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Big Data technologies and extreme-scale analytics



Multimodal Extreme Scale Data Analytics for Smart Cities Environments

D7.1: Project website[†]

Abstract: This deliverable presents the work performed in WP7, Task7.2 “Dissemination strategy and communication activities triggering awareness and new business opportunities” with respect to the design and development of the MARVEL website. The main objective of this deliverable is to develop the underlying infrastructure in order to effectively shape the formal online presence of MARVEL and serve as a key instrument for supporting the dissemination of the research results as well as a useful and informative point of contact with the wider audience, which has perhaps already been reached via other channels.

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Disclaimer

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List of Abbreviations

AI	Artificial Intelligence
DoA	Document of Action
EC	European Commission
KPI	Key Performance Indicator
M	Month
WP	Work Package

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Executive Summary

This document describes the work performed in WP7/Task 7.2 “Communication strategy triggering awareness and new business opportunities” related to the design and development of Deliverable D7.1 *MARVEL website* located at <https://www.marvel-project.eu>. The website is defined as an online space for the effective dissemination of information and knowledge sharing among the project’s partners and the interested audience (visitors). The document gives an overview of:

- the website’s goals: Demonstrate key information & provide those wishing to become champions of MARVEL with the insights and tools they need.
- its structure and main features: Main menu includes the Homepage, general information (About) regarding MARVEL’s overview, concept, workplan, impact and partners involved, Experiments to be performed, a Knowledge hub, News and Events, Contact page, privacy-related pages as well as the terms and conditions of using the website. Key feature of all pages of the website is the possibility to share their content to popular social media.
- its content: the content of the website at the moment is mainly based on the DoA.

1 Introduction

The MARVEL website (<https://www.marvel-project.eu>) is a demonstrator of key information for the project, the partners, the progress to be made and the outcomes being delivered. It is regarded as a “second stop” useful to targeted audience who has already been reached via other communication channels or contact points. As such it will serve as a key tool for successfully reaching the objectives of WP7. Exploitation, sustainability and business continuity in what has to do with:

- raising the audience’s awareness of multimodal analytics critical role in addressing societal challenges by communicating the project’s results and in particular the ones related to the experiments.
- raising scientific, academic and industrial audiences’ awareness of the MARVEL E2F2C framework and Data Corpus-as-a-Service, showing that multimodal analytics and representations are becoming a necessity for a Smart City environment by providing access to relevant articles, scientific papers and various types of relevant material.
- facilitating the discussion between interested parties outside and within the consortium.

The MARVEL website objectives are to:

- provide business and technical know-how of MARVEL’s AI-based intelligence to the participating partners and companies outside the consortium by allowing easy access to the project’s outcomes and related documentation deriving from all Work Packages.
- provide those wishing to become champions of the MARVEL approach within their organisations with the insights (deliverables, academic papers) and the tools (presentations, brochures, demos) they need.

The MARVEL website is part of the dissemination and communication strategy key results meant to engage targeted users and gain their support in adopting extreme-scale analysis and considering AI driven predictions in their decision making related to their role in the industry and in society, from increasing public safety and security to analysing traffic flows and traffic behaviour in cities.

2 MARVEL website design

The MARVEL website design was based on the key objective mentioned before: “provide those wishing to become champions of the MARVEL approach within their organisations with the insights (deliverables, academic papers) and the tools (presentations, brochures, demos) they need”.

2.1 MARVEL website design approach

A user-centered approach was adopted for the creation of this deliverable focusing on tackling MARVEL users’ needs. Given the key objective described above, the MARVEL users were briefly defined as follows:

1. **Curious:** The user who is targeted by the project as a potentially interested person in MARVEL activities and upcoming outcomes but is unaware of the project or has briefly heard about it.
2. **Informed:** The user who is aware of MARVEL activities and wants to be aware of activities, progress, and outcomes relevant to them.
3. **Champion:** The user who is well aware of or even involved in the MARVEL project and wants to engage more people in using or leveraging its assets and outcomes.

Based on these 3 types of users, we identified a key need for each of them. The first release of the website is meant to meet some of those needs in a minimum possible way and the goal is to keep improving and enriching the project website in order to continuously improve our users’ experience and realize our objective in the best possible way. The needs prioritized are the following:

- i. As a **curious user**, I would like to quickly understand what MARVEL is about so that I know whether it matches my interests, and I can take advantage of it.
- ii. As an **informed user**, I would like to get access to insights in the topics of my interest, so that I can easily implement MARVEL outcomes in my field of activity.
- iii. As a **Champion** of MARVEL, I would like to get access to material I can use to explain and showcase MARVEL outcomes so that I don’t have to spend time creating them myself.

