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Abstract:
The purpose of this Deliverable is to introduce and describe the Web Site of the Project as one of the main instruments for dissemination. It describes its general outline and structure, the rationale and the type of information contents that can be found on the site with screen snapshots of some pages. It also describes use of the private part of the website.

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* **(a)**   **PR =**   Prototype
          RE =   Report
          SP =   Specification
          OT =   Others
* **(b)**   **P =**   Public, for wide dissemination (public deliverables shall be of professional standard in a form suitable for print or electronic publication)
          C =   Confidential, limited to project participants. Irrespective of the status, all the reports and deliverables must be made accessible to the other project participants and responsible EC services.

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- Grad Rijeka, Croatia
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Document History

Version[1]	Issue Date	Stage[2]	Content and changes
#1.0	01/03/2014	Final	Structure and contents defined by the Coordinator

For further information related to this Deliverable or to the **INCA** project please visit the project Web site:

http://www.in3ca.eu

or contact the Project Coordinator: malborg@idieikon.com

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[1] Please use a new number for each new version of the deliverable. Add the date when this version was issued and list the items that have been added or changed. The 'what's new' column will help the reader in identifying the relevant changes. Don't forget to update the version number and date on the header.

[2] A deliverable can be in either of these stages: "draft" or "final". For each stage, several versions of a document can be issued. *Draft:* Work is being done on the contents. *Final*: All chapters have been completed.

TABLE OF CONTENTS

1.   Introduction

INCA website is a key project management tool and facilitates clear communication between all members of the Consortium as well as with all those interested in the project development and its outcomes. **INCA** website provides a valuable way to communicate with the world.

According to the Grant Agreement, the public will be informed about the **INCA** project by a continually updated website. Basically it will give an overview about the project and give compile press material and publications. The website is located at http://www.in3ca.eu and it is hosted by the consortium member QUART DE POBLET. This website will be promoted by links from the partners' web sites as well as from the Cordis web site.

2.   Technical Details

The **INCA** website (http://www.in3ca.eu/) has been drawn as a CMS (Content Management System), an application on server that has allowed us to create, manage and update the website directly by the browser. Amongst the different kinds of CMS, WordPress has been selected for its flexibility and coherence with the necessities of the project. WordPress contains some useful components, such as templates, different formats open source and plugins that have been used to create different issues and sections of the website.

The architecture of the website is based on WordPress 1.5. To the basic template chosen (Twenty Thirteen 2013 theme), different modules / extensions are being added to get all the functionality we wanted it to have. For example, the web site is multilingual and content can be displayed in each of the languages of the Consortium partners (provided translation is provided). We have not opted for an automatic machine translator, because still the results are not good enough. Thus translations of content is one of the tasks to be done by each partner and in countries were there are more than one partner, translation work has been agreed to be shared among them. The content pages employ cascading style sheets to describe the format including colours, fonts and layout.

INCA web site is compliant W3C CCS, W3C XHTML 1.0 and W3C WAI-AA

Main work has been undertaken between QUART and IDI EIKON. A domain name has been purchased on February 2014 ready for the web construction. The project is officially running since first January 2014. A logo has been designed, produced and assigned. The website is hosted at QUART ISP providers servers.

The **INCA** website is being now populated with public content whilst still providing a secure internal area for project partners. This internal area provides authorized users easy access to all programme documentation.

The project site is a secure website housing all project-related work and the web site (ongoing work from day one of the project).

INCA website will be registered with the major search engines, including key words, meta-tags, etc.), to gain the best search engine results, and we will also research other appropriate sector specific website directories and register with these organizations as well as with other related projects. **INCA** will be use as an online tool to offer online promotion. Newsletters will be issued from here to all **INCA** Community of Interest. As for site statistics, **INCA** will use an internal module based on Google Analytics, a tool for understanding how well the site is performing

3.   Infrastructure

The website is currently running on a server Tetra Processor with 4 GB of RAM and 200 GB of storage which has a 1 GB connection located in Telecoms® Cloud Platfform by Portales Mediterráneos. The Telecoms® Cloud platform allows the infrastructure to adapt to the requirements of the project according to the real needs by providing performance and increasing the number of processors, memory size or disk storage and optimizing spending. Portales Mediterráneos is a European provider of ICT services with over 15 years experience in Spain and specializes in the provision of services to Companies and Public Bodies, being duly accredited by the Spanish Administration as Telecommunications operator and registered in the Special Register of Operators under the Telecommunications Market Commission in Spain.

