

Models for Optimising Dynamic Urban Mobility



D7.4 Website Report (III)

Updated Report about the website <http://modum-project.eu/>

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Delivery Date:

17th June 2014

Dissemination Level:

Restricted

Version: 1.1 final, for approval

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Document Information

Document Status

Deliverable Lead	<i>FGM-AMOR</i>
Type	<i>Deliverable</i>
Work Package	<i>WP 7- Dissemination and Implementation Strategy</i>
ID	<i>D7.4 Updated Report about the website http://modum-project.eu</i>
Due Date	<i>June 2014</i>
Delivery Date	<i>18.06.2014</i>
Status	<i>For Approval</i>

Deliverable History

Version	Date	Output	Responsible
V0.0	17.6.2014	Update of the D7.4, which was submitted in March 2014	Michaela Kargl
V1.0	18.6.2014	Quality Control and Proof Reading	Susanne Wrighton
V1.1	18.6.2014	Finalisation for submission	Michaela Kargl

Note

This deliverable is subject to final acceptance by the European Commission.

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1. Introduction

This report is an updated version of the D7.4 Website report, which was submitted to the EC in March 2014. It gives an overview about the website of the project MODUM with the web address <http://www.modum-project.eu/>.

The website is the official deliverable D7.4.

This document gives an overview about the technicalities, describes the structure of the site, gives an outline of the future plans, and provides statistical information about the usage of the site.

2. Technicalities

The discussion about the website for the MODUM project was launched at the very beginning of the project. The URL¹ was the first thing to be clarified. All the applicable addresses with MODUM alone (e.g. <http://modum.eu/>) were already taken so it was decided to use <http://modum-project.eu/>, a common approach in EU-funded projects.

The project partner FGM, who is responsible for the website, bought the URL for 10 years to ensure the availability of the website even after the project. Registrar is EuroDNS.

The site itself is hosted by the webserver of FGM, which is in fact located in a server farm at the provider Hetzner in Germany.

The operating system of the webserver is a virtualised Debian-Linux environment; the actual webserver uses a LAMP² environment. The site is based on a FGM programmed CMS³ which enables to change and add content without web-programming knowledge.

For access and usage statistics the programme Piwik⁴ is used.

The website is in operation since December 2011.

3. Content of the Website

The website is divided into a public part and an internal part. The latter is password protected and serves for project management purposes.

¹ URL – uniform resource locator (i.e. website address)

² LAMP – for Linux (operating system), Apache (the actual webserver software), MySQL (a database server) and PHP (a scripting / programming language)

³ CMS - content management system

⁴ <http://piwik.org/>

3.1. Public Site

The public site is structured into:

- **Home** – the splash screen in portal layout with teasers and links to all other content.
- **The Project MODUM** – gives a short overview about the MODUM project in general. It is structured into **Rationale** (why MODUM), **Objectives** (the aims of the project), **Approach** (the technical and programmatical approach of the project), **Expected Results** (the outcomes of MODUM) and **What's in for Cities**
- **Partners** – the description of the project partners. The splash screen shows only the logos and names of each partner and each of them links to a subpage with a short description of each partner, a short overview about the tasks of the respective partner, and a link to the website of each partner.
- **Field Trials** – within MODUM, field tests are carried out on 2 test sites, namely Nottingham and Sofia. This part of the website gives an introduction to the objectives and the design of the MODUM field trials, and describes all steps of the process in detail.
- **Newsletter** – here links to all available MODUM newsletters are provided
- **Events** – a description of the forthcoming events, where MODUM will be presented can be found on this page
- **Documents** – under documents the public documents (information flyer and poster as well as technical documents) are made available for download once they are finalised. Furthermore this page also informs about the MODUM related scientific publications.
- **Contact** – gives the contact details of the project coordinator.
- **Press information** – here a short project summary and graphics depicting the MODUM system are available for download

In addition a search function within the site is offered, buttons to resize the font size, the login to the internal site, the disclaimer and a site map.

3.2. Internal Site

The internal site is password protected and restricted to the project partners. It has an upload/download section which is structured by work packages and meetings. It is used for the exchange of documents and documentation.

The section about meetings contains for example an agenda, orientation instructions, all the presentations and also the minutes. The section about work packages contains materials and working papers. Also the draft reports are exchanged there until they are finalised and then uploaded to the external part of the site.

