Empowering Youth with AI for healthier lives

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D8.1 – Project website

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Abstract:	This document provides information on the structure and evolution of the SmartCHANGE website. The strategy for producing content is described. The SEO and UX strategies are also described. Examples are provided of the online branding identity.
Keyword List:	User experience, website, Drupal, branding, search engine optimisation, newsletter, content, privacy, usability, branding
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Executive summary

This document presents the SmartCHANGE project website and the plan of its evolution over the four years of the project.

It describes how the SmartCHANGE website is organised, along with further info related with the website privacy policy and terms of use, and it accompanies the D8.2 "Initial dissemination, communication and exploitation plan" in M6.

The document is organised as follows:

- Section 1: provides an introduction to the issues addressed by the SmartCHANGE website;
- Section 2: describes the SmartCHANGE **website** and its importance for SmartCHANGE, the structure, with links to the different sections, providing information about the website privacy policy;
- Section 3: lists the **repositories** identified so far for scientific publications, deliverables, project's reports and academic paper;
- Section 4: explains the **content-driven strategy** put in place for the web platform and the other channels that will be used for communication and dissemination;
- Section 5: describes the SEO approach and **usability** of the website;
- Section 6: describes the SmartCHANGE **branding** which was considered in the SmartCHANGE website overall design;
- Section 7: briefly reports the **conclusions** of the document.

List of abbreviations

Abbreviation	Definition
CMS	Content Management System
CORDIS	Community Research and Development Information Service
CTA	Call to Action
EEA	European Economic Area
EU	European Union
GA	Grant Agreement
KER	Key Exploitable Result
KPI	Key Performance Indicator
SEO	Search Engine Optimisation
SERP	Search Engine Results Pages
GDPR	General Data Protection Regulation
UX	User Experience
WCAG	Web Content Accessibility Guidelines

1 Introduction

Under the set of activities planned in Work Package 8, Task 8.1 is focused on the development of the SmartCHANGE project website for external dissemination.

This website is more than just a digital space; it is the primary hub for engaging with stakeholders. It is designed to be responsive, content-rich, and SEO-driven, providing a comprehensive source of informative content, project outputs, and assets/tools as the project progresses.

The website serves as a key tool for achieving project communications and engagement objectives. It acts as a centralised entry point for accessing a wide array of results, dissemination activities, materials, general information, branding elements, news, and events. It will be the one-stop-shop for all things SmartCHANGE.

The website will be updated in a timely fashion, in synchronisation with the main SmartCHANGE developments during the project timeframe, with key messages and value statements to each one of SmartCHANGE's stakeholders.

The deliverable D8.2 "Initial dissemination, communication and exploitation plan" (M6) is an important companion deliverable to this document, and contains important information on several relevant topics including:

- Stakeholders in the SmartCHANGE project
- Communications and dissemination activities
- Relevant Key Performance Indicators

The reader is referred to that document for details on each of these topics.

1.1 The SmartCHANGE stakeholder community

The deliverable D8.2 identifies and describes the target stakeholders of SmartCHANGE. They are summarised in this section, together with indications about their needs and interests for website support.

- **Researchers and academia**. All deliverables of the project will be made available on the site. See also Section 3.

- **Health professionals**. The proof-of-concept studies are foundational in SmartCHANGE, and the website has been structured (See Section 2.2) in order to ensure that they receive their own sections on the site, as a place where health professionals can go for information.
- **Educators**. By using public repositories such as Zenodo (see Section 3), SmartCHANGE will be able to make available through the website access not only to deliverables and academic outputs, but also other relevant outputs such as guidelines and collections of best practices that educators can access.
- **Families**. Parents and guardians of the **children and youth** stakeholder group will be targeted through appropriate social media (Section 6), news and events (Section 2.4), and important announcements on the home page itself (Section 2.3). Additionally, as appropriate they will be targeted through the different proof-of-concept sections on the website.
- **Policy makers**. One primary source of SmartCHANGE information for policy makers will be the deliverables themselves, hosted on Zenodo (Section 3); but newsletters and events will also be sources of information for policy makers (Section 2.4). In general, other types of outreach materials (e.g., policy briefs and white papers) of potential interest to policy makers can also be made available through the website and Zenodo.

