

## Deliverable 5.2

### Website



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<sup>1</sup> **R**=Report, **DEC**= Websites, patents filling, etc., **O**=Other

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## Change Control

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# 1 Introduction

This deliverable presents an overview of the AQUAS website as one of the central elements of the communication and dissemination activities of the project. The main objective of the deliverable is to introduce the structure of the website, its current and intended contents, as well as the procedures defined to continuously update the website. Moreover, the report also mentions various additional communication means intended to be used together with the website.

This deliverable is complemented by Deliverable 5.1 – Detailed Communication Plan which refines a dissemination and communication plan provided in the project proposal. In particular, it reflects current strategies and possibilities of all partners regarding what conferences, fairs, and events they will appear and when.

## 2 Description of the Website and Social Media Used by Aquas

Before concentrating on the website of the project (and other related communication means), this section is intended to provide a short summary of the planned communication and dissemination activities within the scope of the AQUAS project. A high-level overview of these activities is depicted in Figure 1.

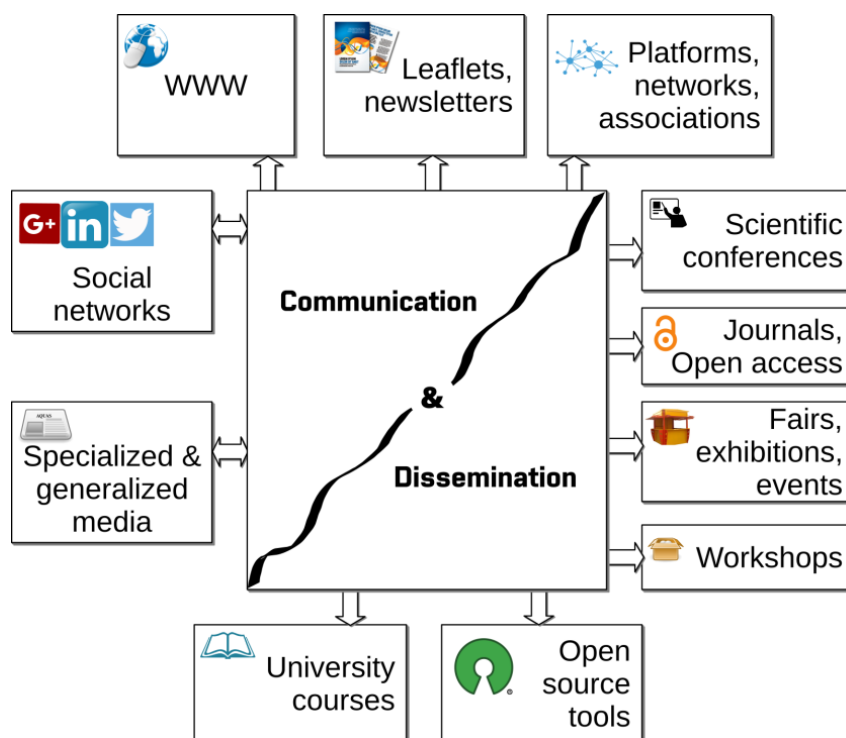


Figure 1 High-level summary of planned communication and dissemination activities.

As can be seen in the figure, the AQUAS project plans to use several communication channels within its communication and dissemination activities. Among these channels, the website, set up on the URL <http://aquas-project.eu/>, is intended to be the primary communication channel. Secondary communication channels principally include several well-known social networks, namely: Facebook, Google+, Twitter, and LinkedIn.

The AQUAS website is managed by Brno University of Technology (BUT), administered by TrustPort, and hosted by a third-party Internet Service Provider (OVH: [www.ovh.com](http://www.ovh.com)). As discussed in more detail below, the website provides an overview of the project, including its goals, the project consortium, structure of the project, the considered use cases, as well as the events organized within the project.

The website is planned to provide information to both the project partners and other professionals from the subject areas concerned by the project, as well as the general public. The website is fully public and accessible to all interested parties. In order it to be reachable to different groups of interested people, a popular scientific design and service provider has been selected.

During the project, the website will continuously be updated, concerning both the content and its structure. These updates shall include the results obtained in the project, different scientific publications as a result of the work performed in AQUAS and its public deliverables. All this will be

gradually announced on the website. Moreover, various news related to the project, members of the consortium, as well as to the subject area of AQUAS in general will be added on the website. In addition, a vast majority of all the news shall be also published through the above mentioned social networks).

## 2.1 Description of Objectives

The main objectives of the AQUAS website are the following:

- *Inform* the community about the results of the project in the area of improving quality of embedded systems used in medicine, transportation, industrial control, and earth observation, concerning their safety, security and performance.
- *Educate* the community in the previously mentioned areas by sharing public materials and publications.
- *Stimulate* the community in order to get their feedback.
- *Promote* the project results to the interested entities.
- *Raise awareness* of the community on results, deliverables, and other activities of the AQUAS project.
- *Foster* further collaboration.

To meet those specific objectives, the website has to fulfil some specific requirements.