The internal site provides also a "Dissemination Recording Tool" for the partners, where partners can upload information regarding the MODUM related presentations they have given as well as articles and scientific papers they have submitted.

4. Plans for the future

The website is regularly updated.

The update of the “Documents”-page and “Newsletter”-page is strongly linked to the progress of the deliverables / publications and newsletters respectively. Once a deliverable / publication / newsletter is finalised it can be published at the “Documents”- / “Newsletter”-page.

The update of the “Field Trials”-page and “Events”-page is done whenever interesting new information about the progress of the test sites and forthcoming new MODUM-related events is available, respectively.

As soon as more details regarding the Final Conference will be available it is planned to announce the Final Conference prominently on the “Home”-page of the website.

5. Screenshots

The following screenshots give an impression of the MODUM website.

(The screenshots are taken from www.modum-project.eu on 17th of June 2014)



Figure 1: MODUM website Home-page



Figure 2: The Project MODUM

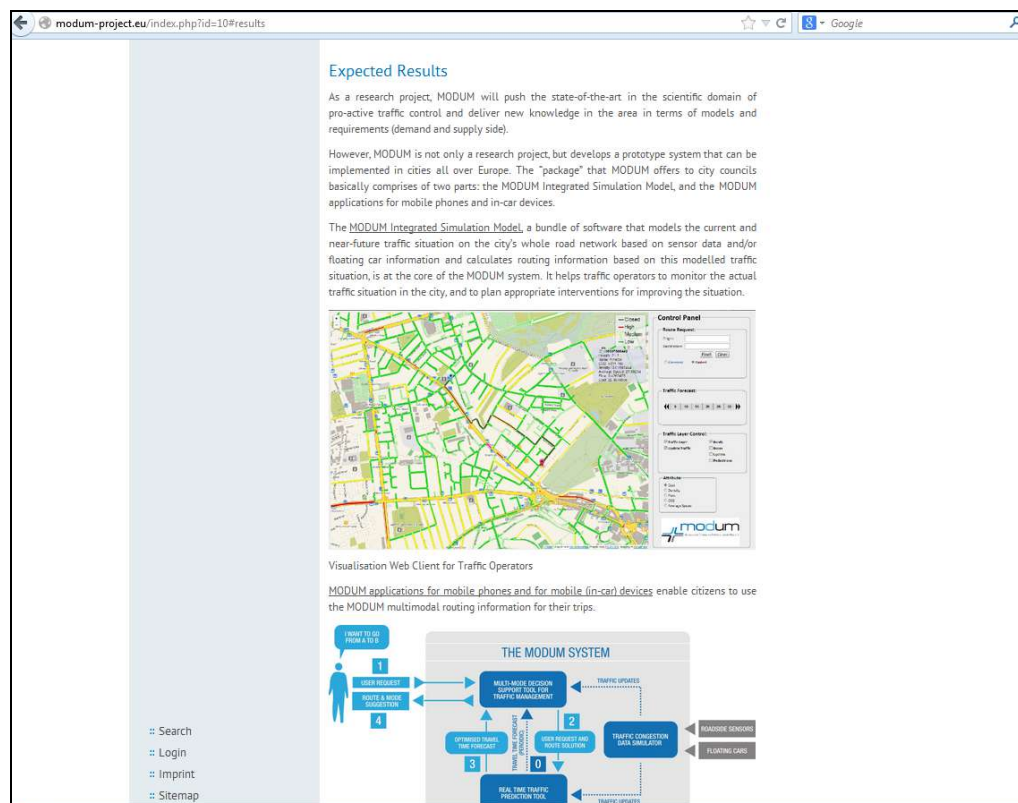


Figure 3: The Project MODUM – Expected Results



Figure 4: What's in for Cities



Figure 5: Partners - Page



Figure 6: Partners-page → subpage (example TML)



Figure 7: Field Trials – page

MODELS FOR OPTIMISING DYNAMIC URBAN MOBILITY

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 288205.

Resize font: A⁺ A A⁻

- Home
- The Project MODUM
- Partners
- MODUM Field Trials
 - Trials: Step by Step
 - Nottingham Test Site
 - Sofia Test Site
- Newsletter
- Events
- Documents
- Contact
- Press information

MODUM FIELD TRIALS: STEP BY STEP

Step 1: Recruiting trial participants

Participants are recruited through a media campaign in the two trial sites Nottingham and Sofia. Within these campaigns posters, flyers and internet banners are used to direct prospective participants to the web based registration page.