Secondary stakeholder groups include commercial stakeholders and standards developing organisations. It is less likely that commercial stakeholders will be addressed through the SmartCHANGE website. However, standards developing organisations may find outputs of SmartCHANGE (deliverables, research publications, etc.) posted on Zenodo of interest.

2 The SmartCHANGE website

2.1 Purpose

The SmartCHANGE website https://www.smart-change.eu/ is a highly dynamic and responsive web platform that will serve as the centralised hub for the project activities and results in a user-centric structure.

It will host:

- updated news related to the project
- events organised by the project consortium or where the project will be involved in
- information about critical topics for stakeholders
- the newsletter subscription widget
- any other community engagement tools
- it will additionally function as the gateway to the SmartCHANGE WebApp for health professionals, which is expected to be one of the main KERs of the project. Likewise, it will serve as a gateway to the app for youth.

The SmartCHANGE web platform is powered by a commonly-used and professional Open-Source CMS, Drupal (version 9.5.10)[1]. It has a modern look and an intuitive structure reflecting all the latest trends in usability and web design. Nonetheless, the website has been designed following common responsive web design best practices, resulting in a full responsive platform that can be easily surfed from any device. Menus and submenus are designed to improve the user experience (see Section 5) and facilitate navigation through the whole website.

2.2 Structure of the website and its evolution

The first version of the SmartCHANGE website (Figure 2-1) was launched on M1 at the Kick-off Meeting (23-24 May 2023), providing information about the project, its assets, its planned proof-of-concept studies, and the newsletter subscription.
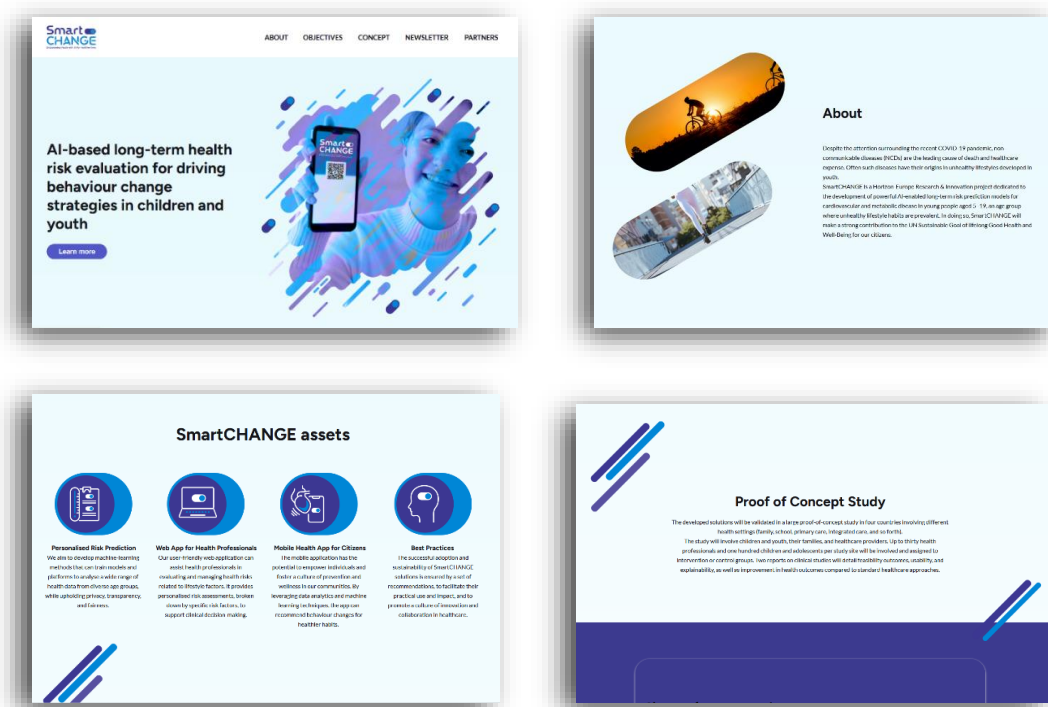
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[1] https://www.drupal.org/about/9

Figure 2-1 – The first website version provided essential information to start engagement

At the time of writing a second version of the SmartCHANGE website (see for example Figure 2-3 and Figure 2-4) has already been released. This version includes a revamp of the main page and the addition of new pages.