The server is connected behind the firewall Malthus to minimise the security threats The contract service includes the Business Continuity and Disaster Recovery Plans, essential elements for a proper management of the capacity, availability and security appropriate to the nature and sensitivity of the information.

Telecoms Cloud® is a Private Cloud business service specifically addressed for official organizations that require a high level of privacy, security and confidentiality.

4.   Objectives and process

The objective of Work Package 2 is to disseminate and exploit the results of the **INCA** project and to make the benefits and achievements known to relevant target groups, not only internally (among Consortium members) but also to all European Members States and in particular those engaged in Healthcare integration and cross-border European activity in these area.

Dissemination activities aim to: 1) ensuring a strong, stable and interested reaction of local stakeholders to the implementation of **INCA**; and 2) searching for an adequate, significant and extended cooperation from external consortia and other "sources" of relevant information and knowledge to be submitted to trial during the project.

The main objective of dissemination is to create awareness among the different actors involved in the **INCA** process, from Public Administrations to general public.

For any project, and arguably for any activity these days, a website is the most effective method of disseminating information. As it is accessible to anyone with Internet access, this effectively means that information is available on a worldwide basis. For this reason, the development and maintenance of a quality website is one of the key activities in the **INCA** project.

INCA website wants to develop a web-based system integrating document sharing facilities, mailing list archives, contacts databases and remote management. Individual logins are necessary to allow different types of user rights to be allocated.
INCA has been conceived with flexibility so that features can be added as necessary.

The website will continue to be maintained by QUART and IDI EIKON on a continuous basis. IDI EIKON is responsible for content and QUART for technical management,

The public website has been planned targeting in particular to attract six groups of visitors: a) PUBLIC HEALTH CARE CENTRES, b) PRIVATE HEALTH CARE CENTRES; c) MUNICIPALITIES SOCIAL CARE DEPARTMENTS; d) HEALTH AND SOCIAL CARE PROVIDERS; e) potential INVESTORS and f) PATIENTS/CAREGIVERS and, finally any citizen or the general public.

The key issues that were considered in selecting, structuring and writing content for the **INCA** website are the following:
   ▪ To provide a comprehensive description of the work that is being conducted within the project's activities.
   ▪ To successfully reach the audiences that may have an interest in **INCA**
   ▪ To maintain a high profile for content.
   ▪ To make the site as attractive and transparent as possible.

5.   Content of the website

INCA website has two main areas, one is public and the other is private. Both are integrated in the same website and both make use of the same WordPress environment.

Central to the website is the project logo:

Health and Social Care integration are the main pillars through which INCA brand has been created. A box rectangle gathers and protect all the typography that is integrated within the same rectangle by simulating an engraving effect, thus strengthening the unity and cohesion of the whole image.

One of the objectives of **INCA** name is its correct operation together with the commercial brand AdsuM+Chronics
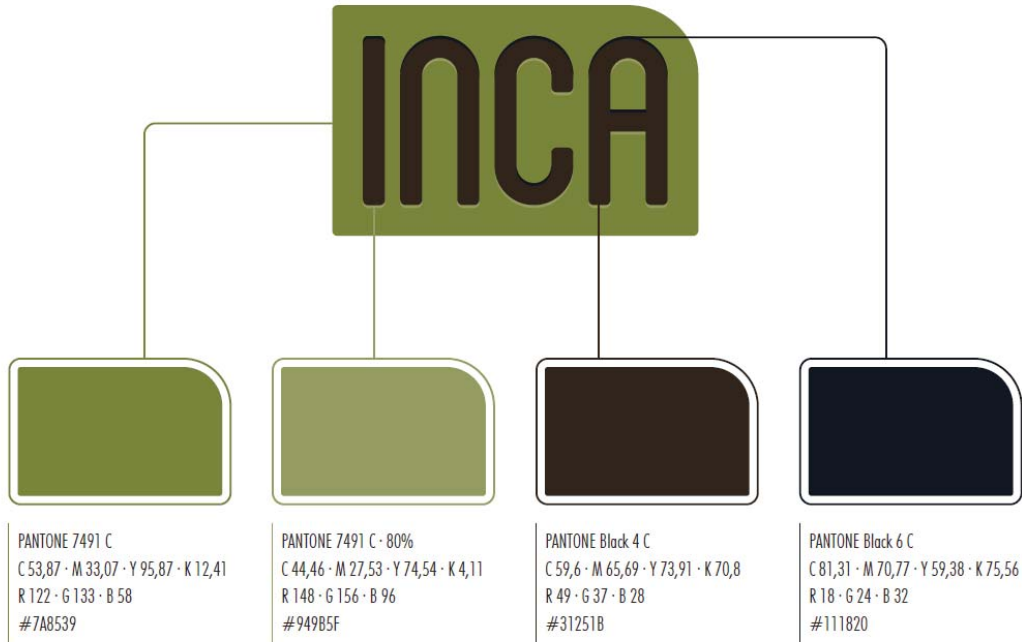
This has been achieved by using a similar chromatic range, in addition to use a typography that reflects a basic human figure taken from the Adsum+Chronics symbol.