Users, having registered, receive a confirmation email detailing the two phases of the trial and how they can qualify for rewards including a month free travel by public transport and entry into a draw for a smart phone.

Whilst smartphone adoption is widespread in both trial sites, 15 smart phones (at both sites) are available for loan to participants without access to a device with appropriate capabilities. To ensure the return of these devices they are made available primarily to participants affiliated with the project, such as ticket booth operators and guards.

Step 2: Participants use the MODUM mobile application and online dashboard

The MODUM mobile application operates on mobile devices with the Android operating system. It is available from the Google Play store free of charge.

During phase 1 users login to the application, and select their direction of travel (from or to work for example) before they start the journey. The application automatically tracks the journey. When the user reaches her/his destination (i.e. when the user is within 100m of the destination) the application waits for 3 minutes before stopping the tracking of the journey. Then the application requests the user to confirmation that this journey has resembled a typical commute (as specified by the user in the registration-form for the field trial).

During phase 2 users login to the application and select their direction of travel (as in phase 1). However, in phase 2, after selection of the direction of travel users are presented with the fastest and greenest route to their destination. These routes are calculated by the MODUM

MODUM

MODUM addresses the environmental footprint in the transport sector by aiming to develop a new approach for proactive demand-responsive management of traffic. This approach will enable energy-efficient multi-modal transport choices accommodating dynamic variations, minimising the environmental impact and improving the quality of life in urban environments.

More

Figure 8: Field Trials – page -> subpage – Field Trials Step by Step



Figure 9: Field Trials – page -> subpage (example Nottingham)

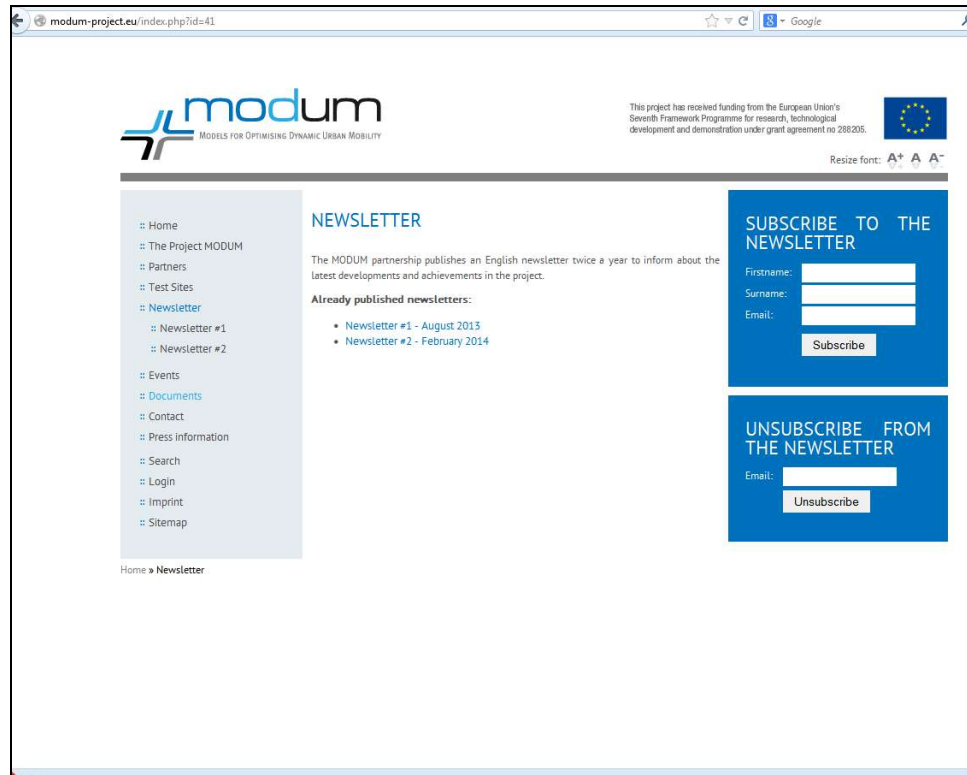


Figure 10: Newsletter – page



Figure 11: Newsletter-page -> subpage (example Newsletter 2)