The first release of the website provides all key information of MARVEL at the homepage and has representative titles in the website menu in order to assure easy navigation and facilitate the key need of the **curious user**. An overview of the Work Packages and the deliverables is placed in multiple spots on the website and a Newsletter service as well as Social Media accounts have all been created for the **informed user** to have easy access to the project’s proceedings but also be reminded of them on a regular basis at the frequency they prefer. Last but not least, a dissemination material repository has been created and the ability to share any news, blogs or relevant content from the website in social media has been provided for the **champion user**. Especially regarding the dissemination material, already at the website launch, high-resolution fact sheets¹ have become available for anyone who wants to use them in their presentation or even print them in case of a face-to-face event.

Graphic design has been discussed with internal user experience professionals and graphic designers who have used their creativity as well as best practices in order to give the project a visual identity in the look and feel of its logo but also relevant to the context of smart cities and Information & Communication Technology. The guidelines of the Partners regarding their

¹ <https://www.marvel-project.eu/printed/>

visual identity respectively have been also taken into consideration wherever their logos have been used as a reference to their participation and contribution to the project. A snapshot of the homepage and the partners' page is provided as a reference (Figure 1).



Figure 1. Screenshots of the website pages (homepage & part of the Partners page)

2.2 Technical characteristics

As it is already mentioned the website domain name is: <https://www.marvel-project.eu> and is built on the Wordpress platform.

Host: FORTH

Content Management System (CMS): Wordpress version 5.6.1.

Server architecture: Linux 3.10.0-962.3.2.lve1.5.39.el7.x86_64 x86_64

Web server: Apache

PHP version: 7.3.26 (Supports 64bit values)

cURL version: 7.71.0 OpenSSL/1.1.1d

MySQL version: 5.7.33-cll-lve

2.3 Site Map

The MARVEL website has a simple structure as indicated below (Figure 3), trying to prevent user's clicking fatigue until they get to the content they need. Other than the sitemap, we provide in Figure 2 a few more screenshots of the site's published pages for the reader's reference in terms of design variation and usability.