Aside from a partial restructuring of information in the homepage, this version presents the following pages, structured with menu and submenus.

- **About:** a general overview of the project mission and methods
  - *Partners*
  - *Videos* (embedded from the SmartCHANGE YouTube channel + other videos involving partners/initiatives of the consortium)
  - *Communication Kit* (featuring the necessary graphical elements for third-party dissemination)
- **Objectives**: the section presents the primary expected impacts from the successful realisation of the project operations
- **Proof of Concept**: this page includes a visual and textual presentation of the information concerning the four studies to be conducted later in the project (See Figure 2-2)
- **News**: the page introduces in chronological order the news pieces / news / articles relevant for the SmartCHANGE community

- **Events**: this section showcases in chronological order the event dates / abstracts / details of the SmartCHANGE and third-party events which are relevant for the community
- **Contact**: this section provides users with a contact form to get in touch with the project
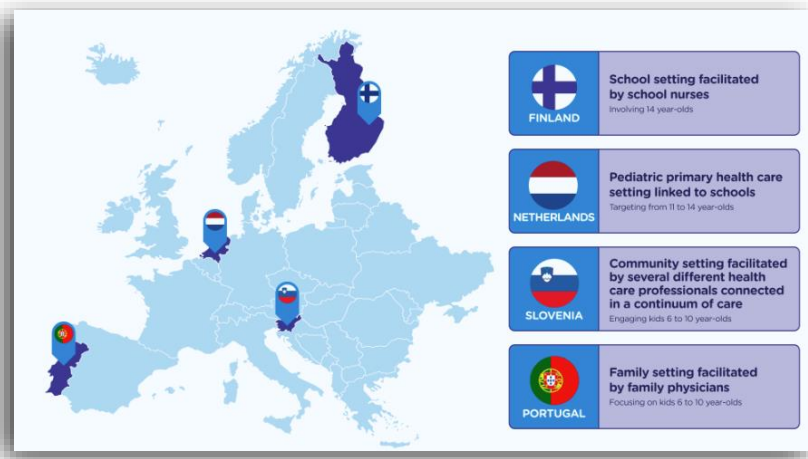

Figure 2-2 – The proof-of-concept page will evolve to accommodate emerging results

2.3 Home page overview

The main offering of the website, the main menu and the project assets are positioned in the first section of the page, letting users reach the information in less than three clicks.
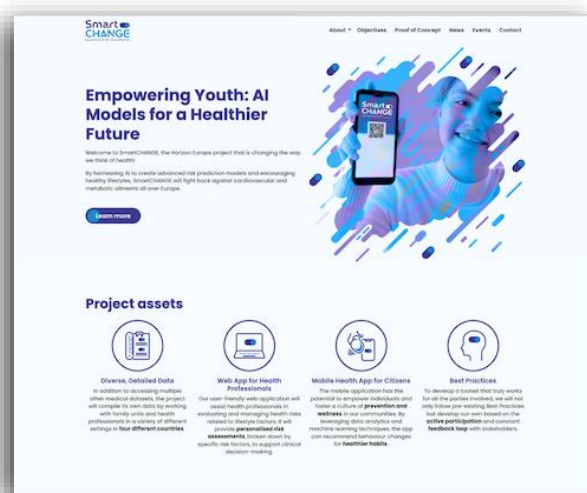

Figure 2-3 – The top of front page seeks immediate engagement

Below the first block, the preview of the news section is displayed and the user can easily find the block dedicated to an invitation to join the newsletter.