Figure 12: Events-page



Figure 13: Documents-page



Figure 14: Documents-page -> subpage: Technical Documents (for Download)



Figure 15: Documents-page -> subpage: Info Flyer and Poster (for Download)



Figure 16: Documents-page -> subpage: Scientific Publications

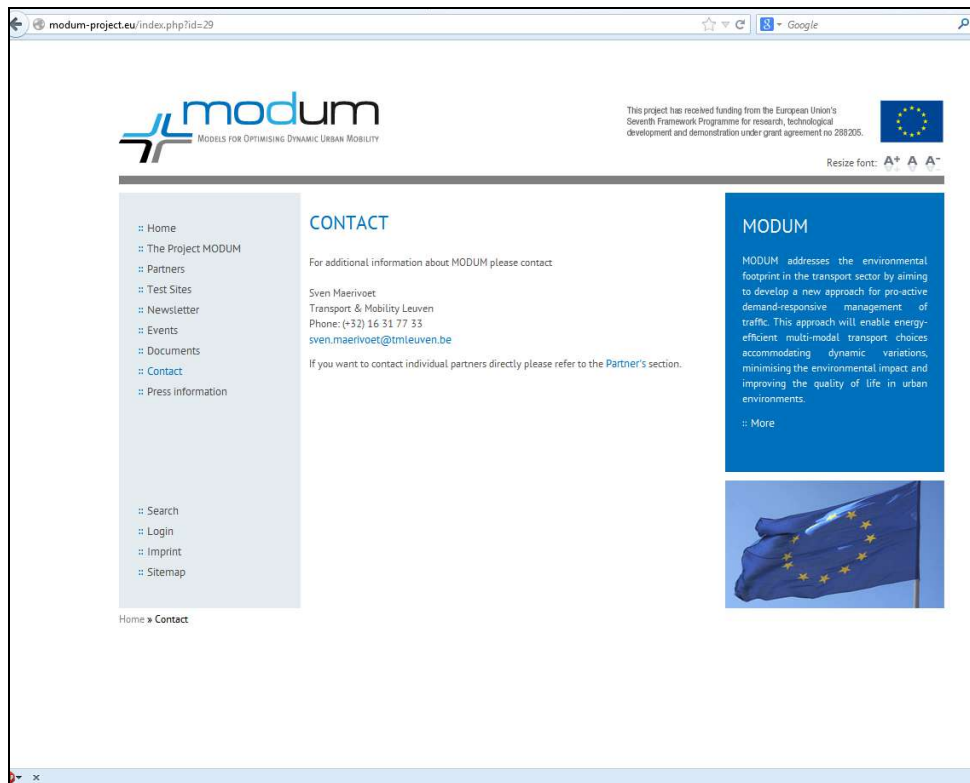


Figure 17: Contact-page

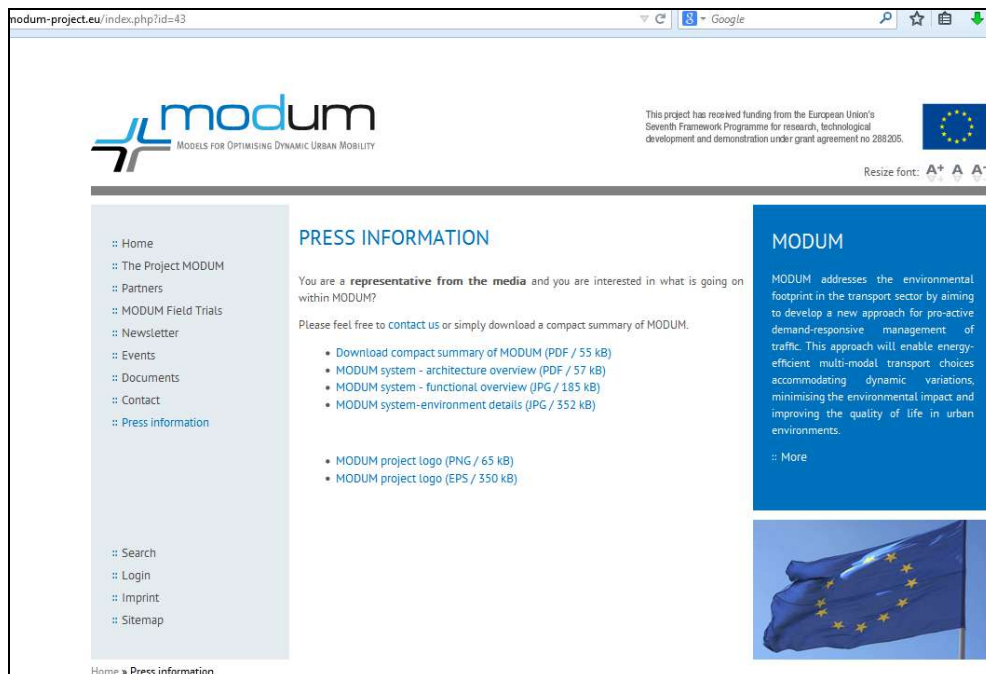


Figure 18: Press Information – page

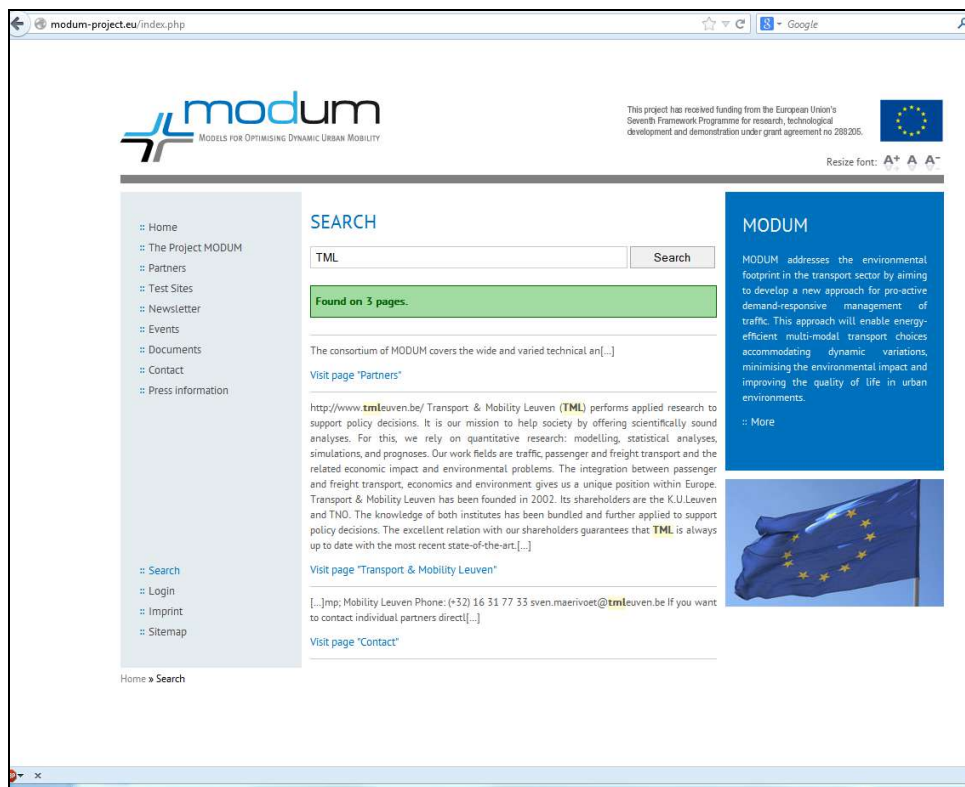