*From the user perspective:*

**REQ1: Covering:** The designed website must transfer the values of the project on a regular basis.

**REQ2: Interactive:** The content must be easily shareable and accessible via different channels of communication.

**REQ3: Easy to access and read (design):** The proposed website design, template, and structure of information must be clear and readable.

**REQ4: Easy to read (content):** The content must be more accessible for an average Internet user. All information about the project, its milestones, and achievements need to be in the spirit of popular science.

*From the administrator (reporter) perspective:*

**REQ5: Easy to modify:** The proposed solution must be easy to modify. This will be achieved through usage of state-of-the-art CMS (Content Management System) with some additional plug-ins. As a result, management and content editing will be as simple as using a common text editor.

## 2.2 Description of the Target Audience

In order to reach the widest possible audience, different communication channels were proposed. Engaging social media into dissemination activities should support spreading the project related information to the general public as well as interested professionals. The target audience of the AQUAS website and of the additional communication channels includes:

- **Consortium members**

The project website is a central element of communication and dissemination within the project. All consortium members are a key target audience; the proposed approach should ensure a proper level of communication as well as dissemination materials spreading between consortium members.



- **Industry and industry associations**

Since advances and results of the AQUAS project will be highly relevant for the industry, this is one of the most important target groups.

- **European commission/ECSEL**

Entities related to the European Commission/ECSEL must be informed about the project progress to get information about that project funding is properly invested.

- **Standardisation bodies**

In order to ensure the relevance and longevity of the AQUAS project results, proper information must be available to any interested standardisation body.

- **Scientific community**

AQUAS will produce results that can be interesting and valuable from the scientific community point of view, thus this group is considered as one of the main target audiences too.

- **Junior researchers**

The subject area of AQUAS can be stimulating for new types of research or expanding already explored areas, where junior researchers are often the key players. AQUAS public documents and publications will therefore be available on the website to make them easily accessible to any such interested researcher.

- **General public**

Finally, one of the objectives of the website is to *raise awareness* of the general public. It is therefore planned to publish the website content such that it will be user-friendly even for the general public.

## 2.3 Responsibilities and Updates

The dissemination leader BUT is directly responsible for editing and carrying out website updates on a regular basis. In particular, BUT has to ensure a regular maintenance of the website. BUT will also timely update the content of the website, including project results, published papers, released deliverables or any public document (website requirement REQ1 mentioned in Section 2.1). Other Partners are responsible for delivering inputs to be published on the website and through social media upon request by the dissemination leader (REQ4). The content is created on a basis of information acquired from various communication activities—teleconferences, e-mail communication, project meetings, etc. If some specific content is not available on the website nor in the social media channels, interested parties should contact the dissemination lead via e-mail and the Coordinator in Cc with a request for update.

The website as well as several social media channels of the AQUAS project have already been created (REQ2, REQ4). The website is running on a state-of-the-art content management system, which will give the possibility to easily modify the content of the website (REQ5). BUT is also responsible for the design of the website ensuring that the published information is readable from major browsers and devices (REQ3).

## 2.4 Information Sharing Tools

Information specified in Table 2-1 will be distributed through various communication channels. In this section, basic communication channels are described, together with the type of information that is transmitted.

Table 2-1 Different type of publications and corresponding communication channels.

ID	Type of information	Description	Website	Facebook	Google+	Twitter	LinkedIn
1	Basic information about the project and activities	Proposed information channel should allow adding and sharing basic information about the project, its domain of interest, its objectives, members of the consortium, contact data, etc.	X	X	X		X
2	Public documents	Public documents, deliverables, forms, materials should be available in a place accessible for interested parties.	X				X
3	Multimedia sharing	Project activities generate multimedia content, such as video materials, multimedia presentations, etc. These should be made available in an appropriate way.	X	X	X		
4	Short information about events	Project activities and initiatives can generate events, conferences, meetings, and workshops. Short info about the coming events as well as about those already passed should be spread among interested entities.		X	X	X	
5	Technical changes	For the needs of users, followers, and partners, information about technical changes and availability issues should be shared.				X	
6	Events announcements	Events related to AQUAS activities should be described in a way that allows easy joining (information about events, questionnaires, contact data, etc.).	X	X	X	X	X
7	Full articles about events (conferences, meetings, workshops)	Reports from meetings in the form of notes, pictures, and articles containing public information should be published in the channels that reach the largest number of recipients. This information should be prepared in an easily accessible form.	X	X	X		X
8	Milestones of the project	In order to inform interested parties, information about achieving the milestones of the project should be shared.	X	X	X	X	X

### 2.4.1 AQUAS Facebook

Facebook is the most popular social media tool and will allow the project to reach a wide group of target audience and keep the community informed about the project status. Facebook will be used to inform interested parties and entities about AQUAS activities and AQUAS topical area dissemination.

