D7.1 Website

Description of initial design and content

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Project coordinator:	**Francesco Taccetti, INFN**
Tel:	**+39 3201806514**
E-mail:	**francesco.taccetti@fi.infn.it**
Project website address:	**www.4ch-project.eu**

D7.1 Website

Description of initial design and content

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Produced by: PIN Scrl

Main author: Sheena Bassett, PIN Scrl

Co-authors: Cinzia Luddi, PIN Scrl & Ginevra Niccolucci, PRISMA

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Colophon

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- 12.03.2021: Draft version 0.3
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- 25.03.2021: Final version

List of acronyms and abbreviations

- CH: Cultural Heritage
- GLAMS: Galleries, libraries, archives and museums

List of figures

Table of Contents

Executive summary

This report describes the design of the initial website for the 4CH Project which was launched at the start of the project on the 1st of January 2021. The design covers the structure and navigation, design choices (particularly in regard to accessibility) and initial content along with near future developments (which will be covered in greater detail for months 6-18 in deliverable *D7.2 Initial Communication and dissemination plan for months 6-18* due month 5).

The Introduction explains the reasoning and context for the structure and content of the website which initially focuses upon the project objectives:

1. Establish the methodological framework for the Competence Centre focusing on advanced digitization for preservation and conservation of Monuments and Sites;
2. Design and implement a Platform for the Competence Centre to support the collaboration among European CH Institutions;
3. Increase and enhance the digitization of Cultural Heritage to support conservation;
4. Develop best practices to make full use of CH data for the benefit of the Cultural Heritage sector and in other domains;
5. Define the operational, financial and legal conditions for the creation of the Competence Centre for its future sustainability.

As the project progresses, the website will be developed to include activities and outcomes and will address the identified stakeholders (e.g. GLAMs, research institutions) as well as citizens. Leaflets will also be made available in a variety of European languages.

The website content starts with the Home page, the navigation menu, the website footer and the Legal page and a number of specific content sub-sections which are based on key questions a first-time visitor might ask about 4CH, i.e., What is a Competence Centre and what is the purpose of 4CH, who is involved? Further information is provided on the About page, the Advisory Board page and the last sub-page, News, along with the two email contacts that appear in the website.

Next, the design considerations behind the 4CH logo and website are explained and how the website complies with the POUR Principles for Accessibility. Some brief website statistics are provided (for the first two months) and the report concludes with an overview of the Twitter account which is integrated with the website.

1. Introduction

The first iteration of the website is focused upon the project and its objectives, these being to:

- establish the methodological framework for the Competence Centre focusing on advanced digitization for preservation and conservation of Monuments and Sites;
- design and implement a Platform for the Competence Centre to support the collaboration among European CH Institutions;
- increase and enhance the digitization of Cultural Heritage to support conservation;
- develop best practices to make full use of CH data for the benefit of the Cultural Heritage sector and in other domains;
- define the operational, financial and legal conditions for the creation of the Competence Centre for its future sustainability.

The information provided by the website describes the scope and type of work involved and who is undertaking this. Over time, as the project progresses, news can be added about its activities and achievements and events advertised. As well as being updated regularly, it is also important to create and add relevant content which is appealing to the wider stakeholder community which requires a balance and variety of content. The immediate target user community for 4CH includes:

- CH institutions and other bodies, both public and private, responsible for managing European monuments, buildings and sites, preserving them from damage and making them accessible for public enjoyment;
- CH professionals and SMEs providing services for preservation, conservation and restoration, including large-scale and high-quality heritage digitization, and exploiting data to plan and manage interventions;
- Professionals and companies from the Creative Industry and Hospitality sectors which re-use data to produce heritage-based content, apps, games, education and tourist services;
- Heritage agencies, public bodies such as ministries and decision-makers (insurance companies, large owners, etc.) who inform policies and strategies for conservation, preservation and digitization.

In the case of 4CH, the establishment of a Competence Centre for Cultural Heritage and what it will provide is of key interest to people working in this and related sectors, e.g. GLAMS and tourism, whilst citizens are usually more interested in the physical heritage and its offerings, i.e. they are "customers" of the GLAMS etc. Since 3D is being increasingly used for a variety of purposes in Cultural Heritage, from preservation and monitoring to providing time-line models through to immersive experiences, 4CH is fortunate to have this visual medium that can be used to convey its purpose to a wider audience.

In the short term, a series of case studies will be developed for the website with the aim of:

- Providing examples of good CH practice;
- Showcasing exemplars and innovative solutions;
- Creating articles that appeal to a wide audience.

Another aspect of widening the website appeal is content in native languages. This will be provided through online leaflets with the translations for each of these provided by the partners. From the very start, the layout, content, means of navigation and accessibility requirements must be planned and implemented. This report describes the initial planning and status of the website at month 3 of the project.

2. Website content

The aim of this website is to provide information about the project not only to its identified stakeholder communities but also to citizens. It will provide a single point of access for all the information about project activities, events, deliverables and services.

The website concept starts from the questions that users might ask themselves at the first visit. What is a Competence Centre? Why 4CH Project? What 4CH will do? Who are the partners that will work on this project?

In order to answer these questions, a very easy-to-read layout was chosen with different levels of details. The first level is on the home page (Figure 1) where users can find the questions in boxes with short answers and a button that links to the specific page. This allows the visitor, simply by visiting the home page, to have an overview of the project and then go through each of the sub-levels in more detail.
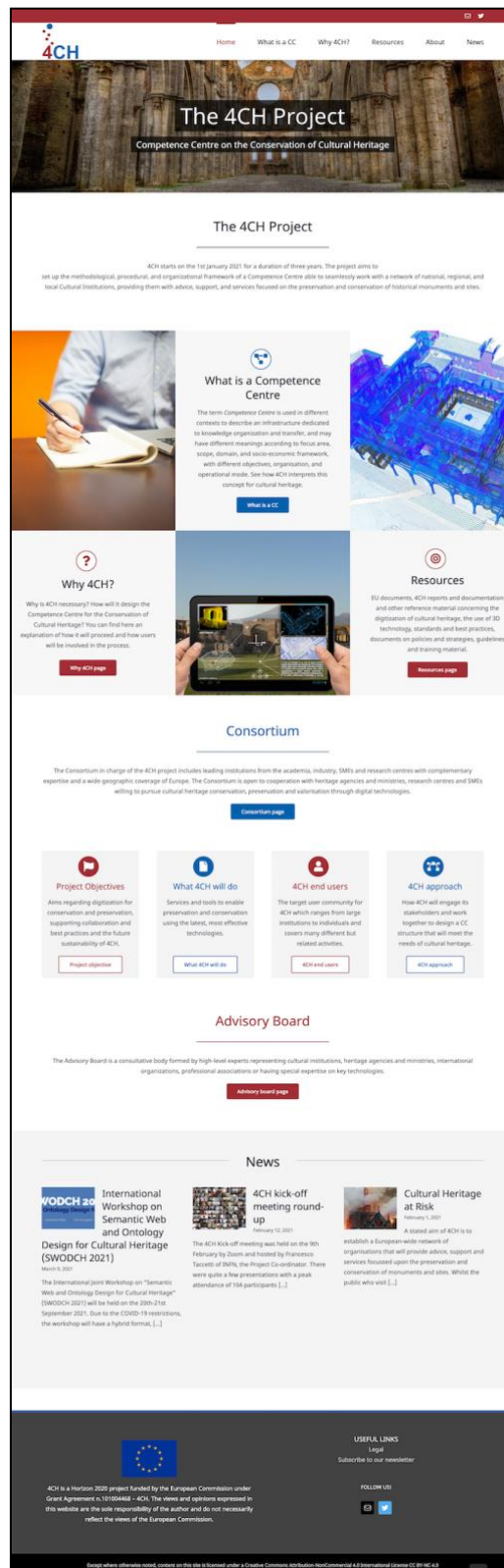
Figure 1: https://www.4ch-project.eu/ Home page.