The rounded shapes and curves smoothing every contour of the brand, contain dynamicity and tenderness at the same time.

The logo has being designed by a professional graphic designer working for IDI EIKON.

INCA Colours

PANTONE 7491 C	PANTONE 7491 C · 80%	PANTONE Black 4 C	PANTONE Black 6 C
C 53,87 · M 33,07 · Y 95,87 · K 12,41	C 44,46 · M 27,53 · Y 74,54 · K 4,11	C 59,6 · M 65,69 · Y 73,91 · K 70,8	C 81,31 · M 70,77 · Y 59,38 · K 75,56
R 122 · G 133 · B 58	R 148 · G 156 · B 96	R 49 · G 37 · B 28	R 18 · G 24 · B 32
#7A8539	#949B5F	#31251B	#111820

INCA Typography

BLANCH caps
abcdefghijklmnñopqrstuvwxyz 1234567890

Whenever possible, these will be the typographies accompanying **INCA**

5.1   Pages of the Web Site

Web site information is available to everybody. Specific information, as Deliverables or Newsletters are accessible to registered users. Non-public Deliverables are only accessible to Consortium partners, while anybody can register to receive updated information about the project. The web site has also a Private Area, which is an essential tool for the partners, who see and download all the project documents produced along the project life and to find the templates, documents of work, training material, etc. in order to ensure the internal communication among partners.

INCA website offer all its information in English, but partners contribute to have the main parts of the website in the partners' different languages, therefore most of the content can also be found in Croatian, Greek, Latvian and Spanish.

The website is being produced after the official release of the project. It is taking into account not only its ease of use, but also the corporative image of the project in order to have a coherent image during **INCA** lifetime.
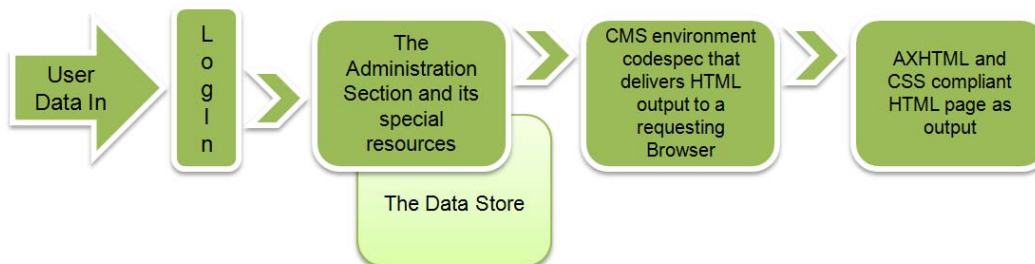
The web page design is structured in 2 main areas: left, where main Menu options are displayed and one central body showing the main content.

INCA website layout

5.2   INCA CMS

We have chosen as a CMS the WordPress and have set version 3.8.1, an update of the latest version released to the public on December 2013.

The schema of WordPress as a CMS

WordPress uses a concept of Roles, that give us the ability to control what partners can and cannot do within the site.

We have pre-defined five roles: Administrator, Editor, Author, Contributor and Subscriber. Each Role is allowed to perform a set of tasks called Capabilities. They vary from the Administrator Role, that can do pretty much everything to the Subscriber, who can only update his own profile.

Administrator

An Administrator can do anything they wish to the website and have a number of capabilities, like *deleting pages* (both published and private), *plugins, posts,* and *users, editing the dashboard, files, pages, posts, and themes*. Administrators can also *manage categories, links*, and *options* as well as *moderate comments* and *promote users*. Finally, can publish and read private pages and switch themes or upload files.