**Link:** <https://www.facebook.com/AQUAS-862062447267795/>

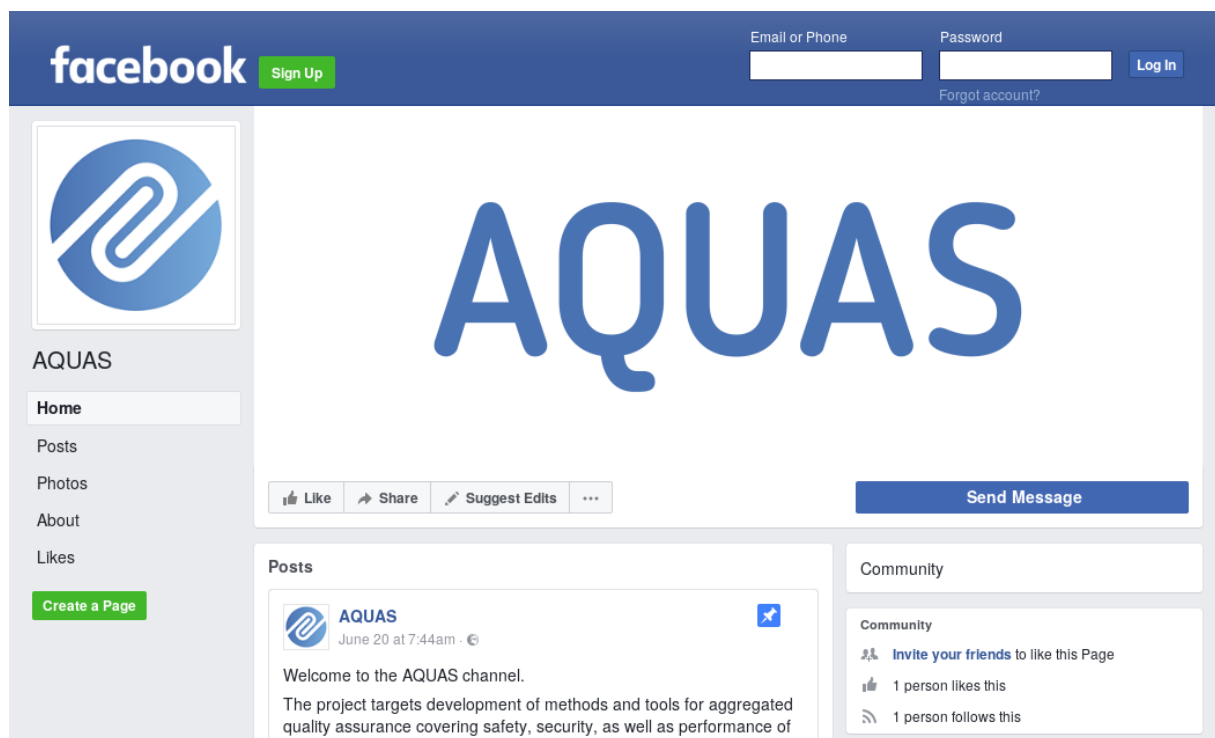


Figure 2 AQUAS Facebook Home page

## 2.4.2 AQUAS Google+

Google+ is another popular social media tool similar to Facebook. The goal of AQUAS Google+ is to increase the visibility of the project by providing a direct Google-dependent communication channel (reading, sharing, discussion) to a broader group of users.