2.1 Fixed Sections

There are two fixed sections on the site:

- the main navigation menu (Figure 2), placed in the website's header, helps users to find information and browse through the different main sections of the website;
- the footer (Figure 3), located at the bottom of the page, contains the project reference, some useful links, such as the newsletter subscription form and the social media area.

Figure 2: The main navigation menu

Figure 3: The website footer

2.2   Compliance with Commission and legal requirements

Dissemination materials including reports, presentations and the website must clearly acknowledge EU funding through the inclusion of the following statement and the EU flag:

4CH is a Horizon 2020 project funded by the European Commission under Grant Agreement n.101004468 – 4CH. The views and opinions expressed in this website are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.[1]

2.3   Licences and Cookies policy

In the Legal page (Figure 4) are reported the disclaimer and copyright details, the project privacy policy and information collected automatically through the website. The copyright details are clearly explained in this page with a link to the full version of the "Creative Commons Attribution-NonCommercial 4.0 International License", they are also indicated in the footer:

Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License CC BY-NC 4.0

In a separate page, all information on the cookies is indicated with the instructions to how to manage cookies and change settings in different browser or disabling them.
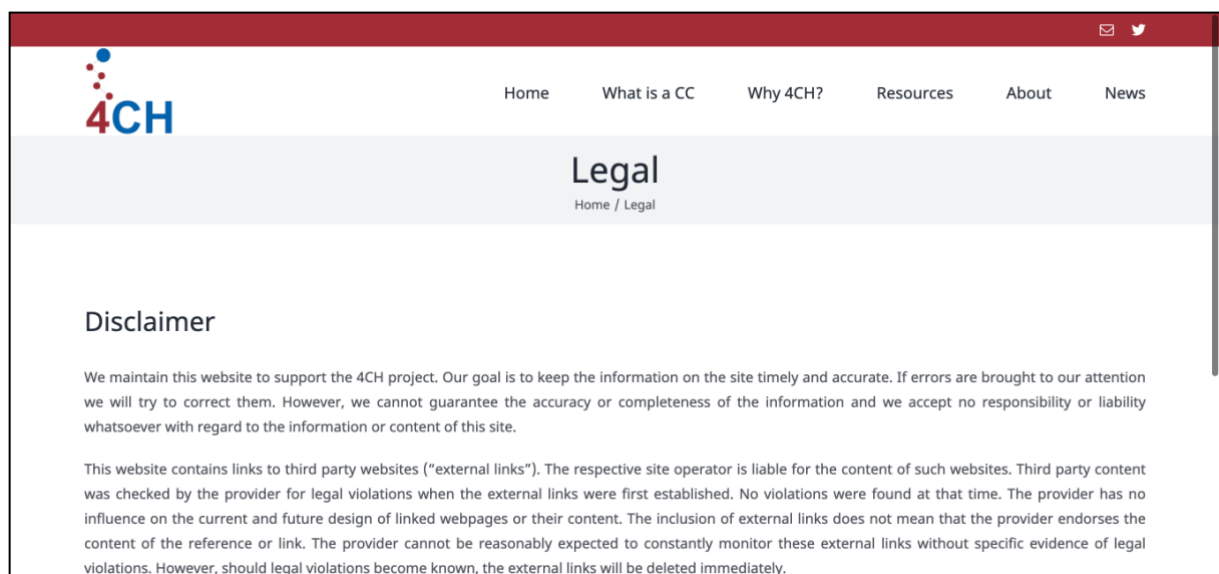
Figure 4: The Legal page

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[1] Clause 29.4 of the Grant Agreement
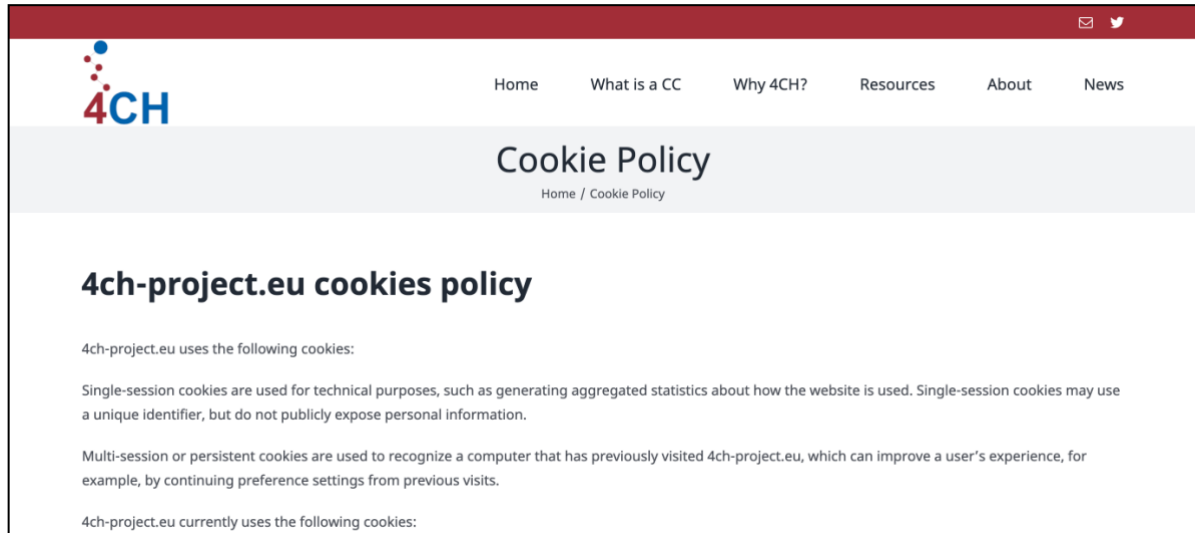
Figure 5: The Cookies policy.

2.4   Home page

The "headline" image, placed below the main menu, illustrates the objectives of the 4CH Project: Competence Centre on the Conservation of Cultural Heritage. This is followed by a concise project description (Figure 6) before moving on to the section which covers the questions that an end user may ask (Figure 7).