Immediately following the first block, the users find a preview of the news section, making it effortless for them to locate the dedicated section, as well as the invite to subscribe to the project newsletter.

A Call to Action (CTA) message consistently concludes each section, encouraging the audience to proceed to the next step and highlighting the message's added value.
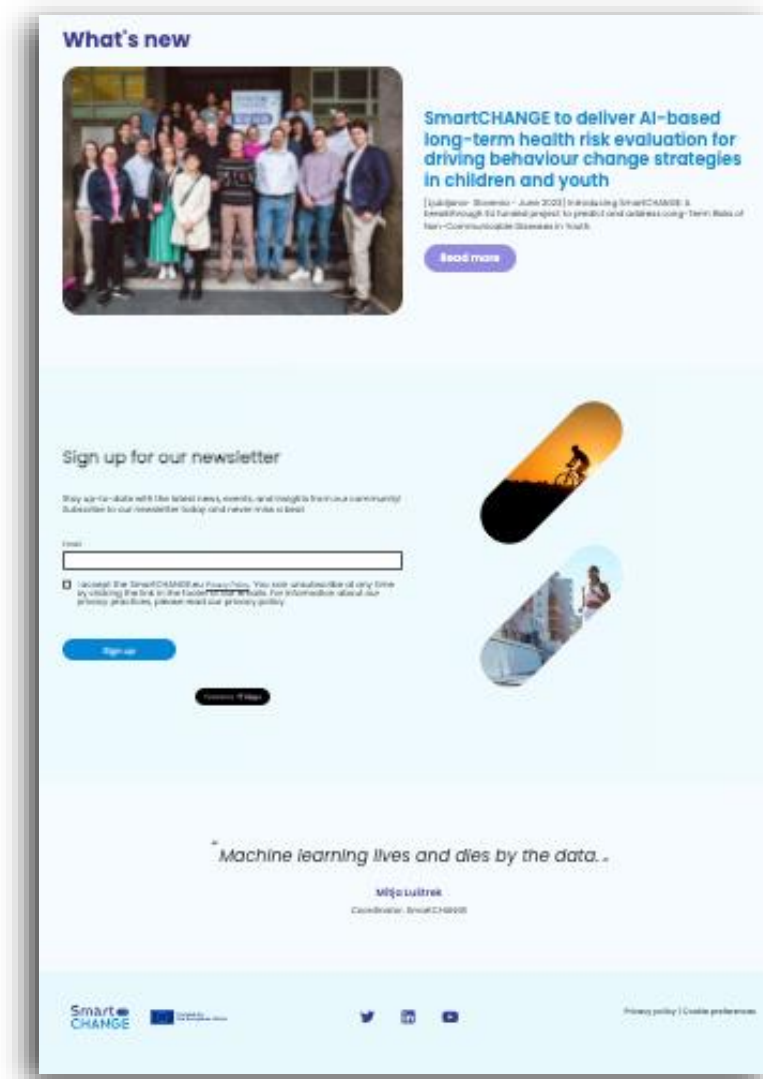

Figure 2-4 – The home page continues with a call to action to subscribe

2.4 News & events

The "News" section (Figure 2-5) highlights all the relevant updates regarding the project and the SmartCHANGE community. The news section is organised in chronological order (the most recent publication will be on the top), with a teaser text to get the reader's attention. The "Events" section lists all the SmartCHANGE events, third-party events, and relevant events, organised in chronological order.
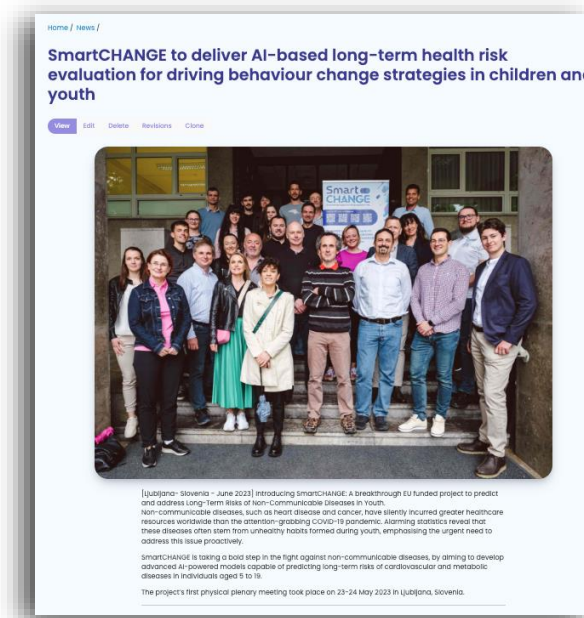