Link: <https://plus.google.com/108417931442884976186>

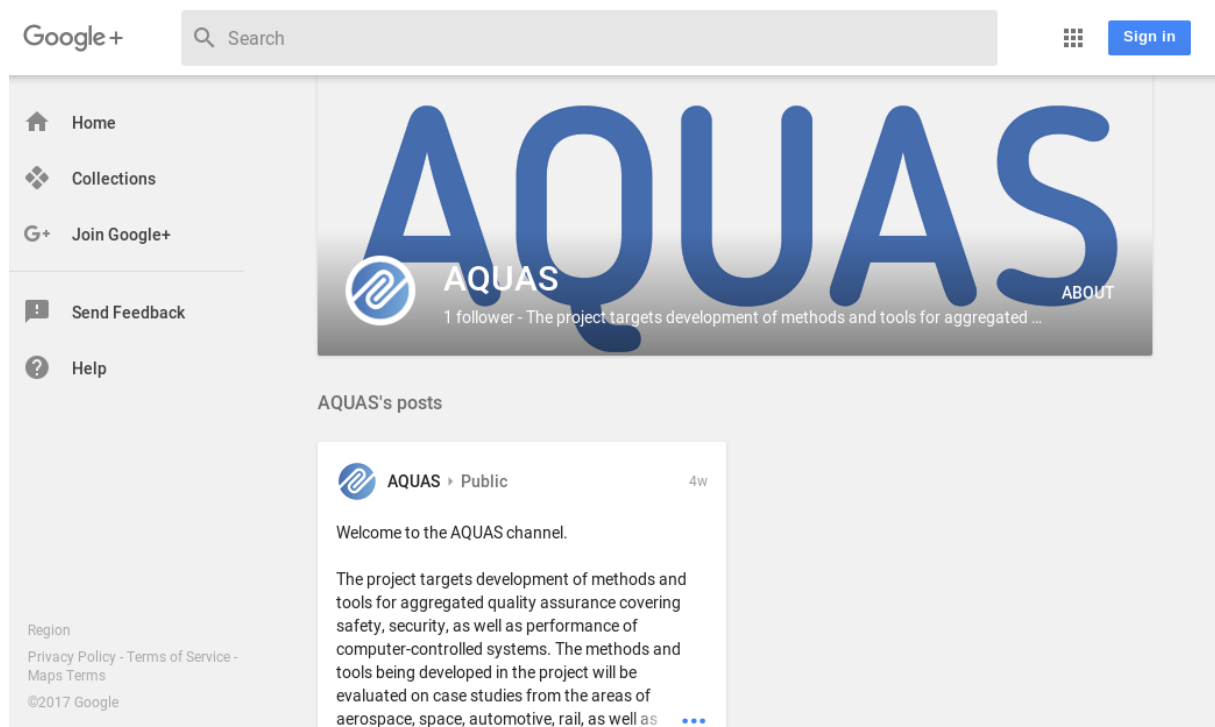


Figure 3 AQUAS Google+ Home page

### 2.4.3 AQUAS Twitter

Twitter will be used to post short messages as well as images from AQUAS related events and activities. This social media is rapidly gaining worldwide popularity which should significantly help in raising awareness of the project activities and results within both academic and industrial communities.

**Link:** [https://twitter.com/aquas\\_project](https://twitter.com/aquas_project)



Figure 4 AQUAS Twitter Account

## 2.4.4 AQUAS LinkedIn

LinkedIn shall allow the project to create a cooperation network via a dedicated website. LinkedIn will be used for spreading information about events, reached milestones, and publication of the project. LinkedIn also provides space for blogs and discussion with interested entities with AQUAS partners. AQUAS partners involved in the project are invited to join such a network.

**Link:** <https://www.linkedin.com/company/aquas-project>

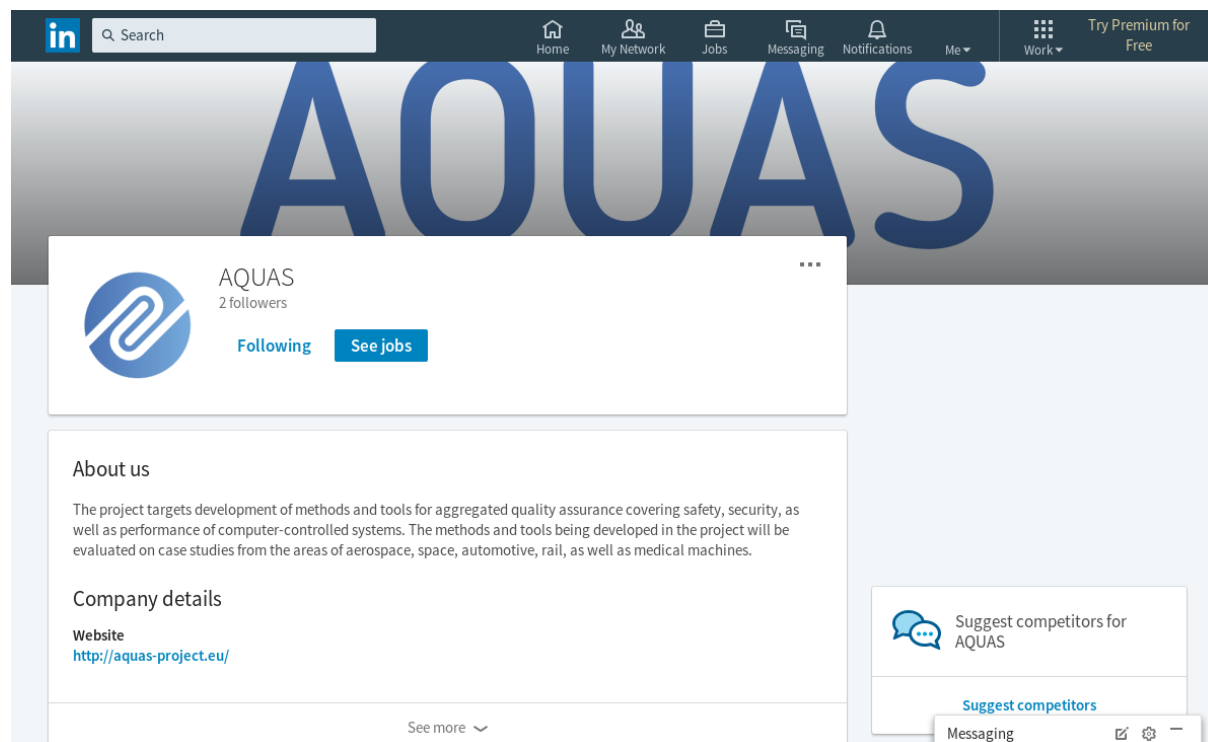


Figure 5 AQUAS LinkedIn Account

### 3 The Content of the AQUAS Website

The strength of the website interface is its usability. The site is easy to use by the user thanks to an intuitive graphic which is easy to understand. The AQUAS project website is divided in 8 categories that always appear in the header. The header is an interactive menu, which serves as a navigation panel and helps in browsing the website and finding all necessary information. The content of the website is managed through WordPress and its plug-ins.