Figure 6: Concise description of the project in the Home page.
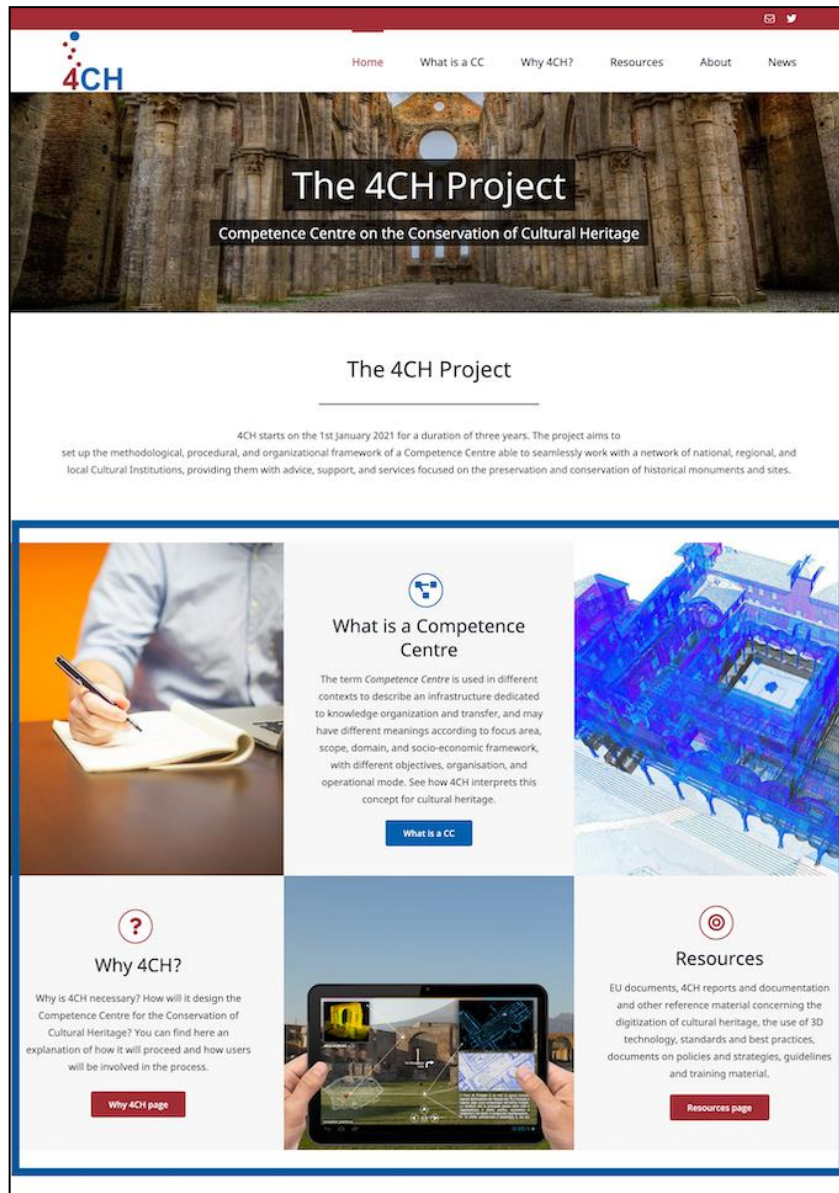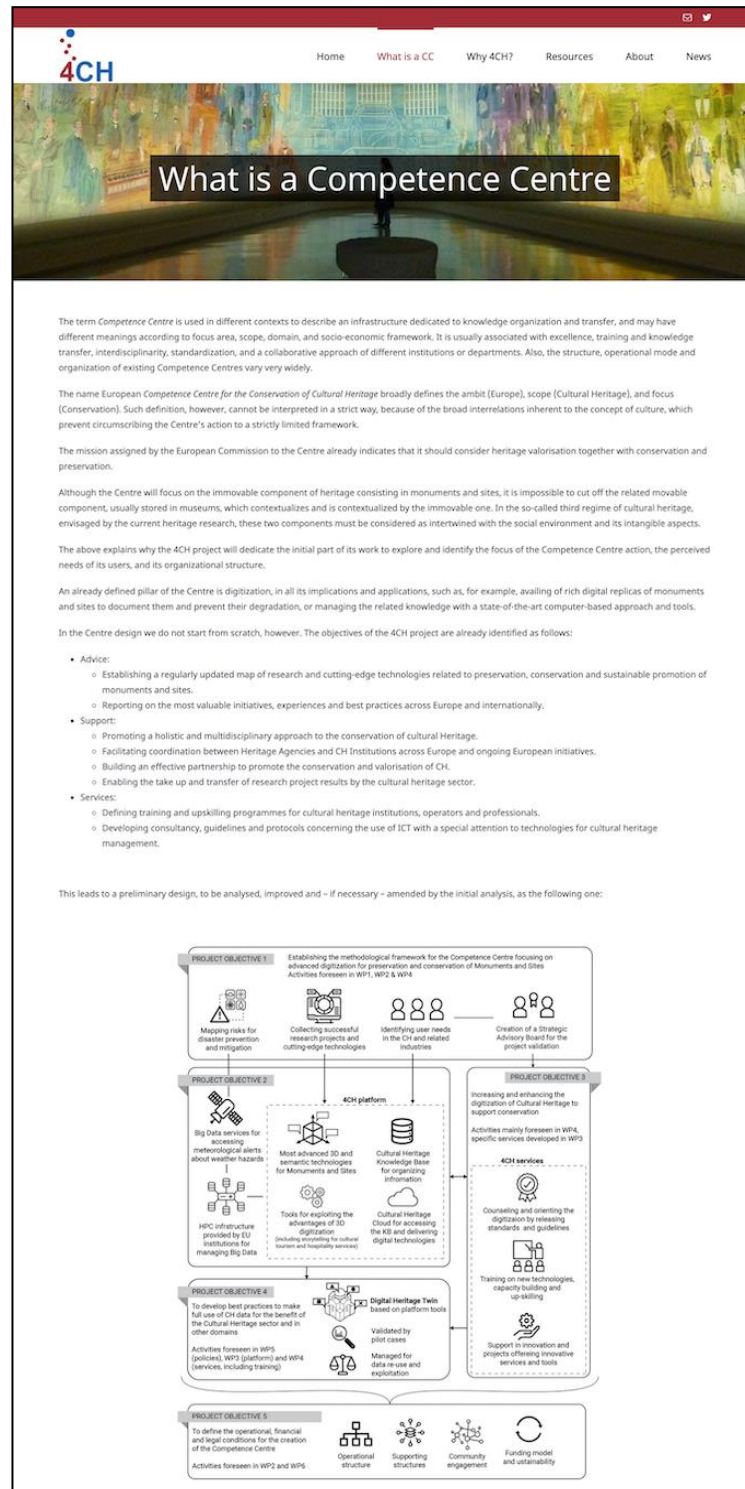
Figure 7: The "What is a CC?", "Why 4CH?" and "Resources" blocks in the Home page.

2.4.1 What is a CC

This explains what a Competence Centre is in general terms. The term *Competence Centre* is used in different contexts to describe an infrastructure dedicated to knowledge organization and transfer. With a click on the button, it is possible to understand how 4CH interprets this concept for cultural heritage.

