DAIAD

Project web-site, Fact sheet and

collaboration platform

Dissemination Level	Public
Due Date of Deliverable	Month 2, 01/05/2014
Actual Submission Date	21/3/2015
Work Package	WP8, DAIAD Dissemination and Exploitation
Task	Task 8.1 Dissemination Activities
Type	Report
Approval Status	Submitted for approval
Version	1.0
Number of Pages	14
Filename	D8.1_ProjectWebSite_FactSheet_CollaborationPlatform.pdf

Abstract

This report presents the project's web-site, fact sheet and collaboration platform. These have been available and are in operation since M2 of the project, supporting our dissemination and exploitation activities. In this report we compile information regarding their intended purpose, use, and support for the project's activities.

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History

version	date	reason	revised by
0.1	19/3/2015	First draft	Spiros Athanasiou
0.2	20/3/2015	Addition of content in all sections	Sophie Karagiorgou, Giorgos Giannopoulos, Yannis Kouvaras, Nikos Georgomanolis
1.0	21/03/2014	Final version	Sophie Karagiorgou

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Executive Summary

This report presents the project's web-site, fact sheet and collaboration platform. These have been available and are in operation since M2 of the project, supporting the dissemination and exploitation activities of the project. In this report we compile information regarding their intended purpose, use, and support for the project's activities.

In Chapter 1 we focus on the project's web-site, which serves as the basic communication channel for the project and the dissemination of its output. The project web-site should not be confused with the other web services/sites to be delivered by the project (e.g. DAIAD@commons, DAIAD@utility), which target the support and empowerment of consumers with water consumption data.

In Chapter 2 we provide information on the project's facts sheet, which provides a high-level and multi-function introduction to the project catering to the needs of broad audiences, ranging from simple consumers to ICT experts.

In Chapter 3 we present the project's internal collaboration infrastructure, which supports the knowledge transfer, coordination, and monitoring of our work on a daily basis.

Abbreviations and Acronyms

JS   JavaScript

CMS   Content Management System

XML   eXtnensible Markup Language

API   Application Programming Interfaces

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1. Project Web Site

The project website (www.daiad.eu) serves as the main gateway to resources and information to a wide range of audiences, commercial and scientific communities, as well as, the project partners. The website has been successfully developed and supports multiple access and functionality for the general public. On a technical level, it has been implemented in the WordPress CMS, with a custom-designed theme.

1.1. Audiences

The project's web site serves as the first point for any web visitor to learn about the DAIAD project and discover information that suit her needs. As such, it needs to simultaneously support all types of possible visitors, ensuring each one can fulfill her needs to collect the required information, easily explore the available content, and be engaged. As such, we have identified the following basic audiences:

- *Casual visitors*. These are web visitors for which we assume no prior knowledge, interest, or expertise in the research goals of the project. Hence, these require a very simple and high-level presentation of what DAIAD is (EU RTD project), what DAIAD's goals are, and how DAIAD's output can improve the wellbeing of society.

- *NGOs and Citizen Association members*. These visitors belong to organizations that are active sustainability issues, and can broadly raise awareness and stimulate change. Their members constitute a valuable target group of early adopters. Our goal will be to provide them the required information on how state-of-the-art research on real-time water monitoring can help in their cause, as well as deliver information on how they can engage their members.

- *Industry*. These visitors are members of enterprises active in the water, energy, smart home, IoT, and in broader ICT. They are more familiar with technical aspects and have a better understanding of the project's technology output. Consequently, our goal will be to direct them to information presenting in more detail the DAIAD's technical output, link with specific prototypes/software (e.g. our source code repository) and direct them towards potential synergies and exploitation opportunities.

- *Academia*. These are visitors knowledgeable in the state of the art, but may exhibit diverse backgrounds, as they belong to the Water or ICT domains. Hence, while they may be experts in one field, they may lack the knowledge required from the other. As such, our goal is to provide a coherent overview of how ICT for Water is applied within the project, provide opportunities to study our output in detail (e.g. software, deliverables) and get in reach with the Consortium.