#### 3.1 About

The Home page is a typical welcome page that briefly informs the visitor about the contents of the website and allows him/her to navigate to more detailed information.

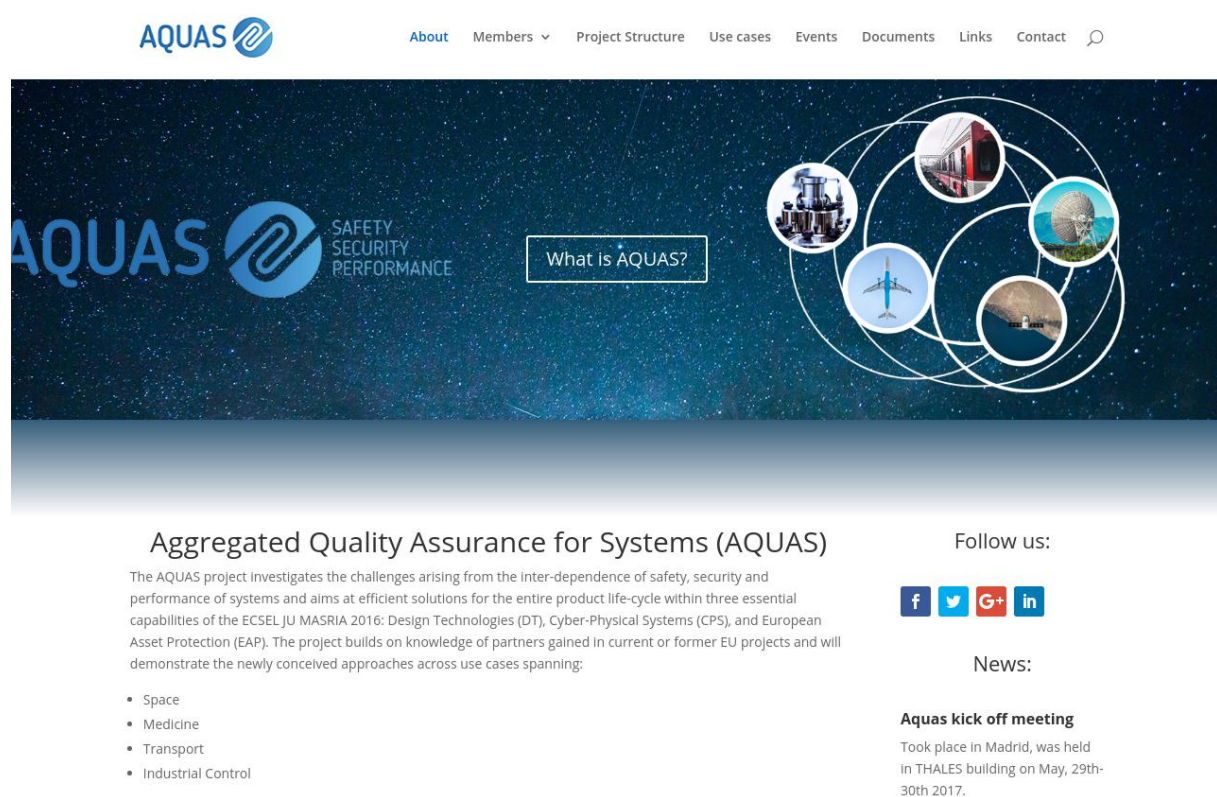


Figure 6 Screenshot of the Website Home page



## 3.2 Members

In this section, basic information regarding the AQUAS consortium with a geographical location within the EU is provided. Also, for each partner, the website provides a detailed profile, domain of expertise, and tasks in which the partner will participate.

**AQUAS** About **Members** Project Structure Use cases Events Documents Links Contact

1. [AbsInt Angewandte Informatik](#) (DE)
2. [AIT Austrian Institute of Technology](#) (AU)
3. [Alliance Pour les Technologies de L'Informatique](#) (FR)
4. [Ansys Medini Technologies](#) (DE)
5. [Brno University of Technology](#) (CZ)
6. [City University London](#) (UK)
7. [Clearys](#) (FR)
8. [Commissariat à l'énergie atomique et aux énergies alternatives](#) (FR)
9. [Fundacion Tecnalia Research & Innovation](#) (ES)
10. [Institut Mines-Telecom, Telecom ParisTech](#) (FR)
11. [Instituto Tecnológico de Informática](#) (ES)
12. [Intecs Solutions](#) (IT)
13. [Integrasy](#) (ES)
14. [Magillem Design Services](#) (FR)
15. [RGB Medical Devices](#) (ES)
16. [RheinMain University of Applied Sciences](#) (DE)
17. [Siemens AG](#) (AU)
18. [Siemens Industry Software](#) (FR)
19. [SYSGO](#) (DE)
20. [Thales Alenia Space Espana](#) (ES)
21. [Thales France](#) (FR)
22. [Thales Italia](#) (IT)
23. [TrustPort](#) (CZ)
24. [Università degli Studi dell'Aquila](#) (IT)