Figure 2-5 – The news section provides information on the evolution of activities

2.5 Legal note

The SmartCHANGE Privacy Policy[2] (Figure 2-6) is our official declaration revealing how we collect, use, share, and oversee user data on the SmartCHANGE website.

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[2] https://smart-change.eu/privacy-policy

The SmartCHANGE **Privacy Policy** is GDPR (General Data Protection Regulation) compliant. That is, it took into account the European Union (EU) Regulation on data protection and privacy for all individual citizens of the EU and the European Economic Area (EEA).

In addition, our **Terms of Use** section establishes the project's limitations regarding the outcomes of using the SmartCHANGE site. It lays out specific rules and regulations for website visitors.

Rounding out our set of legal notices on the website, the **Cookie Policy** provides SmartCHANGE users with essential insights into the website's active cookies. This includes details on the data they collect, their purposes, and the destinations to which this data is sent across the globe.
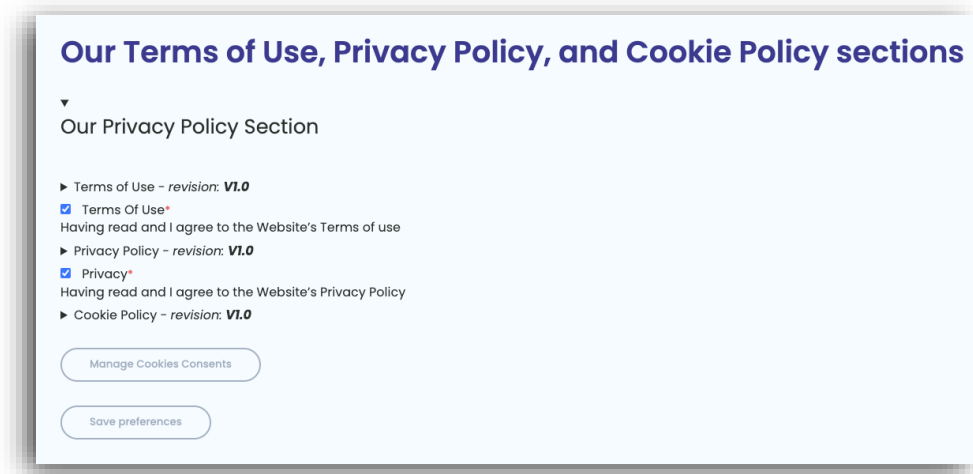

Figure 2-6 – The privacy policy & cookie policy page ensures GDPR compliance

3 Public repositories

Relying on public, open and free repositories for the project outcomes is a pillar of the open-source strategy. The scientific publications and project-related brand materials will be made publicly accessible through designated public repositories.

On our website, it will be made sure that all these repositories are easily reachable (when appropriate) through dedicated sections. Some of the repositories identified include:

- SmartCHANGE Website for all collaterals, editorials, and dissemination materials;
- Zenodo for scientific publications and deliverables: the Zenodo APIs will be exploited to create automatically, on the SmartCHANGE website, indexes of SmartCHANGE publications and deliverables hosted on Zenodo so that users can conveniently access them;
- GitHub will house components, algorithms, and libraries. Links will be provided to the relevant GitHub repositories on the website so that interested users can explore the repositories;
- More repositories will be identified, if needed, along the course of the project.