Figure 19: Search-page



Figure 20: Imprint-page



Figure 21: Site Map - page

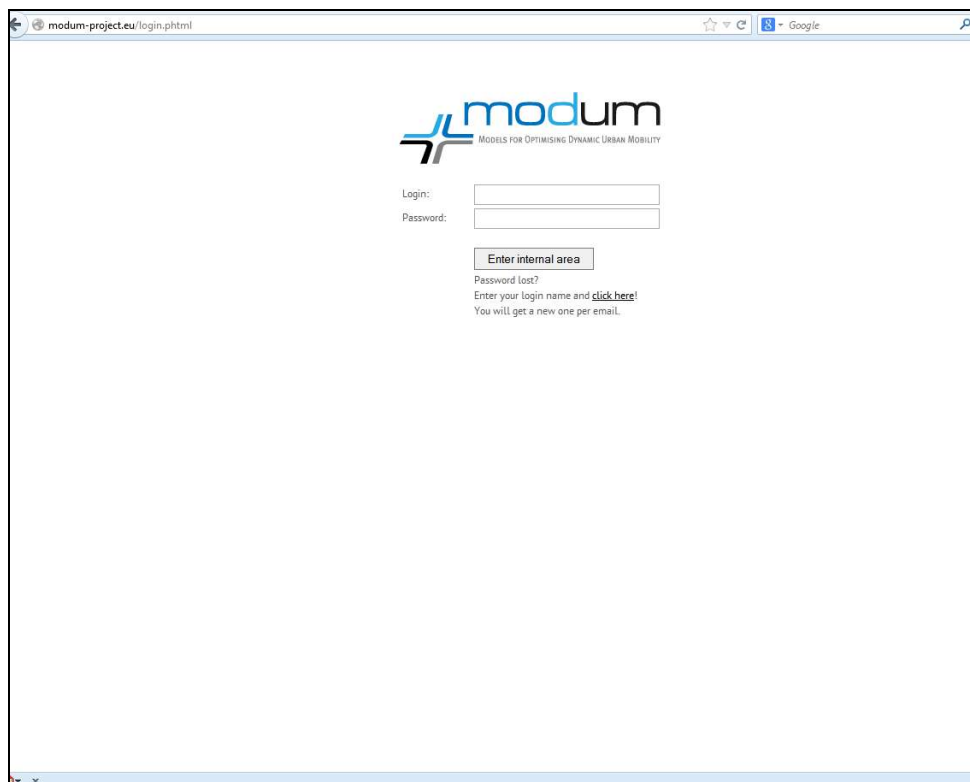
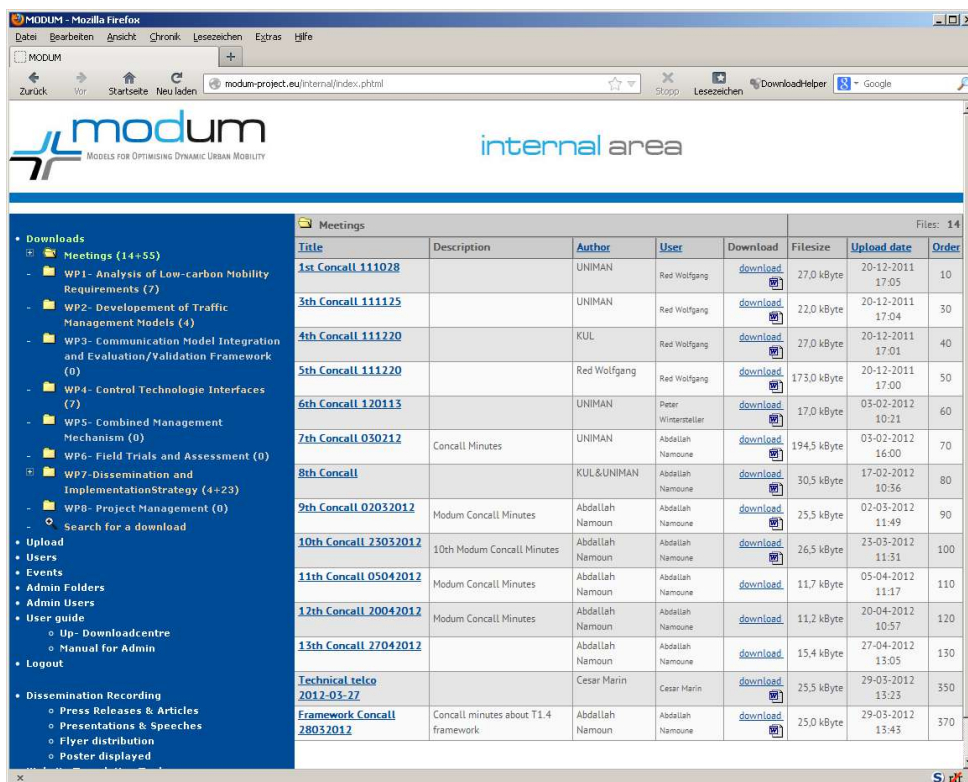


Figure 22: Login-page (Login required to enter internal area of the website)