Figure 8: What is a Competence Centre page

2.4.2 Why 4CH?

"Why is 4CH necessary?" is one of the main questions that it is important to answer for both stakeholders and end-users in general. The second level page describes how the project will design the CC with an explanation of how it will proceed and how users will be involved in the process along with a diagram which illustrates this.

Figure 9: The Why 4CH? page

2.4.3 Resources

This section will provide access to the resources produced by the 4CH Project: reports and documentation, other reference material concerning the digitization of cultural heritage, the use of 3D technology, standards and best practices, documents on policies and strategies, guidelines and training material. These will be added as the project progresses.

To start with, the website contains: official EU documents, links to relevant publications and previous projects with short abstracts.
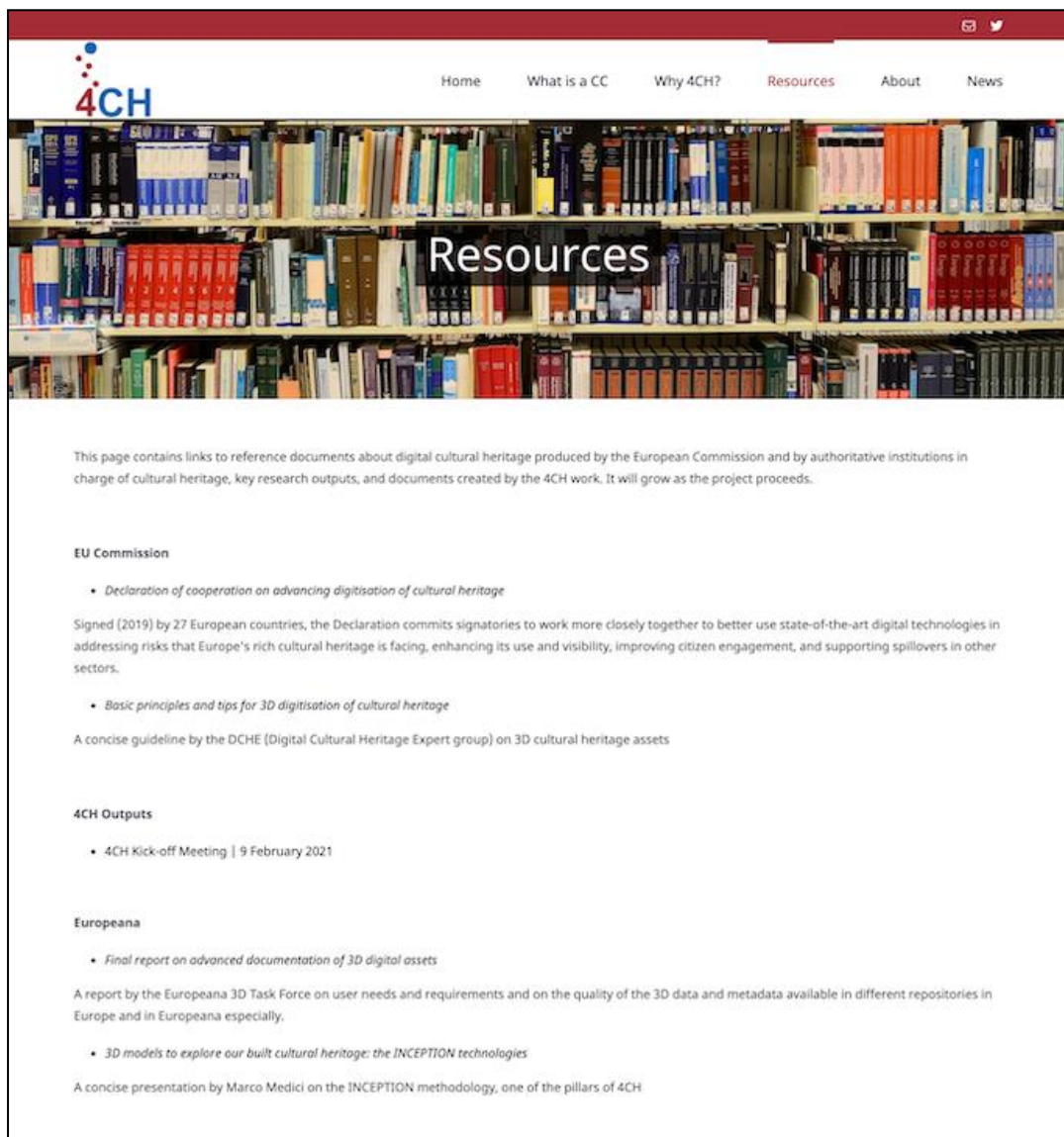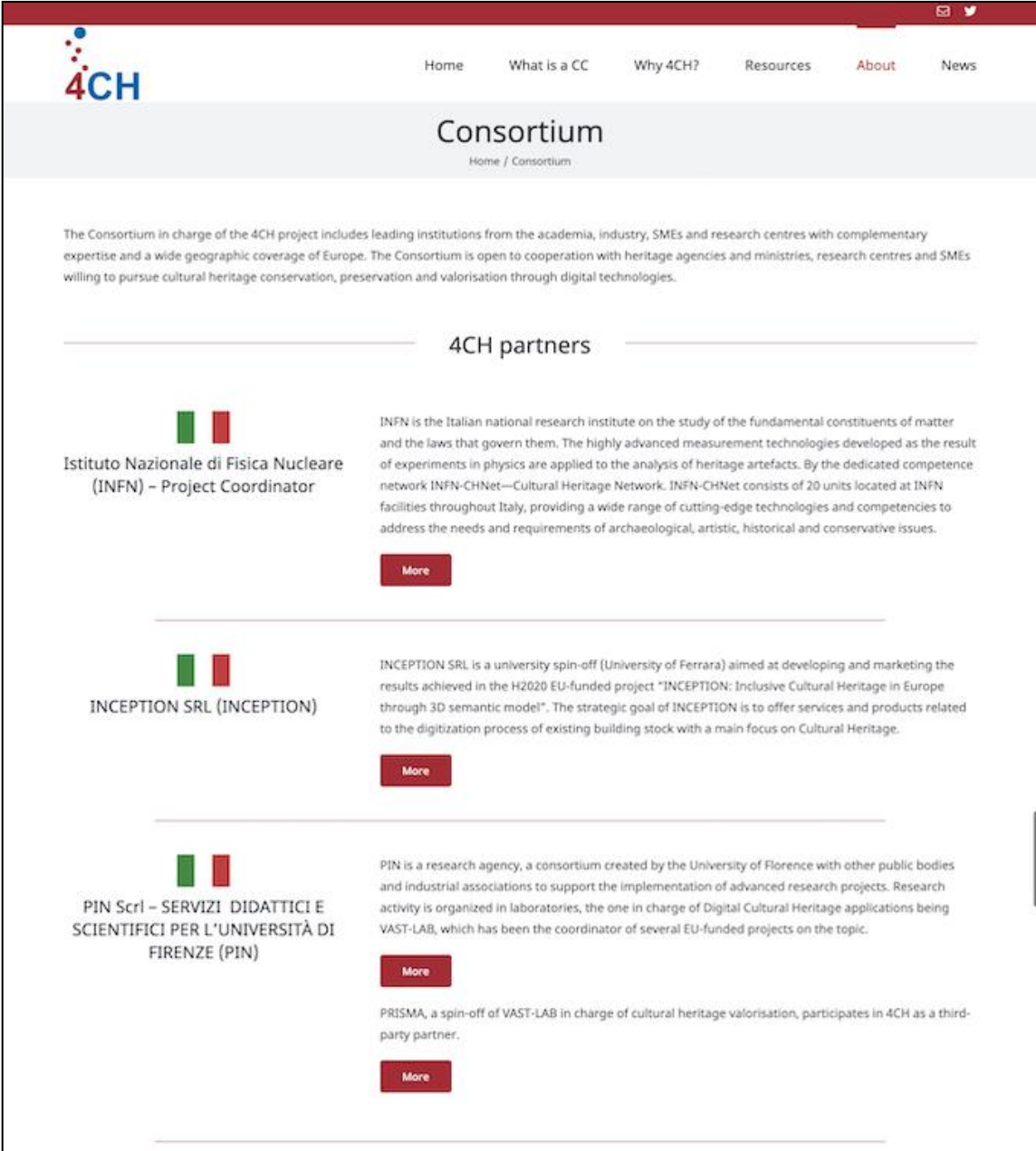
Figure 10: The Resources page