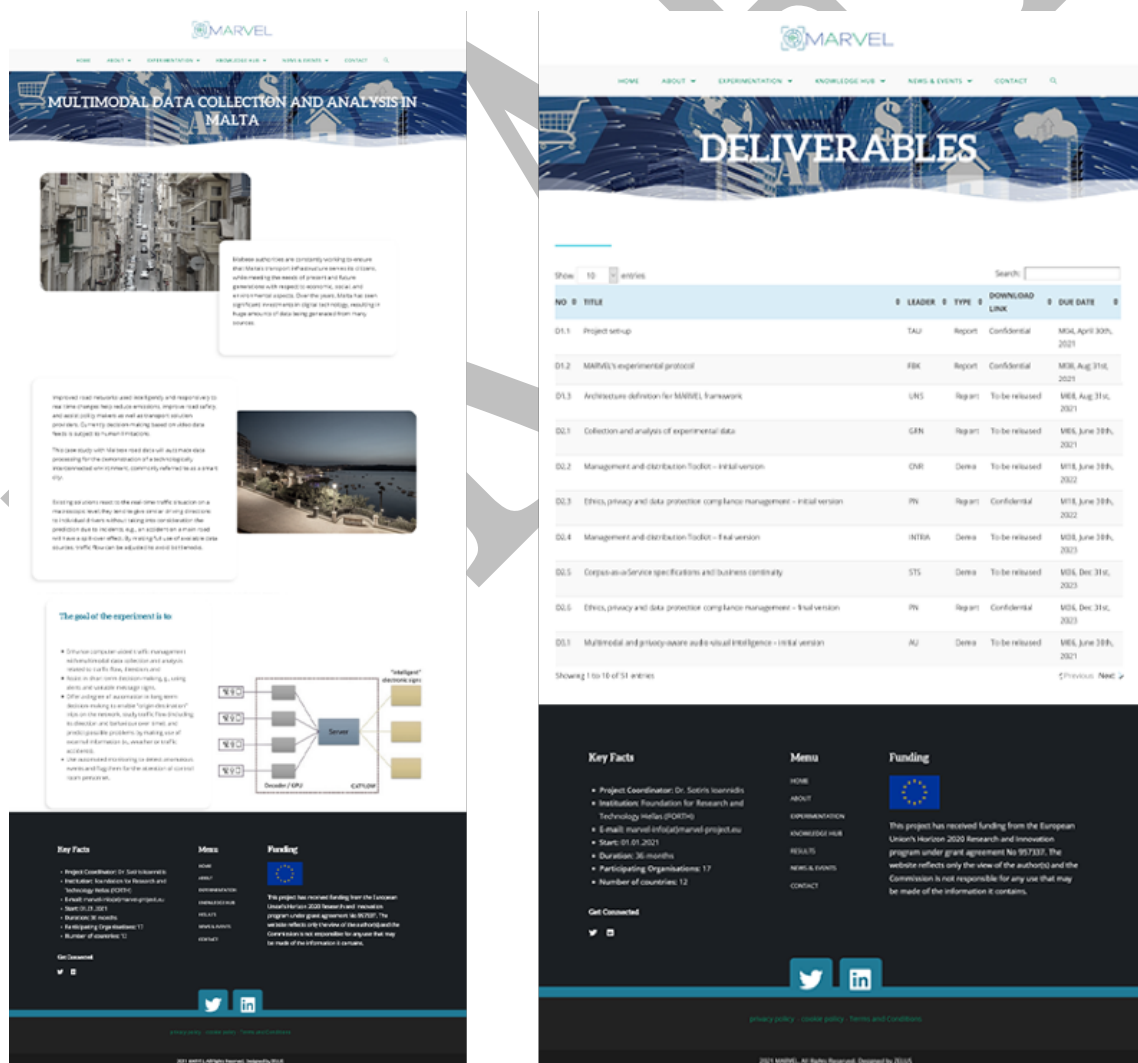


Figure 2. Screenshots of the website pages (Experiment in Malta & Deliverables locator).