4 Content-driven strategy

As part of the website animation activity, aimed at continuously enhancing the SmartCHANGE web platform and aligning it more precisely with the research intent of online users, a content-driven strategy will be implemented and executed throughout the project's duration. This strategy entails ongoing supervision of the content, including editorial pieces, dissemination materials, branding assets, and videos, as well as ensuring consistency in the project's adopted style.

The communication and engagement plan is described in detail in the companion deliverable D8.2, including a series of Key Performance Indicators that implicitly drive the frequency in which website updates occur. KPIs on activities such as the number of events over the duration of the project, number of webinars, number of videos, and so forth, will naturally lead to periodic updates of the website contents. The SmartCHANGE editorial strategy will involve the release of articles that encompass project developments, updated event schedules and their outcomes, news articles regarding SmartCHANGE Web/Mobile apps releases, dedicated landing pages for the project assets, and more comprehensive information pertaining to the fields of Health and NCD risk prediction.

Further contributions will be sought from the project partners, affiliated third-party organisations, and the broader SmartCHANGE community. Within this content-centric framework, all messages from events and communities will be disseminated (first on the website).

The SmartCHANGE consortium comprises research and university institutions, along with health professionals and technical/commercial partners with consolidated communities. The overall goal of the project is to develop trustworthy, AI-based decision-support tools that will help health professionals and citizens reduce long-term risk of NCDs, by accurately assessing the risk of children and youth, including those with difficult-to-detect risks, and promoting delivery of optimised risk-lowering strategies. Therefore, SmartCHANGE partners will play an integral role in the editorial strategy, working side by side with the WP8, leading the communication and dissemination. Highlights from all the partners will be leveraged for communication activities, showcased on the website, and used to create social media content and articles. Once again, the reader is referred to D8.2 for additional details on the overall communications and dissemination strategy.

5 SEO and UX

Among the main opportunities offered by a cutting-edge website, there is the matching and delivery of high-quality and pertinent content to those who are looking for information.

5.1 Search engine optimisation

Achieving a prominent position in Search Engine Results Pages (SERP) when users conduct specific queries is a product of **Search Engine Optimisation (SEO)**. SEO has evolved into a highly refined discipline that relies on very strict scientific approach to successfully boost a website's ranking on search engines.

Securing a top ranking involves meticulous keyword and intent research, reverse engineering techniques, adherence to best practices, the application of heuristics, and extensive analytical work.

As part of our ongoing efforts to optimise the SmartCHANGE website, we will continually engage in both on-page and off-page SEO practices to secure favourable rankings for relevant keywords.

- **On-Page SEO**: Our focus here revolves around creating custom-tailored content with a strong emphasis on semantics. This approach helps guide search engines to our web pages effectively. However, it is not just about semantics; we will also implement various technical enhancements to make the website appealing to both search engines and users. This includes optimising the website's code to ensure it is lightweight, speedy, mobile-responsive, and user-friendly, all in a seamless and ergonomic manner.
- **Off-Page SEO**: Our strategies extend beyond our website as well. We will undertake initiatives like guest blogging, link building, link insertion, and social media campaigns. These activities are geared toward strengthening the credibility of our website's content. Leveraging backlinks will help elevate the domain authority score, a critical metric utilised by search engines to assess a website's trustworthiness.

Through this comprehensive SEO approach, we aim to enhance the SmartCHANGE website's visibility and impact.

5.2 User experience

The smart-change.eu website prioritises content and usability. Every aspect, from design to navigation, page loading speed, mobile-friendliness, accessibility, content organisation, and

information clarity, has been considered to deliver the best possible user experience on the site.

Our web platform development adheres to key principles of website usability, and this approach will be applied in the future iterations of it:

- **Accessibility**: Ensuring design benefits a wide range of users. The website strives to comply with the international Web Content Accessibility Guidelines[3] (WCAG).
- **Clarity**: Design that guides users quickly achieve their goals and reduces abandonment rates.
- **Recognition**: Making information and menus easily accessible, simplifying the user experience.
- **Credibility**: Building trust through appealing design, testimonials, clear contact information, and security indicators.
- **Relevance**: Prioritising user needs by delivering relevant content.
- **Mobile Usability**: Optimising for mobile devices, considering that over half of internet traffic originates from mobile devices.