MODUM - Mozilla Firefox							
modum-project.eu/internal/index.html							
internal area							
Downloads							
Meetings (14+55)							
WP1- Analysis of Low-carbon Mobility Requirements (7)							
WP2- Development of Traffic Management Models (4)							
WP3- Communication Model Integration and Evaluation/Validation Framework (0)							
WP4- Control Technologie Interfaces (7)							
WP5- Combined Management Mechanism (0)							
WP6- Field Trials and Assessment (0)							
WP7- Dissemination and Implementation Strategy (4+23)							
WP8- Project Management (0)							
Search for a download							
Upload							
Users							
Events							
Admin Folders							
Admin Users							
User guide							
Up - Downloadcentre							
Manual for Admin							
Logout							
Dissemination Recording							
Press Releases & Articles							
Presentations & Speeches							
Flyer distribution							
Poster displayed							
Meetings							
Title	Description	Author	User	Download	Filesize	Upload date	Order
1st Concall 111028		UNIMAN	Red Wolfgang	download	27,0 kByte	20-12-2011 17:05	10
3th Concall 111125		UNIMAN	Red Wolfgang	download	22,0 kByte	20-12-2011 17:04	30
4th Concall 111220		KUL	Red Wolfgang	download	27,0 kByte	20-12-2011 17:01	40
5th Concall 111220		Red Wolfgang	Red Wolfgang	download	173,0 kByte	20-12-2011 17:00	50
6th Concall 120113		UNIMAN	Peter Wintersteller	download	17,0 kByte	03-02-2012 10:21	60
7th Concall 030212	Concall Minutes	UNIMAN	Abdallah Namoun	download	19,4 kByte	03-02-2012 16:00	70
8th Concall		KUL&UNIMAN	Abdallah Namoun	download	30,5 kByte	17-02-2012 10:36	80
9th Concall 02032012	Modum Concall Minutes	Abdallah Namoun	Abdallah Namoun	download	25,5 kByte	02-03-2012 11:49	90
10th Concall 23032012	10th Modum Concall Minutes	Abdallah Namoun	Abdallah Namoun	download	26,5 kByte	23-03-2012 11:31	100
11th Concall 05042012	Modum Concall Minutes	Abdallah Namoun	Abdallah Namoun	download	11,7 kByte	05-04-2012 11:17	110
12th Concall 20042012	Modum Concall Minutes	Abdallah Namoun	Abdallah Namoun	download	11,2 kByte	20-04-2012 10:57	120
13th Concall 27042012		Abdallah Namoun	Abdallah Namoun	download	15,4 kByte	27-04-2012 13:05	130
Technical telco 2012-03-27		Cesar Marin	Cesar Marin	download	25,5 kByte	29-03-2012 13:23	350
Framework Concall 28032012	Concall minutes about T1.4 framework	Abdallah Namoun	Abdallah Namoun	download	25,0 kByte	29-03-2012 13:43	370

Figure 23 - Internal Site - Downloads / Meetings

6. Statistical Information

From December 2011 (when the website www.modum-project.eu was launched) until mid of June 2014 a total of 4570 visitors (3160 unique visitors) have accessed the website, and 13250 page views (9586 unique page views) have occurred.

The following graphics give an overview of the development of the number of unique visitors and the number of page views during the period from launch of the website until 17.6.2014:

(Note: In the following graphics, the figures given for June 2014 do not cover the whole month, but only the first 17 days)

