



## D6.6: Collaborative and public website

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## Partners

- University of Twente (UT)
- Westfälische Wilhelms-Universität Münster (WWU)
- Trust-IT SRL (Trust-IT)
- IBM research GMBH (IBM)
- The Chancellor, Masters and Scholars of the University of Oxford (UOXF)

## Abstract

This document details the current characteristics and the future upgraded iterations of the [HYBRAIN website](#). The first part of the document introduces the description of the current version of the website and the planned website evolution timeline across the two future iterations, listing when the various sections will be developed. The second part of the document lists all the sections that will be developed, their purpose and the stakeholders targeted by them. The last part of this deliverable introduces the technology used to develop the website and the strategy for the website monitoring.

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## Symbols, abbreviations and acronyms

CMS	Content Management Systems
D	Deliverable
EC	European Commission
EISMEA	European Innovation Council and SMEs Executive Agency
IBM	IBM research GMBH
KERs	Key Exploitable Results
KPIs	Key Performance Indicators
M	Month
MS	Milestone
PR	Press Release
SEO	Search Engine Optimisation
Trust-IT	Trust-IT SRL
UOXF	The Chancellor, Masters and Scholars of the University of Oxford
UX	User Experience
UT	University of Twente
WP	Work Package
WWU	Westfälische Wilhelms-Universität Münster

## 1 Introduction

This deliverable presents the current structure and future evolution of the HYBRAIN website, one of the main assets of the project and hub for the main results that will be delivered. The document introduces the website evolution timeline, the technology used to create the website and how the use of the website by the community will be monitored. This document also illustrates and describes all the website sections that will be developed.

## 2 Objectives

This document details the current characteristics and the future upgraded iterations of the HYBRAIN website, one of the assets of the project. To date (M2, June 2022), a first fully functional version of the website has been delivered ahead of time and before the kick-off in May 2022. Two more iterations are planned during the overall 48-months project duration.

In this deliverable, we are also describing the rationale behind each website section to highlight how they contribute to the main communication and dissemination strategy and the stakeholders targeted by each section.

## 3 HYBRAIN website

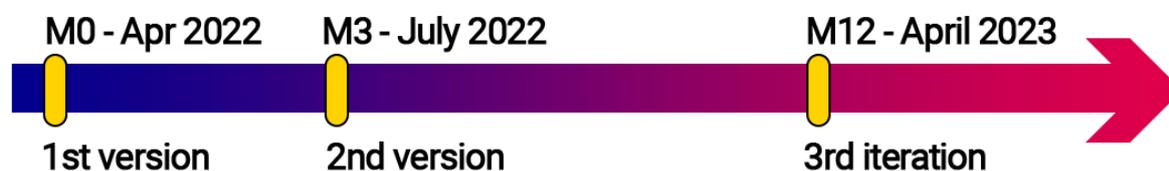
The main purpose of the HYBRAIN website is to support all the project's digital processes and allow the project community to discover all the project's activities. It is also the project's communication hub and main channel to engage with the target stakeholders and turn them into users and active members of the community, as described in the Communication and dissemination methodology of D6.1 Plan for dissemination and exploitation including communication activities and annual updates, R1. The website has a modern interface with a strong brand identity and is developed with the adoption of various technical strategy that aim to maximise the dissemination potential of every content published on the platform. In fact, the website is Search Engine Optimisation (SEO) driven and follows User Experience (UX) principles. It is set-up to allow performance assessment and web analytics monitoring (see section 3.3).

### 3.1 Website structure evolution

The HYBRAIN website (<https://www.hybrain.eu/>) is the core channel for the engagement of the project's community.

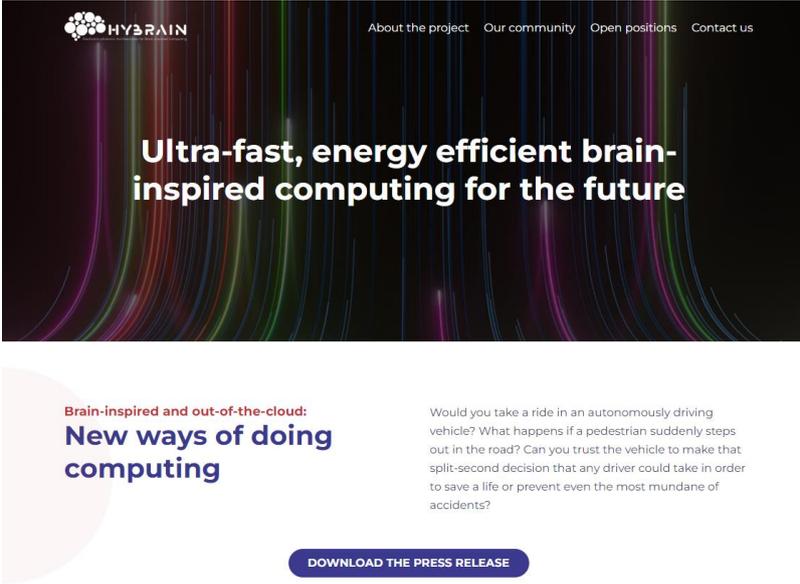
The website evolution follows the timeline indicated in the figure below.