There are a few things that only administrators can do, like updating the WordPress core, plugins, and themes or install, delete, and edit themes and plugins.

Editor

Editors are one step down from the administrators. They deal with just mostly the content. Some of their permissions are *creating and editing content*, *moderating and replying to comments*, and *editing categories and links.*

They are also allowed to delete others' pages and posts, publish pages and posts, plus upload files.

Author

This is appropriate for a person who creates content for a site. This gives them permission to *publish* and *manage the content* they add to the website. However, they cannot edit or delete any other person's post or page on the website. They do have the ability to upload files to the website.

Contributor

A contributor can only *submit* their *content*. They cannot publish their content on the blog, only a person with a higher role can publish the content after they have reviewed it.

This is a good role to give to a one time guest post. If you know and trust them, you could give them an author or editor role.

Subscriber

This is sometimes referred to as a follower. They cannot do anything to the site, and must first be registered. They will *receive updates* when the website is updated with new content. Can be also allowed to *see private posts and pages* if needed.

In **INCA** access rights have been divided in: Administrator; Editors, Authors, Contributors and Subscribers. User rights may be granted and revoked as necessary by the Administrator under the order of the Coordinating Partner or WP2 leader, which means the system can be adapted as the project evolves.

Each project partner has access to the Private Area and according to the given role will be able to do more or less.

In **INCA** we have activated by now the roles of Administrator and Contributors.

When needed, European Commission and project Reviewers, will be granted access with capabilities enough to access the folders where the documents subject to revision will be located.
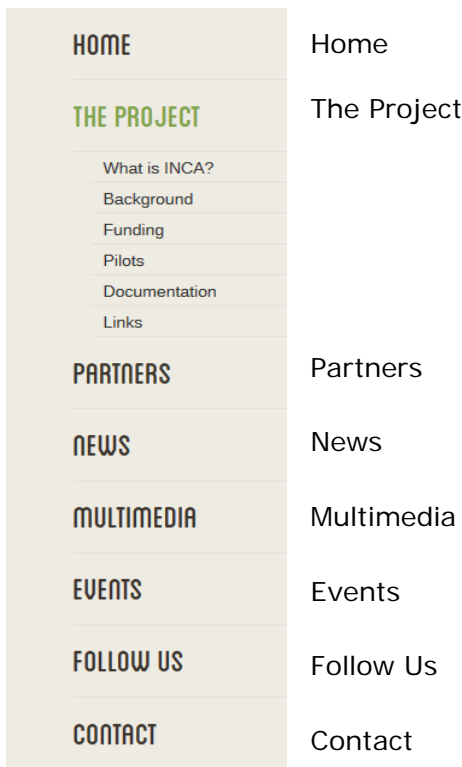
The Coordinating Partner (IDI EIKON) and the maintainer of the private area (QUART) may add, delete or modify any document in the Private Area, as well as add new sections and new users. Other project partners have restricted capabilities, although they can add and translate Content.

INCA still has some missing options and features, but we progress in the web site development, we will complement any requested/needed features to allow a smooth communication between Consortium partners.

Home:
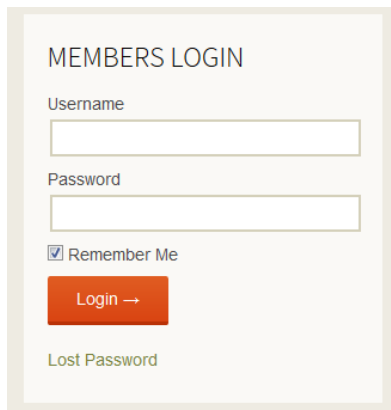
In **INCA** HOME refers to the initial or main web page of a web site, also called sometimes **front page** (by analogy with newspapers). This is the page that automatically loads when **INCA** is started or when the browser's "home" button is pressed; this is also called a **start page**.

On the left side of every page there is a navigation which allows accessing each of the main divisions, by now activated.

HOME	Home
THE PROJECT	The Project
What is INCA?	
Background	
Funding	
Pilots	
Documentation	
Links	
PARTNERS	Partners
NEWS	News
MULTIMEDIA	Multimedia
EVENTS	Events
FOLLOW US	Follow Us
CONTACT	Contact

The Private Area is embedded in the Registry Module, always present in the Front Page. From this module and according to the permits given to each user profile, a user is able to do more or less in the website.