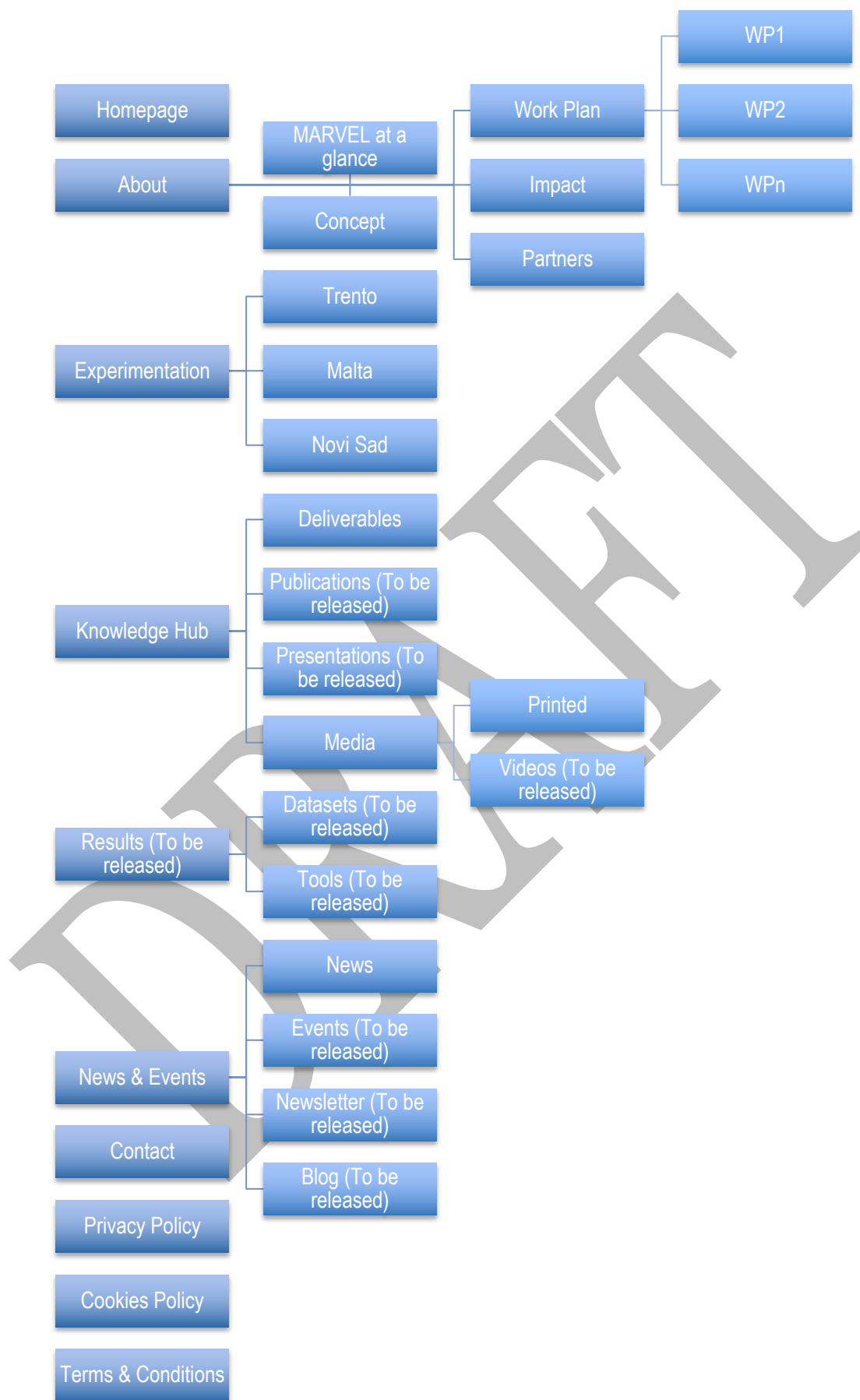


Figure 3. MARVEL website site map

3 MARVEL website content management

3.1 Content creation guidelines

The content showcased in the project by its launch is highly based on the content of the DoA. The language has been slightly modified to address the wider audience rather than experts. A less formal tone compared to the one used on the DoA is used, however, more formal than the tone used in the MARVEL social media.

For future updates ZELUS, as a dissemination manager and Task 7.2 leader, is responsible for maintaining the quality, consistency and relevance of new content being uploaded in the website. A second partner appointed on a content per content manner will always be advised before uploading anything publicly, in order to increase the quality control of the content being showcased and to prevent wrong or even confidential information being exposed. The confirmation of the second partner will be secured via email or upon agreement among the partners during the various teleconferences.

Access to the content management of the website can be granted to other partners upon request and proper justification. Use of the website content can be considered by anyone for private purposes. However, for public use, a reference to the project shall be made and preferably with prior notification to the MARVEL consortium. More details on the Terms and Conditions of the content used by third parties are publicly available on the website².

3.2 Content monitoring

In order to make sure the objective of the website is achieved and to ensure a continuous user experience, visitors' traffic and behaviour will be observed and monitored through primarily 3rd party cookies (Google analytics and Social Media analytics) as described in the privacy policy³ and the cookie policy⁴ of the website.

Some of the parameters that will be monitored are also linked to specific project KPIs related to the website performance and targeted success as seen below:

Table 1. Website successful audience reach KPIs

KPI	Threshold	KPI meaning
iKPI#1: Number of visitors / country / month	≥ 100 visitors	Once the website is launched, there should be at least 100 visitors per country represented in the consortium
iKPI#2: Number of site access per year	> 5000	Once the website is launched, at least 5000 visitors per year visit it
iKPI#3: Number of downloads per year	> 500	Once the consortium starts producing downloadable material (deliverables, publications, videos etc) the accumulated number of people downloading them is at least 500 downloads per year.

² <https://www.marvel-project.eu/terms-and-conditions/>

³ <https://www.marvel-project.eu/privacy-policy/>

⁴ <https://www.marvel-project.eu/cookie-policy/>

3.3 Planned updates

As mentioned in earlier parts of the document, at the website launch time not all users' needs are fully met (given for example that there are no publications or deliverables produced at this early stage of the project). However, this is only the initial version of the MARVEL website. As the project progresses, the website will be enriched with more and better targeted information and the insights from the users' behaviour monitoring will allow the continuous improvement of functionalities and the way the information is being showcased.

Short-term updates planned include the release of the complete News & Events section, and internal pages to facilitate content generation by all the partners.

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4 Conclusion

The project website (www.marvel-project.eu) follows a user-centric approach and is considered a “second stop”, useful to targeted audience. Visitors are assumed to have already been reached via other communication channels or contact points and the website is designed to provide them with key information for the project, the partners, the progress made and the outcomes being delivered.

The sitemap presented in Figure 1, section 2.3 of this document describes the status of the project website at the time of its launch (M2) as well as the upcoming publicly visible updates (wherever “to be released” is indicated). In addition to those, hidden pages from the wide public and available only to the partners will be released within M3, with forms for the easy collection of dissemination information and updates from all partners. These pages aim to eliminate unnecessary e-mail exchange among partners and facilitate the communication process related to dissemination and communication. They will complement the monthly teleconferences set up among all partners for gaining insights, ensuring alignment and agreeing on information to be disseminated to the public in case of doubt.

Moreover, as mentioned in section 3.3, the website will be enriched with more and better targeted information as the project progresses and outcomes start being produced. Insights from the users’ behaviour monitoring will also allow the continuous improvement of functionalities and the way the information is being showcased. All of these will be discussed and decided during the monthly teleconferences with all partners related to key channels of dissemination, such as the project website. The updates and changes will be tracked and reported in the Dissemination strategy and activities reports (D7.3, D7.5 and D7.7) released once per year.