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[3] https://www.w3.org/WAI/standards-guidelines/wcag/

6 Branding Identity online

An essential part of the communication strategy of the SmartCHANGE project is delivered through the website, which represents the most important tool for the visibility and the brand awareness of the whole project.

The **website's visual identity** seamlessly combines appealing graphical elements with iconic symbols representing the essence of the SmartCHANGE project and its core attributes (see Table 1).

Table 1 - Branding - Logo element

The logo incorporates elements symbolising the 'switch' in lifestyle that the project aims to inspire among the youth. It represents a transition from unhealthy habits (including inadequate physical activity, prolonged sedentary behaviour, poor nutrition, insufficient sleep, cigarette smoking, and excessive alcohol consumption) towards a healthier life. This transformation is intended to encourage wellness, promote positive habits, and establish healthier fitness routines, ultimately reducing the risk of future diseases.

While primarily designed for our target stakeholders, the website's user-friendly interface ensures that any visitor can efficiently navigate and access the desired content or materials.

In forthcoming updates, the website's overall visual design will remain consistent, offering an appealing and user-friendly experience. On the **desktop**, the user will still find an intuitive and easily readable navigation bar at the top. For **mobile devices**, the navigation bar will shift to the right side of the screen, ensuring a seamless transition.

In addition, links for sharing content through social media platforms (such as **X** and **LinkedIn**), will help to communicate the SmartCHANGE project results to all referred communities. For real-time updates, such as news, webinars, and workshops, X (formerly known as Twitter) will be the go-to platform. On the other hand, LinkedIn will be the primary choice for promoting events, news, and other SmartCHANGE content. Both social

media icons are prominently featured on the website, ensuring easy and immediate access to these communication tools (Figure 6-1).
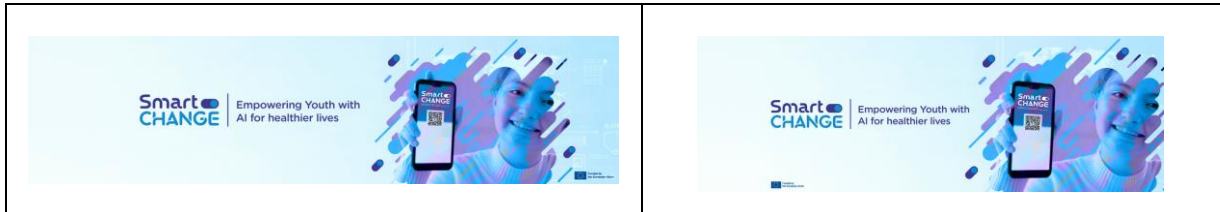

Figure 6-1 - LinkedIn and Twitter are the primary social media outlets

7 Conclusions and next steps

This document describes the **existing framework of the SmartCHANGE web platform** and outlines the foreseen projected enhancements over the project's duration. It serves as a complementary resource to the ever-evolving project website.

The website **will continuously adapt to align with the project evolution**, according to the project outcomes and requirements that will emerge during the four-year lifetime of the project (activities, goals, stakeholders). The evolution of the website will take two forms:

- **Periodic update of content**. As discussed in Section 4, the updating of content will occur on the basis of timelines (e.g., for deliverables) and Key Performance Indicators (such as frequency of communications activities), generally without affecting the overall structure of the website itself. See also D8.2 for more details in this respect.
- **Structural updates of the website**. In contrast, changes in the website structure (e.g., addition of new sections, changes to menu hierarchy, and so forth), will be more aligned with major milestones in the overall project evolution (such as the completion of proof-of-concept studies or availability of webapps for highlighting on the website). Such changes are expected to be less frequent, but more demanding in terms of technical work on the site itself.

Consortium partner Trust-IT / COMMpla, responsible for the platform and for the communications and dissemination activities, will interact continuously with the rest of the consortium to follow and implement both of these types of evolution as appropriate.