MEMBERS LOGIN

Username

Password

☑ Remember Me

Login →

Lost Password

The Project

The Project Section with its different sub-options includes information about what the project is about; the project Funding (framed on the ICT European programme); the Objectives of the project; the Pilot areas where **INCA** will be deployed; under Documentation, deliverables released during the project (public and private) will be listed in this page. Finally, Links to related information and/or sites is facilitated. The Links page offers access to very interesting information to mainly European Commission web sites and other projects or Associations, related with healthcare information and also with financial sites.

Besides THE PROJECT sections, the web site contains the following content pages:

- **Partners:** a description of the project Partners (their logos and the links to their respective websites);

- **News:** where visitors can consult all the published news related to the project.

- **Multimedia:** container for different images files of the project
  - **Image Gallery:** Allows to show pictures in different categories and subcategories and to create thumbnails to show the pictures. Images can be displayed from a menu and/or in an article.

- **Events: PENDING**
  It is foreseen that from here the visitor can check the events related to INCA (and/or any others of interest and/or related with the topic of the INCA project.

- **Follow Us:** Is the area where people can keep up-to-date with our latest developments, find out about who we are and more with our **Newsletter**, **Blog**, **Facebook**, **Twitter** and **LinkedIn** pages, and also will be and also will be able to watch different **YouTube** videos on **INCA** possibilities.

Newsletters have been enabled as a separate plugin (SendPress) allowing interested parties to subscribe to receive regular updates on the **INCA** activities. **INCA** Newsletters offer easy interface for subscribing and unsubscribing, sending and tracking .

A quarterly Newsletter will be issued to keep the interested parties and stakeholders up-to-date, regarding the project outcomes and evolution. The newsletter will feature various news items, starting from relevant information and novelties in the area the project is covering, partners' relevant announcements, project mid-term results, participation to conferences and events, technology articles and any other piece of relevant information. Thus the Newsletter will not serve just as another project confined text but rather as an interesting update on what is currently happening in the area of socio sanitary care integration and how **INCA** is following up on these advancements.

Responsible for the co-ordination of the production of the Newsletter is Quart and the procedure to be followed involves the call for articles which is launched to the Consortium members 3 weeks before the issue date, with a deadline of 1 week. When all material is collected the Newsletter is produced in about one week before the issue data and it is sent to the Consortium for review. Once consensus is reached, the Newsletter is uploaded to the website, while it will be also sent out to a dedicated mailing list of stakeholders (NoI).

In what refers to interactivity, **INCA** is conscious about the wide spread of Social Networking, and in order to approach to common citizens and make them aware about the   **INCA** project, is using and linking with some of the most popular communities: Facebook; Twitter; YouTube and LinkedIn. Also RSS (standards feeders) are activated.

- **Private Area:** is linked with the user role/capabilities and is, generally, only accessible to the **INCA** project partners, the European Commission and the project reviewers (with an appropriate role). See description under chapter 5.3 ahead.

· **Contact** and **Accessibility**

Besides the Main Menu, **INCA** webpage contains also other options as:

COOKIES | PRIVACY POLICY | LEGAL DISCLAIMER | located in the Top Menu
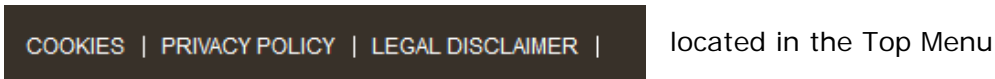
To prevent and control spam, **INCA** has installed a specific plugin (Akismet)