Figure 1 – HYBRAIN website development timeline



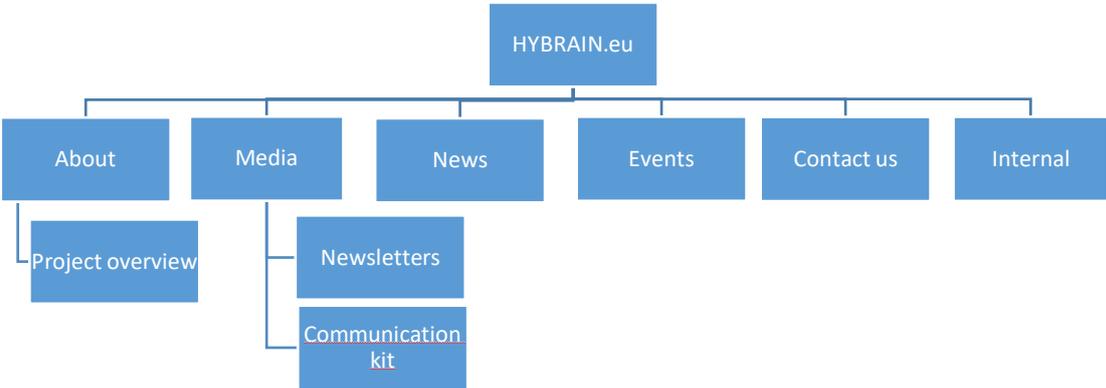
The [first version of the website](#) was delivered in April 2022 and was presented during the kick-off meeting in May. The first version of the website consists of a landing page with a top menu bar, a dedicated “about the project” information section with the very first Press Release (PR) of the project, social media channels links (Twitter and LinkedIn) and a “join our community” section where the project's stakeholders can subscribe to the HYBRAIN's newsletter.

Figure 2 – HYBRAIN 1<sup>st</sup> website version



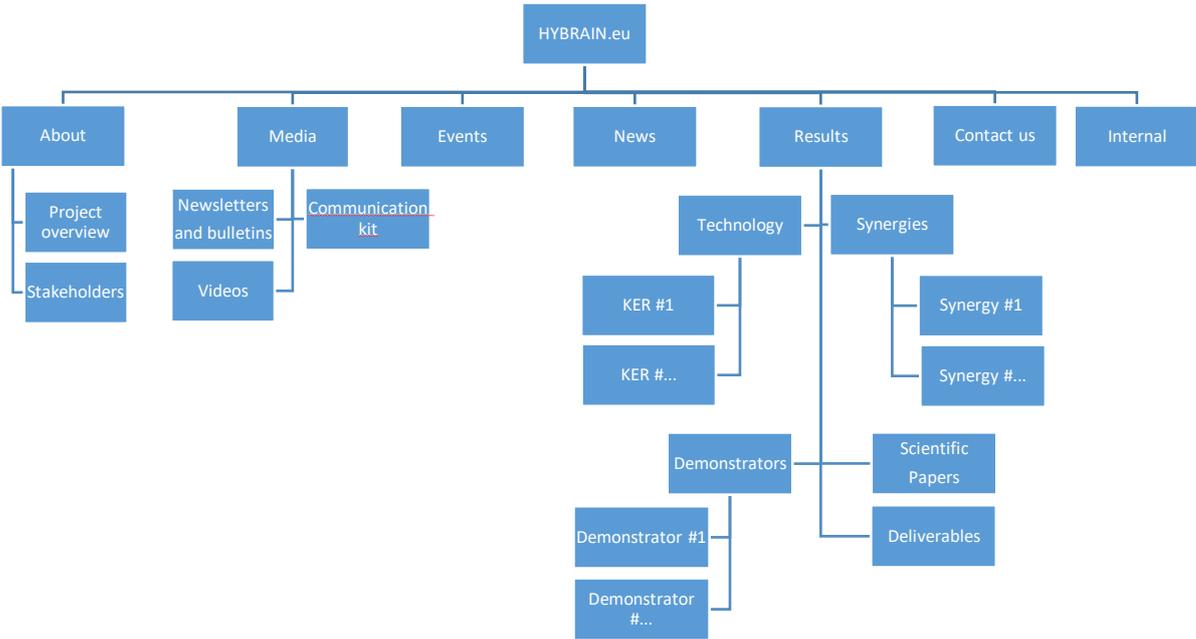
The second version of the website will be implemented at M3 in July 2022. This iteration will include various sections, such as news, events, Newsletters, Communication kit and an internal section accessible only by the consortium members that will act as an online storage space to share data and material, such as documents, images, etc. The aim of this website version is to increase the awareness and interest of the community in the project’s updates and events.

Figure 3 – HYBRAIN 2<sup>nd</sup> website version



The third version of the website will be implemented at M12 in April 2023. This iteration will include additional sections, such as stakeholders, videos, Key Exploitable Results (KERs), demonstrators, scientific papers, deliverables and synergies. The aim of this website version is to disseminate the project’s results and foster the uptake of the project’s solution.