2.4.4 Consortium

A link to the Consortium page is available on the home page, and it presents an overview of all the project partners, with a flag denoting country of origin, a short description and a link to their website.

The Consortium includes leading institutions from academia, industry, SMEs and research centres in order to have complementary expertise and a wide European geographic coverage.

Figure 11: The Consortium page

2.4.5 Specific topics "About" the project

There are four boxes sections which address more specific questions: the project objectives, what project will do, end users and the approach. These four sub-pages plus the consortium and advisory board are also reported in the main menu under the "About" label.

- Project objectives
  The second level pages explain the five project objectives regarding digitization for conservation and preservation, supporting collaboration, best practices and the future sustainability of 4CH. They are summarised in a diagram.
- What 4CH will do
  In the second level page, there is a brief overview of purpose of 4CH.
- 4CH End users
  Who 4CH serves? The target user community for 4CH which ranges from large institutions to individuals and covers many different but related activities.
- 4CH approach
  How the project 4CH will engage its stakeholders and work together to design a CC structure that will meet the needs of cultural heritage. This concept is summarised by a diagram.
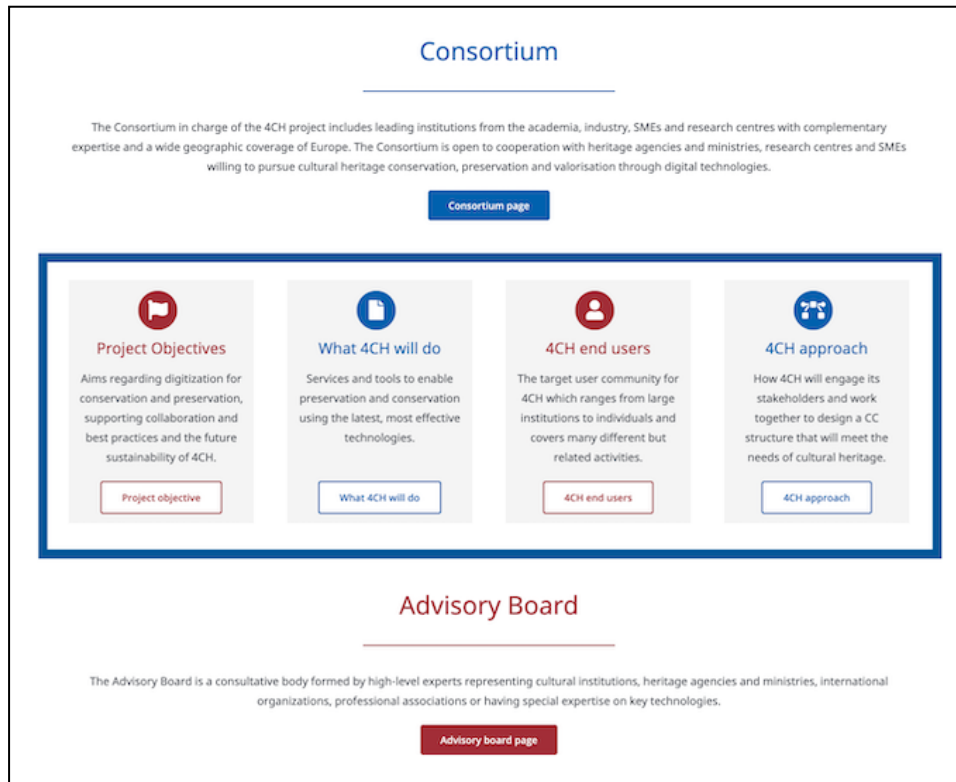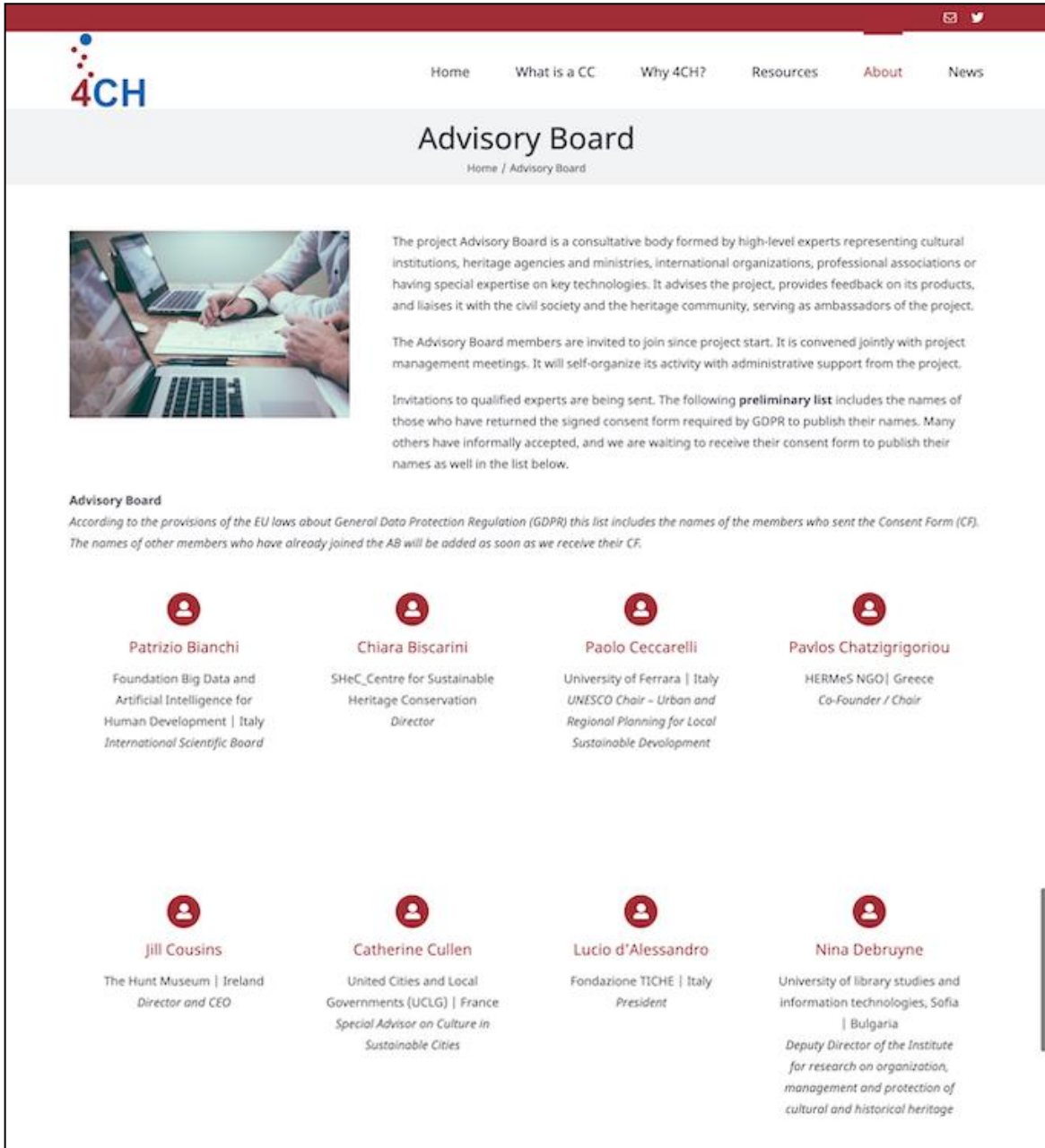
Figure 12: The "About" block in the Home page