Analytics
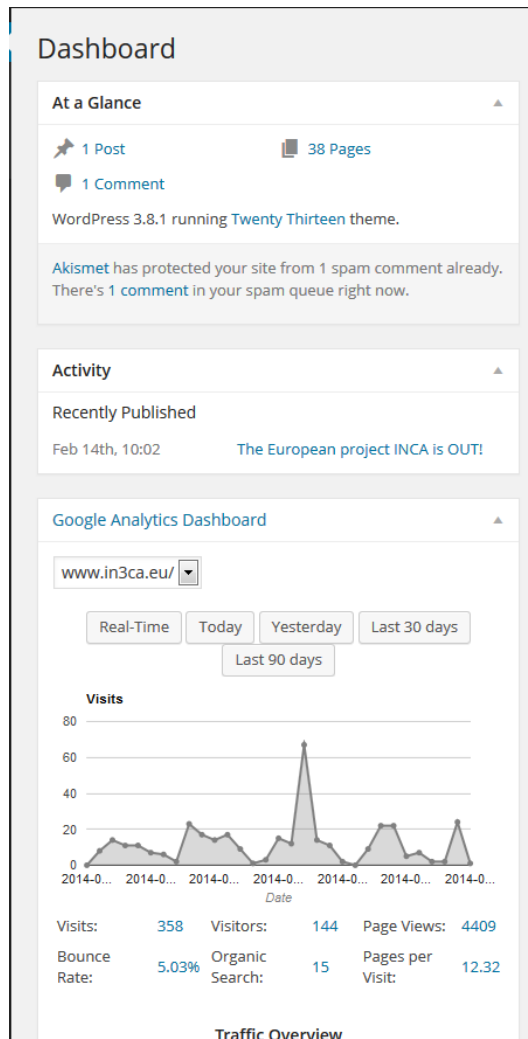
Google Analytics have been activated to control the activity of the web site and can be seen when entering the site as an Administrator.

When entering as an Administrator the Dashboard is the first option displayed by WordPress.

The Dashboard is the place where to get an at-a-glance overview of what's happening with the website. Catch up on news, see who's linking, check out and moderate latest comments… The Dashboard is like a bird's eye view of operations, from which to swoop down into the particular details.

INCA Dashboard contains currently Updates and Statistics.

The **Updates** module offers an "at-a-glance" look of the website pages, posts, categories and tags. Clicking on the number we are taken to the associated screen. There is also a count of total, approved, pending, and spam comments.

5.3   Private Area

General users can, currently, visit and see the website without requiring any login and password. However for those that have an interest in the project, there is a REGISTRATION process (see picture below) that endows users to access with a username/password combination. These users have privileges that non-registered user do not have, as receiving periodically the project Newsletter and invitations to workshops, events, etc.

Users can (recommended), change their password. This can be done after login (enter Username and Password), by clicking **Profile**
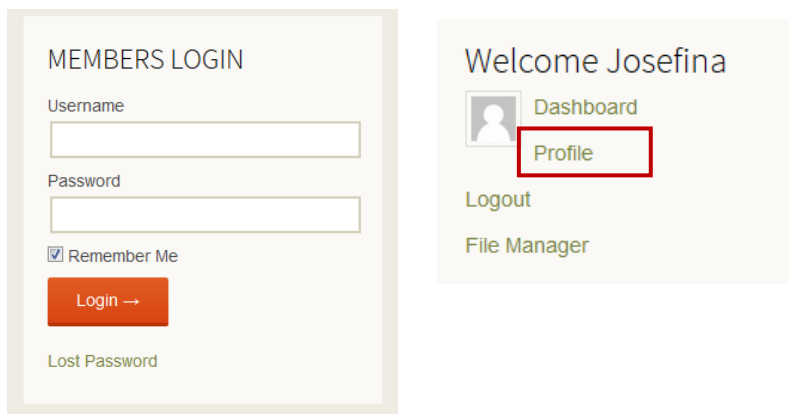
When clicking in Profile you will see this screen
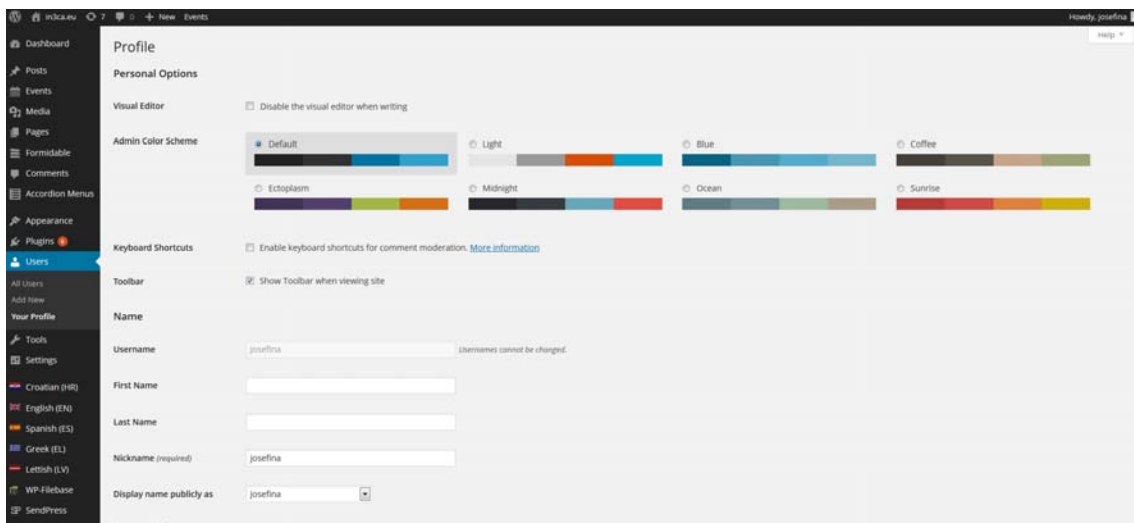
Scroll down until you see **New Password** option. Add your new password twice. The strength indicator bar below will tell you the strength of your passwords. You want to make sure that your password is strong. A strong password is easy for you to remember and hard for someone to guess.