UK: City  
Germany: AbsInt, SYSGO, KPIT, AGI

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**AQUAS** About **Members** Project Structure Use cases Events Documents Links Contact

### Thales R&T, France

**THALES**

**Profile**

Thales is a world leader for mission critical information systems, with activities in three core businesses: aerospace (with all major aircraft manufacturers as customers), defence, and security (including ground transportation solutions). It employs 68000 people worldwide (50 countries). It provides its customers with all the key functions in the critical information loop, from detection and processing to transmission and distribution. Thales develops its strategic capabilities in component, software and system engineering and architectures through its R&T organisation. Designing and developing the mission/safety-critical information systems that underpin the company's leadership in aerospace, defence and security markets calls for comprehensive expertise in increasingly sophisticated technologies and the ability to integrate these technologies with large-scale software driven systems.

THALES Research & Technology (TRT), a network of corporate research laboratories of the Thales group, coordinates these activities at the global level. TRT's primary mission is to forge links between the company and leading scientific bodies in each area of expertise in order to monitor the latest advances, develop disruptive technologies and expertise in new areas, attract talented science graduates and provide a platform for innovation and knowledge sharing to support company-wide projects. Most of these corporate laboratories are located on university campuses in immediate proximity to the company's research partners.

**Relevant project expertise**

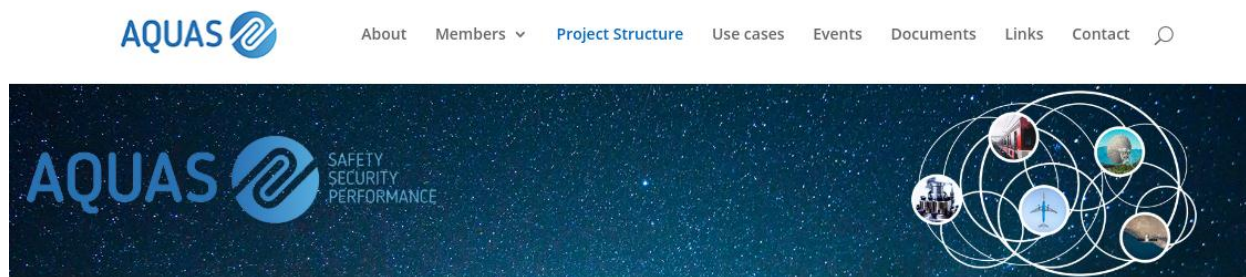
The ITEA 2 project MERgE, developed and demonstrated innovative concepts and design tools to address

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Figure 7 An example of consortium description

### 3.3 Project Structure

In this section, the structure of the project and responsibilities of the partners are introduced. Work packages are briefly described together with an overview of dependencies of their tasks.



#### Project Structure

The work structure and responsibilities of AQUAS are broken down into work packages and tasks.

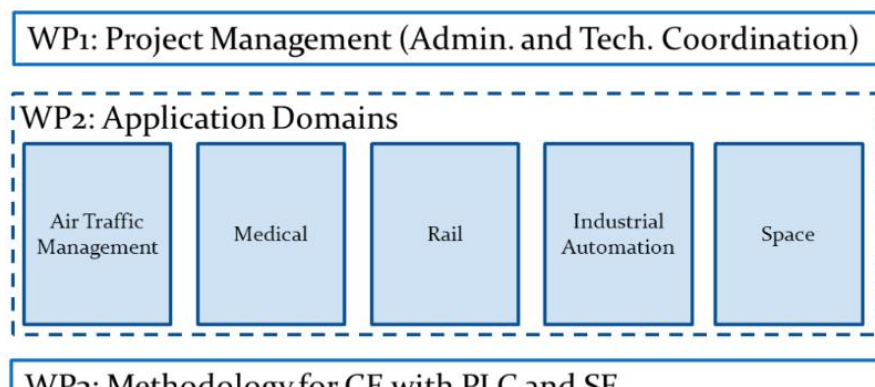
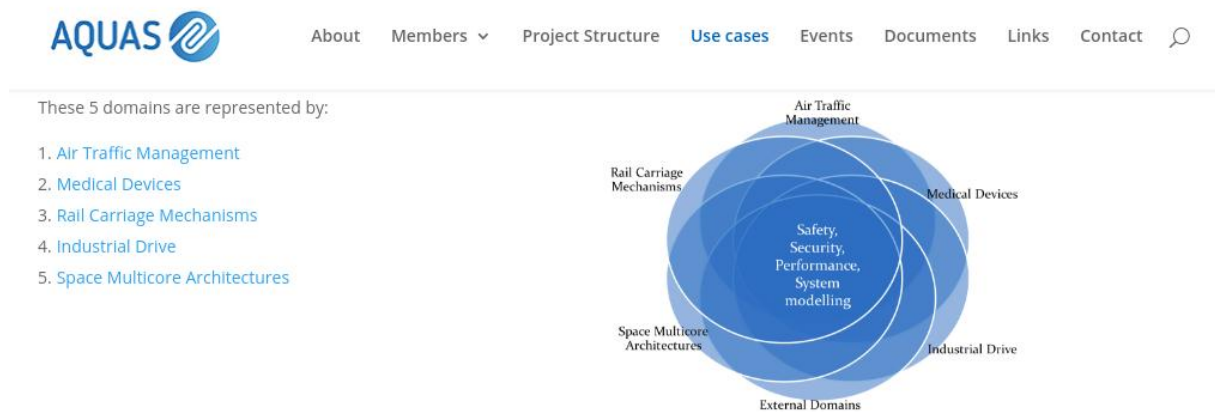