- *Media.* This is a very specific and narrow group of visitors that visit our web-site in order to collect information about a press article, a TV interview, and in general communicate DAIAD for their own purposes. As such, our goal will be to provide them with needed content (logos, text, leaflets) which facilities integration in the rapidly moving media landscape.
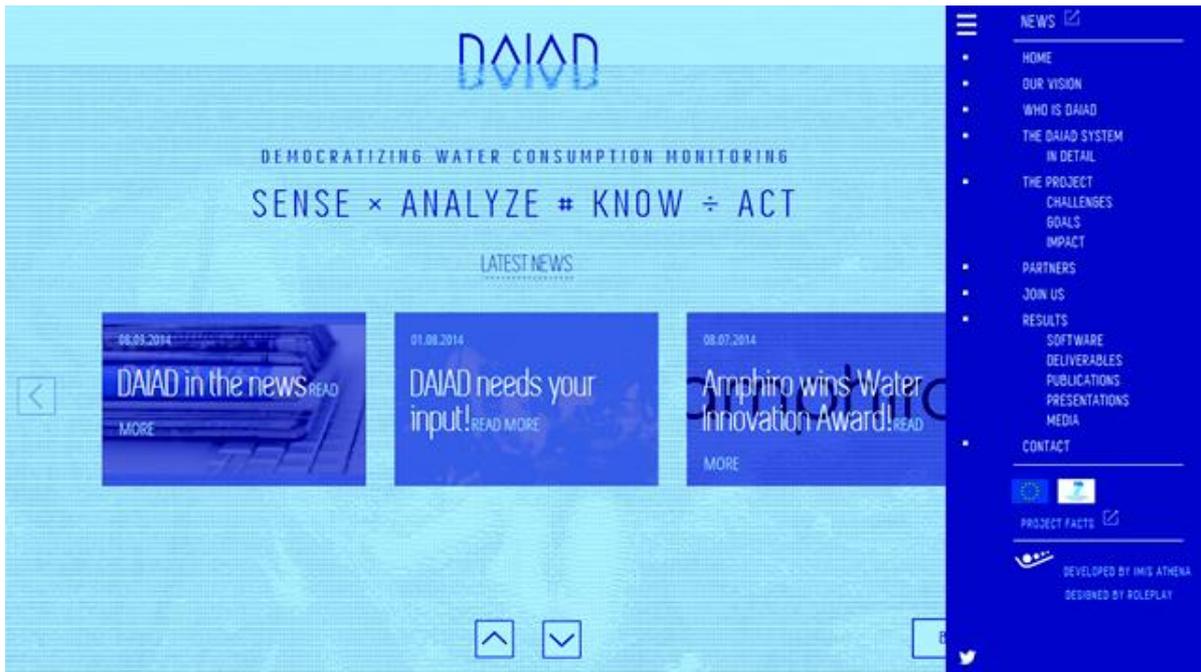
1.2. Principles

The website has been designed and implemented with the following principles in mind:

- *Uniform identity*. Our web presence establishes the *identity* of DAIAD, both as a research project and as a potential business proposition. It will be the prevalent medium for any interested stakeholder (*from consumers to water utilities*) to discover more information about DAIAD, after being exposed to other dissemination activities. Hence, it is imperative to encapsulate, showcase and maintain a concrete visual identity across its content and structure. Further, the visual identity of the website has been adopted across all other relevant channels (e.g. Fact Sheets, presentations), in an attempt to establish positive associations and engagement with stakeholders.

- *Ease-of-use*. The website has been designed to be simple in its operation, both in structure and content presentation. As such, navigation can be performed with the keyboard (*arrow keys*), mouse, or touch screens. Navigation in the website has a top-down approach based on virtual panes, with high-level and introductory information in the top pages. As the visitor scrolls down, more detailed information is available, structured around several areas of the project. In each virtual pane, the user may drill-down to even more detailed information. Further to this, a vertical toolbar is available at all times in the right part of the browser. This enables visitors to gain an immediate view of the website's structure and visit specific pages.

- *Incremental presentation*. The website is a multi-purpose tool, aiming to address the diverse knowledge needs of our target groups. Consequently, information must be structured and presented in a manner facilitating incremental knowledge discovery. This paradigm has been adopted at all aspects of the web-site. In each thematic area, a simple-text provides an overview to visitors, with more information being available only if they want to access it.

- *Responsive*. The website has been designed following the principles of *responsive web design*. This means that it automatically adapts to the screen real-estate of all devices. Consequently, visitors can use their laptops, tablets or even mobile phones and experience a similar experience and capabilities.

- *Versatility*. DAIAD's dissemination and communication needs will evolve during the course of the project (e.g. trial participation, forum). These needs have been taken into account and will be served by specific sub-sections of our website in order to maintain it as the prominent dissemination channel for DAIAD.

1.3. Structure

In the following picture, the homepage and the functionality frame of the DAIAD website can be clearly seen. The functionality frame enables navigation through the main activities of the project including the objectives, the system description, the results (software, deliverables, presentations, media material), and contact information. Users' interactions with the website are monitored with Google Analytics, as a method to track, access, and monitor visitor traffic.

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Picture 1: DAIAD website

In more detail, our web-site includes the following sections and sub-sections. Note than in all pages a static floating button "Be Part of DAIAD" invites everyone to participate.