Figure 4 – HYBRAIN 3<sup>rd</sup> website version



The table below provides an overview of the delivery date of each section, their purpose and contribution to the overall project’s communication and dissemination strategy and most relevant stakeholders for each section.

Table 1 – Website 3<sup>rd</sup> version sections

Section	Delivery	Purpose	Targeted stakeholders
Home page	M0	The home page will be the core of the website. This section provides a quick and immediate overview of the topic addressed by the project, expected impacts and members part of the consortium. The home page is structured to provide a quick link to the main important sections, such as the project overview, news, events, newsletters and results (when they will be implemented at M12).	End-users, Industry, Public, Scientists.
Project overview	M0	This section aims to provide an overview on the project’s topic, addressed challenges, main goals, expected impact and relevant stakeholders.	End-users, Industry, Public, Scientists.
Stakeholders	M12	This section will present the four HYBRAIN stakeholders, highlighting how they will benefit from the project’s results.	End-users, Industry, Public, Scientists.
Newsletters and bulletins	M3	This section will include a list of all the newsletters that the project will share with its community, to allow all the stakeholders to consult past issues at any time.	End-users, Industry, Public, Scientists.

Videos	M12	This section will collect all the videos that will be produced by the project to provide content-rich insights on the HYBRAIN's activities in an easy-to-digest way.	End-users, Industry, Public, Scientists.
Communication kit	M3	This section will collect all the dissemination materials that will be produced by the project to share with the community content-rich insights on the project's activities, impacts and stakeholders.	Industry, Scientists.
Events	M3	This section will list all the events where the consortium member will join on behalf of HYBRAIN to grow our community and share our activities and results.	Industry, Scientists.
News	M3	The news section will consist of all the detailed updates that the project will share with the community to disseminate its activities and results.	End-users, Industry, Public, Scientists.
Technology	M12	The technology section will be one of the most important parts of the website. This section will include detailed pages on each of the project's Key Exploitable Results to foster the uptake of the project's solution.	Industry, Scientists.
Demonstrators	M12	This section will include a detailed and content-rich description of the HYBRAIN demonstrators to provide insights on the hands-on benefit of the project's solution.	Industry, Scientists.
Synergies	M12	The synergies section will include a list of all the collaboration that HYBRAIN will initiate with relevant entities and their impact.	Industry, Scientists.
Scientific papers	M12	This section will consist of the list of all scientific papers that will be published by the consortium members on behalf of the HYBRAIN project to facilitate their consultation.	Industry, Scientists.
Deliverables	M12	This section will consist of the list of all deliverables that will be published by the project to allow the community to stay up to date with all the project activities and results.	End-users, Industry, Public, Scientists.
Contact us	M0	This section will be dedicated to create a contact point between the project and its community.	Industry, Scientists.

### 3.2 Technology used

The website will be built using the Content Management Systems (CMS) WordPress. The main reasons for the choice of this technology, are:

1. **Open-source:** WordPress is an open-source free platform that, as such, can be customised to perfectly fit the needs of the organisation adopting it. Another great consequence of its open-source nature is the massive community of developers that constantly creates new tools for the platform.
2. **World's Most Popular CMS:** Being so popular, ensure a great level of continuity by the platform developers which ensures constant updates to make a website more secure and add new features to it.
3. **Bottom-up community:** As the most popular CMS in the world, WordPress was able to build a thriving community of users (among which other developers) over the years. The benefit of this community is that it acts as an additional channel of support in parallel to the official platform's customer support channels.
4. **Themes and Plugins:** Another consequence of its popularity is the great level of customisation that a website can get through all the themes (to customise the basic design of the website) and plugins (to customise the feature of the website).
5. **Maintenance:** Being an established technology that an organisation can adopt, rather than writing their code from scratch, a WordPress website is very easy to maintain, because it reduces the necessary actions down to just a few simple operations like downloading the CMS, themes and plugins.
6. **SEO optimisation:** The platform's popularity brings as a benefit also a native ease to enable SEO optimisation with plugins and native fields in the content editor.
7. **Security:** No CMS or website is 100% secure, but choosing one, such as WordPress, that constantly pushes for updates and patches to try to outrun the constant rise of new cybersecurity threats, really increase the security of a website.

### 3.3 Website monitoring

The website is developed according to SEO-driven principles. The project will track how the website is used by the HYBRAIN community with Google analytics and will also set up a Google customised Google data studio dashboard to show these data in a visual way. The project will track data such as pageviews, session duration, number of visitors. The website monitoring activities will support the project to keep track of its Key Performance Indicators (KPIs) related to website performance and to proactively detect possible problems and implement corrective actions. The main results of the website monitoring activity will be disclosed in the deliverable D6.2 Plan for dissemination and exploitation including communication activities and annual updates, R2 at M12.

### 3.4 Conclusion and final consideration

This deliverable has provided an overview of the overall structure, development timeline and functionalities of the HYBRAIN website, available at <https://www.hybrain.eu/>. The website will be the central asset for the dissemination of the project's activities and results and stakeholders engagement strategy. It will be gradually upgraded following UX principles and user feedback in a continuous improvement setting to reflect the evolution of the project.

## Acknowledgements



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