2.4.6   Advisory board

The Advisory Board is a consultative body formed by high-level experts representing cultural institutions, heritage agencies and ministries, international organizations, professional associations or having special expertise on key technologies. This page provides a complete list of the people who have joined the board.

Figure 13: The Advisory Board page

2.4.7 News

The News section includes events created by the project but also important conferences and articles connected to the cultural heritage. The main event announcement is about the Kick-off which was held on 9th February by Zoom, reported in the article. The invitation to subscribe to the Newsletter was added to the News page (in addition to a link in the footer) just after the launch in order to give it more prominence.
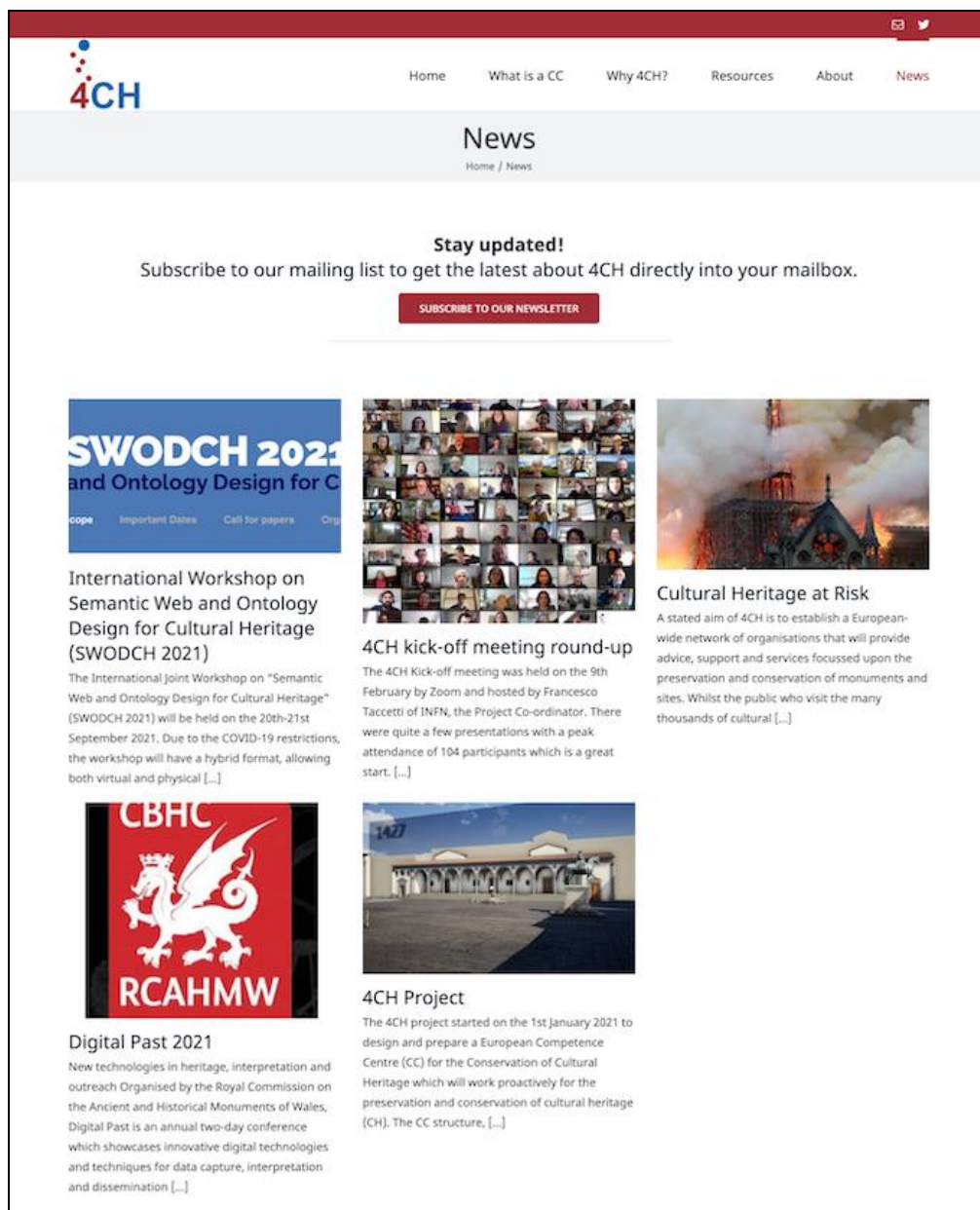
Figure 14: The News page

2.5   Email addresses

The email addresses redirect to the appropriate members of the management team:

- contact@4ch-project.eu
- advisory-board@4ch-project.eu

The contact@4ch-project.eu is provided as the main email address on the website and goes to the Dissemination team and Website manager who will redirect the message to the appropriate project person.

The advisory-board@4ch-project.eu is provided to invite qualified experts to join the project Advisory Board.

2.6   Design considerations: the graphic and structural design

The end-goal the project wanted to achieve was to make the website accessible to a wide range of people, in a clear and concise way, making the user experience friendly and inclusive.

Having a well-designed, accessible website doesn't just make a website available to those with disabilities, but it can also significantly improve the user experience for all users of the site. That's why accessibility has been a central component of design and development of 4CH website.