- *First page*. As mentioned earlier, the first page has been implemented as a continuous vertically sectioned page which provides more information as the user moves down. The following sections are available:
  - *First glance*. Includes the logo and motto of the project, as well as the 'featured' news. These are typically in chronological order, but can also include featured news (i.e. older) in order to keep an important blog article in a prominent position. During the later stages of the project, this section will also include videos and pictures of DAIAD in use.
  - *Our vision*. Here the broader vision of the project is communicated, in very simple terms anyone can understand. We state our goal "It's time to change the way we monitor water" following with two short paragraphs that end with a question "How are we going to achieve this?" This is intentional in order to capture the visitor's attention and direct her to the information that follows.
  - *Who is DAIAD*. We provide the inspiration for the name of the project and give a relevant image in the background (water nymphs) in order to *humanize* the project's output. The concept of a person materializing an idea is extremely successful both in ancient mythology (e.g. Athena is the goddess of wisdom) and modern marketing (e.g. mascots).
  - *The DAIAD system*. A very high-level overview of the complete DAIAD system is provided emphasizing simple, engaging and powerful symbols to convey operation and information flow. Further, the visitor can hover over a component of DAIAD and get a few more lines of information, as well as click on the component. At this point, she is forwarded to a new

section "In Detail" which includes more technical information about all envisaged DAIAD components.

o *The project*. At this point, the visitor has already been presented with our main aspirations and a very broad overview of our work. Consequently, we can safely provide her with more information about our work structure in 3 sub-sections: Facts, Goals, Impact. For each, we provide a small summary delivering the needed information with few words. Further, the visitor can click on the available "Read More" buttons to receive additional and more detailed information.

o *Partners*. Here we provide information on the Consortium partners, with very short profiles and expertise.

o *Be Part of DAIAD*. This section is contains the 5 basic stakeholders which we aim to have involved in the project's dissemination and exploitation activities. Depending on the visitor's role (e.g consumer, NGO member) she can hover over the corresponding icon to get information at a glance, or click to visit a dedicated section. Each of these sections (e.g. Water utility) will contain specific information that will be added through the course of the project on how they can apply and exploit DAIAD.

o *Results*. This section structures the project's output in 5 categories. Software, leads to a new section and provides a link to our open source code repository. Deliverables, provides all of the project's public deliverables free for download. Publications, includes a list of our scientific/technical publications. Presentations, compiles presentations given for DAIAD in various venues. Finally Media, is a specific section containing information about Media experts (e.g. bloggers, press).

o *Contact*. A simple form with contact information to request additional details about the project.

2. Factsheet

The project's factsheet has the purpose of presenting the project and its objectives in a printed and electronic format, facilitating dissemination and communication at venues which provide interaction opportunities with the public. Overall, the project's factsheet and website have been designed in parallel, following the same requirements in terms of audience support, principle, and structure. This was pursued in order to provide a coherent and broadly identical communication of the project's objectives regardless of whether the user is visiting the web site or browsing through the fact sheet.

It is important to mention that the factsheet will be updated during the course of the project to reflect our progress and output, and provide more specific information especially for exploitation opportunities. Further, to facilitate reuse and further dissemination, the factsheet is available with a Creative Commons license (http://creativecommons.org/) for free download from our web site. Consequently anyone is welcomed to reproduce it for events/venues where DAIAD does not have physical presence.

2.1. Audiences

As mentioned, the factsheet serves the communication needs to the same audience members as the website, so we avoid repeating them here.
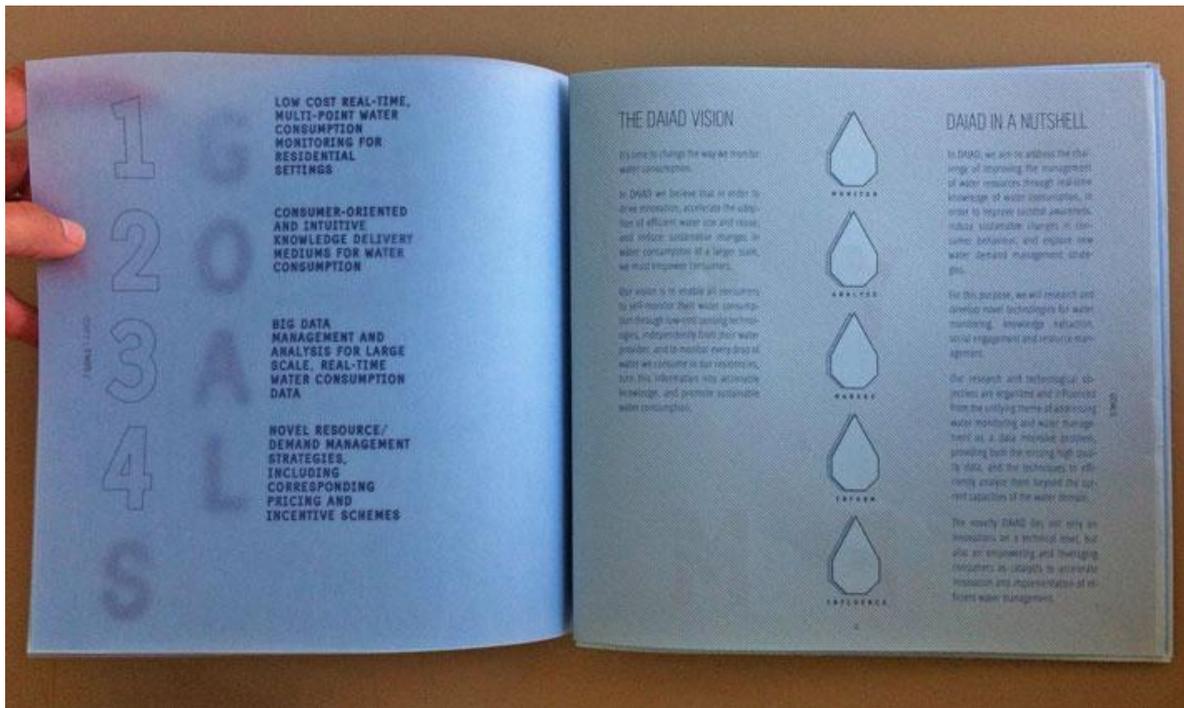
2.2. Principles

