living presence that maximises the promotion of the Project's results and dissemination impact, with its active content, news updates and external links to social media pages.

The Project Website is designed to be the hub of all public knowledge about SAUCE. Whether a user is visiting for the first time to learn about the Project, or looking for the latest updates about events the Consortium is attending, reading public deliverables or searching for a specific Partner's contribution, the SAUCE website will always provide clear, complete, up to date and compelling content.

6 Notes

- The average adult in the UK spends nearly nine hours of each day on media and communication, outstripping even the amount of time spent sleeping or doing other vital tasks.[11]

- The average American spends 24 hours a week online. We're using the internet far more than we used to. So says new data from USC Annenberg about the digital lives of Americans.[12]
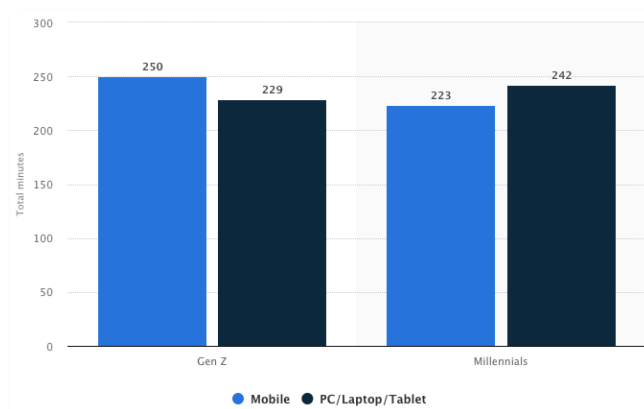
- This statistic reports on the average daily time spent online by teenage and Millennial internet users worldwide as of the second quarter of 2017, by device. According to the findings, Gen Z internet users spent an average of 250 minutes on their mobile devices, while in comparison Millennials spent an average of 223 minutes.[13]

- Digital in 2017 Global Overview report from We Are Social and Hootsuite revealing that more than half of the world's population now uses the internet. […]It's not just the internet that's growing rapidly, either; a wealth of other important milestones has been identified as part of this year's Global Digital report, including:
    - More than half the world now uses a smartphone;
    - Almost two-thirds of the world's population now has a mobile phone;
    - More than half of the world's web traffic now comes from mobile phones;
    - More than half of all mobile connections around the world are now 'broadband';
    - More than one in five of the world's population shopped online in the past 30 days.[14]

7   References

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