Once you have typed your new password, click on the Update Profile button to save your new password. That's it.

The Private Area of the website is only accessible to the **INCA** project partners.
The role of the private area is to have a secure and private place to share documents among partners and a password is mandatory to have an access to it.
From within this area and "on demand", content accessible to the European Commission and the project reviewers will be located here.

5.3.1 Access to the Private Area

The private area in **INCA** is displayed once a user register into the system and its visibility or not depends on the account type each user is awarded.

The private area contains the **File Manager**, a plugin that enables us to upload, manage, track and support documents or files in a directory listing structure for others to use and comment.

In this private area, we will add when, and as needed, all the options only for project partners and/or authorized stakeholders. **INCA** Wiki will be added here when ready.

Accessing the **Private Area** is done from the LOGIN module at the front page


If we click FILE MANAGER (and have been granted access), we will be able to see the internal documents uploaded.

Currently the File Manager is composed by five category folders: Deliverables (public and confidential released during the project will be kept in this repository); General Files; Legal Documents; Meetings; Public Material. At this moment we have populated the different folders with the contend available and these folders will be kept regularly updated with the project content as we produce it.

A view on the File Manager page (Private Area)

To exit the administrative part of the website, LOGOUT is needed.
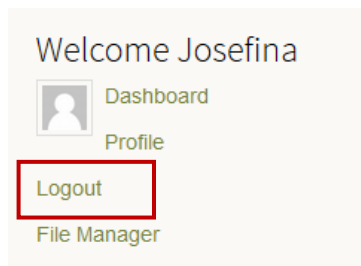
5.4   Upcoming extensions

The project will also establish an internal **Wiki** and has set a mailing list to facilitate electronic collaboration between the project partners.

6.   Standards

The website is designed to be conformant with the latest W3C standards; in particular XHTML 1.0, CSS2 and WAI-AA. This means the content and layout of the website should appear similar on most (if not all) modern web browsers.

Main testing has been done with Firefox (Mozilla) and should be equally readable for browsers as Chrome, Opera… It has been also designed (and tried) to be fully accessible to some of the more popular legacy browsers (e.g. IE 8.x).
No assumptions have been made about end-user equipment and the website is designed to scale to any size of screen. As a result, the website can just as easily be browsed on a Tablet; a PDA or a smart phone. The **INCA** project believes this is an important consideration as web clients are increasingly being integrated more and more into end users daily life devices.

7.   Website Updating

The **INCA** website (including the Private Area) has been created within the first months of the project. The website is providing information about the **INCA** project, partners, publications, upcoming events and other issues. The private area offers the repository and access point for project-related information, for use by the project partners and the reviewers.

INCA website offer all its information in English, but partners have to contribute content translation to have the main parts of the website in their languages, therefore most of the content will be also be found in Croatian, Greek, Latvian and Spanish.

The website has been created taking into account all the accessibility requirements as well as the corporative image of the project in order to have a coherent image during **INCA** lifetime.

The website will be subject to continuous improvement during the life of the project, and after the site is fully operative, regular modifications to the content and functionality to meet partners / stakeholders evolving needs will be provided on a recurrent basis.

The website maintenance is an ongoing activity that will go along with the project's development. That means that during all the project duration, the website will be periodically updated by QUART as WP2 leader and IDI EIKON, the Coordinator, in close interaction. Both of them will directly manage these tasks and supervise them, in order to collect all the latest contributions coming from the partners (for example: publications, meetings, documents etc).