Similarly, the factsheet has been designed with similar principles as with our web-site, so we avoid repeating them here. One important distinction though is that since the factsheet mostly serves physical interaction (i.e. printed) and competes for visitor attention in a crowded space (e.g. in an exhibit venue), it must capture attention. Consequently:

- First Impression. The physical dimensions of the factsheet are not standard A4/A5, while its corners are also rounded. Further, the first page is colorful with the same color pallet and visual identity. This aims to induce a sense of curiousness for visitors and capture their attention for picking up the leaflet.
- Engagement. After the visitor has picked up the leaflet, we want to keep her engaged towards browsing through all content. This is why several visual symbols are applied, as well as printing novelties (e.g. transparencies, hidden lettering) so that every page has something interesting for the visitor to discover.

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2.3. Structure

The factsheet follows the same structure with our web site. In summary, it includes the major project information, objectives, impact and achievements including the contract number, project acronym and list of participants (organization name, country). It also outlines the project's rationale, specifies its technical baseline, intended target groups and application domains. As such, it can be distributed into wider bodies that might be interested and can be used by the EC for its own dissemination and awareness activities throughout the project lifecycle.

Picture 2: DAIAD Fact Sheet

3. Collaboration platform

The project's collaboration platform is a MediaWiki-based wiki, providing a secure, password-protected service for Consortium members supporting knowledge transfer, coordination, and monitoring of our work on a daily basis. The wiki has been available since the start of the project and is the single point for the coordination of the partner's work.

3.1. Purpose

The purpose of our collaboration platform (available at wiki.daiad.eu) is to facilitate collaboration, coordination, monitoring, and project management of the project's implementation. As such, it is considered as the repository for the collective memory of the project. In this respect, all research activity, technical discussions, and agreements reached must be documented in the wiki by the partners. Towards this:

- Access to the wiki is available to all Consortium members and only to Consortium members. Every member of the partner's team (e.g. researchers, administration) has edit access to the wiki and is responsible to update any information relevant to her line of work. Further, access to the wiki is strictly confined within the Consortium to ensure the confidentiality and thus free exchange of ideas within the Consortium.

- Anyone can edit content and add pages. Full edit rights, as well as instructions to all members of the partners have been given regarding their full autonomy into creating domain/subject specific sub-pages for specific technical issues. This accelerates collaboration and promotes internal visibility regarding the progress of work.

- Traceability. All edit actions in the wiki, regardless of the type, are logged and traceable back to their author. This means that even a simple edit (e.g. deletion of a word) is tracked across the lifetime of the project. Again, this facilitates interaction and accountability within the Consortium.

- WP Leaders. The WP Leaders are responsible for making sure any content relating to their WPs reflects the ongoing and planned work. While all participants involved within a WP have edit access, it is the responsibility of the WP leader to remind this fact, and also resolve any inconsistencies in the content.

Picture 3: Sample wiki page

3.2. Structure

The structure of our wiki serves easy navigation and structure of content. In particular, these are the high-level groups of wiki-pages:

- Work Packages. A specific wiki-page per WP is available, which includes a summary of the DoW, a short progress of the progress achieved, and links to specific-purpose technical issues on the Task level.

- Meetings. Includes the Agenda and Minutes for all physical project meetings.

- Calls and Minutes. Includes the Agenda and Minutes for all virtual meetings of the project, regardless of their size and scope.

- Reporting. Includes sub-pages with information on the management/reporting procedures followed by the project

- Infrastructure & Organization. Provides information about the shared infrastructures (e.g. Hardware, software, email lists) and contact details/responsibilities for all Consortium members.