Our ongoing accessibility effort works towards conforming to the Web Content Accessibility Guidelines (WCAG[2]) version 2.1, level AA criteria.

Web Content Accessibility Guidelines is published by the Web Accessibility Initiative (WAI[3]) of the World Wide Web Consortium (W3C[4]) the international standard organization for the web, with the goal of providing a single shared standard for web content accessibility.

The guidelines are organized around four principles, that are the foundations of content produced for anyone who wants to access and use the web. Under each of the principles are guidelines and success criteria that have been considered for the website design.

The four principles are also known as POUR, which is an acronym that describes four qualities of an accessible user experience.

Perceivable – Perceivability refers to the information and user interface components that should be presented to users in ways they can perceive by their senses. That means that nothing can be

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[2] https://www.w3.org/TR/WCAG21/

[3] https://www.w3.org/WAI/

[4] https://www.w3.org/

invisible to all senses. Perceivability is based on visuals to most web users, but for those that are unable to, sound and touch must be used instead.

For example, in 4CH website all non-text content that is presented to the user, like images, has a text alternative that serves the equivalent purpose. We chose font family, font sizes and colours appropriately, to provide sufficient colour contrast between text and its background or to make sure that contents does not rely on colour alone.

Operable - Interactive interface elements such as controls, buttons and navigation should be operable. This means that the interface cannot require interaction that a user cannot perform and users must be able to interact with the website contents with a variety of tools (such as screen readers applications or other assistive devices).

For example, in 4CH website all functionality of the content is operable through keyboard interface. That means that it can be used by assistive software to obtain keystroke input even if the native technology does not contain a keyboard. The website provides ways to help users navigate, find content, and determine where they are. For example, it uses sticky menus on medium and large screens or it uses breadcrumbs as secondary navigation for the internal pages. It has a clear structure with properly marked up headings and it uses descriptive links that are as meaningful as possible also out of their context.

Understandable - Users should have no issue in comprehending the meaning and purpose of the information presented in the website content, as well as the operation of the user interface. Technology should be clear in the presentation and format, to ensure that all functionality is predictable as visitors navigate their way through a document.

For example, 4CH website programmatically indicates the language of the page content so that both assistive technologies and conventional user agents can render text more accurately.

Robust - Robustness is the ability for content to function reliably by a wide variety of user agents, including assistive technologies. The 4CH website is constantly updated to let users be able to access the content as technologies advance.

2.7 Design considerations: logo and colours

The logo concept starts from four main topics:

1. The 4CH project will promote state-of-the-art ICT solutions including 3D digitization, which have great potential for documenting, monitoring, mitigating and preventing damage caused by natural degradation, human-related developments and disasters.

2. The 4CH project will raise awareness among institutions and professionals about innovative ICT solutions, the positive benefits of high-quality digitization of heritage assets and sustainable exploitation of the cultural heritage. The 4CH project will define the organizational framework and plan the activities of the future Competence Centre, designing and testing the infrastructure, tools and services which the Competence Centre will provide.

3. The Competence Centre will offer knowledge (advice and support activities) and services to national and regional heritage agencies, cultural heritage institutions, professionals and citizens.

4. Monuments, historic buildings and historic urban areas are a significant social and economic resource, important for European history and identity, and effective strategies for their conservation are of paramount importance for sustainable development that realizes the cultural, social and economic potential of areas and regions.

The Competence Centre will be "The tree of knowledge" to sow ideas and best practice in cultural heritage and answer to institutions when they have questions. The seed will grow and will implement the Competence of the Centre. The red points in the logo are the competences and knowledge that are growing during the project, converge in the Competence Centre, represented by the blue point.
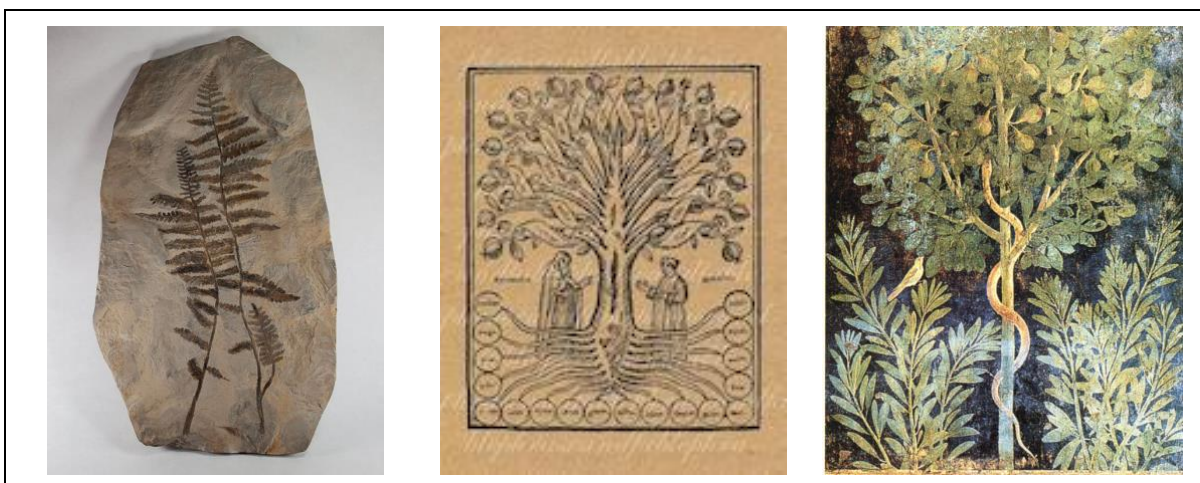
Figure 15: "The tree of knowledge"

Regarding the colours, it has been agreed to use two colours that instinctively inspire "Cultural Heritage": Pompeian Red (#A22E37) and Egyptian Blue (#0060AE).

Regarding the font represented in the logo, Arial was selected, a free San Serif Character, in order to preserve readability of the name of the project.

Figure 16: Logo evolution

Pompeian Red
HEX #A22E37
RGB (162; 46; 55)
CYMK (21; 100; 82; 12)
HSV (355*; 72%; 64%)

Egyptian Blue
HEX #0060AE
RGB (0; 96; 174)
CYMK (98; 64; 0; 0)
HSV (207*; 100%; 68%)

Figure 17: Official colours

Figure 18: Official Logo

2.8 Website statistics

The use of the website is carefully monitored via Google Analytics. The following analysis covers M1 – M2 of the project (Jan 2021 - Feb 2021). The 4CH website attracted 1,297 users during the first two months of project and the average engagement time was around two minutes.

Figure 19: Development of user numbers since the launch of the site

Regarding user engagement and retention, all key metrics (engaged sessions, engaged sessions per users, engaged rate and average engagement time) generally have good results for the first two months.