Figure 8 A screenshot of the page describing the project structure

### 3.4 Use Cases

In this section, AQUAS is described from a perspective of the planned results, products and work items that are to be delivered, fields of improvements and other highlights. This section also presents the planned use cases that will be realised in AQUAS project.



#### 1. Air Traffic Management

This domain consists of two use cases in order to address a wider scope of co-engineering axes. The use cases are complementary as they have a different subfocus.

The use-case based on the radio-navigation beacon is mainly focused on performance and safety issues.

"Performance" is expected to improve during the initial and later lifecycle phases: design, validation, verification, followed by the same processes for the evolution/upgrade of the systems.



#### 2. Medical Devices

Control of Physiological parameters by means of automatic drug infusion is a relatively new research area, highly directed to the Operating Room (O.R.) activities. Due to the fact that the use of such technology is very promising, the expected rate of growth in sales is very high.

The market size of the above mentioned subsector is formed by two basic families of Medical



Figure 9 A screenshot of the page describing Use Cases

### 3.5 Events

The page of AQUAS events will contain all the details and materials about upcoming and already finished events. This section will be under continuous updates.

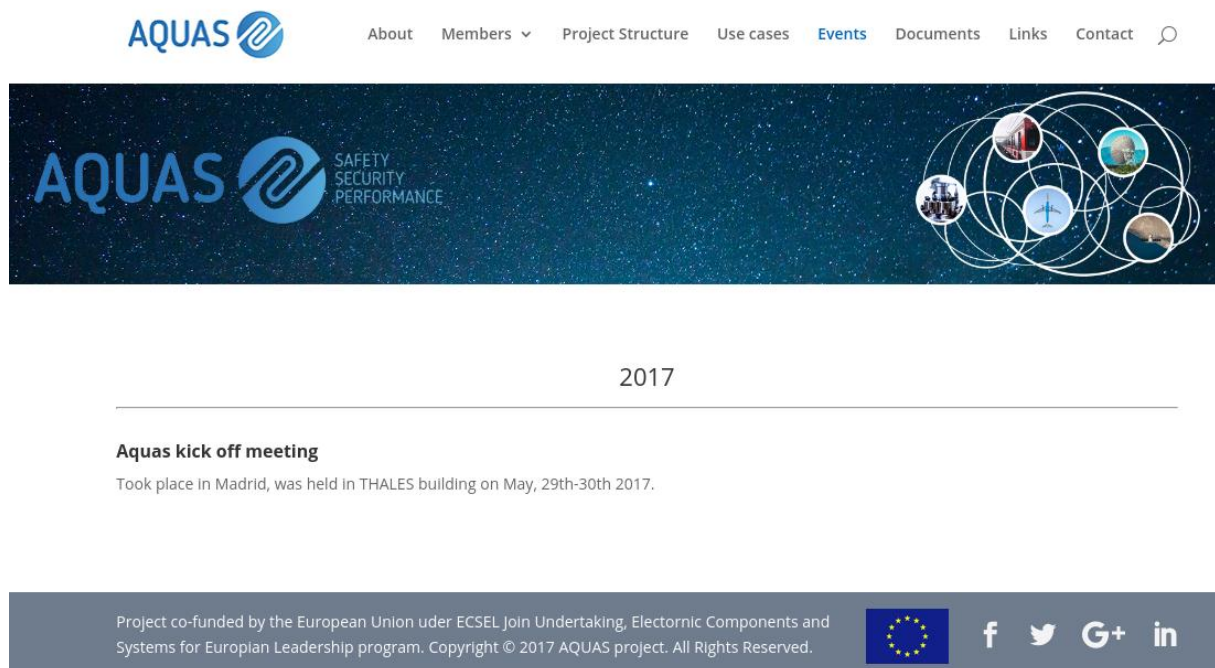


Figure 10 A screenshot of the page reserved for event materials

### 3.6 Documents

Published materials, such as deliverables, conference papers, and presentations, will be reachable in the Documents section. At the moment of the preparation of this deliverable, the section contains no useful materials.