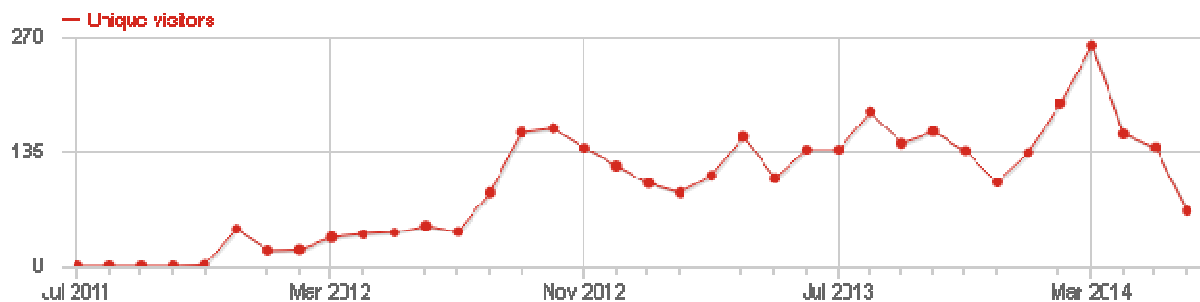


Figure 24: Unique visitors from launch of the website until 17th June 2014

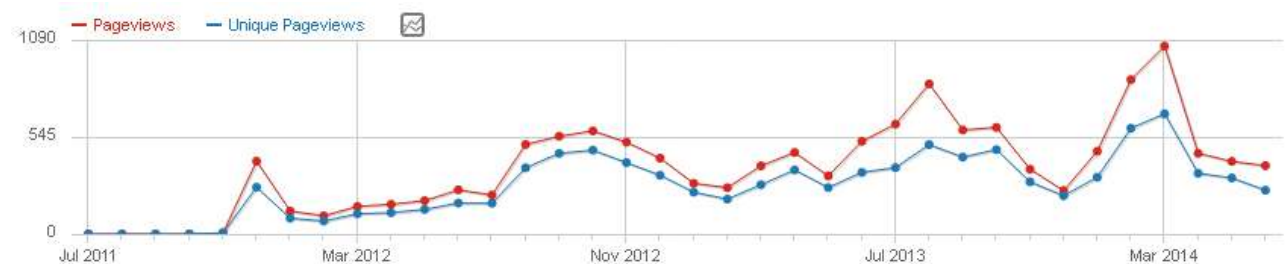


Figure 25: (Unique) Pageviews from launch of the website until 17th June 2014

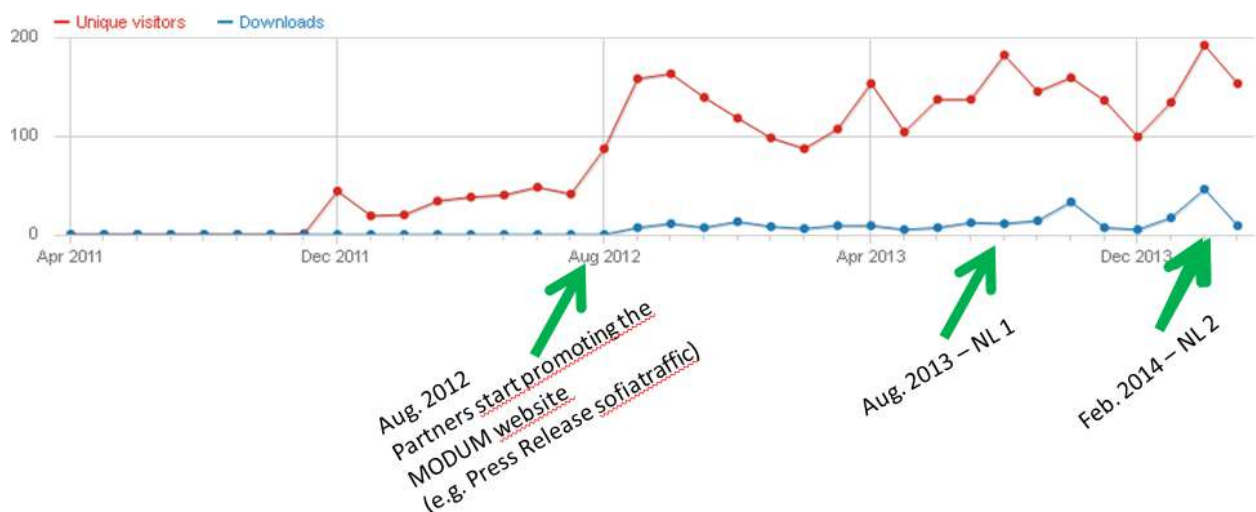


Figure 26: Mapping of number of website visits with major dissemination activities (Period until March 2014)

Over 60 websites refer to www.modum-project.eu. The following table lists some of those, which Piwik could track as referrer sites for visitors of the MODUM website:

Referrer Website	Number of visitors coming from this site to the MODUM website
www.sofiatraffic.bg	323
semalt.com	96
www.sofia.bg	62
www.tmleuven.be	53
www.mbs.ac.uk	21
ec.europa.eu	15
www.project-peacock.eu	17
www.ecompass-project.eu	10
www.manchestersciencefestival.com	8
sofia.bg	10
www.fgm.at	8
www.technolution.nl	7
www.transport-research.info	5
www.manchester.ac.uk	3
www.transportinnovations.info	3
tmleuven.be	2
www.searchmobileonline.com	1
www.technolution.eu	1
www.logistop.org	1