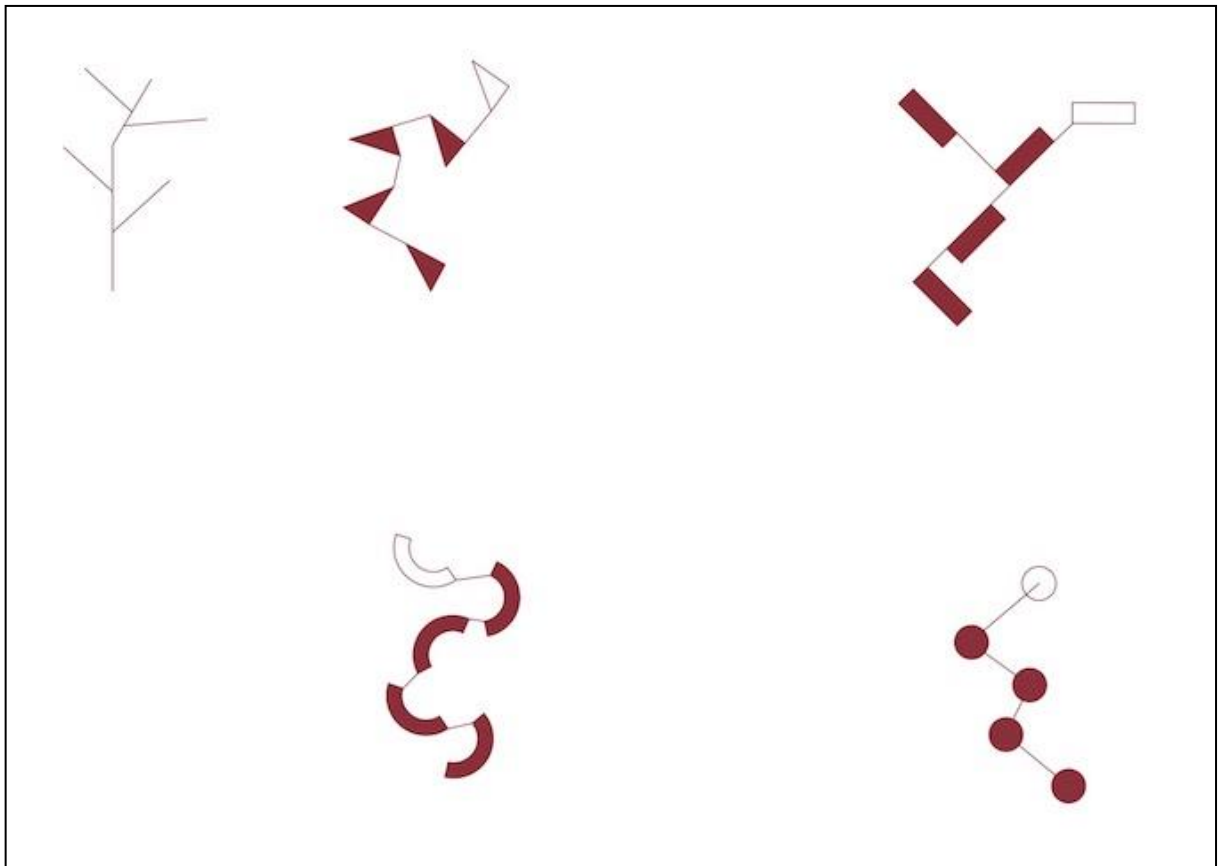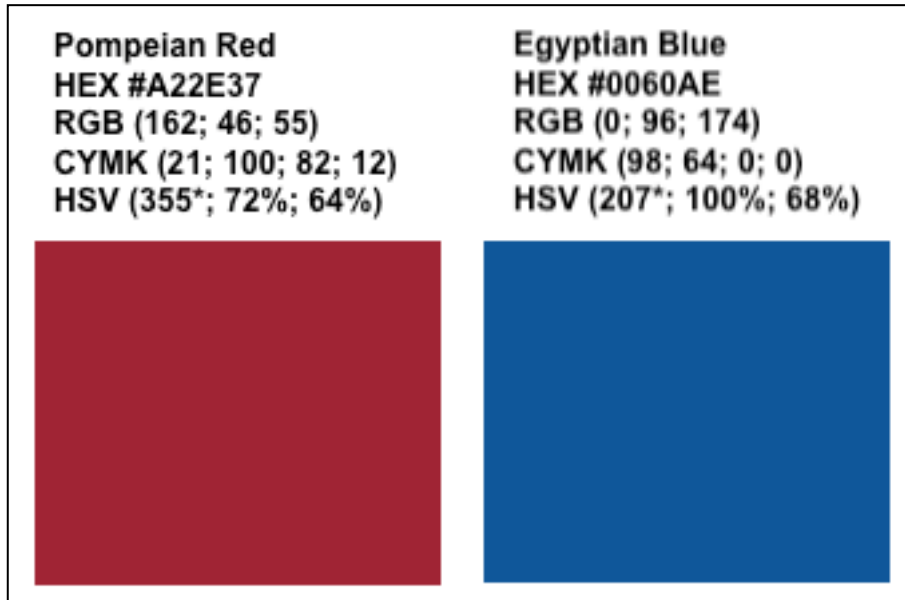| Country ▾	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
Totals	1,297 100% of total	1,291 100% of total	1,280 100% of total	55.99% Avg 0%	0.987 Avg 0%	1m 41s Avg 0%
1 Italy	396	391	532	61.79%	1.343	2m 17s
2 United States	86	86	21	23.86%	0.244	0m 04s
3 France	74	74	85	69.11%	1.149	2m 32s
4 Germany	74	73	73	68.87%	0.986	1m 53s
5 Netherlands	74	74	49	47.12%	0.662	1m 08s
6 Greece	70	70	68	56.67%	0.971	1m 31s
7 Belgium	58	58	67	59.29%	1.155	1m 54s
8 Romania	55	55	57	42.22%	1.036	2m 39s
9 United Kingdom	49	49	44	46.32%	0.898	1m 26s
10 Cyprus	44	44	64	59.26%	1.455	1m 25s

Figure 20: User engagement key metrics

We will continue to monitor the website statistics continuously in order to be able to analyse the trend over a significant period of time.

3. Twitter

The Twitter account was set up on the 11th January 2021 with the handle "4chProject". Twitter is a popular social media channel within Cultural Heritage but it will take time to build up an effective following. This can be achieved through following related Twitter feeds, retweeting, encouraging end users to subscribe (followers) as well as tweeting targeted content regularly.

After one month, the tweet relating to the Kick-off meeting generated over 1,000 impressions with 60 click through to the links contained (on the 4CH website).

Figure 21: The top 4CH Tweet to date

The Twitter feed will be added to the website footer (to give it more visibility) as well as being accessible via the Twitter icon. Likewise, some of the Tweets contain links which refer back to the website. 4chProject currently has 59 followers (already up by 16 in March) and will work to growing this audience continuously, a task which will become easier as the project progresses.

References

1. Grant Agreement No. 101004468, Competence Centre on the Conservation of Cultural Heritage, CORDIS, https://cordis.europa.eu/project/id/101004468
2. Web Content Accessibility Guidelines (WCAG) 2.1, W3C, https://www.w3.org/TR/WCAG21/
3. Web Accessibility Initiative (WAI), W3C, https://www.w3.org/WAI/
4. World Wide Web Consortium (W3C), W3C, https://www.w3.org/