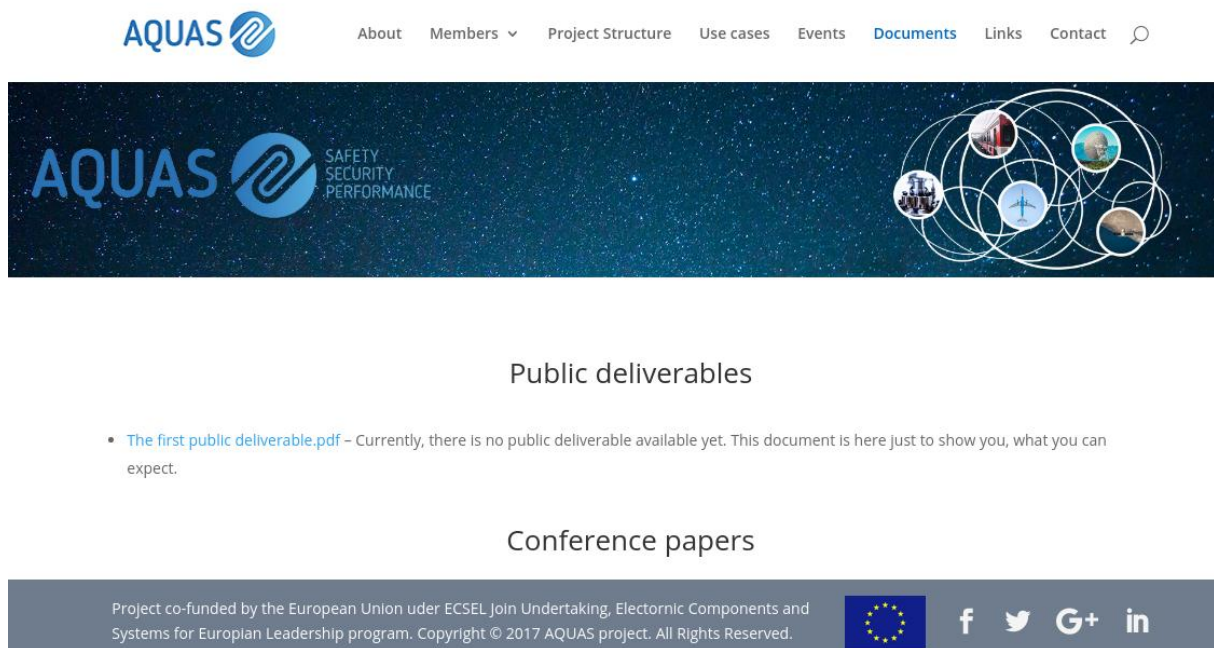


Figure 11 A screenshot of the page containing public documents.

### 3.7 Links

On the website, there is also a section for links to other projects and partner-specific websites related specifically to the AQUAS project.



### 3.8 Contact

Finally, if a user wishes to contact the consortium, there is a special contacting form.



The screenshot shows the AQUAS website's contact page. At the top, there is a navigation bar with the AQUAS logo and links for About, Members, Project Structure, Use cases, Events, Documents, Links, and Contact. Below the navigation bar is a large banner image featuring the AQUAS logo, the text "SAFETY SECURITY PERFORMANCE", and a network diagram. The main content area has the heading "Project coordinator: Filip Veljkovic" and the text "Do you have any questions? Contact us!". Below this is a contact form with four input fields: Name, Email Address, Subject, and Message. A CAPTCHA challenge "1 + 1 =" is displayed next to a "Submit" button. At the bottom, there is a footer with text about ECSEL funding, the AQUAS logo, and social media icons for Facebook, Twitter, Google+, and LinkedIn.

**AQUAS** SAFETY SECURITY PERFORMANCE

**Project coordinator:** Filip Veljkovic

Do you have any questions? Contact us!

Name

Email Address

Subject

Message

1 + 1 =

[Submit](#)

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 [f](#) [t](#) [G+](#) [in](#)

Figure 12 A screenshot of the contacting form.

## 4 Impact Analysis

The website content should be easily accessible to a broad range of users. The easiest way to raise awareness of the community on the AQUAS project and its results is to work on Search Engine Optimization (SEO). One of the main impacts on SEO is to spread information about the AQUAS website widely on the Internet. This should be continuously performed by all AQUAS partners in different dissemination channels. The website itself should fulfil requirements of all major search engines. This should be done by a continuous development of the website content and by monitoring the reachability of information shared by AQUAS through search engines.

Another analysis of the impact of the website will be performed using Google Analytics. Since the website is up and running for a short period of time, the results of Google Analytics would have no use at the moment. The first interesting data will be gathered at M6 of the project.

## 5 Conclusion

This deliverable describes the structure of the project website, communication channels, and procedures and responsibilities for their updates. The website is a central element for communication and dissemination activities within the project and will continuously be updated to maximize impact of knowledge resulting from the project.

The deliverable does not provide overall communication and dissemination plans which are thoroughly described in Deliverable 5.1 - Detailed Communication Plan.